

This is Service Design Thinking: Basics - Tools - Cases

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This is Service Design Thinking outlines a contemporary approach for service innovation. Service design and design thinking are lately evolving into buzz words for management and business consulting. *This is Service Design Thinking* strives to unveil the practical meaning behind these terms in everyday use. The book introduces this new way of thinking to beginners but also serves as a reference for professionals.

Although service design and design thinking in general recently gains vast interest by both business and research, until now there was no comprehensive textbook outlining the approach, including its background, process, methods and tools as well as contemporary case studies. A set of 23 international authors created this interdisciplinary textbook applying exactly the same user-centred and co-creative approach it preaches. "The unique visual language of *This is Service Design Thinking* extends the idea of a classic textbook. Based on workshops and contextual interviews using prototypes of this book, the reader is now supported with various visual aides to facilitate a pleasurable and effective reading experience" highlights Jakob Schneider, co-editor and graphic designer of the book.

Change is a constant: Innovative service concepts and ground-breaking business models outrun established products and services. Social media empowers customers and cause an overdue shift of companies from classic advertisement towards service quality and customer experience. Social media as the customer's megaphone broadcasts the perceived service experience to a growing audience. Thus, the perceived experience becomes the key factor for success of both new and established offerings. This entails business opportunities particularly for small- and medium sized companies, since customer recognition does not necessarily rely on mere market share anymore.

"The strength of service design thinking is that it is not a defined and thus restricted discipline, but rather a common approach and process including various tools and methods rooted in different disciplines from design to engineering, from management to marketing." explains Marc Stickdorn, editor of

This is Service Design Thinking. An appendant website to the book offers free downloads of ready-to-use tools such as the *Customer Journey Canvas*.

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Editorial Review

From the Back Cover
This is Service Design Thinking introduces an inter-disciplinary approach to designing services. Service design is a bit of a buzzword these days and has gained a lot of interest from various fields. This book, assembled to describe and illustrate the emerging field of service design, was brought together using exactly the same co-creative and user-centred approaches you can read and learn about inside. The boundaries between products and services are blurring and it is time for a different way of thinking: This is service design thinking.

A set of 23 international authors and even more online contributors from the global service design community invested their knowledge, experience and passion together to create this book. It introduces service design thinking in manner accessible to beginners and students, it broadens the knowledge and can act as a resource for experienced design professionals. Besides an introduction to service design thinking through five basic principles, a selection of individual perspectives demonstrate the similarities and differences between various disciplines involved in the design of services. Additionally, the book outlines an iterative design process and showcases 25 adaptable service design tools, exemplifying the practice of service design with five international case studies. The book concludes with an insight into the current state of service design research and sets service design thinking in a philosophical context.

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