Interaction design, industrial design, design management, service design, information design, experience design, graphic design, furniture design, destination design, product design, ergonomics design, innovation design, packaging design, retail design, automotive design, eco design, sustainable design, user centred design, workplace design, inclusive design, instructional design, exhibition design, building design, interior design, brand design, architectural design, engineering design, fashion design, landscape design, urban design
Introducing white space in service design

This space intentionally left blank
Is there any white space in there?
What is white space

• Familiar concept in graphic design
  – Used deliberately to distinguish between genres
  – i.e. structures design and design work
• Tschumi, Derrida, Blanchot, Cage, Pinter
• Often integrated in the design expressions and representations!
Is there white space in services?

• All our lines our busy at the moment. Please hold, and we will answer your call as soon as possible
• Why is that better than

  Hello, how can I be of service?
Is there white space in services?
Does it matter to service design?

• The service experience
• The service interface
• The service process
Tentative white space categories

- Ambience
- Resource
- Interface
- Spatial
- Action
- Social
- Time
Spatial
Spatial
HUMAN-CENTERED SYSTEMS
Resource
White space in service design modelling
White space in service design modelling

Line of visibility

Line of interaction
White space in service design modelling

Journalist  Press Dept.  Database

Journalist  HTML  Database

Press Dept.

Journalist  HTML  Database
White space in service design modelling

Creating social white space

Journalist Press Dept. Database

Original

Co-creating content

Press Dept.

Journalist HTML Database

Journalist HTML Database

IxS design research
Please, do not put any merchandise here!
The hatch opens automatically
Tentative white space models

- Time
- Physical/spatial
- Process
- System
- Interaction
- Evidence
- Actor
Proposal: studying white space

- Direct
- Indirect
Looking further into white space

• White space opacity
• White space interaction
• Control over white space
• Experienced white space
• White space design conventions
• White space expectations and rules
Is there any white space in there?
Is there any white space in there?

- Time
- Social, time
- Spatial, social
'nothing' the unjust man complained
'is just'('or un-' the just rejoined
34 in 73 poems by from ee cummings
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