



This is Service Design Thinking: Basics, Tools, Cases

By Marc Stickdorn, Jakob Schneider



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How to design and market services to create outstanding customer experiences

Service design thinking is the designing and marketing of services that improve the customer experience, and the interactions between the service providers and the customers. If you have two coffee shops right next to each other, and each sell the exact same coffee at the exact same price, service design is what makes you walk into one and not the other. Maybe one plays music and the other doesn't. Maybe one takes credit cards and the other is cash only. Maybe you like the layout of one over the other, or one has more comfortable seating. Maybe the staff at one is friendlier, or draws fun shapes on the top of their lattes. All of these nuances relate to service design.

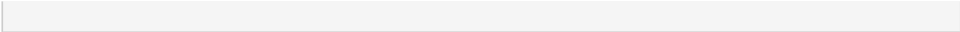
This Is Service Design Thinking combines the knowledge of twenty-three international authors and even more online contributors from the global service design community and is divided into three sections:

- Basics: outlines service design thinking along five basic principles
- Tools: describing a variety of tools and methods used in Service Design Thinking
- Cases: vivid examples for the introduced fundamentals with real-life case studies from 5 companies that did inspiring projects within the field of Service Design

At the end, a one-page "Customer Journey Canvas" is included, which can be used to quickly sketch any service on a single sheet of paper—capturing different stakeholder concerns: e.g. customers, front-line staff and management.

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Bibliography

- Sales Rank: #62532 in Books
- Published on: 2012-01-11
- Original language: English
- Number of items: 1
- Dimensions: 9.00" h x .90" w x 7.20" l, 1.65 pounds
- Binding: Paperback
- 384 pages

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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

Marc Stickdorn (Austria; <http://thisisservicedesignthinking.com>; www.destinable.com) is co-founder of Destirable, a consultancy specializing in service design for tourism, and lectures around the world at business and design schools. He is a professor at the Management Center Innsbruck in Austria, where he lectures on service design and service innovation. His main areas of interest are service design and strategic marketing management particularly in a tourism context.

Jakob Schneider (Germany) is a graphic designer based in Germany.

Users Review

From reader reviews:

Robert Ford:

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John Glass:

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