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authors Marc Stickdorn, Adam Lawrence,
Marckus Hormess and Jakob Schneider
are recognised experts in the field.
Other contributors from across different
industries also helped by writing excerpts
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10 years ago the book “this is service design thinking” became something like the Bible for designers that were interested in designing services. A lot has changed since then and this is the Bible #2 that has come to pave the way for more to come.

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Over 15 years in the global design and innovation industry brought us all together. Together, our aim is to reshape how we teach strategic design. Our team is made up of world renowned service designers, product managers, user experience practitioners, design researchers, and design thinkers. Our

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2019-11-06 21:00. "Service design helps organizations see their services from a

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customer perspective. It is an approach to designing services that balances the needs of the customer with the needs of the business, aiming to create seamless and quality service experiences.

This Is Service Design Doing (□□)

The focus of the book is to provide a framework for “doing” service design.

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Much of the content will be familiar to academics, business analysts and other practices as it borrows from across different disciplines. The book is divided into several sections. The first section creates the framework.

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This is Service Design Doing - the book "This is Service Design Doing" is a fully

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illustrated book that explains how to "do" service design. It was not written in the usual way, but developed in a co-creative, prototype-based process with the experience and contributions of more than 300 service design practitioners and their clients.

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This is the first comprehensive book on how to actually do service design to improve the quality and the interaction between service providers and customers. You'll learn specific facilitation guidelines on how to run workshops, perform all of the main service design methods, implement

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They can be used to design unique services or service components which will stand out from the competition, or to optimise existing services around what

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the customer really wants, cutting away wasteful effort and concentrating on a unique customer experience across various on- and offline channels.

this is service design doing - curriculum

“Service design applies design thinking to services and focuses on doing (not

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just talking). Service design skills are useful because they can transform employees and managers to be truly user-centered.” — Julia Pahl-Schoenbein Senior project leader for business development, Germany

1. Why Service Design? - This Is Service Design Doing [Book]

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The focus of the book is to provide a framework for “doing” service design. Much of the content will be familiar to academics, business analysts and other practices as it borrows from across different disciplines. The book is divided into several sections. The first section creates the framework.

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