This project has received funding from the European Union’s Horizon 2020 research and innovation programme under the Marie Skłodowska-Curie grant agreement N° 642116.
Knock and Wait
DESIGN
It is not the tram that makes transportation a successful experience. It is the schedule.

Lucius Burckhardt. Design is invisible.
Service Design creates services that are useful, usable and desirable from the customer perspective and efficient, effective and different from a provider perspective.
Service Design Network “manifesto”

Mission and objectives (purposes)

The **Service Design Network** is an international network of organisations & businesses including universities, research centres, design studios think tanks, and consultancies working in, and developing the Service Design domain. Our purpose is to develop and strengthen the knowledge and expertise in this field.

Building a service design culture requires cooperation among disciplines, draws upon theories and practices operating in the field of services in order to define a unique body of knowledge capable of addressing all the hard to soft aspects of the service.

The **SDN** aims to promote and develop the *Service Design discipline and professional identity* through the:

- build of a lasting network of researchers and practitioners in the field of Service Design
- development and sharing of Service Design knowledge and practice and consolidation of a common design culture and language
- integration of Service Design within design and business education
- identification of research needs and key issues for the development of Service Design projects, programs and research nationally and internationally
From April 2014, digital services from the government must meet the new Digital by Default Service Standard. 

Digital by Default Service Standard

Government Service Design Manual

Build services so good that people prefer to use them

Think differently about digital delivery
Discover what it means to be part of an agile, user-focused and multidisciplinary team, delivering digital services in government.

Start building digital by default services

Guides and resources for...
Service managers
Content designers
Designers
Developers

Making a service
Learn about the different phases of service design and get guidance for the phase you’re in now.

Discovery
A short phase, in which you start researching the needs of your service’s users, find out what you should be measuring, and explore technological or policy-related constraints.

Learn about the discovery phase

Alpha
A short phase in which you prototype solutions for your users needs. You’ll be testing with a small group of users or stakeholders, and getting early feedback

Learn about the alpha phase
Service Design choreographs processes, technologies and interactions within complex systems in order to co-create value for relevant stakeholders.
LUFTHANSA
MOCK UPS & PROTOTYPES
Storyboarding
2 Gegenstand der Ausschreibung


Der Prozess lässt sich grob in vier Phasen einteilen, für die separate Angebote eingeholt werden.

1. Analyse: Identifikation der Stakeholder, Analyse der Kundenbedürfnisse, Analyse der Mitwettbewerber, Identifikation Handlungsfelder, Nullmessung und genauere Zielsetzung festlegen

THE SERVICE DESIGN EVOLUTION

PLAYFUL FRAMING
USER FOCUS
METHODS
CONCEPTS
EXTERNAL SUPPORT

STRATEGIC FOCUS
SYSTEM VIEW
MINDSET
IMPLEMENTATION
INTERNAL CAPACITY
**Timeline of #DesignInTech M&A Activity**

<table>
<thead>
<tr>
<th>pre-2013</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>RIM</strong> +acq. TAT 2010</td>
<td><strong>ACCENTURE</strong> +acq. Fjord 2013</td>
<td><strong>GOOGLE</strong> +acq. Gecko Design 2014</td>
<td></td>
</tr>
<tr>
<td><strong>BBVA</strong> +acq. Spring Studio 2015</td>
<td><strong>MCKINSEY</strong> +acq. Lunar Design 2015</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Fourteen Nineteen creative firms have been *atypically* acquired by companies known for tech like Facebook, Flextronics, Google; also Accenture, Capital One, BBVA, McKinsey & Co.

Agencies acquired by mature startups include 80/20 (+acq. Square 2012), Jet Cooper (+acq. Shopify 2013), Helicopter (+acq. One Kings Lane 2011).

Source: @kpcb @johnmaeda @jshoee @wired @philippbohn @anthonydimare #DesignInTech
SERVICE DESIGN

FOR INNOVATION

SDIN