Week 6

Service Design | 26th of April 2022

Florian Wille

Course Structure

WEEK 4					WEEK 5					WEEK 6				
MON	TUE	WED	THUR	FRI	MON	TUE	WED	THUR	FRI	MON	TUE	WED	THUR	FRI
	Kick Off	Prototype Demo	Team Mentoring			Kick Off		Team Mentoring			Team Mentoring „Storyboard"		Dry Run Presentation	Final Presentation

SERVICE PROTOTYPING

SERVICE ENACTMENT

SERVICE COMMUNICATION

Deliverables

- Service concept in the form of video scenarios
- Testable prototype
- Action plan & recommendations
- Summarized service concept handout complemented with visual explanations
- Service documentation

Final Presentation

- Timeslot: 25min per team
  10-15' presentation & 10 - 15' feedback

Proposed Structure

- Title Page / Concept Name

- Overview / Purpose

- User Description

- Storyboard of user experience

- Prototype

- Features/functionality

- Justification for design/rationale behind design decisions

- Results of (early) user testing

- Shortcomings of design/limitations

- Expansion – what else is possible

- Next steps in the design process

- Summary

See: Fogg, B. J. (2003). Conceptual Designs: The Fastest Way to Capture and Share Your Idea. In B. Laurel. Design Research: Methods and Perspectives, Cambridge, Massachusettes: MIT Press

↓ Edit here

↓ watch the magic happening here

❖ x / Time

9:05

❖ Team1_Tea...   ❖ Team-A_Text
[Your Teamname here :: A]

SD22_Handout_1   FS22_ServiceDesign_FinalPresentationSchedule

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[Your Teamname here :: A]   9:05   [Your Teamname here :: B]

❖ Team2_Tea...   ❖ Team-B_Text
[Your Teamname here :: B]

[Your Teamname here :: B]   9:30   [Your Teamname here :: D]

❖ Team3_Tea...   ❖ Team-C_Text
[Your Teamname here :: C]

9:55   Break

SD22_Handout_2   10:10   [Your Teamname here :: C]

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❖ Team4_Tea...   ❖ Team-D_Text
[Your Teamname here :: D]

[Your Teamname here :: C]
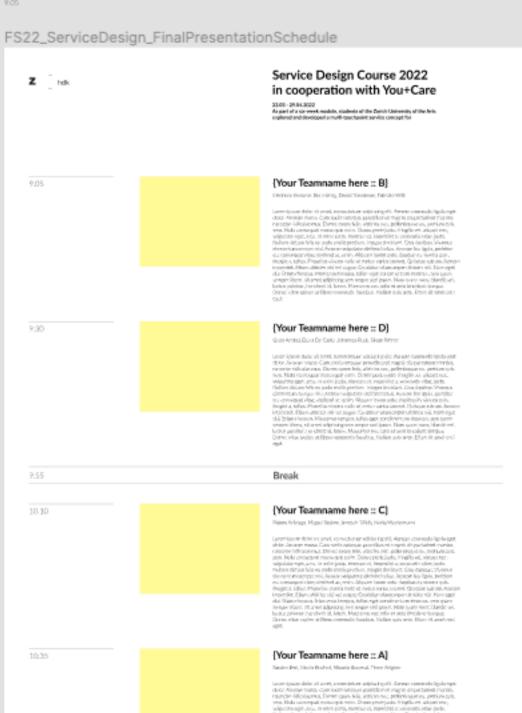
10:35   [Your Teamname here :: A]

[Your Teamname here :: D]

Thank you!

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