

Basics

Introduction



Preface	12
The Design beyond the Design	14
Crowdsourcing Map	20
How to use this book	22

What is Service Design?



Definitions: Service Design as an inter-disciplinary approach	28
5 Principles of Service Design Thinking: A dynamic language for a dynamic approach	34
Marketing: Connecting with people, creating value	46

Who are these Service Designers?



Fields of Service Design	54
--------------------------	----

Product Design: Developing products with service applications	56
---	----

Graphic Design: Providing visual explanation	68
--	----

Interaction Design: Services as a series of interactions	80
--	----

Social Design: Delivering positive social impact	88
--	----

Strategic Management: Why corporations do what they do	94
--	----

Operations Management: The relentless quest for efficiency	102
--	-----

Design Ethnography: Taking inspiration from everyday life	108
---	-----

Methods &

How does Service Design work?



Tools of Service Design Thinking	120
It Is an Iterative Process	122
AT-ONE: Becoming AT-ONE with Your Customers	136

What are the tools of Service Design?



This is a Toolbox – not a Manual	146
Stakeholder Maps	150
Service Safaris	154
Shadowing	156
Customer Journey Maps	158
Contextual Interviews	162
The Five Whys	166
Cultural Probes	168
Mobile Ethnography	172
A Day in the Life	174
Expectation Maps	176

Personas	178
Idea Generation	180
What if...	182
Design Scenarios	184
Storyboards	186
Desktop Walkthrough	190
Service Prototypes	192
Service Staging	194
Agile Development	196
Co-Creation	198
Storytelling	202
Service Blueprints	204
Service Roleplay	208
Customer Lifecycle Maps	210
Business Model Canvas	212

Applied Service Design



Service Design Thinking in Practice	218
-------------------------------------	-----

NL Agency and DesignThinkers: Service Design for a governmental organisation	221
--	-----

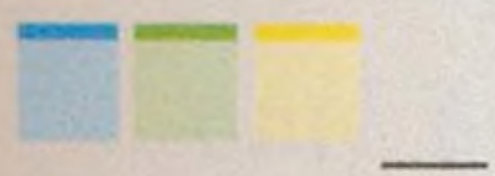
Mypolice and Snook: Service Design for a public organisation	235
--	-----

Hello Change and Funky Projects: Service Design for an application process	251
--	-----

UPMC and Carnegie Mellon University: Service Design for a hospital	267
---	-----

SEB and Transformator: Service Design for a bank	281
---	-----

Deep Service Design thinking



Deep Service Design Thinking	298
------------------------------	-----

Integrating Service Design Thinking and Motivational Psychology	300
---	-----

Service Design Research: Yesterday, today and tomorrow	308
--	-----

Service Design and Biophilia	316
------------------------------	-----

Appendix



Authors	326
---------	-----

References	340
------------	-----

Index	366
-------	-----

Icons Used in This Book	374
-------------------------	-----

Imprint	383
---------	-----