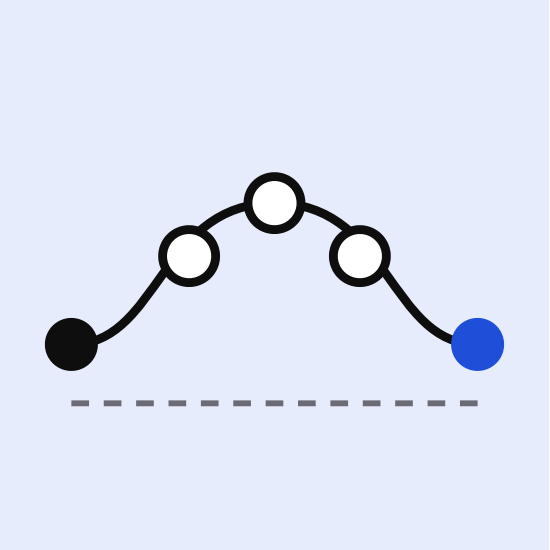
Discipline

Service design

Designs complete services so they create value for those who use them and those who provide them, coordinating each touchpoint with the people, processes, and systems behind it.



In Spanish

Diseño de servicios

Origin

Born in services marketing with Shostack (1977, 1982, 1984); in design, the first European professorship in Cologne (1995) and the first consultancies (Livework, 2001); consolidated by Stickdorn and Schneider (2010)

What it deals with

A service is experienced over time and passes through channels, people, and departments that usually work separately within an organization. If each department designs only its own part, the person suffers the gaps between them; service design designs the whole.

Principles

Human-centered

Considers everyone the service touches, not only the customer: also the staff who provide it and everyone else involved.

Collaborative

People from different departments, and from outside the organization, take part in the design and share the decisions.

Iterative

Moves forward in cycles of exploring, testing, and adjusting; early failed attempts are part of the process.

Sequential

The service is thought of as a sequence of related moments, before, during, and after use, with its own pace.

Real

Research and prototyping happen in the service's real conditions, not only in the meeting room.

Holistic

Takes the whole service environment into account, including channels and parts the organization does not control.

Applications in design

Use it like this

Before redesigning a screen or a counter, map the whole service: what happens before, during, and after, and what happens behind the scenes.

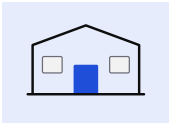
Avoid

Changing only what the person sees and leaving the processes and systems behind it unchanged: the failure comes back.

Don't fall for it

Include staff from the start: they live the service every day, know where it breaks, and are the ones who will have to deliver it differently.

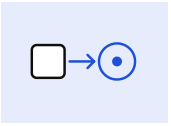
Especialidades



Specialty

Service environment design

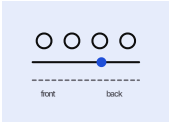
Designs the spaces where a service is delivered, because they affect customers and employees.



Specialty

Service innovation

Creates new services or deeply changes existing ones, with methods from design and management.



Specialty

Service design research

Researches how customers, employees and other actors experience a service, in order to redesign it.

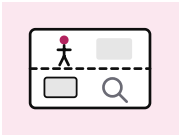
Models and concepts



Concept

Touchpoint

Every moment a person meets the service, through another person, an object, or a screen.



Concept

Frontstage and backstage

What the person sees of the service, and everything that happens behind it to make it work.



Model

Good services principles

Fifteen traits shared by services that work, for reviewing one from end to end.

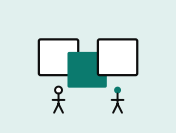
Methods and tools



Method

Bodystorming

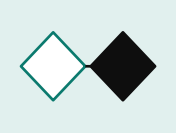
Ideating in the real place, acting out with your body how the idea would be used.



Approach

Co-design

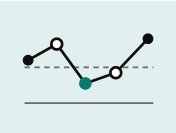
Designing together with the people who will live with the result, with tools so they can create too.



Process

Double Diamond

Open up and narrow down twice: first to find the right problem, then the solution.



Method

Journey map

A map of a person's path through a service, with what they do, use and feel at each step.

Connections

Builds on

- Services marketing
- Service-dominant logic
- Behavioral economics
- Peak-end rule
- Four orders of design

Related to

- Information architecture
- Customer experience design
- Employee experience design
- Experience design
- Design for policy
- Behavioral design
- Legal design
- Organizational design
- Design for health
- Systemic design
- UX design
- Design research
- Product-service systems

Authors and works

1977, 1982, 1984	**G. Lynn Shostack**	Argued from marketing that services need their own approach, distinct from products, and proposed the service blueprint to design them.
1995	**Birgit Mager**	Held Europe's first professorship in service design, created in 1995 at the Köln International School of Design.
2001	**Chris Downs, Lavrans Løvlie, and Ben Reason**	Founded Livework in London, which presents itself as the first consultancy dedicated to service design.
2008	**Mary Jo Bitner, Amy Ostrom, and Felicia Morgan**	Turned the blueprint into a practical technique for service innovation.
2010	**Marc Stickdorn and Jakob Schneider**	Brought together the discipline's principles and tools in This Is Service Design Thinking.
2018	**Marc Stickdorn, Markus Hormess, Adam Lawrence, and Jakob Schneider**	Revised the principles in This Is Service Design Doing: they moved from "user-centered" to "human-centered" and added "iterative" and "real."

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