

# Service Design

## Visualising Future Solutions

What We Do  
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*Service design is a reaction to one of the most fundamental economic changes of the last 3 decades: the transition from manufacturing to service-based societies. It's quickly becoming recognised that the products and services that will be most successful are well integrated, and effectively fit into people's lives and routines.*

*Service design is involved in all aspects of this integration. From revealing insights into people's lives that can be used to tailor services around everyday routines, to helping organisations use these insights in their own internal processes, service design promotes holistic innovation in service delivery.*

***Service Design: The creation of services that are valued by the people who use them, as well as effective and distinctive for the organisations that provide them. A structured though open-minded process creates the connections between people, technologies and strategies needed to successfully respond to rapidly changing circumstances.***

*At it's core, service design is a multidisciplinary field that is gradually emerging as a result of 'traditional' disciplines - design, marketing, and social science - adapting to the changing landscape of the 21st century. The overlap between how each of these disciplines approaches service delivery is gradually becoming a recognisable approach in itself. Service design as a field is emerging due to the client projects and academic work that are defining how it works. By bringing together knowledge and expertise from sectors such as change management, innovation*

*strategy, and ethnography - as well as product, interaction and interface design - service designers represent a networked solution to networked problems; a diversity of disciplines that can be quickly adapted to chart and analyse a diverse range of experiences.*

### **A joint up approach**

*Service design as a field provides a common language in which different experts can communicate. The deep expertise they hold in their respective fields is linked by a common understanding of the factors influencing service delivery. This understanding, together with the tools that generate the insights upon which it's based, is what service design is developing from.*

*Service design not only connects companies with the lives and experiences of their customers, it ensures that these connections remain even as society changes over time. By helping companies generate and analyse customer insights, and by showing them how these can be incorporated into how they develop their service offerings, service designers can help re-orientate design and innovation processes around the service economies most companies now operate in.*

### **Pioneers in an emerging field**

*STBY is at the forefront of this rapidly emerging field. Their expertise in the fields of ethnographic and lead user research, along with their experience in designing projects for a wide range of international clients, has helped define and refine the service design philosophy. Regular contributors to the growing body of literature that accompanies the field, they have delivered keynote presentations and produced influential papers for meetings and conferences held throughout the world. Having played a key role in service design's early development, they are now one of the companies at the heart of its continued rise.*

*STBY is the initiator and co-founder of the Service Design Network Netherlands, and one of the early members of the international Service Design Network.*

*“Just as with manufactured products, services must be designed, explored and managed effectively”*

• In service design projects for various clients, people from inside and outside the organisation explore and visualise future service solutions. STBY is an expert in facilitating these empathic conversations.

