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Fall 2004 MM227

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## Introduction

As the service sector continues to dominate the US economy, companies will turn to design thinking to address the opportunities and challenges faced by the shift to a knowledge-based service-centered society. In the past, services have been consciously designed, but rarely with the participation of designers or multidisciplinary teams. When they have, they've looked back toward product design for inspiration. In this mini, we will look forward toward designing for service in ways that stimulate senses, connect deeply with people's lifestyles, emphasize the broader social and cultural context of people's actions and provide support through a networked service ecology.

## Course goals

This is a project course for people that are interested in taking a novel approach to designing for service. By the end of the course you will have:

- Explored definitions and categorizations of service
- Explored the attributes of quality service experiences
- Participated in a service design process
  - Developed hunt statements and conducted 'gorilla' research in support of designing for service
  - Created models of the findings that illustrate the ecologies of participants, tools, processes and touchpoints of the experience (understanding the service climate and culture)
  - Produced rough service experience prototypes
  - Explored what a blueprint for a service might include
  - Discussed the challenges of implementing a new or improved service
- Documented and communicated your results to an audience of your peers.

## The course experience

It's a mini, so time is a challenge. The course will be a combination of lectures, discussions of gathered examples and readings and student project deliverables.

## Design artifacts

Presentations of work from assignments and projects.

## Approach

We'll divide the course into assignments and projects as follows:

### assignment 1: **thanks or no thanks**

What makes a good or bad service experience? Document a service experience. Be prepared to tell us a story of what you encountered.

- What attracted you to the service?
- How did the provider orient you to what you or they would do?
- What was the heart of the interaction? How did you feel?
- Would you go back/do it again?
- Would you recommend it to a friend?

project 1 **parking pleasure over pain**

Design the most efficient way for CMU parking to handle the normal customers of the East Campus Parking garage and the overflow customers that need spaces for special events. The experience must address all the constituents (CMU parking, visitors, and yearly patrons) and meet or exceed their expectations.

project 2 **design for experience**

In this project, you will be looking at new service development. You will be looking at improving or revising an existing service or repositioning a service to target a new set of users. The class will work in teams or individually throughout the service design development process. You will be conducting research, building a model of your findings, describing the service ecologies, producing service prototypes culminating in a draft blueprint for service implementation. You will need to plan your efforts carefully in order to get the biggest bang for your time "buck".

**course highlights:**

week		Tuesday		Thursday
1	10.26	In class exercise—introductions and overview Introduce assignment 1	10.28	Assignment 1 due—present in class Project 1 Setup for Garage research
2	11.2	Lecture—Mark Jones from IDEO Brainstorming thru scenarios	11.4	Lecture—Service environments, actors, concepts, logic and culture Project 1 Garage update
3	11.9	No class Advisory board visit	11.11	Project 1 Garage service design due—present in class Discussion—Topics for project 2
4	11.16	Lecture—Service concept generation	11.18	Lecture—service ecologies and touchpoints,
5	11.23	Lecture—Service Design and prototyping	11.25	No class--Thanksgiving
6	11.30	Project 2 update worksession	12.2	Discussion—Blueprinting
7	12.6	Project 2 update worksession	12.9	Present— project 2

**evaluation**

The course is fast paced. Assignments need to be delivered and presented in a professional manner. You will be evaluated on the quality of your research, the breadth of exploration and how well you communicate that your service will address the needs of your constituents. Quality and appropriateness of your prototypes and your craftsmanship will also be graded.

**documentation**

Thorough and attractive documentation is crucial. PowerPoint is probably the easiest way to communicate your ideas. You are also required to include a summary document that explains your process along with high quality images of your results. Your presentations should be contributed to the class blackboard site.

**attendance**

If you can't attend class, inform me in advance either by e-mail or by calling the design office at 268-2828. If projects are turned in late, redone, or made up, the grade on that work adds to the grade record but does not replace the previous grade.