

This Is Service Design Doing: A Comprehensive Guide to Designing Innovative Services



Welcome to the world of service design! In this article, we will explore the book "This Is Service Design Doing" and delve into its concepts, methodologies, and practical tips for designing innovative services.

to Service Design

Service design is a discipline that focuses on creating and improving services to enhance the user experience and meet customer needs. It involves a holistic approach that considers all touchpoints, interactions, and processes of a service, to ensure its efficiency, effectiveness, and desirability.

This Is Service Design Doing: Applying Service Design Thinking in the Real World

by Marc Stickdorn (1st Edition, Kindle Edition)

★★★★☆ 4.6 out of 5



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| 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 guidebook that provides invaluable insights and tools for professionals and beginners alike. It consolidates the knowledge and experience of leading service design practitioners from around the world.

What Makes "This Is Service Design Doing" Unique?

Unlike other books on service design that may primarily focus on theoretical aspects, "This Is Service Design Doing" places a strong emphasis on practical application. It offers hands-on methods, real-life examples, and case studies that enable readers to understand and implement service design principles in their own projects.

Authored by various experts, including Marc Stickdorn, Markus Edgar Hormess, Adam Lawrence, and Jakob Schneider, the book sets itself apart by providing a comprehensive toolkit throughout its chapters. It equips readers with the necessary resources to navigate the complexities of service design and ultimately create impactful and meaningful services.

The Key Sections of "This Is Service Design Doing"

The book is divided into four main parts, each focusing on a specific aspect of service design:

1. Getting Started

This section lays the foundation for service design, introducing the basics and core principles. It provides readers with a clear understanding of what service design is and how it differs from other design disciplines. Tools such as the "Service Design Canvas" and "Jobs to be Done" framework are explained in detail.

2. Research

In this section, the authors guide readers through the research phase of service design. They explain various research techniques, such as contextual inquiry, persona creation, and user journey mapping. These methods help to uncover insights about users, their needs, and pain points. The chapter also covers prototyping and testing as essential components of the research process.

3. Implementation

Once the research phase is complete, the focus shifts to implementation. This section provides guidance on visualizing solutions, designing touchpoints, and designing service blueprints. It explores tools such as value-impact networks, user stories, and customer journey maps to ensure a holistic approach to service design.

4. Organization

The final section addresses the organizational aspects of service design. It explores how to introduce service design within an organization, create a design culture, and build multidisciplinary teams. The authors provide valuable insights

on managing projects, facilitating workshops, and fostering collaboration among team members.

Why "This Is Service Design Doing" is a Must-Read

Whether you are a service designer, a strategist, a business owner, or simply curious about creating better services, "This Is Service Design Doing" is a must-read. The book not only presents a systematic approach to service design but also encourages creativity and innovation in problem-solving.

By combining theory with practical application, this guide offers a comprehensive resource for individuals and teams. It provides a structured framework for designing services that meet customer needs, differentiate businesses, and create memorable user experiences.

"This Is Service Design Doing" is a valuable resource that demystifies the complexities of service design. It empowers practitioners to adopt a human-centered approach and create services that truly make a difference. Whether you are starting your service design journey or looking to deepen your knowledge, this book will undoubtedly become your go-to guide.



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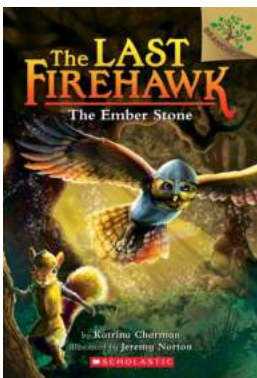
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How can you establish a customer-centric culture in an organization? This is the first comprehensive book on how to actually do service design to improve the quality and the interaction between service providers and customers. You'll learn specific facilitation guidelines on how to run workshops, perform all of the main service design methods, implement concepts in reality, and embed service design successfully in an organization.

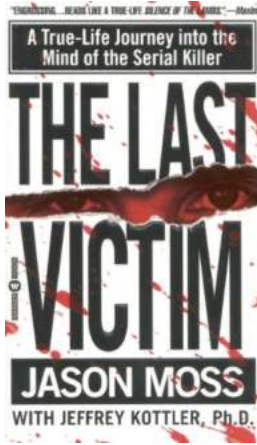
Great customer experience needs a common language across disciplines to break down silos within an organization. This book provides a consistent model for accomplishing this and offers hands-on descriptions of every single step, tool, and method used. You'll be able to focus on your customers and iteratively improve their experience.

Move from theory to practice and build sustainable business success.



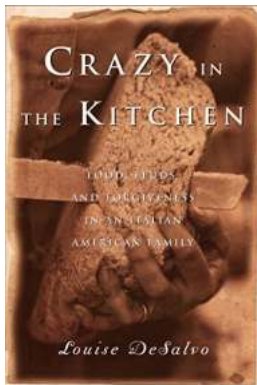
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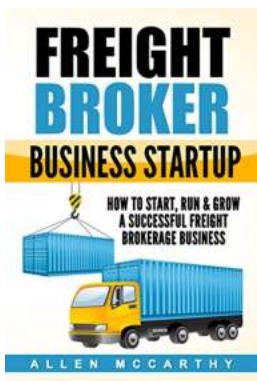
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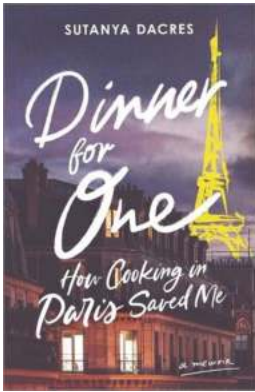
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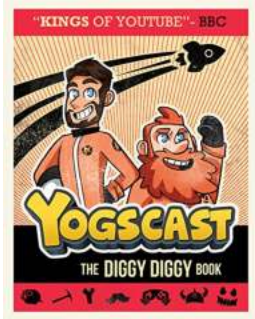
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