

# This Is Service Design Doing: A Comprehensive Guide to the Theory and Practice of Service Design

Service design is a relatively new field, but it has quickly become one of the most important disciplines in the design world. Service design is the process of designing and improving services, such as healthcare, education, and retail. It is a human-centered approach that focuses on understanding the needs of users and creating services that are both effective and enjoyable.



## This Is Service Design Doing: Applying Service Design Thinking in the Real World by Marc Stickdorn

★★★★☆ 4.6 out of 5

Language	: English
File size	: 52860 KB
Text-to-Speech	: Enabled
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 1101 pages
Screen Reader	: Supported



This Is Service Design Doing is a comprehensive guide to the theory and practice of service design. It provides a clear and concise overview of the field, as well as detailed case studies and examples. This book is essential reading for anyone who wants to learn more about service design or improve their practice.

## The Theory of Service Design

The theory of service design is based on a number of key concepts, including:

- **User experience:** Service design is focused on creating services that are satisfying and enjoyable for users. This means understanding the needs of users and designing services that meet those needs.
- **Customer journey:** The customer journey is the path that a user takes when interacting with a service. Service designers map out the customer journey to identify touchpoints and opportunities for improvement.
- **Service blueprint:** A service blueprint is a visual representation of a service that shows how the different elements of the service interact. Service blueprints can help to identify inefficiencies and areas for improvement.

## The Practice of Service Design

The practice of service design involves a number of different steps, including:

- **Research:** Service designers begin by conducting research to understand the needs of users. This research can include interviews, surveys, and observation.
- **Ideation:** Once the service designers have a good understanding of the needs of users, they begin to generate ideas for new or improved services. This can be done through brainstorming, sketching, and prototyping.

- **Implementation:** Once the service designers have developed a concept for a new or improved service, they begin to implement it. This can involve working with other departments within the organization, as well as with external partners.
- **Evaluation:** Once the service has been implemented, the service designers evaluate its effectiveness. This can be done through feedback from users, as well as through data analysis.

## Case Studies

This Is Service Designing includes a number of case studies that illustrate the theory and practice of service design. These case studies cover a wide range of industries, including healthcare, education, and retail. The case studies provide valuable insights into the challenges and rewards of service design.

This Is Service Designing is a comprehensive guide to the theory and practice of service design. It is essential reading for anyone who wants to learn more about this important field. The book provides clear and concise explanations of the key concepts of service design, as well as detailed case studies and examples. This book will help you to understand the challenges and rewards of service design, and it will provide you with the tools you need to create successful services.



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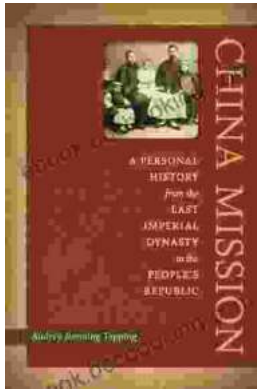
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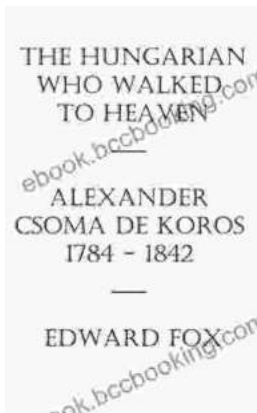
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