Self-assessment by
jiajia Chen

A summary about me:

I am a professor, MA supervisor in service design and vice dean of school of industrial design, Nanjing University Of the Arts in China. I am also the secretary of the design and research committee of China Industrial Design Association, the director of Jiangsu industrial design society and Jiangsu Popular Scientist & Artists Association. I am among the first group of people who introduce service design to China. I have published several books and papers in service design and presided over a number of research project s in service design at all levels for Chinese government. Apart from my academic work in teaching and research, I work as a consultant for international company such as Samsung and local enterprises.

I currently work as a/at:

Professor and vice dean of school of industrial design, Nanjing University of the Arts
https://idc.nua.edu.cn/2014/0714/c1275a20989/page.htm

My LinkedIn profile:

https://cn.linkedin.com/in/chacha-chen-21569120

My social media channels:

sorry, in China, these social media channels such as Twitter, Instagram, Facebook are closed. I only have WeChat. My WeChat account is ChaChaChenNUA.

My educational background:

1997-2001: BA Industrial Design, Nanjing University of the Arts, PRC
2001-2004: MA Product Design, Southern Yangze University, PRC
2005-2007: MAII Design Strategy---Innovative Product Service System Design, Politecnico di Milano, Italy
2009-2016: PHD Sociology, Nanjing University, PRC
2018: Visiting Scholar, Service Design,Koln International School of Design, Germany

The following theories are the key components of my approach to service design:

My approach to service design is based on three theories:

The first one is system design. I get in touch with service design by the approach called product service system design in Politecnico di Milano, Italy. It brings me a pair of glasses to have the holistic vision of the coming future. If you see the people who are involved in a service, they are actually the system of stakeholders or actors. If you see the delivery of a service, they are actually the system of service touchpoints. This holistic way of thinking makes me realize one thing that service is never focusing on objects, it focuses on immaterial value of a thing.

The second one is human-centered design. It is the basic principle of modern design Through this, all design practices will be carried out following almost the same process: research & analysis, concept development & iteration, prototyping & test, evaluation & refinement, execution& iteration. And service design is of no exception.

The third one is participatory design. Especially, the user participatory design, I believe, is the beginning of cocreation. Co-creation for me is the core value of service design. It changes the mind of designers to be facilitators rather than visualizers. It also changes the way we designers normally make design. To this extent, we are really providing services.

These are the most relevant resources I base my work on and I recommend them as a body of knowledge in service design:

+ books
'This is service design thinking' and 'This is service design doing' , these two books for me are the bible of service design. 'This is service design thinking' makes me understand what is service design and how to do it. 'This is service design doing's expands my understanding of service design tools.
'Designing the invisible' by Lara Penin is also helpful when I teach service design. The structure of the book is designed for understanding service design little by little. And all the interviews after each chapter is helpful to understand the specific questions on service design.

+ website
www.servicedesigntools.org/
This website helps me a lot when I start my journey in service design.

I have X years of working experience in service design:
15

My working experience in service design includes involvement in:
- Service design projects
- Service design consultancy
- Service design training

I have particular experience in the following service sectors:
Education: teaching SD since 2007
Consumer products: Digital experience by home appliance and personal devices
Cultural Transition & Revitalization of Local Industries: intangible heritage
Startups: e-commerce
Service oriented manufacture: service robots

I have conducted X service design projects that aim at creating improvements or innovations within organisations:
15

These are the service design projects I have successfully delivered:
The entertainment function of Samsung first touchscreen cellphone
- duration of project : from 2007-to 2008
- organization: Samsung Electronics China
- topic: mobile service
- outcome: the entertainment function concepts and prototypes for Samsung first touchscreen cellphone
- impact: the first time to bring service design to Samsung Electronics China
(Due to confidential agreement, details can not be delivered)
The edutainment service of Samsung TV
- duration of project : from 2009-to 2010
- organization: Samsung Electronics China
- topic: TV service
- outcome: 2 edutainment services for Samsung TV users
- impact: besides the services been designed, it is the first time to make service-oriented device design
(Due to confidential agreement, details can not be delivered)
Link of Samsung
- duration of project : from 2010-to 2011
- organization: Samsung Electronics China
- topic: internet of things
- outcome: 25 valuable concepts of Samsung Products linked to Other Brand Products
- impact: great fun to create different user scenarios in the background of IOT, at the same time build new business model
(Due to confidential agreement, details can not be delivered)
Service Design for Chinese Family
- duration of project : from 2011-to 2013
- organization: Samsung Electronics China
- topic: service design
- outcome: research on the possibilities of service design launched in China in 5 areas; making 2 protypes of service design especially for Samsung TV
- impact: the first service design project for Chinese market in Samsung.
(Due to confidential agreement, details can not be delivered)
Service Design for TV with Camera
- duration of project : from 2020-to 2021
- organization: Samsung Electronics China
- topic: service design
- outcome: research & idea generation for Samsung TV with camera
- impact: contribute to Samsung Metaverse plan
(Due to confidential agreement, details can not be delivered)
Service Design for MDE(Multi-device Experience)
- duration of project : from 2022-to now
- organization: Samsung Electronics China
- topic: service design
- outcome: research & idea generation for Samsung MDE
- impact: contribute to Samsung Visual Display unit
(Due to confidential agreement, details can not be delivered)
Product Service System Design for White Tea Culture Building
- duration of project : 0.5 year/2017-2018
- organization: Liyang Government
- topic: service design, local cultural product design
- outcome: a product service system including branding, communication, product&package design, activity design
- impact: contribute to local development of Liyang city

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SERVICE DESIGN NETWORK

Product Service System Design for Lotus Lantern in Qinhuai Lantern Carnival
● duration of project : 0.5 year/2017
● organization: self-led project
● topic: service design, local cultural product design
● outcome: redesign the way to make traditional Lotus Lantern
● impact: contribute to the development of local industry
Product Service System Design for Square dance robot
● duration of project : 3months/2016
● organization: Nanjing Jiupai Software Development Ltd. Co
● topic: service design, robot design
● outcome: a product service system including robot and its service
● impact: help the company to transit from a software based one to a service device provider

I have provided service design training sessions and/or other educational experiences for X years:
18

My philosophy as a trainer is:
passion? passion!

I believe the first and primary task for a trainer is to arouse the trainees or students' interest to service design. Being a professor in an art university, it is natural to stir up enthusiasm during the teaching. To do this, I have designed some warm-ups and games during the training and teaching in a Chinese way. When credibility is build up, the training will start. Based on actual project or hypothetical project, I will lead the trainees or students to learn service design step by step. In each steps, I will introduce the knowledge and tools of service design according to different projects. And through co-creation with trainees and students,

In the term of commercial training, I will customize training process, knowledge and tools of service design based on the needs of my clients. According to my experience, commercial training can be divided into 2 kinds: to carry out training internally and externally. Before doing the internal training, I will use depth interview or onsite observation to have the first hand of information of the team. Then I will make the plan for the training. Internal training normally has three targets: 1. To introduce service design to the team in their familiar way, so they can accept it easily. 2. To encourage the team to use the service design thinking flexibly in their daily work. 3. To help the team to design and execute co-creation workshop in the meaning of service design, so they can deal with and speak the language of different stakeholders. The external training needs the full cooperation of my client and I. We will work together to design the training program by analyzing, co-creating, pretesting and verification.

In the term of university education experience, I have taught service design for over 10 years. I am one of the founders of Chinese Higher Education for Service Design. I founded Chinese national service design education forum for higher education and service design exhibition of 7 universities every three years. In my teaching in university, I manage to make each of my service design teaching different. I will customize each class with the understanding of my students and what they want to learn. We will discuss the latest service design methods and tools such as dynamic persona in class. By following the double diamond process of service design, the students will be guided to design personas of different stakeholders, using stakeholder map or actor map, service system map, customer journey map and service blue print to generate service concepts. After the testing of service prototype, business model and service ecosystem will be finally set up.

These are the service design training sessions and/or other educational experiences I've facilitated within the last year:
Besides my teaching of service design courses in universities, I provided training in service design last year as follows:
Date: Dec. 31th
Duration: 4.5 hours
Title of training: New Service Design Methods & Tools
Client: Samsung Electronics China
Number of participants: 30

Date: Dec. 16th
Duration: 4.5 hours
Title of training: Service Design for Culture Industry
Client: Jiangsu Province Art Fund
Number of participants: 60

Date: Jun. 16th
Duration: 3 hours
Title of training: Co-creation
Client: Jiangsu Province Art Fund
Number of participants: 60

I mostly provide my training offerings in the following language(s):
Chinese , English

I mostly provide my training offerings in the following countries/cities:
China(includes Taiwan, Macau, Hongkong)

I cover the following topics during my training offerings:
● History of service design
● Definition of service design

- User research/deep customer insights
- Designing and conducting co-creation workshops
- Creativity and ideation processes
- Visualisation techniques
- Facilitation skills for service design
- Prototyping of services
- Implementation of service design concepts
- Leadership/management of service design projects
- Building in-house service design capabilities
- Working with complex service systems
- Exploration of systems
- Service design for cultural change

My training participants typically have the following level of experience:

- Novice (new to service design)
- Fundamental (basic knowledge)
- Advanced (practical application)

These are my favourite cases I use to inform participants about the impact and value of service design:

1. TeachAIDS

https://dl.acm.org/doi/pdf/10.1145/3025453.3025958

TeachAIDS is HIV education software that has been implemented in 30,000 schools over the course of 10 years in India, a country where sexual expression is culturally taboo. It is a fantastic example to introduce the importance of understanding context and Iteration.

2. Drinkable book

https://www.davidairey.com/the-drinkable-book

I use this as a good example to introduce the importance of service design thinking. I also use it to encourage people to do the design no matter being a designer or not.

3. Luft

https://investor-relations.lufthansagroup.com/fileadmin/downloads/en/charts-speeches/capital-markets-day-2019/capital-markets-day-2019-presentations.pdf

This is an excellent example of how to design personas and effective services even for a 4 trillion dollar company.

4. GOV.UK Design System

https://design-system.service.gov.uk/

This is an effective example of how UK government websites use the same design system to provide a consistent experience for users.

5. less walk

https://www.lesswalk.org/

This is a good example to show the social impact of service design and how service design can change unsuccessful bicycle sharing system business model in China into a valuable one in Myanmar.

These are the service design methods and tools that I use during my sessions:

Customer journey map
Stakeholder map
Service blueprint
Service system map
Service ecosystem
Business model canvas
Persona
Depth interview
Focus group interview

After successfully attending my training sessions, participants will typically be able to:

Design a project plan especially adopting double-diamond process according to different clients.
Develop depth interview plans and conduct interview by using appropriate strategies and methods.
Develop focus group interview plans and conduct interview by using appropriate strategies and methods.
Conduct on-site observation by adopting anthropology methods.
Analyze the first-hand data through interviews and observations by adopting qualitative methods.
Generate personas based on the first-hand or second-hand data.
Generate service concepts by co-creating workshops.
Build scenarios and user cases according to the needs of stakeholders.
Brainstorming, define and design Services by using Customer Journey Map.
Brainstorming, define and design Services by using Service Blue Print.
Define and redesign stakeholder map.
Define and redesign actor map.
Develop a service ecosystem for a given service.
Develop a service system map according to the service concept.
Generate a business model and express it by business canvas map.

I apply the following evaluation tools to make sure the participants have understood the content of my sessions and gained the expected competencies and skills:

In university teaching, I usually encourage students to get in touch with the unfamiliar or inaccessible users based on their projects, I believe it is the good chance for students to improve their abilities and independencies. And it is also the best way to practice focus-group interview, depth interview and on-site observation for students to get the first-hand feedback from the users. Normally, I ask the students to submit such kind of evidence to prove their service design project is successful or not. Also, I will give my personal comments and feedback according to the whole design process based on my observation and judgment.

In my consultancy in commercial project, I usually design the worksheet and memo for check according to each step and milestones. In each milestone, I will co-work with my client to set up the standards and choose the appropriate evaluation methods to run the tests.

I systematically evaluate and improve my offerings based on feedback. These are examples of feedback that have led to improvements:

Based on the requirements of my client, I always customized my offerings. For example, in the latest case --- to design the services and scenarios among multi-devices, I improved the service design process based on Samsung's request to generate service concepts in a short time via internet working during the lock-down. Firstly, I design the interview structure which can be conducted by using WeChat. In WeChat, I use voice communication to collect necessary information while doing the interview. Secondly, I use Figma as the collaborative design tool to co-create service ideas with different stakeholders. Finally, I use the prototype generated by figma to run the user test. This process of service design is redesigned in the context of pandemic and proved to be successful for everyone working online.

After years of university teaching in service design, I realize it is not enough for students just practice service design in thinking and tools. The students must be pushed to make the service concept come into being in real life. That is not to say, they will be involved in my commercial project. I always ask them to find their own clients, build up their own teams, practice as much as possible and the most important thing: implement service concept in real life while keeping balance between social and commercial value.

I have participated in the following service design-related activities in order to stay up to date, share my experiences with peers and receive their supervision within the last 12 months:

- SDN National Conference
- SDN Chapter Activity
- SDN

I actively support the local or national service design community through:

SDN ATF
SDN Beijing & Shanghai
China SD education association
Dragon Design Foundation

I have participated as a speaker in the following events:

Date: May.28th,2022
Title of event: Urban Aesthetics
Audience: mayor group of technology, Jiangning District, Nanjing
Title of talk: Service Design X Coffee Shop ---- Urban Aesthetics in the cloud
Link to the event:
https://mp.weixin.qq.com/s/rEEWY5Mx5MPkaQZQZ_DJcA
http://m.zjsnews.cn/news/4550690267302338363
https://article.xuexi.cn/articles/index.html?art_id=8240243931048865268&item_id=8240243931048865268&study_style_id=feeds_opaque&pid=&ptype=-1&source=share&share_to=wx_single
Date: April 3rd, 2022
Title of event: Internal Training Program for Samsung
Title of talk: Service Design Tools in Co-creation

Date: Jan 10th, 2022
Title of event: Internal Training Program for Samsung
Title of talk: Service Design in a speculative way

Date: Dec.26th,2021
Title of event: Training Program for Art Foundation of Jiangsu Province
Title of talk: Service Design X Cultural Products

Date: Sep. 15th
Title of event: CBI co-creative academy
Title of talk: Past, Now and Future of Service Design
Client: CBI
Number of participants: 996

Date: Jun.10th,2021
Title of event: Invited and Independent Lecture
Title of talk: Service Design Leadership
Client: Beijing Institute Of Fashion Technology
Number of participants: 360

Date: July.6th,2021
Title of event: GAFA summer school
Title of talk: Service Design Cocreation

Client: Guangzhou Academy of Fine Arts
Number of participants: online broadcasting

Date: Nov.29th ,2020
Title of event: Shanghai Design Week
Title of talk: Service Design for the Education
Number of participants: online broadcasting + offline 1000+

Date: Sep.19th ,2020
Title of event: Design Marathon
Title of talk: Service Design for the Elderly
Number of participants: online broadcasting

I organize the national service design education forum in 2015.2016.2018, in the forum, I always give a lecture.

I have published the following books/articles on service design and related fields:

In academia, you can find three English paper of mine. Which are:

1. Introduction of Service Design to Intangible Culture Heritage: the Redesign of Lotus Lantern in Qinhuai Lantern Carnival

https://www.academia.edu/44252316/Introduction_of_Service_Design_to_Intangible_Culture_Heritage_the_Redesign_of_Lotus_Lantern_in_Qinhuai_Lantern_Carnival

2. Service Design Strategy for Social Internet of Things in China

https://www.academia.edu/36845363/Service_Design_Strategy_for_Social_Internet_of_Things_in_China

3. Introduction Strategies of Service-oriented Product System Design for the Transformation & Upgrading of Small and Medium Manufacturers in China

https://www.academia.edu/25625347/Introduction_Strategies_of_Service_oriented_Product_System_Design_for_the_Transformation_and_Upgrading_of_Small_and_Medium_Manufacturers_in_China

I have published other papers in Chinese which can be found at www.cnki.com
I also have published two book in service design in Chinese. Which are:

1. Service Design: Definition, Language and Tools
2. Service Design Basics

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