Workshop: Applying design thinking and methods to services

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Some background:

- BDes/MEDes product design created 1999 at GSA
- responded to perceived changes in design industry
- paralleled growth in service design industry
- recognised need enhance product design training
Designing for experience:

product
Designing for experience:

interaction
Designing for experience:
Designing for experience:

- Product: material
- Interaction: ephemeral
- Service:

Stuart G Bailey, 25 November 2009
Designers are good at:

- dealing with complex information
- seeing patterns in information
- making connections
- visualising opportunities
We added:

• social science skills
Getting the data:
Visualising journeys, pathways, interactions & relationships:

Customer Journey

Visualising the User Journey

Uninformed Student Journey
Tracey, 19, currently full time student, looking for further education

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Other touchpoints:
- Visits CS centre for a drop in session
- Receives consultancy
- Receives information on universities and careers and more tips
- Accepts application tips
- Writes an application at home
- Goes to CS to get consultancy

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Using tools to test ideas, get feedback & prototype: