

Design for Service Innovation and Development. A scoping study

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2 AHRC funded projects:

SDR SERVICE DESIGN RESEARCH UK NETWORK

DeSID | DeSIGN FOR SERVICE INNOVATION & DEVELOPMENT



Service Research Priorities

“Integrating “design thinking” into service practices, processes, and systems”

Service Design as an approach (not as a phase):

A creative, iterative and human centred approach to service innovation



Service Design Research UK

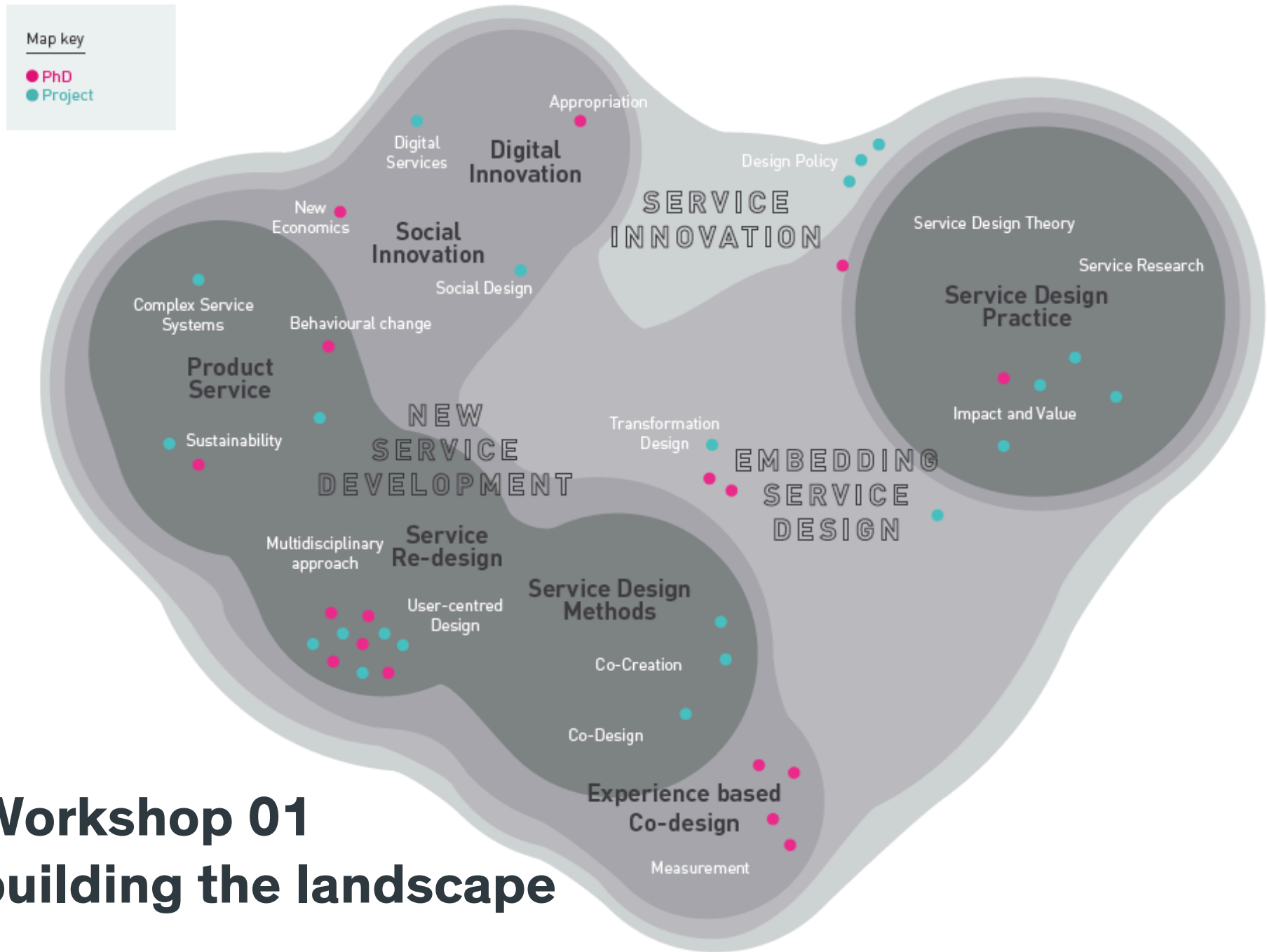
SDR UK – aims

- **Map and connect:** SDR actors, projects, PhDs, resources, themes;
- **Raise awareness:** among private, public and third sectors;
- **Define research questions and collaborations;**
- **Create interdisciplinary and international links.**

SDR UK – what we have done

2013				2014			
March	June	July	October	November	January	February	April
	Workshop 01 – Building the landscape Lancaster University		Workshop 02 – Building up the knowledge University of the Arts		Workshop 03 – Exploring adjacent spaces of Social Innovation and the Digital Loughborough University		SDR UK presenting at ServDes 2014 Lancaster University
Advisory Board Lancaster University		Advisory Board Lancaster University		Advisory Board University of the Arts		Advisory Board Lancaster University	

Thematic map



Workshop 01 building the landscape

SDR UK – key issues

- Need to explore both the core and the borders of the field
- Still limited understanding of business and organisational needs and dynamics;
- Limited ability and opportunity to work toward service implementation or to document and demonstrate impact and sustainable change;
- Weak narrative about what Service Design is, can do and achieve.

Workshop 02 – building the knowledge

How Service Design can be better implemented, embedded, measured and scaled up?

Service Re-Design



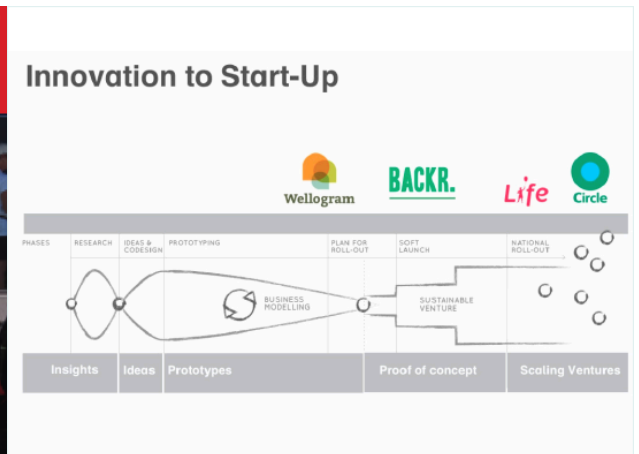
Experience Based Design
NHS Institute for Innovation
and Improvement

Social Change



Alcohol dependency
Uscreates & University of the
West of England

New Ventures

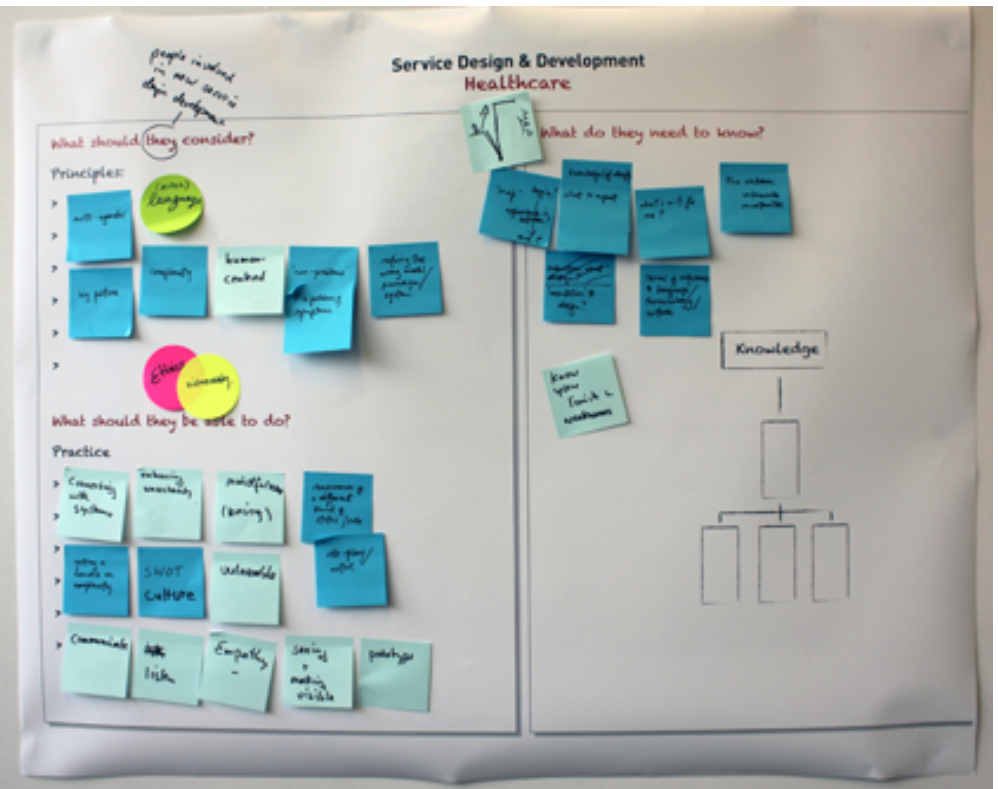


Circle project
Participle,
Southwark Council, Department of
Work and Pensions, Sky Media

Workshop 02 – activities



Mapping Service Design within NSD



Exploring Service Design knowledge

Workshop 02 – examples of insights

How Service Design can be better implemented, embedded, measured and scaled up?

Implementation: Collaboratively scoping the project, handling complexity, transferring skills, engaging the right people and iteratively generate, adapt and develop sustainable business models;

Embedding: context and process sensitivity; and clearly distinguish between ‘designers’ and designing’

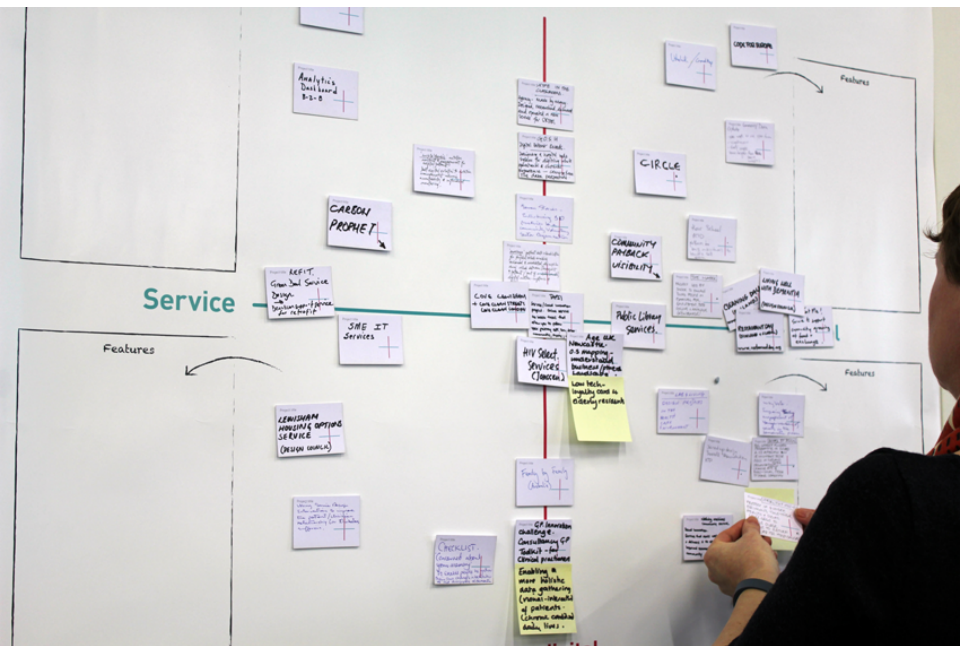
Workshop 02 – example of insights

Scaling: scaling a solution or a design approach requires some form of customisation and adaptation, e.g. a scoping phase. Maintain an open ended and creative approach of the innovation phase with the service delivery and management phases and teams

Measuring: Integrating economic and quantitative measurements with more qualitative and social value metrics.

Workshop 03 – Adjacent spaces

Discuss how **Service Design** is currently applied and conceptualized within **Social Innovation** and the **Digital**



SDR UK – emerging research areas

- The Object of Service Design
- Expanding (Service) Design Spaces
- Designing vs Designers
- Reconciling Science and Art within healthcare Service Design
- Ethics of Participation within Service Design
- Should Service Design professionalize and how?
- The challenge of Complex Systems
- Service Design and Manufacturing
- The Paradox of Service Design in the Community Voluntary Sector
- Service Design and Policy Making
- Service Design and the Emergence of a Second Economy
- Data ownership and Digital Footprint in Services

SDR UK – considerations

Scant research has been undertaken to closely study Service Design practices, their innovation strategies and actual impact:

- Contextualising service design research and communication: *acknowledge the nuances within this field*
- Decentralising Service Design Research: *understand the contributions of various innovator actors.*
- Acknowledging the diversity of Service Design agencies' models: *appreciation by commissioners, of the different ways and levels that designers operate.*

Design for Service Innovation and Development

DeSID – objectives

1. To construct an evolving **theoretical framework** based on a literature review into New Service Development, Service Innovation, Design for Service, Design Anthropology;
2. To **position and evaluate Service Design practices** and outcomes along New Service Development process, Service Innovation dimensions and KIBS studies;
3. To formulate and illustrate the **role of Design for Service Innovation and Development**;
4. To promote the growth of Service Design research and its **visibility and relevance within the global Service Research community**:

DeSID Methodology

1. Theoretical framework;
2. 6 case studies;
3. National and International survey.



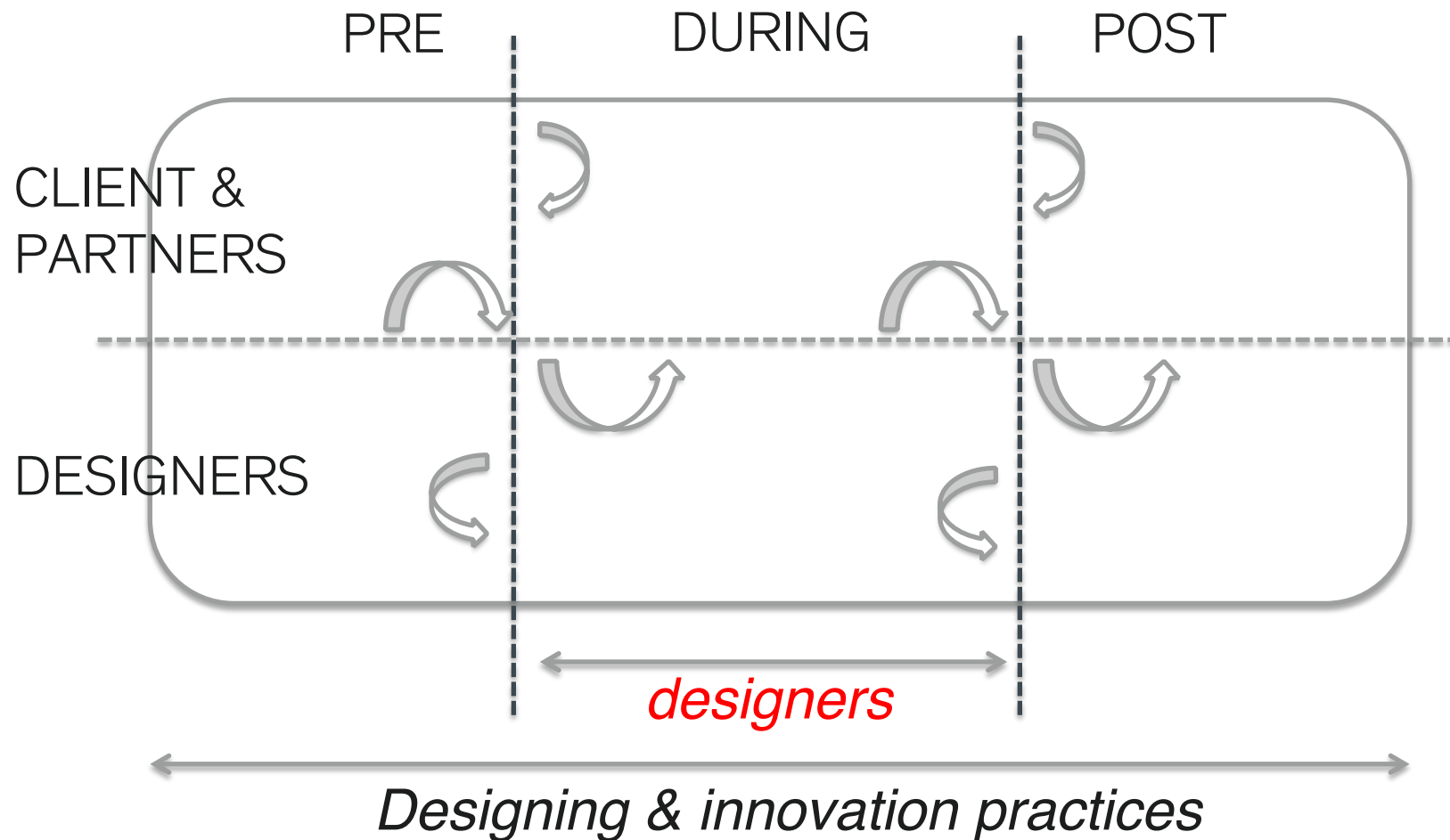
DeSID – principles

1. **Contextualise** Service Design Research
2. **Decentralise** Service Design Research
3. **Expand** Service Design Research

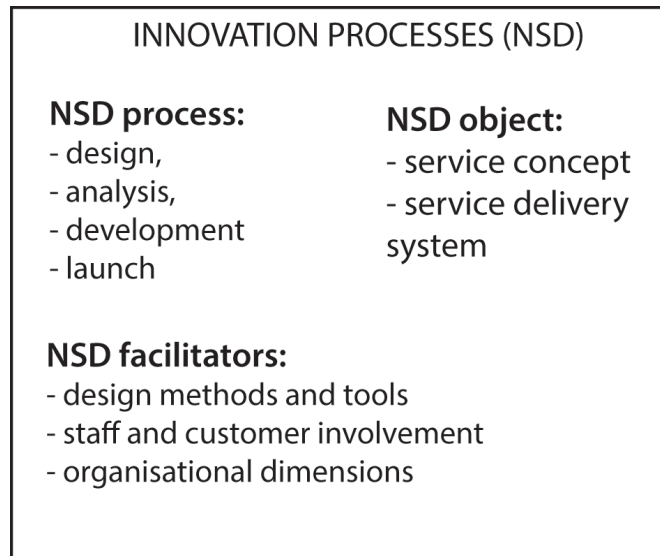
DeSID Levels

- **Positioning Service Design** within existing theories of NSD, Service Innovation and innovation practices;
- **Reconceptualise DeSID**: acknowledging recent theorisations about Design and Service that suggest an expanded understanding of Design and of Service.

Case Study Research [decentralise]



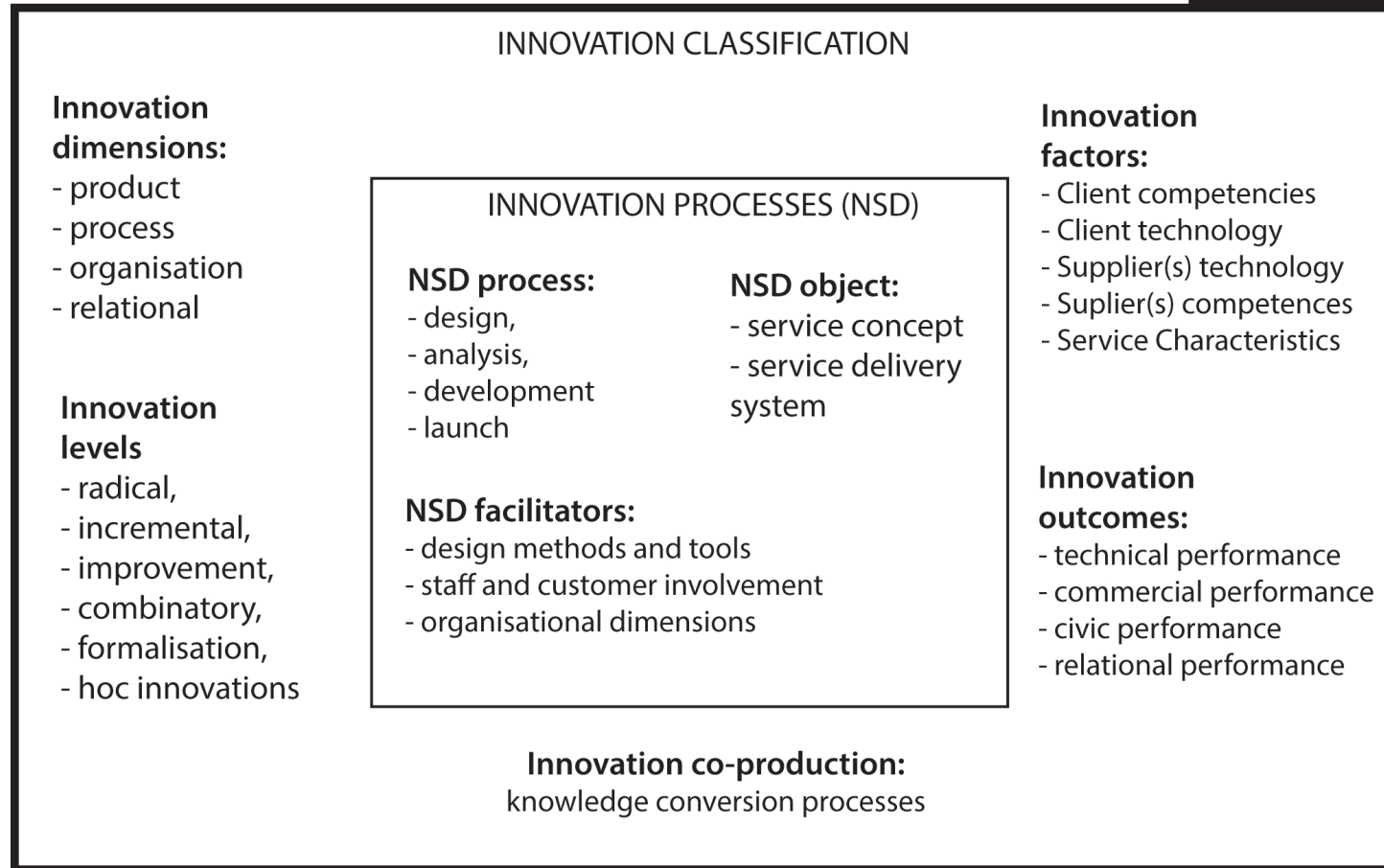
Contribution within NSD..



e.g. Johnson et al., 2000; Clark et al., 2000; Goldstein et al., 2002; Roth & Menor, 2003; Edvardsson et al., 2000; Zomerdijk & Voss, 2011

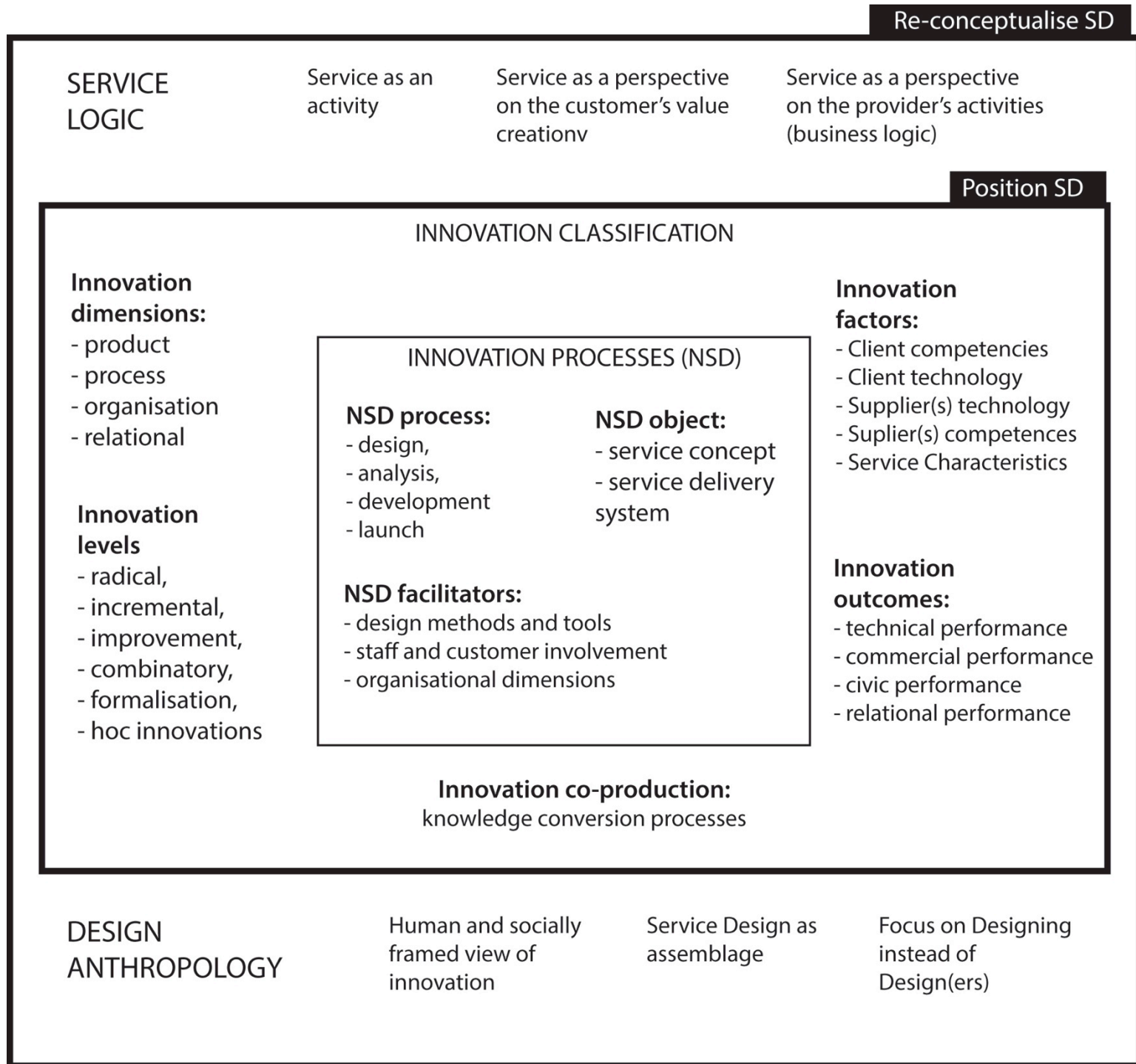
Mode and kind of Innovation..

Position SD



e.g. Miles et al., 1995; Den Hertog, 2000; Howells, 2007;
Djellal & Gallouj, 2010; Fulgsang, 2010;

Initial Theoretical Framework



Interviews

Theoretical Framework_draft01

4. Appendices

4.1 Appendix A - Interview questions for design agency

1. Agency background information

- 1.1 General background information (e.g. foundation, mission, size, competencies, roles, kinds of projects)
- 1.2 What is Service Innovation?
 - 1.2.1 How would you describe service innovation and development?
 - 1.2.2 What is your general approach to innovation? (processes and methods)
 - 1.2.3 Based on your experience, how would you describe Designers' role and contribution to innovation processes and practices?
 - 1.2.4 How do you think Design is different from other consultancies?

2. Project background information

- 2.1 General project information (e.g. when, duration, people involved, size, etc.)
- 2.2 Relationship with client
 - 2.2.1 What was the original contact with the client (previous relationship or new?)
 - 2.2.2 How was the relationship initiated and developed?
- 2.3 Brief (Design object)
 - 2.3.1 What was the original scope and focus of the project?
 - 2.3.2 What was the original brief and how was it presented/developed?
 - 2.3.3 Did the original brief change afterwards, and if so how and why?
 - 2.3.4 What was your previous sector knowledge?

3. Innovation process

- 3.1 Could you summarise the overall innovation process (key phases, activities, events, methods, outputs)? What is your understanding of how your client does innovate and change?
- 3.2 Did you have to adapt/develop your methodology to fit the project and their processes? If so why and how?
- 3.3 Who has been involved along this process, when and why? Who did you interact with in the organisation and how along the process (email, workshops, meetings, etc.) and how was knowledge exchanged? What was effective and what was not? What did you learn across the process and how? [innovation co-production; interactive learning: from tacit to explicit knowledge and vice versa]
- 3.4 What were the main sources for ideas and innovation?
- 3.5 What would you say is the main 'design object' of your designing?
- 3.6 What were the main issues and challenges: drivers and barriers

4. Design outcomes and implementation

- 4.1 What was your main output and recommendations (solution and deliverable)? How was it be presented and shared, and with whom? Till which details [specifications]? How was it received and valued?
- 4.2 Where was the innovation happening [innovation dimensions: process, organisation, product or relational]? Which changes you suggested and foreseen as necessary (competences, skills, technology, methods, service characteristics...)?
- 4.3 Implementation

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survey

DeSID DeSIGN FOR
SERVICE INNOVATION
& DEVELOPMENT

Research into the Role of design in Service Innovation and Development

The purpose of this questionnaire is to investigate the roles that design is playing in service innovation and development. In this research, the process of service development is considered as the one that embraces before-, during-, and after-design phases. The questionnaire consists of largely two sections. The first section is asking general background information about your agency. In the second section, you will be asked to select one project that best represent your agency's service design practices.

All of your responses will be kept anonymous and are only for use in the publications that forms part of the DeSID project. We thank you in advance for your valued participation. The following questionnaire will only take about 10-15 minutes to complete but will provide us with valuable information.

- Principal Investigator: Dr Daniela Sangiorgi / E-mail: d.sangiorgi@lancaster.ac.uk
- Co-Investigator: Dr Alison Prendiville // E-mail: a.prendiville@lcc.arts.ac.uk
- Research Associate: Jeyon Jung / E-mail: j.jung@lancaster.ac.uk

If you have any queries concerning this questionnaire, please contact research team on the above contact email address.

Section 1. SERVICE DESIGN AGENCY

1. Agency background information

1.1 Please provide some basic information about your agency.

- (optional) Agency name: _____
- Year of foundation: _____
- Location(s): _____
- Agency size (number of core team members): _____

1.2 Please select **no more than three** key competencies that exist in your agency.

- | | |
|---|--|
| <input type="checkbox"/> Service design | <input type="checkbox"/> Business Design |
| <input type="checkbox"/> Interaction Design | <input type="checkbox"/> Service Analyst |
| <input type="checkbox"/> Product Design | <input type="checkbox"/> Other (Please specify): |
| <input type="checkbox"/> Visual Design | |
| <input type="checkbox"/> Design Research | |

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Thanks!

www.servicedesignresearch.com/uk

PROJECTS

RESOURCES

EDUCATION ▾

PROJECTS

REFIT

EPSRC BuiltTEDDI programme

*Loughborough Design School, Loughborough
University School of Civil and Building
Loughborough University*

External electrical adapters



Remote smoke detector
for maximum safety



Radiator thermostats
adjust the room
temperature whether
you are **at home**
or **AWAY**



Wall mounted transmitters
for remote control of
specified actions



Room thermostats



Central control unit
the core of the
user-friendly
automation system



ABOUT SDR UK

Service Design Research UK (SDR UK), funded by an AHRC Network Grant, aims to create a UK research network in an emerging field in Design that is Service Design. This field has a recent history and a growing, but still small and dispersed, research community that strongly needs support and visibility to consolidate its knowledge base and enhance its potential impact.

DISCOVER

SDR MAPS

SDR WORKSHOPS