Exploring where Designers and Non-Designers meet within the Service Organisation:

Considering the value designers bring to the service design process

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SCHOOL OF DESIGN
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Service Design

Strategic Marketing

Interaction Design

Service Operations Management

Interior Design

multidisciplinary

•

meta-discipline

•

hybrid practice

Planning

Communications Design

Information Design

Software Development

Social Sciences

Product Design

Change Management

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‘Design Thinking’

Ref. Brown, T. Design Thinking, *Harvard Business Review*, 2008

Design by non-designers

Cameron Tonkinwise, The Grammar of Design Thinking, 2012

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Most people *design*, but not all people are *designers*.

Herbert Simon (1969)

Roberto Verganti

Nina Terrey

Cameron Tomkinwise

Lucy Kimbell (2012)

- design - concerning action and the artificial
  - design and meaning of things
    - non-designers - designing
      - unrepressing style in design thinking
        - designs-in-practice, design-as-practice

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Application of tools and methods

Data

Information

Insights

Propositions

Evidencing & Prototyping

Instructions

What if...propositions

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Observation

Empathy

Understanding

Aesthetic awareness

Meaning

Emotional content

Desirability

Application of design *craft*

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‘Designs-in-practice’ Kimbell (2012)

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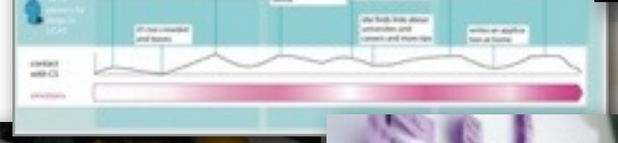

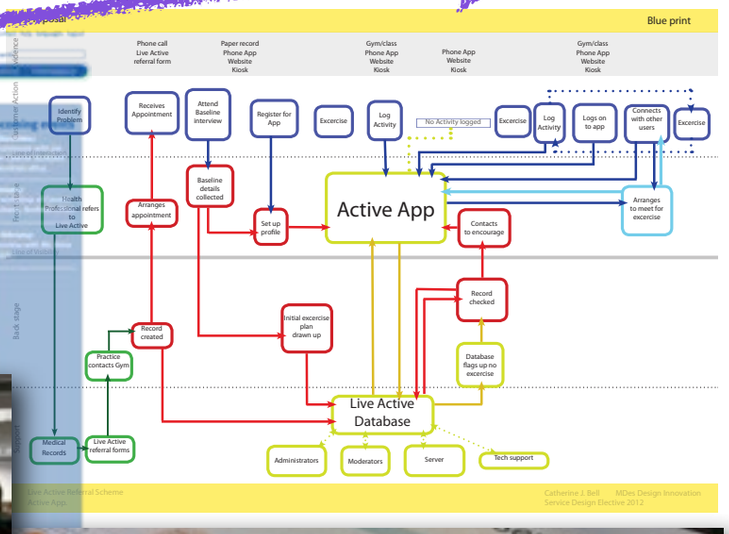

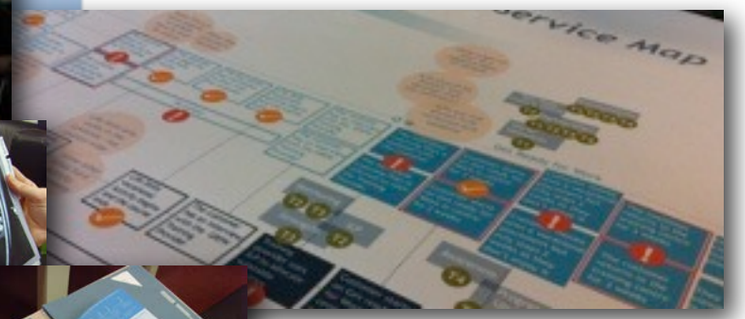

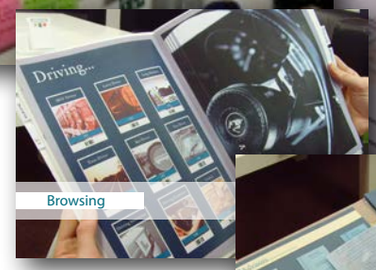

Observation

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Considerations for training and education of service designers & practitioners

- "adoption of design thinking within management education, in the form of tools and methods separated from the culture of design, may not have the desired results" Kimbell (2012)

- beware of dilution of design skills, practice and culture within service design

- a need, or an opportunity, to tailor service design related skills to individuals - designers, managers, marketing, service staff, etc.

- as well as tools and skills, communicate the value of separate disciplines, how they inter-relate and integrate to design and deliver a service.

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Thank You

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