



Outline

Services are interactions between people who need help making a change and others who are prepared to help them. Service Designers help both the people needing help and the people providing the help to be more prepared for those interactions by making those interactions more routine, but also by anticipating non-routine events that may occur during those interactions.

In this subject, you will be introduced to key concepts and tensions in Service Designing. You will learn about the history and future of services, and the power and limits of Service Design, examining different ways of conceptualising services and thereby developing more mature ways of creating and implementing design concepts for services. Designing a Service is the process of planning out interactions between service providers and service recipients, mediated through either physical or online systems. Service Designers are asking people to interact in particular ways with other people. This brings interpersonal power and emotions to the fore, things to which service designers must be much more sensitive than other kinds of designers. The concepts explored in this subject are applied to analyses of existing services that you will research throughout the subject.

The first third of the subject examines the history of services and the rise of the service economy, extracting design principles that should inform more careful designing of services. The second third of the subject critically reviews key tools used in service designing today. And the final third of the subject works through issues associated with the management of services.

Teaching and Learning Strategies

This subject is a seminar with discussions prompted by readings. However, you will also be required to conduct your own fieldwork (observations, but also interviews where possible) of a range of different services, to test the ideas that are revealed in the seminar. The assignments require you to demonstrate an applied understanding of the concepts examined in the subject by describing situations you have noticed in services and proposing responses where appropriate.

Calendar

Module 1: The Histories and Cultures of Being in Service

This first section of the subject aims to give you a historical context for Service Designing. Humans tend to help people within their own families voluntarily, but almost all societies have involved people being of service to people they are not related to, often involuntarily. We will look at the different ways that societies over time have organized how people deliver services to each other. This will often mean examining economic relations.

Monday Feb 22, 6 – 9pm

Histories and Cultures of Being in Service I: Premodern

Slavery, Servants, Artisans

READING: Kim, Miso. "An Inquiry into the Nature of Service: A Historical Overview (Part 1)." *Design Issues* 34.2 (2018).

Thursday Feb 25, 6-9pm

Histories and Cultures of Being in Service II: Modern

Class, Professionals, Military Service, Social Service

READING: Nelson, Harold G. "Being in service: lip service? room service? self-service? protective or military service? social or public service? full service?." *Systems Research and Behavioral Science* 19.5 (2002).

Monday Mar 1, 6-9pm

Histories and Cultures of Being in Service III: Postmodern

Postindustrialism, Experience Economy, Servicization, Self-Service

READING: Joseph Pine & James Gilmore. "Welcome to the Experience Economy." *Harvard Business Review* July-August, 1998

Shoshana Zuboff. "Moving into the Support Economy." *Continuing Higher Education Review*. 69 (2005)

Thursday Mar 4, 6-9pm

Histories and Cultures of Being in Service IV: Current Futures

Gig Economy, Algorithmic anticipation

READING: Rosenblat, Alex, and Luke Stark. "Algorithmic labor and information asymmetries: A case study of Uber's drivers." *International Journal of Communication* 10 (2016)

Module 2: The Design Aspect of Service Design

Having established the historical context for the development of the professional practice of Service Design, this second module focuses on the key paradoxes of services that Service Design, as opposed to Service Management, tries to resolve. These have to do with how to influence people so that their interactions are reliably produce value. 'People' here means not only service providers, employees doing the job of servicing, but also customers, who need to be directed through the process of receiving the service so that it can happen in the most effective ways.

Because services are interactions between people, designers have to make those invisible dynamics visible before, during and after the service interaction. Service Designing is consequently often compared to staging a theatrical production, though one with improvisational elements. But that analogy is too one-way (from the active performers to the passive audience) and misses the ways in which customers also participate in the 'play.' So we will look at another model, somewhat arising from a field known as 'Service Dominant Logic,' which characterizes services as 'the coordination of promises.'

Mar 8, 6-9pm

The Design Aspect of Service Design I: The Development of the Service Design Profession

Service Engineering, Service Management, Services Marketing, Activity-centred Design of work, Human Centred (Co)Design Innovation

READING: Holmlid, Stefan. "Interaction design and service design: Expanding a comparison of design disciplines." *Proceedings of NORDES* (2009).

Mar 11, 6-9pm

The Design Aspect of Service Design II: Service as Theatre

Servicescapes, Service Scripts, Personas, Aesthetic Labour

READING: Bitner, M.J. (1992), "Servicescapes: The Impact of Physical Surroundings on customers and employees." *Journal of Marketing*. 56 (2)

Mar 15, 6-9pm

The Design Aspect of Service Design III: Breaking the Efficiency/Customization Trade-off

Customers as Employees, Unsourcing, Co-creation of Value, Service Dominant Logic

READING: Frances Frei "Breaking the Trade-Off Between Efficiency and Service" *Harvard Business Review* (2006)

Mar 18, 6-9pm

The Design Aspect of Service Design IV: Coordination of Promises

Language Action Performatives, Promise Theory, Anticipating Failure, Digital Services

READING: Denning, Peter J., Fernando Flores, and Peter Luzmore. "Orchestrating coordination in pluralistic networks." *Communications of the ACM* 53.3 (2010)

Module 3: The Politics of Service Designing

The final section of this subject looks at the consequences that flow from understanding Service Design as the attempt to design how people interact. Persuading people to behave in particular ways is always a political act. This is especially the case if there is a power imbalance, such as when one person is an employee and the other person a customer, or conversely, when one is a carer and the other is a person with caring needs.

At this point, design, at least in its conventional forms, reaches its limit. Complex social relations arise that cannot be easily redesigned, forcing service designers to be explicitly political. These situations occur around performing meaningful work, which requires care, emotional investment, and trust. Whilst these are difficult to negotiate as designers, they are also opportunities to redesign the nature of work itself and so how what we can expect of our communities.

Mar 22, 6-9pm

The Politics of Service Designing I: Emotional Labour

Relational Services, Role Stress, Care work

READING: Cipolla, C., Manzini, E. "Relational Services." *Knowledge, Technology & Policy* 22 (2009).

Mar 25, 6-9pm

The Politics of Service Designing II: Social Support

Third Place, Privately Owned Public Space, Commercial Friendships

READING: Mark Rosenbaum "Exploring the Social Supportive Role of Third Places in Consumers' Lives" *Journal of Service Research* 9.1 (2006)

Mar 29, 6-9pm

The Politics of Service Designing III: Reputation Economy

Commons Management, Peer-to-Peer Platforms, Trust, Performance Ratings

READING: Raval, Noopur, and Paul Dourish. "Standing out from the crowd: Emotional labor, body labor, and temporal labor in ridesharing." *Proceedings of the 19th ACM Conference on Computer-Supported Cooperative Work & Social Computing*. 2016.

Apr 1, 6-9pm

The Politics of Service Designing IV: Smart aGenders

Conversational User Interface, Surveillance Capitalism, Domestic Robots

READING : Strengers, Yolande, and Larissa Nicholls. "Aesthetic pleasures and gendered tech-work in the 21st-century smart home." *Media International Australia* 166.1 (2018).