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This is Service Design Doing — Book / School / Methods

This Is Service Design Doing: Using Research and Customer Journey Maps to Create Successful Services:

Applying Service Design Thinking in the Real World Paperback – 1 Aug. 2016 by Marc Stickdorn (Author)

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The book is a follow up from This is Service Design Thinking (Stickdorn and Schnieder) and delivers a practical framework for those looking to implement Service Design in their organisations. The new book does not replace the old one, nor is the earlier a prerequisite.

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EXECUTIVE SCHOOL PROGRAM

‘ THIS IS SERVICE DESIGN DOING ’

Monday 13:00 hr Check-in & Lunch

14:00 hr Welcome and introduction

16:00 hr Presentation: Service Design

Basics 16:00 hr Introduction to

Service Design challenge and work

groups 17:00 hr Design research &

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to improve the quality and the interaction between service providers and customers. You ' ll learn specific facilitation guidelines on how to run workshops, perform all of the main service design methods, implement concepts in reality, and embed service design successfully in an organization.

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Marc Stickdorn

PERO, la 2a parte (Service Doing) es mucho más práctico! Siendo sincero, Service Design Thinking me encantó, y me permitió aprender. Pero cuando me llegó "Service Doing", me quedé enamorado del 2º, y de repente el primero me pareció menos interesante.

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2. What is Service Design? - *This Is Service Design Doing* ...

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