

Service Design

What is this specialisation about?

Service Design is an interdisciplinary field that deals with the design of systems, processes and user experience. Unlike tangible products, services are at least to an extent ephemeral, co-created and enacted in the moment and this engenders a particular set of challenges for Service Design. Service Design is about defining the interfaces between the customer/user and the service provider (touchpoints), emphasising the design of fluid user journeys as well as creating an overall service strategy for an organisation (holistic approach). Therefore, Service Design needs to operate at different granularities, keeping in mind the service as a whole, as well as through each of its individual touchpoints. This calls for a variety of tools and methods to represent and communicate about different facets of the service, such as stakeholder and ecosystem maps, personas, user journeys, and service blueprints.

What will you do in the specialisation?

The student will learn to manage complex design processes of digital services in all phases of digital transformation of public, private, and non-profit sectors, as well as in networks of actors. The student will engage with service thinking, service design methods and tools, and how to apply those in a service design project. The student will develop skills that are needed for both service innovation and re-design of existing services together with organizations and communities, and for helping them adopt customer and service-oriented thinking.

How are the two parts of the specialisation organised?

The first part of specialisation, Introduction to Service Design, familiarizes the student with the typical processes, basic principles, key methods and tools of Service Design. Lectures, case studies and hands-on exercises will be used to learn 1) to identify service design opportunities via understanding of stakeholder requirements and needs and 2) to use service design methods for co-design and evaluation of services with digital components.

The second part, Advanced Service Design, offers a mix of theory and hands-on approach so that students develop skills in applying SD theory and thinking in reflective practices. Student groups will put into use a range of service design methods covered in the first part of the specialisation as they conduct a service design project with a 'real world' case partner during the course. Lectures will provide further theoretical concepts and discuss current topics in the field of Service Design for students to engage in careful reflection of their practical project work as well as the discipline of Service Design.

What are job profiles related to the specialisation?

Service Design is increasingly in demand in supporting the ongoing digitalisation processes in society and related changes in the infrastructures of the private, public, and not-for-profit sectors. Service design positions in the public sector (such as design of digital services for SKAT, [sundhed.dk](https://www.sundhed.dk)), service design positions in private sector (e.g. finance services), retail (e.g. various internet shopping, energy, health),

digital infrastructure building (e.g. national interoperability frameworks, digitalization strategies, digital literacy competence building), PhD candidate.

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