

Workshop : Applying design thinking and methods to services

Stuart G Bailey

Dept. of Product Design
Glasgow School of Art

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:



Designing for experience:



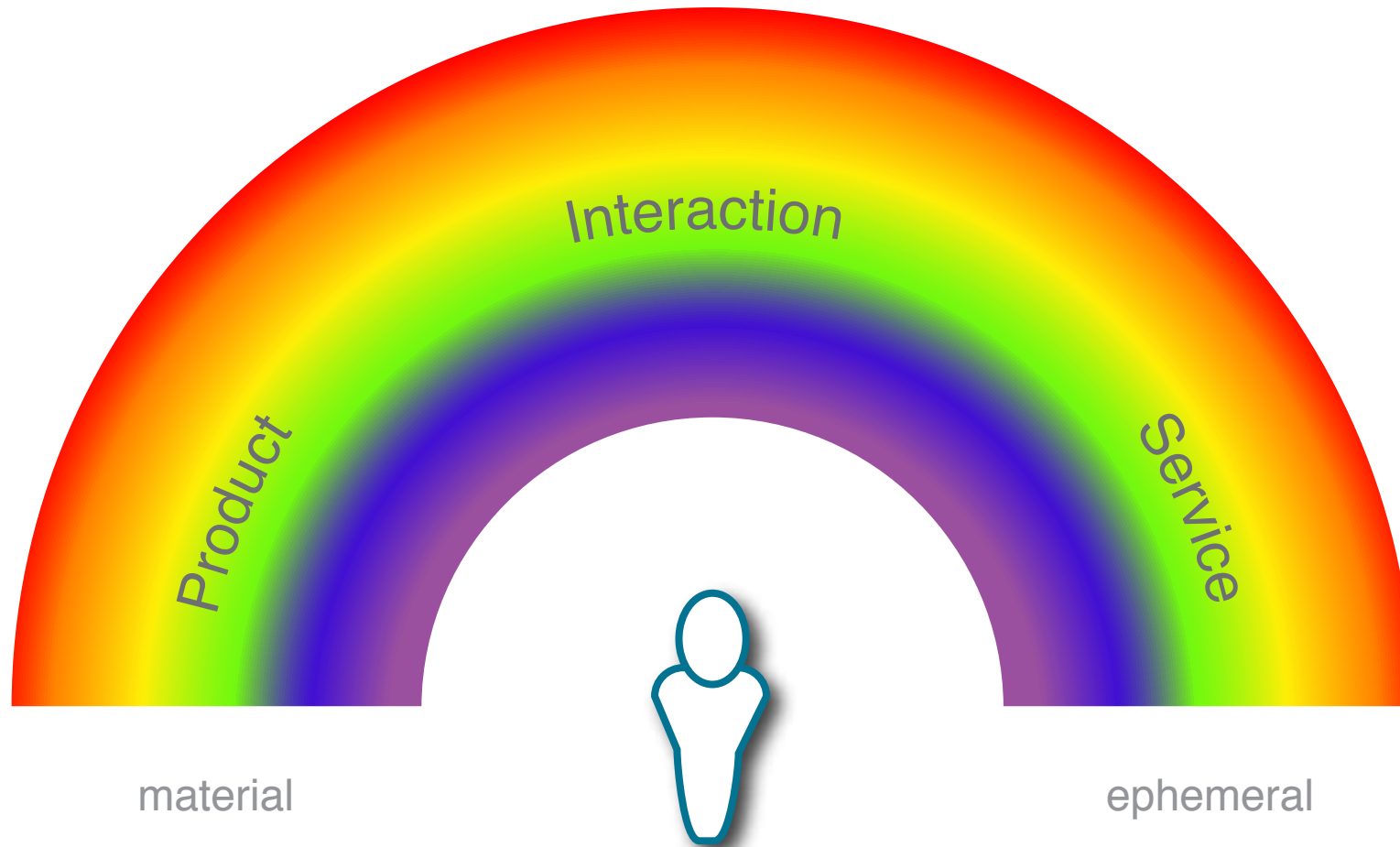
interaction

Designing for experience:



service

Designing for experience:



Designers are good at:

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

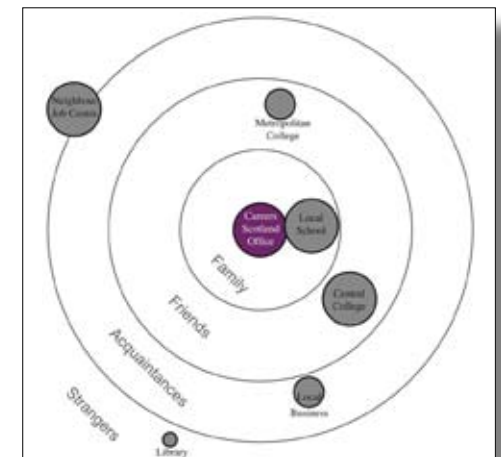
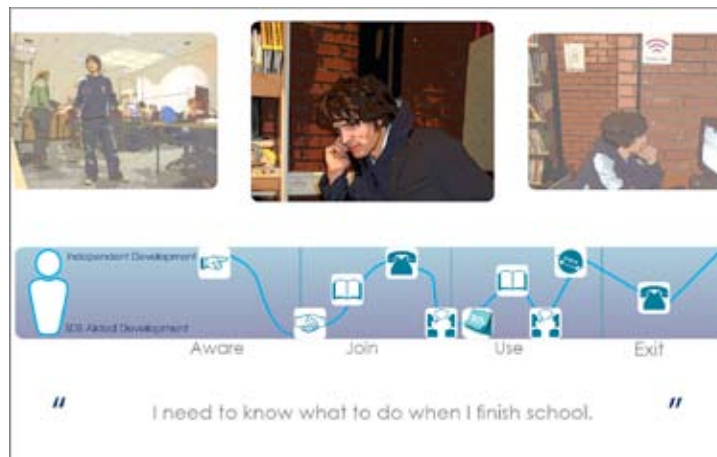
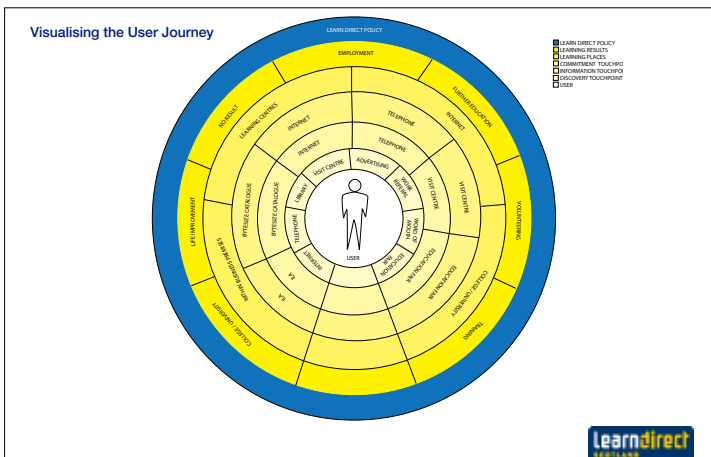
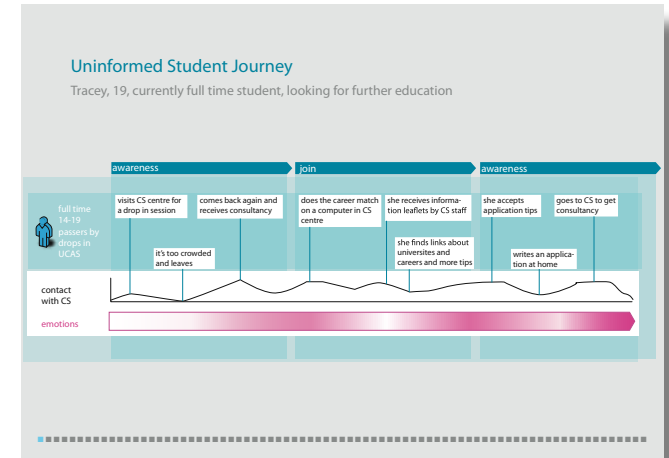
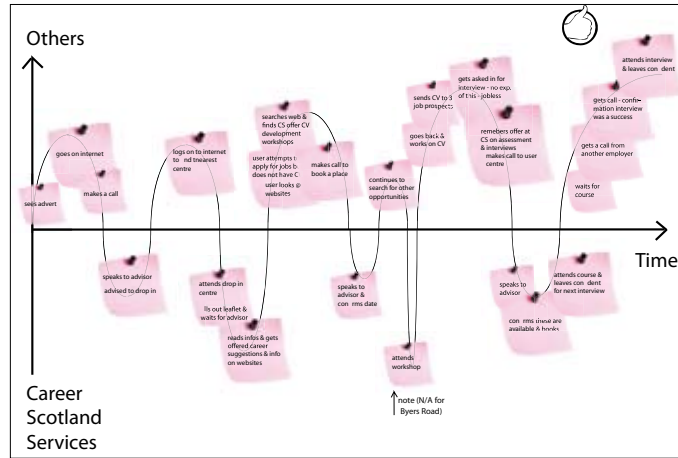
We added:

- social science skills

Getting the data:



Visualising journeys, pathways, interactions & relationships:



Using tools to test ideas, get feedback & prototype:

