IT UNIVERSITY OF COPENHAGEN

## Service Design

Denmark is a leading country with regards to IT innovation and digitalisation of public and private services. The Danish government, for example, has made digital communication mandatory for interaction with the public sector, which makes demands on the way digital services are designed. Service Design is an approach, which covers both the analysis and development of digital services. Service Design is based on theory, insights, and techniques from the design discipline as well as management and business administration.

The specialisation in Service Design will make you understand the complexity of digital service design processes in order to learn to manage these processes. In order to prepare you for innovation in diverse national and international contexts, the specialisation addresses Service Design for private companies, public organisation as well as non-governmental organisations (NGOs). Relatedly, you will explore the differences, as well as the common denominators, when conducting Service Design across these settings.

Spring Semester:
**Introduction to Service Design (7,5 ECTS)**

This course introduces you to Service Design and its basic principles, methods and tools. The course focuses especially on the design of services that are either fully digital or where digital components play an important role. The teaching consists of lectures, case studies and practical exercises. On the course you will, among other things, learn to develop and evaluate services by using methods such as service blueprint and co-design.

Autumn Semester:
**Service Design – management and implementation (15 ECTS)**

This course is the second part of the specialisation in Service Design. Therefore, participation requires that the introductory course has been completed. In this course you learn about the management and improvement of existing digital services and the importance of collaboration

with different stakeholders. You learn to identify stakeholders who are involved in a service (such as public organisations, private companies and non-governmental organisations) and their motivations and needs, as well as challenges for implementing and operating digital services.

During the course, you will work on a project where you have to map challenges about a digital service in an organisation or a private company and suggest improvements to that service.