

# Selected Topics on Service Design Theories

2009 Spring • 51380 & 51780 • TR 04:30PM~05:50PM • MM A11

## COURSE DESCRIPTION

Selected Topics on Service Design Theories is a seminar course exploring the difference between designing for service and designing an artifact, the nature of human experience, and design approach to creating systematic service experience. Through readings, lectures, and in-class discussions, the first part of the course provides the students with concepts, theories, and examples to help them learn about diverse existing theories about service design. The second part of the course provides an opportunity to apply these theories to design work.

## GRADING CRITERIA

Your final grade will be based on the following components:

- A written assignments will count for 25% of the final grade  
Papers will be evaluated for intellectual content (accuracy of representing the ideas discussed by authors, quality of argument, and imagination in developing ideas) and structure (cohesiveness, meeting requirements).
- Two group projects will count for 40% of the final grade  
Projects will be evaluated for idea (representing the ideas from the readings and discussions), process, and quality of final presentation. There will be 2 projects due over the semester.
- Presentation of examples will count for 10% of the final grade  
Students will be asked to share and discuss design examples that matches with the progression of the class. The presentation dates will be announced on the second week of class.
- Class participation will count for 25% of the final grade  
Participation will be evaluated by readiness for discussion (evidence of having read the assigned materials), response to questions (evidence of attempting to address the question), and effort to contribute to class discussion.

## COMMUNICATION

- E-mail: [misok@andrew.cmu.edu](mailto:misok@andrew.cmu.edu)
- Office: MM 220
- Students may make appointments in person or by e-mail.

## COURSE FLOW

### Jan 13 **Introduction**

#### **From artifact to service**

#### Jan 15 \* *Definitions on service*

- Benson, "The Secret Life of Cars and What They Reveal about Us"

#### Jan 20 • Krippendorff, "History and Aim" from The Semantic Turn - a New Foundation for Design

- Vargo, "Historical Perspectives" from The Service-Dominant Logic of Marketing

#### Jan 22 • Vargo, "What It Is, What It Is Not, What It Might Be" from The Service-Dominant Logic of Marketing

- Edvardsson, "Quality in New Service Development: Key Concepts and a Frame of Reference" from International Journal of Production Economics

#### Jan 27 • Shostack, "Designing Services that Deliver" from Harvard Business Review

- Bitner, "Service Blueprinting: A Practical Tool for Service Innovation"

#### **Service as argumentation**

#### Jan 29 • Aristotle, selections from The Art of Rhetoric

- Cicero, selections from De Inventione

#### Feb 03 • Goffman, "Performances" from The Presentation of Self in Everyday Life

#### Feb 05 • Grönroos, selections from Service Management and Marketing: Managing the Moments of Truth in Service Competition

#### Feb 10 • Goldstein, "The service concept: the missing link in service design research?" from Journal of Operations Management

- Morelli, "Service Concept, Designing Product/Service Systems" from Design Issues

#### Feb 12 • Berry, "Clueing In Customers" from Harvard Business Review

- Gulati, "The Barista Principle - Starbucks and the Rise of Relational Capital"

#### **Service as experience**

#### Feb 17 • Dewey, "The live creature" and "Having an experience" from Art as Experience

#### Feb 19 • Lynch, "The City as Environment" from City Sense and City Design

- Appleton, "Behaviour and Environment" from Experience of Landscape

#### Feb 24 • Laurel, "Elements of Qualitative Structure" and "Orchestrating Action" from Computer as Theatre

#### Feb 26 • Bitner, "Servicescapes: The impact of physical surroundings on customers and employees" from Journal of Marketing

- Gupta, The Contextual and Dialectical Nature of Experiences

#### Mar 03 • Parker, The Journey to the Interface

#### Mar 05 \* *Mid-term paper due*

- Dewey, "Search for the Great Community" from Public and Its Problem

- Oliver, "Co-producers and Co-participants in The Satisfaction Process" from The Service-dominant Logic of Marketing

Mar 10 **Spring break**

Mar 12 **Spring break**

Mar 17 **Out of town**

**Project 1**

Mar 19 Idea discussion

Mar 24 Presentation 1: idea and initial research

Mar 26 Work session

Apr 02 In-class feedback

Apr 07 Presentation 2: progress report and in-class feedback

Apr 09 Final presentation

**Project 2**

Apr 14 Idea discussion

Apr 16 **Spring Carnival**

Apr 21 Presentation 1: idea and initial research

Apr 23 Work session

Apr 28 In-class feedback

Apr 30 Presentation 2: progress report

May 05 Final presentation