

Service design and professional practice: deliverables and implementation

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Abstract

The types of representation that communicate results of service design projects are still not consensual and the literature points out that there are gaps between the deliverables of a service design project and its following implementation. Resources as journeys, blueprints, storyboards, physical/digital prototypes in low and medium fidelity and staging are commonly used to communicate project results, but how can these results be made actionable to facilitate implementation by organizations of the most diverse types? How could technology be used to improve the effectiveness of projects outputs? The purpose of this thematic workshop is to bring together researchers and professionals in the field to a) discuss the main ways of communicating the results of service design projects (deliverables); b) discuss how these representations can contribute to the implementation of projects; c) create a post-ServDes discussion agenda for the topic.

Keywords: service design, professional practice, deliverables, implementation

Workshop description

This thematic workshop is relevant to ServDes 2023 because it addresses a topic that is still under-explored in the service design literature, especially with regard to the variety of possible types of deliverables and the following implementation of services, bridging the gap between projects outputs and the real world. This workshop interacts with Ziriguidum, a Service Design Network event, because both initiatives discuss professional practice, but in this case from an academic point of view.

Session set-up

The workshop dynamics will stimulate debate among people more than practical group activities, due to the reduced time.

The workshop will be divided as follows:

10': presentation of the theme, dynamics and main issues of the workshop;

20': division of participants into groups of no more than 5 people to discuss what are the main deliverables of a service design project using a card sorting activity (conversation dispositifs);

50': presentation of the results of the group debate and synthesis developed by the facilitators, seeking to define the main deliverables of a service design project and discussion about the challenges of implementing the results of service design projects in organizations based on the deliverables and brainstorming of possible improvements;

10': definition of those interested in forming a working group to debate the post-ServDes topic.

Space requirements

We would like access to a room with flexible furniture where we can divide participants into groups. For this we would like tables and chairs that can be easily moved and reorganized. It is important to have some resources like flipchart, sticky notes, felt tip pens, computer, projector or TV, sound and is desirable that the room accommodate approximately 20 people.



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Convenors bio:

Convenor 1: Camilla Fernanda Annarumma Durão. MSc and BSc in Design from University of São Paulo with professional experience and scientific research focused on service design and design for social innovation. Currently works as an independent consultant in innovation and professorat Senac's technical courses.



Convenor 2: Cristiane Aun Bertoldi. PhD, Professor of the undergraduate and postgraduate Design Courses at USP, co-chair of the research group Design in Action and Design and Innovation for Healthcare. Recent research involves creativity, creative process and design methods, materials for design, design teaching and design for health.

Convenor 3: Maria Alice Gonzales. PhD candidate in the design program at FAU USP, Master in Sciences at POLI USP, theme: Tool for conception, design, and operation of spaces for teaching engineering that encourages creativity and innovation. Works on the IRIS initiative at InovaUSP. Co-author of the FAB LAB Insper.

Convenor 4: Rafael Toledo Rodrigues de Fátima. Doctoral student in the design program at FAU USP, MsC in design by Anhembi Morumbi, specialist in service design by IED-SP and bachelor in product design by Belas Artes. Research about professional practice in service design's field, and teaches service design at IED-SP.

