This is Service Design Thinking: Basics-Tools-Cases

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This is Service Design Thinking introduces an inter-disciplinary approach to designing services. Service design is a bit of a buzzword these days and has gained a lot of interest from various fields. This book, assembled to describe and illustrate the emerging field of service design, was brought together using exactly the same co-creative and user-centred approaches you can read and learn about inside. The boundaries between products and services are blurring and it is time for a different way of thinking: this is service design thinking. A set of 23 international authors and even more online contributors from the global service design community invested their knowledge, experience and passion together to create this book. It introduces service design thinking in manner accessible to beginners and students, it broadens the knowledge and can act as a resource for experienced design professionals. Besides an introduction to service design thinking through five basic principles, a selection of individual perspectives demonstrate the similarities and differences between various disciplines involved in the design of services. Additionally, the book outlines an iterative design process and showcases 25 adaptable service design tools, exemplifying the practice of service design with five international case studies. The book concludes with an insight into the current state of service design research and sets service design thinking in a philosophical context. In collaboration with: (in alphabetical order) Kate Andrews (UK), Beatriz Belmonte (E), Ralf Beuker (GER), Fergus Bisset (UK), Kate Blackmon (UK), Johan Blomkvist (SE), Simon Clatworthy (NO), Lauren Currie (UK), Sarah Drummond (UK), Jamin Hegeman (USA), Stefan Holmlid (SE), Luke Kelly (NL), Lucy Kimbell (UK), Satu Miettinen (FI), Asier Pérez (E), Bas Raijmakers (NL), Jakob Schneider (GER), Fabian Segelström (SE), Marc Stickdorn (A), Renato Troncon (IT), Geke van Dijk (NL), Arne van Oosterom (NL), Erik Widmark (S)

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