

Course Code:

PDIN232

Session:

2017/2018

1. Course Title:

Service Design: User-led Service Innovation

2. Date of Production/Revision:

10 April 2017

3. Level:

Master of Design (MDes)

4. Credits:

15

5. Lead School/Board of Studies:

School of Innovation

6. Course Contact:

Lorenz Herfurth

7. Course Aims:

This course responds to the increased complexity of contemporary product design and the interactions and experiences it affords. It does so by offering an introduction to the emerging discipline of 'Service Design' and the tools and techniques necessary to map the interplay of interactive systems, products and services. This is achieved by a focus upon user-experience and the innovation and delivery of non-tangible outcomes to a variety of stakeholders.

This course aims:

- to develop students' awareness and knowledge of Service Design as an emerging trend within the product design industry and an academic discipline;
- to extend the understanding of contemporary design practice to encompass non-object based activities and services;
- to equip students with a methodological framework and design processes capable of supporting the design and innovation of systems, services and the experiences that these deliver for their users;
- to expose postgraduate students to professional practice in this area through collaboration with service design consultancies, such as Engine, LiveWork, Plan and Snook.

8. Intended Learning Outcomes of Course:

By the end of this course students will be able to:

- produce a critique of an existing service and identify opportunities for innovation within the domain of a specified service;
- deliver a service design outcome applying collaborative and self-directed methods to develop a service design proposition and project manage the various stages of a service design project;
- apply research methods specific to an individual service design project and communicate the rationale applied in the use of the research methods and evaluation of their outcome;
- present a service design innovation proposition in an appropriate visual, verbal and written format.

9. Indicative Content:

The course content is designed to develop an understanding of Service Design through analysis of service design activities and by developing and communicating a Service Design project proposal.

The course will cover:

- services and immaterial relationships;
- visualising service design research;
- identifying and applying insights;
- service blueprinting;
- prototyping and evidencing;
- creating conditions for embedding service design thinking and processes within an organisation

10. Description of Summative Assessment:

No.	Assessment Method	Description of Assessment Method	Weight %	Submission week (assignments) or length (exam)
1.	Analysis and Critique	Identify and analyse existing service design offerings (both material and immaterial practices)	40	End of Semester 2
2.	Project	Map, construct and communicate the stakeholder journey offered by a proposed service design project outcome	40	End of Semester 2
3.	Presentation	Deliver a well constructed service design proposal that clearly references and responds to stakeholder expectations and user-experience	20	End of Semester 2

10.1 Please describe the Summative Assessment arrangements:

For this course, assessment of student work will consist of three components:

- an analysis of an existing example of service design, detailing the user journey, user touchpoints,

- user-provider relationships and 'friction points' (no more than 6 A3 sheets);
- a practice-based outcome, or detailed service design proposal, capable of being presented to a client or practitioner (6 A3 sheets with supporting documentary booklet);
- a final presentation to the course participants and examiners detailing the proposed service offering

11. Formative Assessment:

Formative assessment and feedback will be provided through tutorial discussion during workshops and seminars.

11.1 Please describe the Formative Assessment arrangements:

Students will receive supervisory support in the form of one-to-one and/or group tutorials. In addition, students will be required to attend group sessions (peer-assisted learning (PAL) groups. Students will also participate in industry-led "masterclasses" with practicing service designers and consultancy representatives.

Tutorial notes will be recorded by a tutorial buddy for review and discussion between the students involved in the tutorial.

Peer review and feedback will also be used during presentations to provide additional formative feedback and to encourage the development of critical sensibilities relating to the practice of service design.

12. Collaborative:

Yes

No

12.1 Teaching Institutions:

13. Requirements of Entry:

TBD

14. Co-requisites:

Studio 2 Design Innovation

15. Associated Programmes:

M.Des in Design Innovation - Service Design

16. When Taught:

Semester 2

17. Timetable:

Teaching sessions follow the pattern - Workshop/Seminar Followed by Tutorial each week

18. Available to Visiting Students:

Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
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19. Distance Learning:	
Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>

20. Placement:	
Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>

21. Learning and Teaching Methods:		
Method	Formal Contact Hours	Notional Learning Hours (Including formal contact hours)
Lecture		
Studio		40
Seminar/Presentation	5	15
Tutorial	5	10
Workshop	15	15
Laboratory work		
Project work		70
Professional Practice		
E-Learning / Distance Learning		
Placement		
Examination		
Essay		
Private Study	Not Applicable	
Other (please specify below)		
TOTAL	25	150

22. Description of "Other" Teaching and Learning Methods:

23. Additional Relevant Information:

24. Indicative Bibliography:
Stickdorn, M & Schneider, J. This is Service Design Thinking, 2010, BIS Publications, Amsterdam Andy Polaine, Lavrans Løvlie, Ben Reason - Service Design: From Insight to Implementation ISBN: 9781933820330