



This is Service Design Thinking: Basics - Tools - Cases

From BIS Publishers



This is Service Design Thinking: Basics - Tools - Cases From BIS Publishers

This is Service Design Thinking outlines a contemporary approach for service innovation. Service design and design thinking are lately evolving into buzz words for management and business consulting. *This is Service Design Thinking* strives to unveil the practical meaning behind these terms in everyday use. The book introduces this new way of thinking to beginners but also serves as a reference for professionals.

Although service design and design thinking in general recently gains vast interest by both business and research, until now there was no comprehensive textbook outlining the approach, including its background, process, methods and tools as well as contemporary case studies. A set of 23 international authors created this interdisciplinary textbook applying exactly the same user-centred and co-creative approach it preaches. "The unique visual language of *This is Service Design Thinking* extends the idea of a classic textbook. Based on workshops and contextual interviews using prototypes of this book, the reader is now supported with various visual aides to facilitate a pleasurable and effective reading experience" highlights Jakob Schneider, co-editor and graphic designer of the book.

Change is a constant: Innovative service concepts and ground-breaking business models outrun established products and services. Social media empowers customers and cause an overdue shift of companies from classic advertisement towards service quality and customer experience. Social media as the customer's megaphone broadcasts the perceived service experience to a growing audience. Thus, the perceived experience becomes the key factor for success of both new and established offerings. This entails business opportunities particularly for small- and medium sized companies, since customer recognition does not necessarily rely on mere market share anymore.

"The strength of service design thinking is that it is not a defined and thus restricted discipline, but rather a common approach and process including various tools and methods rooted in different disciplines from design to engineering, from management to marketing." explains Marc Stickdorn, editor of

This is Service Design Thinking. An appendant website to the book offers free downloads of ready-to-use tools such as the *Customer Journey Canvas*.

 [Download This is Service Design Thinking: Basics - Tools - ...pdf](#)

 [Read Online This is Service Design Thinking: Basics - Tools ...pdf](#)

This is Service Design Thinking: Basics - Tools - Cases

From BIS Publishers

This is Service Design Thinking: Basics - Tools - Cases From BIS Publishers

This is Service Design Thinking outlines a contemporary approach for service innovation. Service design and design thinking are lately evolving into buzz words for management and business consulting. *This is Service Design Thinking* strives to unveil the practical meaning behind these terms in everyday use. The book introduces this new way of thinking to beginners but also serves as a reference for professionals.

Although service design and design thinking in general recently gains vast interest by both business and research, until now there was no comprehensive textbook outlining the approach, including its background, process, methods and tools as well as contemporary case studies. A set of 23 international authors created this interdisciplinary textbook applying exactly the same user-centred and co-creative approach it preaches. "The unique visual language of *This is Service Design Thinking* extends the idea of a classic textbook. Based on workshops and contextual interviews using prototypes of this book, the reader is now supported with various visual aides to facilitate a pleasurable and effective reading experience" highlights Jakob Schneider, co-editor and graphic designer of the book.

Change is a constant: Innovative service concepts and ground-breaking business models outrun established products and services. Social media empowers customers and cause an overdue shift of companies from classic advertisement towards service quality and customer experience. Social media as the customer's megaphone broadcasts the perceived service experience to a growing audience. Thus, the perceived experience becomes the key factor for success of both new and established offerings. This entails business opportunities particularly for small- and medium sized companies, since customer recognition does not necessarily rely on mere market share anymore.

"The strength of service design thinking is that it is not a defined and thus restricted discipline, but rather a common approach and process including various tools and methods rooted in different disciplines from design to engineering, from management to marketing." explains Marc Stickdorn, editor of *This is Service Design Thinking*. An appendant website to the book offers free downloads of ready-to-use tools such as the *Customer Journey Canvas*.

This is Service Design Thinking: Basics - Tools - Cases From BIS Publishers Bibliography

- Rank: #1437240 in Books
- Published on: 2011-02-01
- Original language: English
- Number of items: 1
- Dimensions: 1.30" h x 7.20" w x 9.10" l, 2.46 pounds
- Binding: Hardcover
- 376 pages

 [**Download** This is Service Design Thinking: Basics - Tools - ...pdf](#)

 [**Read Online** This is Service Design Thinking: Basics - Tools ...pdf](#)

Download and Read Free Online This is Service Design Thinking: Basics - Tools - Cases From BIS Publishers

Editorial Review

From the Back Cover

This is Service Design Thinking introduces an inter-disciplinary approach to designing services. Service design is a bit of a buzzword these days and has gained a lot of interest from various fields. This book, assembled to describe and illustrate the emerging field of service design, was brought together using exactly the same co-creative and user-centred approaches you can read and learn about inside. The boundaries between products and services are blurring and it is time for a different way of thinking: This is service design thinking.

A set of 23 international authors and even more online contributors from the global service design community invested their knowledge, experience and passion together to create this book. It introduces service design thinking in manner accessible to beginners and students, it broadens the knowledge and can act as a resource for experienced design professionals. Besides an introduction to service design thinking through five basic principles, a selection of individual perspectives demonstrate the similarities and differences between various disciplines involved in the design of services. Additionally, the book outlines an iterative design process and showcases 25 adaptable service design tools, exemplifying the practice of service design with five international case studies. The book concludes with an insight into the current state of service design research and sets service design thinking in a philosophical context.

About the Author

Editors: Marc Stickdorn (A) & Jakob Schneider (GER)

Co-editors (in alphabetical order): Fergus Bisset (UK), Luke Kelly (NL), Bas Raijmakers (NL), Geke van Dijk (NL)

Authors (in alphabetical order): Kate Andrews (UK), Beatriz Belmonte (E), Ralf Beuker (GER), Fergus Bisset (UK), Kate Blackmon (UK), Johan Blomkvist (SE), Simon Clatworthy (NO), Lauren Currie (UK), Sarah Drummond (UK), Jamin Hegeman (USA), Stefan Holmlid (SE), Luke Kelly (NL), Lucy Kimbell (UK), Satu Miettinen (FI), Asier Pérez (E), Bas Raijmakers (NL), Jakob Schneider (GER), Fabian Segelström (SE), Marc Stickdorn (A), Renato Troncon (IT), Geke van Dijk (NL), Arne van Oosterom (NL), Erik Widmark (S)

Users Review

From reader reviews:

Mildred Wright:

What do you think of book? It is just for students since they're still students or that for all people in the world, the particular best subject for that? Simply you can be answered for that concern above. Every person has different personality and hobby per other. Don't to be pushed someone or something that they don't wish do that. You must know how great along with important the book *This is Service Design Thinking: Basics - Tools - Cases*. All type of book are you able to see on many options. You can look for the internet options or other social media.

Kenneth Vargas:

Information is provisions for those to get better life, information currently can get by anyone from everywhere. The information can be a understanding or any news even restricted. What people must be consider when those information which is within the former life are challenging to be find than now could be taking seriously which one is appropriate to believe or which one the resource are convinced. If you find the unstable resource then you buy it as your main information you will have huge disadvantage for you. All of those possibilities will not happen with you if you take This is Service Design Thinking: Basics - Tools - Cases as the daily resource information.

Matthew Ibarra:

People live in this new morning of lifestyle always try to and must have the free time or they will get lots of stress from both everyday life and work. So , when we ask do people have spare time, we will say absolutely sure. People is human not just a robot. Then we consult again, what kind of activity do you possess when the spare time coming to an individual of course your answer may unlimited right. Then ever try this one, reading ebooks. It can be your alternative within spending your spare time, the actual book you have read is definitely This is Service Design Thinking: Basics - Tools - Cases.

Kimberly Martin:

E-book is one of source of expertise. We can add our expertise from it. Not only for students and also native or citizen need book to know the revise information of year in order to year. As we know those books have many advantages. Beside many of us add our knowledge, can bring us to around the world. From the book This is Service Design Thinking: Basics - Tools - Cases we can get more advantage. Don't that you be creative people? To be creative person must prefer to read a book. Merely choose the best book that suitable with your aim. Don't end up being doubt to change your life at this time book This is Service Design Thinking: Basics - Tools - Cases. You can more attractive than now.

Download and Read Online This is Service Design Thinking: Basics - Tools - Cases From BIS Publishers #L7JZK6FETNH

Read This is Service Design Thinking: Basics - Tools - Cases From BIS Publishers for online ebook

This is Service Design Thinking: Basics - Tools - Cases From BIS Publishers Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read This is Service Design Thinking: Basics - Tools - Cases From BIS Publishers books to read online.

Online This is Service Design Thinking: Basics - Tools - Cases From BIS Publishers ebook PDF download

This is Service Design Thinking: Basics - Tools - Cases From BIS Publishers Doc

This is Service Design Thinking: Basics - Tools - Cases From BIS Publishers Mobipocket

This is Service Design Thinking: Basics - Tools - Cases From BIS Publishers EPub

L7JZK6FETNH: This is Service Design Thinking: Basics - Tools - Cases From BIS Publishers