Circular Economy in Service Design 10cr

Based on Laurea UAS course pilot in 2020
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Introduction to Service Design

As a part of Circular Economy in Service Design
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Introduction to Service Design (1cr)

- Introduction to Service Desgin (1cr) is conducted as pre-assignment prior to the project work (7cr).

- This module is an orientation to the service design. Purpose is that a student becomes familiar with service design thinking, main principles, methods and tools prior to project work.

- Module consists of the following themes
    - What is service design
    - Principles of service design according to Marc Stickdorn
    - Overview of service design methods and tools based on Marc Stickdorn

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Main themes & sources of "Introduction to Service Design"

Main themes

- What is service design

- Main principles of service design

- Service design process and main tools & methods

Recommended sources:

- Stickdorn, M., Lawrence, A. and Hormess, M., Schneider, J. 2018.This is service design doing : applying service design thinking in the real world : a practitioner's handbook.Canada: O'Reilly. See: chapter 1 & 2, pages 1-32.

- What is service design, see video by Maria Romanova: https://www.youtube.com/watch?v=-0BnIUKiLrw&feature=youtu.be

- Stickdorn, M., Schneider, J. 2012.This is service design thinking: basics, tools, cases: Netherlands: BIS Publishers

- Ojasalo K., Koskelo M. & Nousiainen A. 2015. Foresight and Service Design Boosting Dynamic Capabilities in Service Innovation. In: Agarwal R. et al (eds.). The Handbook of Service Innovation. London: Springer-Verlag, 193-212.

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Instructions: Introduction to Service Design pre-assignment

- The pre-assignment is an individual assignment and an essential part of the study unit. The objective is to get familiar with service design thinking and the service design process, which is used throughout this study unit.

- There are different service design process definitions. Marc Stickdorn & al. introduce in their latest book "This is service design doing" the basic principles and different views to service design. K.Ojasalo & al. introduce a framework for service design process in their article. In this course we use the model, which is described in the Ojasalo & al article.

- In addition, a few service design experts in Finland discuss on the videos about benefits of service design and how service design is used in business and organizational development.

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Instructions: Introduction to Service Design pre-assignment

1) Read section Introduction to Service Design on the left navigation panel.

2) Read the chapter 1 & 2 (pages 1-32) in Stickdorn, M., Lawrence, A. and Hormess, M., Schneider, J. 2018.This is service design doing: applying service design thinking in the real world : a practitioner's handbook.Canada: O'Reilly. **Ebook:** LINK

3) Read the chapter 4, pages 202-209 in K.Ojasalo & al article. New Framework: Service Innovation Process grounded on Foresight and Service Design". Open the document here >>

4) Watch the following videos:

What is service design? – Marc Stickdorn

Why service design? – nn

Business design – nn

The importance of networking - nn

5) Write an essay covering as instructed below:

Suitable length of the essay is approx. 5 pages, excluding cover page and table of contents. Remember to add the reference details to your essay, inside the text. Use the official instructions on referencing.

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Instructions: Introduction to Service Design pre-assignment

It is required you discuss the following issues in your essay:

- What does service design mean, what are the main principles?

- What are the service design phases according to K.Ojasalo & al and the main contents?

- Please choose a project, in which you've worked either as a part of the studies or in working life, and tell about your experiences:

- Which phases did the project include? What kind of model or methodology was used in the project?

- Compare the phases of Ojasalo's service design model with your project: which similarities and differences do you find out?

- What is your opinion, what kind of benefits service design model would have provided to your project?

- Based on the videos:
  - elaborate how can you further develop yourself in service design area, after your studies?
  - regarding the interview from K-Group (nn), what kind of challenges you may encounter when using service design in business development? What are the benefits?

- Return your essay into the Return box of Pre-assignment, which you find under the tab above.

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