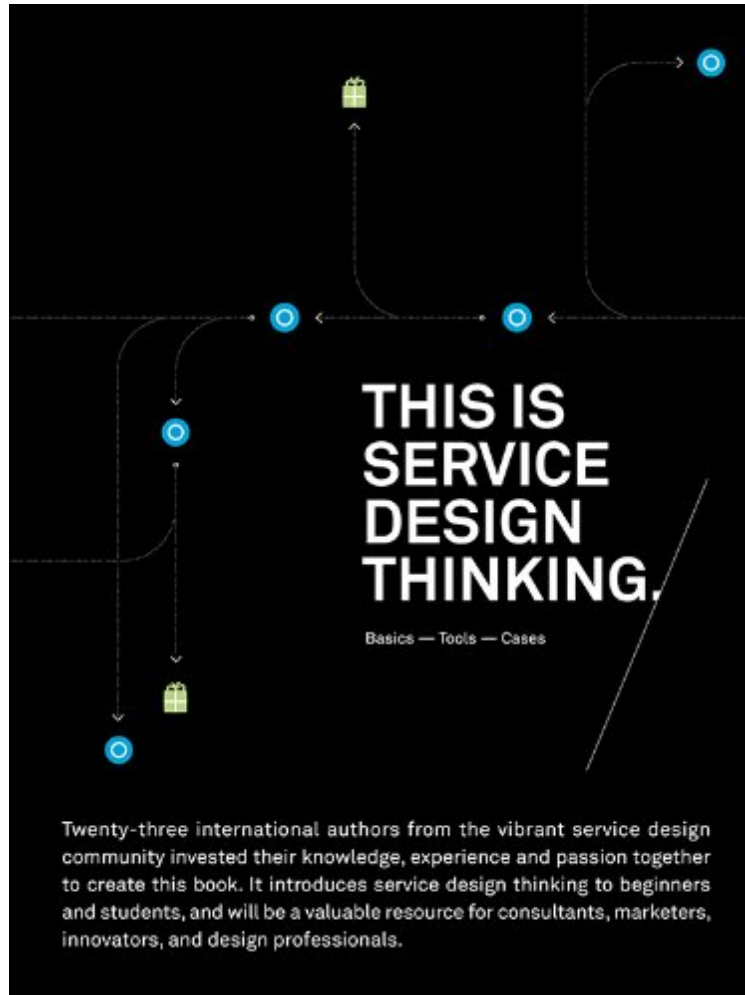


[Get free] This is Service Design Thinking: Basics-Tools-Cases

# This is Service Design Thinking: Basics-Tools-Cases

Mark Stickdorn

ePub | \*DOC | audiobook | ebooks | Download PDF



[Download](#)

[Read Online](#)

#140317 in eBooks 2012-12-20 2012-12-20 File Name: B00BAVJW8Y | File size: 20.Mb

**Mark Stickdorn : This is Service Design Thinking: Basics-Tools-Cases** before purchasing it in order to gage whether or not it would be worth my time, and all praised This is Service Design Thinking: Basics-Tools-Cases:

5 of 5 people found the following review helpful. Useful Case StudiesBy Ramana V. MetlapalliService Design Thinking is an emerging field that recognizes that the product design principles need counterparts in designing services for customers that are user centric; that are delightful, pleasurable, usable all the while serving utility to the customer.Understanding the value and the nature of relationships between people, organizations is central to designing services. Viewing your service through the customersrsquo; eyes, and designing the experience to be consistent for the customer is the essence of service design thinking.Service Design methods and tools are ways for a business to gain a comprehensive, empathic understanding of customer needs. Service Design as a practice at consulting firms results in design of systems and processes aimed at providing a holistic service to the user.The best part of this book I liked is the set of cases discussed in the last section of the book. Includes service design projects in Europe by consulting firms

of government institutions, a hospital, a bank among others. The cases explain the client's context, the specific service design problem being tackled, and make references to the methods and tools that were used in solving the problem. For example:- using an emotional customer journey map while designing for a new service offering at a bank, to understand what are people really trying to achieve, how, and what do they use. What are they experiencing and feeling while trying to reach the desired outcomes.- using priority grids to identify issues that can be solved quickly with little effort and highest impact on customer creation at a hospital

The other sections of the book cover the principles of Service Design, the participants (product designers, interaction designers, graphic designers, social designers, strategists, operational managers, design ethnographers ) and the principles of service design. The section on the tools for service design falls short. It lists all the popular design techniques — stakeholder maps, customer journey maps, personas, storyboards etc and few I haven't been exposed to before. The explanations and examples are not adequate though. I have seen other books cover the methods and tools much more comprehensively.

2 of 2 people found the following review helpful. A good tool and a good design. By Nicholas Doering

This book provides a really good overview of a lot of techniques and skills involved in service design. Even better, the design of the book itself is simply stunning. There was a lot of thought put into how to organize this book and the information design. I've never enjoyed just flipping through pages or finding a section as much as I have with this book. Whether you're buying this for yourself or for someone you know, if you're interested in service design specifically or just design in general, you will find something to love in this book.

18 of 19 people found the following review helpful. Elegant, Actionable Textbook - A Must Have Service Design Reference

By Laura J Keller

If you're like me, you have a mini-library of those user experience books that are most meaningful to you. I've recently finished reading what is now the latest addition to my own professional mini-library: *This Is Service Design Thinking*, by Marc Stickdorn, Jakob Schneider, and numerous collaborators and co-authors. This book is likely to become the quintessential service design textbook for students, educators, and professionals alike.

The book covers a non-definition definition of service design, explaining that it's really the successful amalgamation of various fields (including but not limited to interaction, product and graphic design and operations management). It is quite refreshing to see the lack of a solid statement for what service design is as we designers tend to belabor definitions of our disciplines and sub-disciplines to a fault. The authors then proceed to explain a framework for what service design is through 5 principles. As an advocate for simplicity, I'd further coalesce the five principles that the book presents. Service design places importance on 1) people—both customers and service providers 2) participatory, ethnographic processes and approaches 3) tangible, visualized design artifacts

The remainder of *This Is Service Design Thinking* covers the following topics in discreet sections:- Who are service designers?- What is the process that service designers follow?- What are examples of tangible deliverables, tools, and case studies that result from the service design process?

The content, visuals, layout, flow and overall book design are incredibly effective and actionable and I'd recommend it to anyone in the field of design who is interested in exploring how the service economy will intersect with the work you do.

*This is Service Design Thinking* introduces an inter-disciplinary approach to designing services. Service design is a bit of a buzzword these days and has gained a lot of interest from various fields. This book, assembled to describe and illustrate the emerging field of service design, was brought together using exactly the same co-creative and user-centred approaches you can read and learn about inside. The boundaries between products and services are blurring and it is time for a different way of thinking: this is service design thinking. A set of 23 international authors and even more online contributors from the global service design community invested their knowledge, experience and passion together to create this book. It introduces service design thinking in a manner accessible to beginners and students, it broadens the knowledge and can act as a resource for experienced design professionals. Besides an introduction to service design thinking through five basic principles, a selection of individual perspectives demonstrate the similarities and differences between various disciplines involved in the design of services. Additionally, the book outlines an iterative design process and showcases 25 adaptable service design tools, exemplifying the practice of service design with five international case studies. The book concludes with an insight into the current state of service design research and sets service design thinking in a philosophical context.

In collaboration with: (in alphabetical order) Kate Andrews (UK), Beatriz Belmonte (E), Ralf Beuker (GER), Fergus Bisset (UK), Kate Blackmon (UK), Johan Blomkvist (SE), Simon Clatworthy (NO), Lauren Currie (UK), Sarah Drummond (UK), Jamin Hegeman (USA), Stefan Holmlid (SE), Luke Kelly (NL), Lucy Kimbell (UK), Satu Miettinen (FI), Asier Peacuterez (E), Bas Raijmakers (NL), Jakob Schneider (GER), Fabian Segelströml;m (SE), Marc Stickdorn (A), Renato Troncon (IT), Geke van Dijk (NL), Arne van Oosterom (NL), Erik Widmark (S)

From the Back Cover

*This is Service Design Thinking* introduces an inter-disciplinary approach to designing services. Service design is a bit of a buzzword these days and has gained a lot of interest from various fields. This book, assembled to describe and illustrate the emerging field of service design, was brought together using exactly the same co-creative and user-centred approaches you can read and learn about inside. The boundaries between products and services are blurring and it is time for a different way of thinking: This is service design thinking.

A set of 23

international authors and even more online contributors from the global service design community invested their knowledge, experience and passion together to create this book. It introduces service design thinking in a manner accessible to beginners and students, it broadens the knowledge and can act as a resource for experienced design professionals. Besides an introduction to service design thinking through five basic principles, a selection of individual perspectives demonstrate the similarities and differences between various disciplines involved in the design of services. Additionally, the book outlines an iterative design process and showcases 25 adaptable service design tools, exemplifying the practice of service design with five international case studies. The book concludes with an insight into the current state of service design research and sets service design thinking in a philosophical context.

About the Author Marc Stickdorn (Austria; <http://thisisservicedesignthinking.com>; [www.destinable.com](http://www.destinable.com)) is co-founder of Destinable, a consultancy specializing in service design for tourism, and lectures around the world at business and design schools. He is a professor at the Management Center Innsbruck in Austria, where he lectures on service design and service innovation. His main areas of interest are service design and strategic marketing management particularly in a tourism context.

Jakob Schneider (Germany) is a graphic designer based in Germany.