



Manifesto

Mission and objectives

The Service Design Network is an international network of organisations & businesses working in and developing the Service Design domain. Our purpose is to develop and strengthen the knowledge and expertise in the science and practice of innovation and improvement of services.

Building a Service Design culture requires cooperation among disciplines, draws upon theories and practices to define a unique body of knowledge capable of addressing all the hard to soft aspects of the service.

The SDN aims to develop and establish the Service Design discipline and professional identity.

The SDN objectives are to:

- Offer Service Design as a tool to answer contemporary social, economic and environmental challenges
- Create demand for Service Design excellence in service organisations, customers and educators
- Identify research needs and key issues for the development of Service Design projects, programs and research nationally and internationally
- Develop and share Service Design knowledge & practice
- Consolidate a common Service Design culture and language
- Establish and maintain a network of researchers and practitioners in the field of Service Design
- Integrate Service Design within design, technology & business education
- Promote good examples and best practices of applied Service Design

Why service design?

Services are the most significant part of all modern economies and the pillars of their social systems. The service economy is experiencing the most dynamic social, cultural and economic changes. Innovating, re-designing and managing services represent a competitive advantage for modern businesses and public sector organisations.

Service Design is the answer to these changes. It is an emerging discipline and an existing body of knowledge, which can dramatically improve the productivity and quality of services.

Service Design provides a systematic and creative approach to:

- meeting service organisations' need to be competitive
- meeting service organisations' need to be competitive
- meeting customers' rising expectations of choice and quality
- making use of the technologies' revolution, that multiplies the possibilities for creating, delivering and consuming services
- answering the pressing environmental, social and economic challenges to sustainability fostering innovative social models and behaviours
- sharing knowledge & learning

Service design approach

The Service Design approach is uniquely oriented to service specific design needs and is rooted in the design culture. The Service Designer contributes crucial competencies.

The Service Designer can:

- visualise, express and choreograph what other people can't see, envisage solutions that do not yet exist
- observe and interpret needs, behaviours and technology potentials and transform them into possible service futures
- express and evaluate, in the language of experiences, the quality of design

Service Design aims to create services that are useful, useable, desirable, efficient & effective

Service Design is a human-centred approach that focuses on customer experience and the quality of service encounter as the key value for success.

Service Design is a holistic approach, which considers in an integrated way strategic, system, process and touchpoint design decisions.

Service Design is a systematic and iterative process that integrates user-oriented, team-based interdisciplinary approaches and methods, in ever-learning cycles.

Service quotes/definitions

Services are performances that produce results for the utility, the satisfaction and the support of people needs.

Services are activities performed by people to benefit other people. Today service activities can also be partially performed by automatic machines and software.

Services are forms of interaction where two or more actors co-produce a result that each of them recognizes as a benefit.

Services are complex design objects. Compared to products, services are intangible performances that are highly dependent on the physical and social conditions of each single moment of fruition: the service encounter.

Services are complex social systems as their performance depends on the quality of human interactions.