

January 2011

Connecting the Dots



06 From the Editors

chapter #1

08 Methods, Structures and Processes

10 How to Write the Perfect Pop Song!
Holger Eggert

12 Using Contextmapping for
Breakthrough Insights
Damian Kernahan and Erik Roscam Abbing

14 Your Service Is Your Brand in Action
Søren Bechmann

16 Designing a B2B Service Business
from Scratch
Cale Thompson

18 Workshop: Beyond Roleplay
Markus Edgar Horneß and Adam StJohn Lawrence

chapter #2

20 Putting the Customer First

22 Service Design as Business Change Agent
Mark Hartevelt and Hugo Raaijmakers

28 From Boardroom to Boarding Gate
Alex Nisbett

30 Enthusiasm.
Birgit Mager



CONTENTS

32 Listening and Learning:
the Art of Wowing the Customer
Stefan Schick

38 What Will You See Today,
What Will You Do Tomorrow?
Fred van den Anker and Julia Klammer

40 The Limits of Patient Centricity
Gianna Marzilli Ericson and Augusta Meill

chapter #3

42 Social Innovation

44 MyPolice
Lauren Currie and Sarah Drummond

48 Getgo Glasgow
Sarah Drummond

50 Creative Waves COTEN
Andy Polaine

54 Digital Etiquette
Roger Ibars and Julia Leihener

56 Workshop: Service Design Tools
for Social Innovation
Sara Sitton and Heather Daam

chapter #4

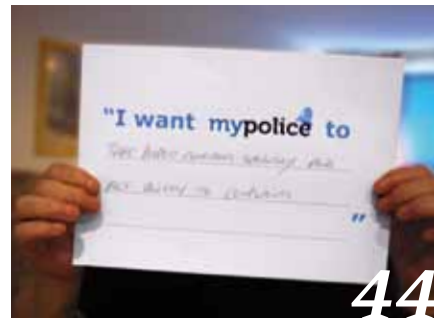
58 Exploring Service Design

60 Service Design at a Crossroads
Lucy Kimbell

68 No Interdisciplinarity Without Disciplines
Marianne Gulbrandsen and Geke van Dijk

76 Digital Service Design: Lessons from the Cloud
Monica Bueno and Tiffany Chu

78 Good Idea + Good Design = Good Service?
Stefano Maffei, Elena Pacenti, Beatrice Villari





80 Driving Lessons in Service Design
Mark Bailey and Laura Warwick

82 Workshop: Making Service Sense
Lauren Currie and Kirsty Joan Sinclair

chapter #5

84 Background Stories

86 Why Chief Customer Officers Need to Care About Service Design
Kerry Bodine

88 Connecting the Dots
Astrid van der Auwera

92 Conference Impressions

94 Student Days Impressions

96 Service Design Conference in Cambridge
Birgit Mager and Shelley Evenson

98 Service Design Snapshots

98 The Holy Grail of Service Design is a New Kind of Combination of Hearts and Euros.
Jussi Olkkonen

98 Video Ethnography: Multiple Applications of an Adaptable Resource
Luke Kelly

99 Design as an Approach to Education for Sustainable Development
Ksenija Kuzmina

100 Using Social Nodes to Design Services
Eleanor Davies

101 Service Design in Australia
Angela Bode

102 Member Map

