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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Service Design

- Strategic Marketing
- Interaction Design
- Service Operations Management
- Communications Design
- Software Development
- Social Sciences
- Change Management
- Interior Design
- Planning
- Information Design
- Product Design
- multidisciplinary
  • meta-discipline
  • hybrid practice
‘Design Thinking’


*Design by non-designers*

Most people design, but not all people are designers.

- 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
Application of tools and methods

Data → Information → Insights

Instructions → Propositions → Evidencing & Prototyping

What if... propositions

Data
Information
Insights

Instructions
Propositions
Evidencing & Prototyping
Application of tools and methods

Data

Information

Insights

Propositions

Evidencing & Prototyping

Instructions

Application of design craft

What if...propositions

Observation

Empathy

Understanding

Aesthetic awareness

Meaning

Emotional content

Desirability

Browsing

Compile Pack

Instructions

Insights

Data

Empathy Understanding Emotional content

Desirability

Observation

Aesthetic awareness

Meaning

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What if...propositions

Application of design craft

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SCHOOL OF DESIGN
THE GLASGOW SCHOOL OF ART
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.
Thank You

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