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# Three perspectives on the material of Service

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# Three perspectives on the material of Service

Simon Clatworthy - Oslo School of Architecture and Design (AHO)

Johan Blomkvist - AHO + Linköping University

Stefan Holmlid - Linköping University

# Three perspectives on the material of Service

Introduction

View one: definition of material

View two: from practice

View three: from theory

Summary and conclusions

**Simon Clatworthy - Oslo School of Architecture and Design (AHO)**

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# Design is considered “A conversation with materials\*”

If “Designing as reflective conversation with the materials of a design situation” (Schön 1983, p.78), what then are the materials of Service?

IHIP or Service Dominant Logic - materials for something highly immaterial?

*Something* has to be combined, formed, customised and produced to deliver service.

What are these materials, and can exploring them give insights of value for service innovation?

\* Schön, DA. (1983): The reflective practitioner:



## 3 different views

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1. From dictionary - me
2. From prototyping - Johan
3. From theory of SDL - Stefan

## What is “material”?

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a) (1) the elements, constituents, or substances of which something is composed or can be made (2) matter that has qualities which give it individuality and by which it may be categorised <sticky material>  
<explosive materials>

b) (1) something that may be worked into a more finished form (2) something used for or made the object of study <material for the next semester> (3) a performer’s repertoire <a comedian’s material>

(Merriam webster, 2011).

## When related to Service ...

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What are the the **Elements**, of which Service is composed?

Which **Qualities** give individuality?

What is a service innovators **Repertoire**?

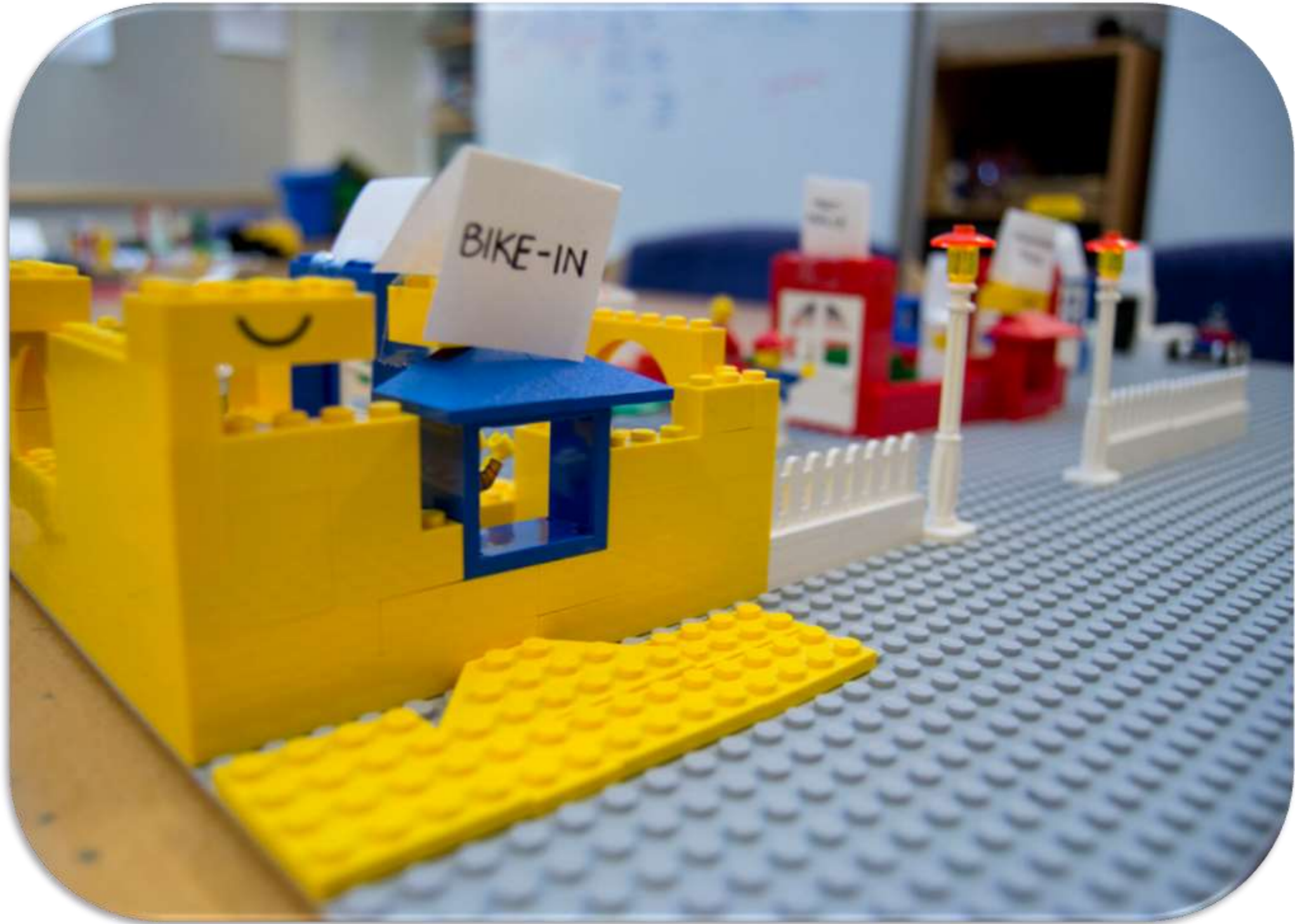
What is the **Something** that may be **Worked** into a more finished form?

## Viewed from a design perspective

	<b>Comment</b>	<b>Traditional view</b>	<b>Design view</b>
<b>The elements</b> , of which something is composed	Multiple elements Highly experiential Complex People	Touchpoints Journey/time Backstage & org. It-infrastructure	Time Drama, narrative, roles Situation and scenes Culture and symbology
<b>Qualities</b> which give individuality	Integration of elements in unique offering to provide customer experience	IHIP/SDL Servqual Customer experience	Symbolic meaning Co-production Brand-experience
<b>A performer's repertoire</b>	Orchestration and integration skills key Co-design Design thinking	Org. design It-infrastructure Touch-points (people)	Orchestrator/enabler Co-design Integrator Tool-maker
<b>Something</b> that may be <b>worked</b> into a more finished form	Concept Process /prototyping	NSD (New Service Development)	Perceived offering Brand Experience prototype



Service as a *design* material – a bottom up view



## Service design techniques

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**Roleplay** – making enactments of specific touchpoints or service moments and exploring them, using e.g. theatre methods. Does not require props made for the occasion.

**Customer journey maps** – a depiction of the customer's journey through a service with a focus on the experience.

**Blueprints** – a depiction of all components, actions and interactions involved in a service delivery from back office procedures to receipts.

**Design scenarios** – a description of a potential service use, used to explore certain aspects of the service.

**Storyboards** – similar to customer journey maps, but focusing on the interactions and actions. The depiction is built in the same fashion as comic stories.

**Desktop walkthrough** – using play dough, small figures, and whatever is available a service location is created and explored.

**Service Staging** – one or more locations are built, complete with props that support immersion in the service experience. The service is then enacted. Can be done together with external stakeholders.

# What service designers design

<b>“Objects” of service design</b>	Components, things, locations	Actions, procedures, interactions	Experiences

## The scope of service design

<b>“Objects” of service design</b>	Components, things, locations	Actions, procedures, interactions	Experiences
<b>Associated design competence</b>	Architecture, product, graphical	Usability, interaction	Experience design

## What service designers design

	<b>System</b>	<b>Process</b>	<b>Concept</b>
<b>“Objects” of service design</b>	Components, things, locations	Actions, procedures, interactions	Experiences
<b>Associated design competence</b>	Architecture, product, graphical	Usability, interaction	Experience design

## A theoretical view

The Handbook of Service Innovation

### Co-creative Practices in Service Innovation

Stefan Holmlid, Tuuli Mattelmäki, Froukje Sleswijk Visser  
and Kirsikka Vaajakallio

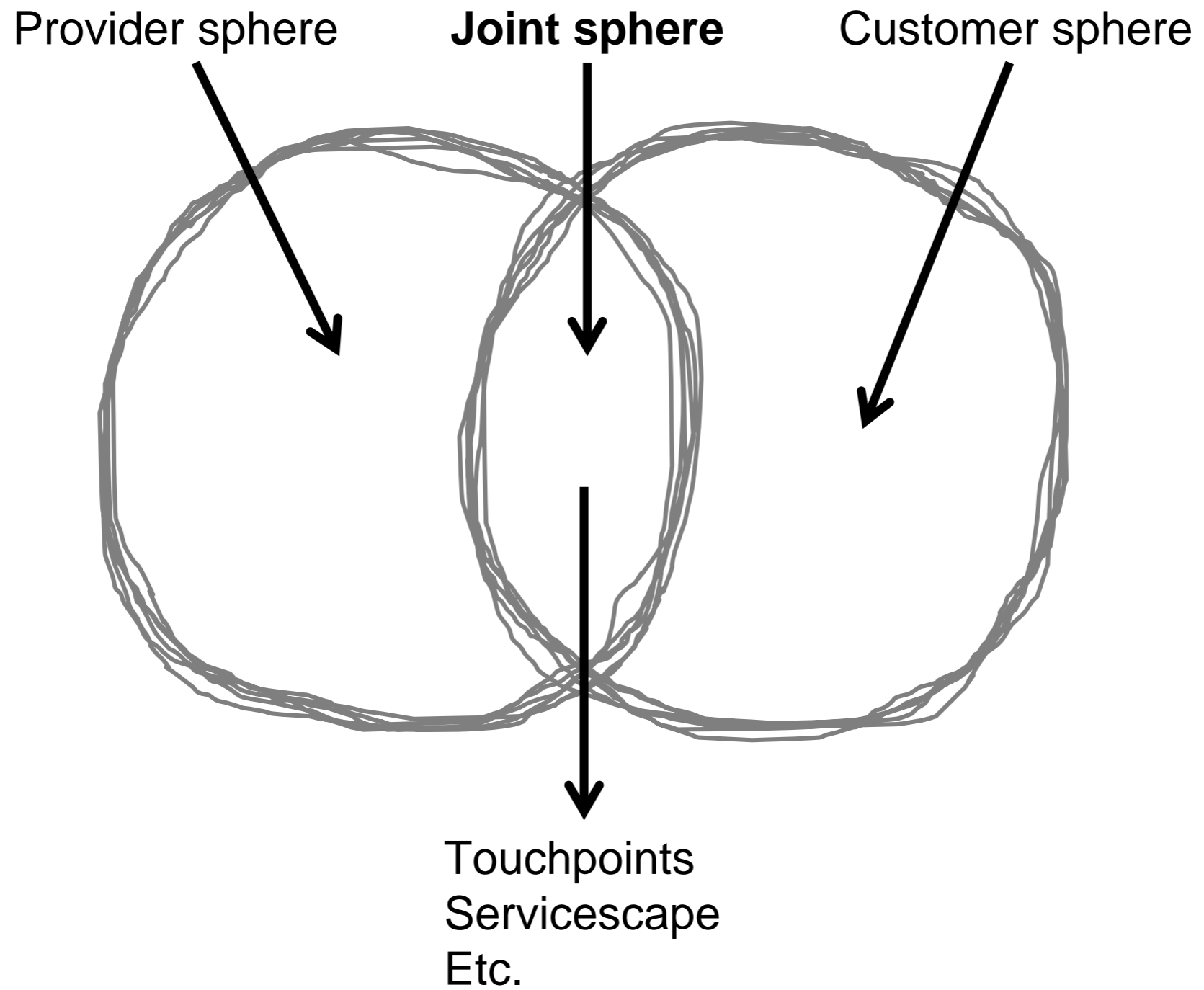
**Abstract** This chapter is about co-creative practices that can be used for the purpose of service innovation. It starts with an introduction to our core assumption that innovation is a deliberate activity and can be enabled and triggered through staged co-creative practices. The main reasons for co-creative practices are first, bringing different people together to share, make sense and to collaborate, and secondly, to rethink current and explore future possibilities. In line with Kelley's ideology, "You can prototype just about anything. What counts is moving the ball forward, achieving some part of your goal". We highlight the open-ended exploration practices familiar to designers, in which the practice of identifying problems goes hand in hand with creating solutions. The basis for exploration in this chapter is in engaging people in reflective and creative dialogues, and to situate activities in



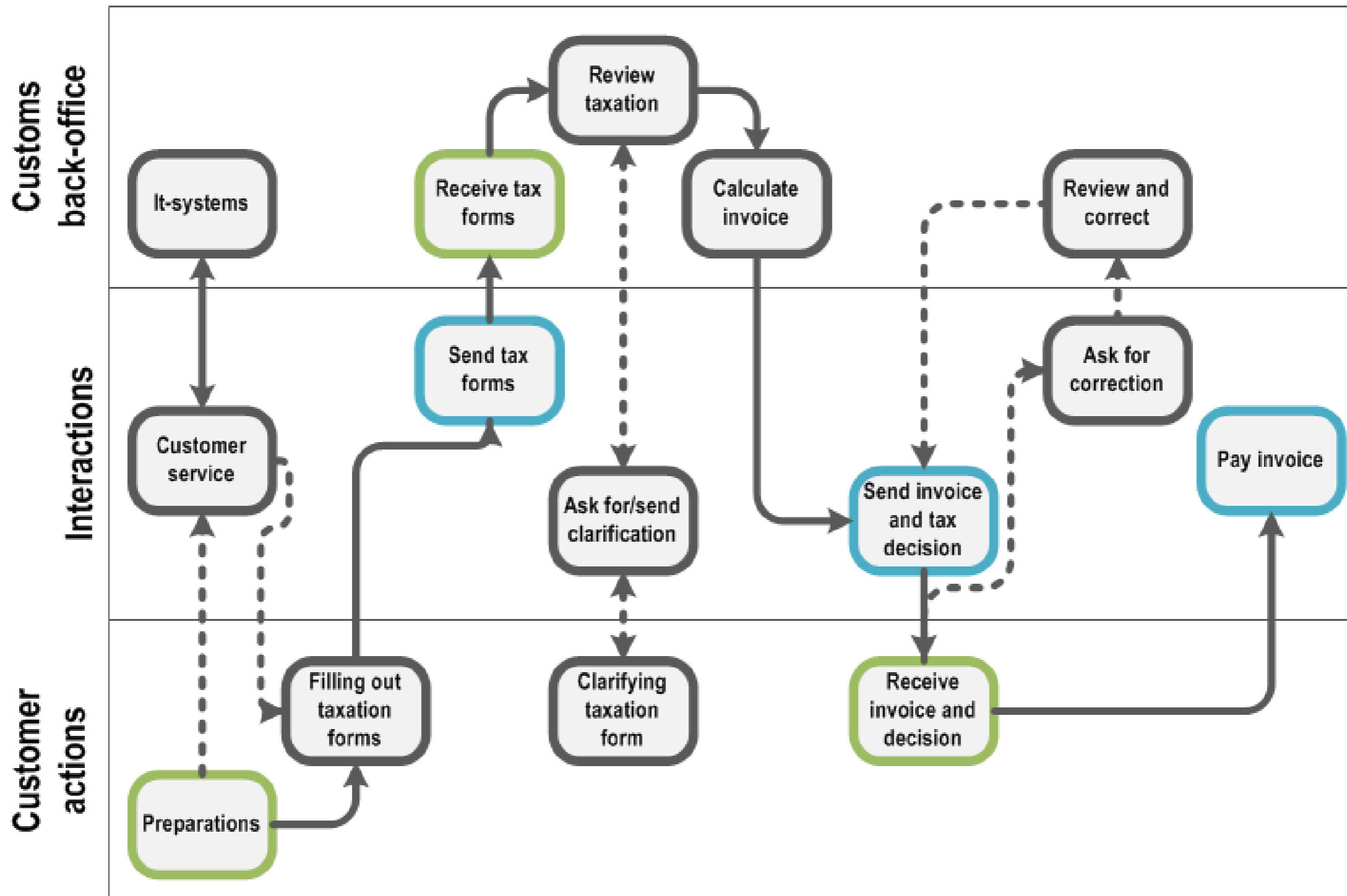
Stefan Holmlid

# Service logic

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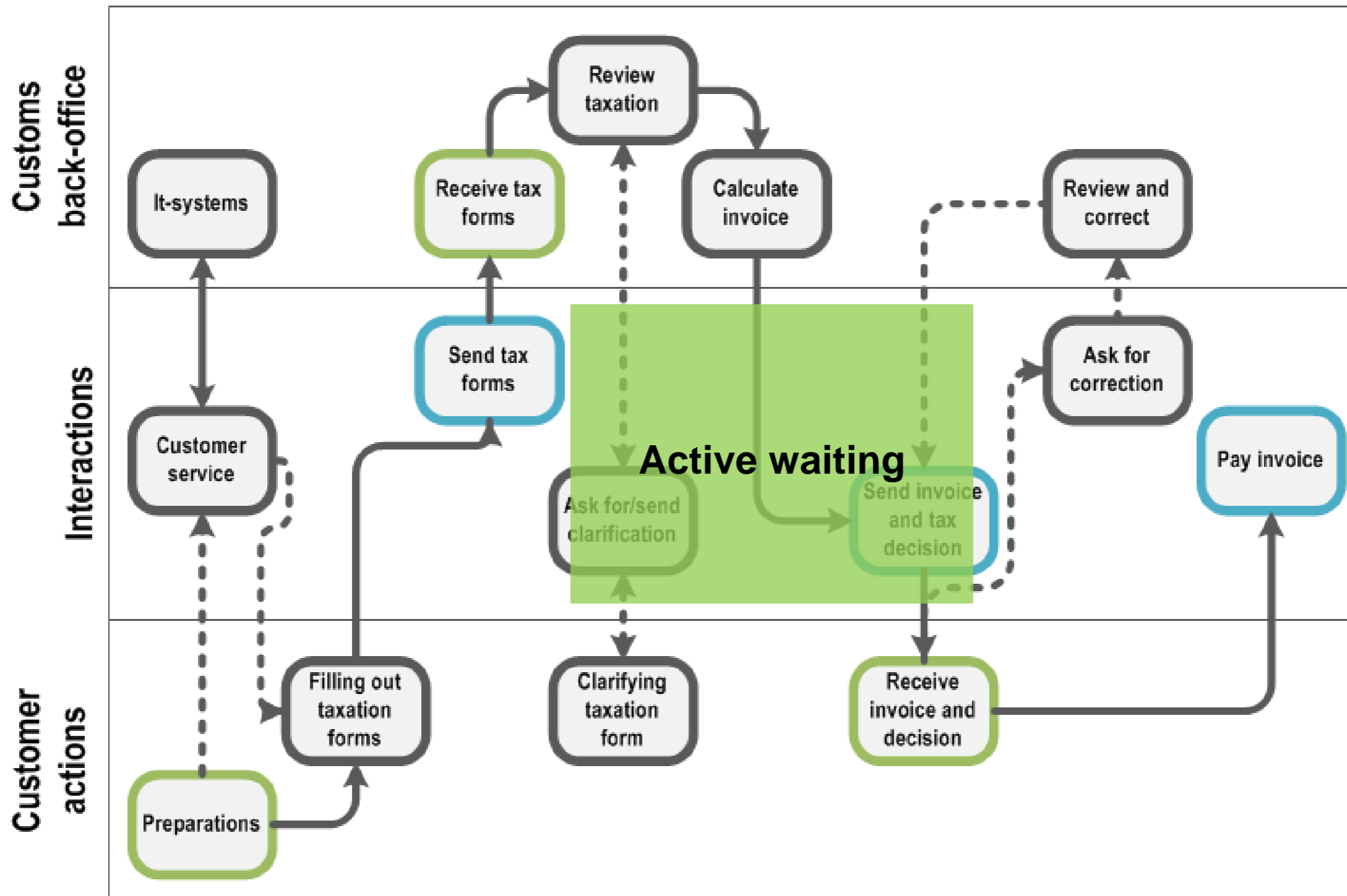


# Example, import taxation (part of service)

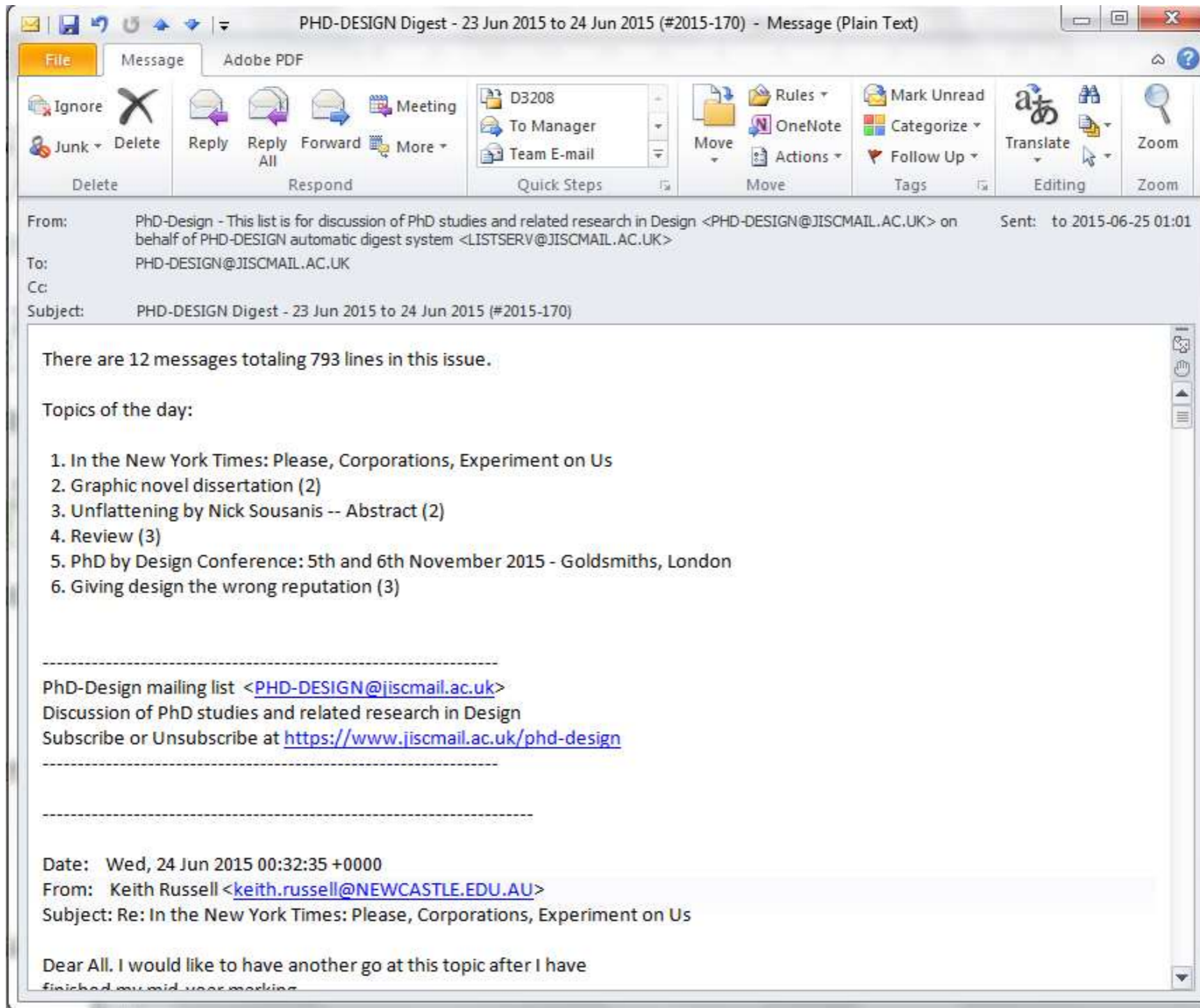




# Example, import taxation (part of service)



# Example, mailing list (part of service)



# Reflection

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Simon: Many possible perspectives

Johan: Making something material

Stefan: Sequences, balancing of power and tempo

**Insights for service innovation?**

The relation to the material

The available tools

Composing service