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Service Design Identities

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Abstract

The Service Design Identities project is an international research initiative co-produced by the workshop convenors that is aiming to delineate the diverse and possible directions Service Design education could take to better address ongoing

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societal transformations and emerging Service Design professional identities, values and roles of alumni graduated from existing Master programs in Service Design in the world. The Service Design Identities workshop aims to share and further develop this ongoing global study, by interacting with workshop participants and their own education and professional trajectories.

The initiative is redeveloping the map, that started from previous work at Politecnico di Milano[1] and from a local research collaboration (Sangiorgi et al. 2022). The current offers of Service Design and Service Design related programs across the globe, has been collected into a database. Based on this database the research team is conducting semi-structured interviews with a sample of 50 alumni graduated from a selection of the University Master Degrees in Service Design across the globe, and interviews with the related Master Degree program coordinators. The research recognises and acknowledges the diverse traditions, markets and formats that have been informing service design education in different continents and nations; it also reflects on the role service design professionals themselves have been playing in the shaping of their markets and job profiles.

Given the maturity of the field and the transformational debates and challenges that are crossing design studies, we wish to offer a timely platform to reflect on how service design education is developing, how service design professionals are currently working and to collaboratively propose future directions and opportunities.

Keywords: service design, service design education, professional identities

Workshop description

The Service Design Identities workshop will be organised in three main stages, reflecting the articulation of the research itself.

Stage 01: the first part will present and collect feedback on the Service Design Identity visual map that depicts the current global offers worldwide, recognizing key features and characteristics. Participants can add information on the map itself on other programs based on their knowledge and/or personal educational background.

Stage 02: the second part moves to storytelling on the education and professional trajectories the research has documented, visualising the international journeys, changing roles and skills as well as fundamental challenges they testify. Each

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[1] https://www.servicedesignmap.polimi.it/

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participant will visualise their own education and professional stories adding to the knowledge basis and developing profiles to inform the following debate on the future of the educational offer.

Stage 03: the last step is representing the emerging themes and directions the research has currently identified, to choose and detail possible new educational format, content or directions.

Session set-up

We will have three large visual maps, one for the global education database, another representing the clustered professional trajectories and profiles, and the last one mapping emerging themes and directions. The professional trajectories will be the core of our session, linking on one side participants' background knowledge and education and on the other side to future opportunities and developments.
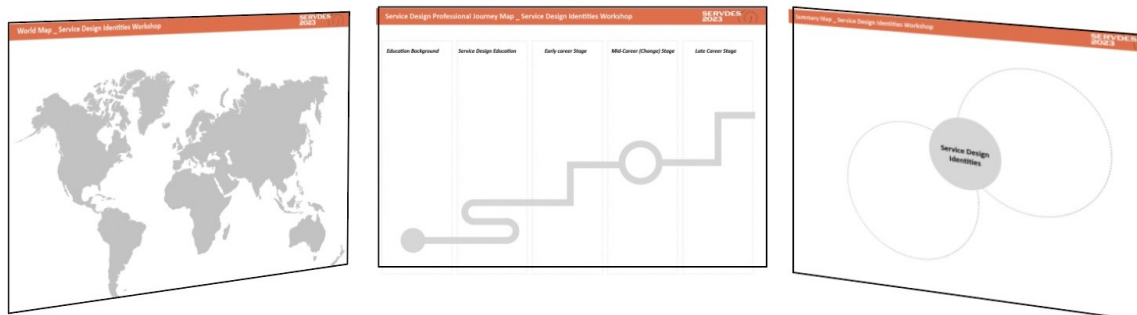

Figure 1: Simulation three large visual maps

Space requirements

The workshop will need a flexible space with the possibility to project a short presentation and to hang three large A0 maps on the walls or on self-standing boards. Also we will need movable tables where participants can fill their own "life journey" maps that will be shared with the small group (4-5 participants) at the table. Space between the tables and the boards should allow people to move around and look closer to the visuals to add comments on post-it.

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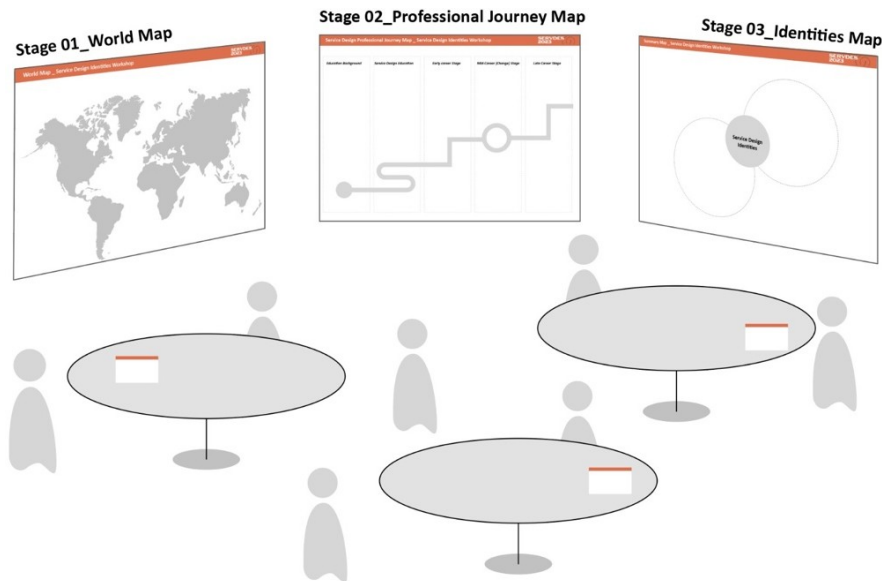DAD | PUC-Rio Pontifícia Universidade Católica Do Rio De Janeiro
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Figure 2: Simulation layout room

References

Sangiorgi, D., Holmlid, S. & L. Patricio (2022), The Multiple Identities of Service Design in Organizations and Innovation Projects. In B. Edvardsson & B. Tronvoll (Eds.), *The Palgrave Handbook of Service Management* (pp. 497-529), Springer.

Convenors bio:

Carla Cipolla, PhD, is Associate Professor of Design at Universidade Federal do Rio de Janeiro - UFRJ / COPPE. She develops research activities and practices in the intersection between service, design and social innovation for sustainability.

Teresa Franqueira, PhD, is Associate Professor at the University of Aveiro, International Coordinator of DESIS Network, and Member of the Executive Board of Cumulus Association. She is a member of several scientific committees in Design Conferences and jury of design competitions. She teaches across Europe and Asia and has been the local coordinator of Erasmus + projects. She has been supervising PhD and Master students within the topics of Design for Social Innovation, Design for Sustainability, Product Design and Service Design.

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Stefan Holmlid, PhD, is a professor in design at Linköping University. Stefan's research resides in the meeting between design and service, as practices as well as research traditions. His main service context for research has been the public sector, where research issues range from emerging design practices to design and policymaking.

Shera Hyunyim PARK, PhD, is Assistant Professor at Hong Kong Polytechnic University (PolyU). She is BA & MDes Smart Service Design founder and head programmes at PolyU Hong Kong. Her research interests explore the impact of Digital Platform, Service (Eco)System, Servitisation and Customer Experience particularly technology enabled Services.

Jung-Joo Lee, PhD, is Assistant Professor in the Division of Industrial Design at National University of Singapore. She heads Service Design Lab Singapore and collaborates with various government and private organisations to nurture their service design capabilities. Her research areas explore firstly, adoptions of service design in Asian governments, and secondly, roles and methodologies of service design for emerging technologies, such as AI and Autonomous Vehicles.

Lara Penin, PhD in Design, has been Professor of Transdisciplinary Design at Parsons School of Design, The New School since 2008. Penin's work centers on service design, strategic design, participatory design, design studies and social justice. She is a co-founder of the Parsons DESIS Lab, a former director of the Transdisciplinary Design graduate program, and currently co-leads the Graduate Minor in Civic Service Design. She is the author of An Introduction to Service Design. Designing the Invisible (Bloomsbury, 2018) and the editor of The Disobedience of Design, a Gui Bonsiepe Reader (Bloomsbury, 2021).

Daniela Sangiorgi, PhD, is Associate Professor at the Department of Design of Politecnico di Milano. She has been studying service design as a field for the last 20 years, reflecting on the interrelation between design and service research evolutions. Daniela's work has been recently investigating the role of service design for mental health care ecosystem transformation. She is the head of the Product Service System Design Master Program of the School of Design at Politecnico di Milano (Italy).

Eduardo Staszowski, PhD is Associate Professor of Design Strategies at Parsons School of Design, The New School. Eduardo studies design as a method and language, and its role in orienting processes of social innovation and sustainability. His research also seeks ways to enhance participation in policy development and civic service design.

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Beatrice Villari, PhD in Design. Associate Professor at the Department of Design – Politecnico di Milano. Beatrice is the Co-Director of the Specializing Master in Service Design - POLI.design. She is one of the founders and curators of Rethink! Service Design Stories, the first Italian Service Design Festival. Her main research interests are in service design, design for social innovation, community-centred approach, and design for policy.

Eun Yu, PhD in Design, is assistant professor of the Department of Design at Seoul National University of Science and Technology in South Korea. Her research has focused on relating the design perspective and approach to multidisciplinary service research and theory. She is also interested in developing design practices for service innovation based on the theoretical discussion of service (eco)systems and service systems design.