

DES552 Service Design

Level: 5

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY REGULAR SEMESTER

Synopsis:

While user experience design emphasises the interaction between users and products, service design puts human experience at the heart of the design process and takes a broader perspective to look at the full end-to-end journey, including the planning and organising of the infrastructure, human resources, communication, interaction, and processes that stretch across multiple channels and touchpoints. A service designer looks at an experience holistically, maps out all the related aspects that contribute to the experience, and explores possibilities to create memorable, meaningful, and targeted experiences. In DES552 Service Design, students will build the vocabulary of service design, take a human-centred design approach to evaluate, analyse, and document the existing condition of service, and bring together research insights, design, business, and technology to shape the services of the future.

Note: DES552 requires research concepts and skills covered in DES541 Design Inquiry: Analysis and Synthesis. Students are required to complete or register for DES541 in the same semester (if available). The coverage of research skills in this course will be brief to give room for more important concepts and topics on service design.

Topics:

- From artefact to service: An overview of the service economy
- Service design concepts, terminology, and principles
- Measuring and evaluation of services
- The core capabilities of service design
- Service design process, methods, and tools
- Understanding contexts: mapping and blueprinting
- Generating service concepts: Service proposition
- Minimum viable service: prototype and walkthrough
- Touchpoint development: Signpost, set design, and flow evidence
- Usability testing: Feedbacks and iterations
- Communicating and presenting designs
- Service design and its future development

Learning Outcome:

- Discuss the theoretical and practical understanding of core concepts and principles of service design.
- Examine the methodological framework and design methods that support the design and innovation of systems, services, and experiences.
- Analyse the role of technology and design in bringing meaningful offerings and service experiences to an intended target group.
- Propose an end-to-end process for analysing and crafting complex services.
- Evaluate an existing service using the appropriate vocabulary and methods to judge its efficacy and value.
- Create a vision for an ideal customer journey, that considers user and business goals.
- Plan and execute system mapping, customer journeys, scenarios, service specifications, and service design blueprints.
- Formulate and conduct design experiments and usability tests for the service prototypes.
- Prepare appropriate design documentation that captures and organises the design inquiry process, rationale and outcome.

Assessment Strategies - Regular Semester (Evening Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	GROUP BASED ASSIGNMENT 1	50
Overall Examinable Components	ECA	50
Total		100

*The information listed is subject to review and change.