



**PROOF
OF
CONCEPT**

**ServDes.
2018**

**18-20 JUNE
2018**

MILANO

*Service Design Proof of Concept. Proceedings of the ServDes.2018 Conference
Editors: Anna Meroni, Ana María Ospina Medina, Beatrice Villari*

ServDes.2018

*Service Design Proof of Concept
Proceedings of the ServDes.2018 Conference*

Editors:

Anna Meroni

Ana María Ospina Medina

Beatrice Villari

www.servdes.org

Linköping Electronic Conference Proceedings No. 150

ISSN 1650-3686

eISSN 1650-3740

ISBN: 978-91-7685-237-8

URL: www.ep.liu.se/ecp/contents.asp?issue=150

Linköping University Electronic Press

Linköping, Sweden, 2018

ABOUT SERVDES . 2018

Service Design can no longer be considered an ‘emerging discipline’. Though recent and in continuous evolution, it is now consolidated enough to be assessed and reviewed in terms of effectiveness and impact on economy and society: how far has the logic of services (and of Service Design culture) influenced the different domains of innovation and value creation? How much has this been truly integrated into the innovation process of private and public sectors? How effectively has this been understood, evaluated and discussed? How far have digital technologies and media been influencing service design and delivery?

Initially, Service Design mainly concentrated on the paradigm shift from designing the materiality of objects to focusing on immaterial experiences, interfaces, interactions, and strategies. Thus, for some decades attention has been paid to the changing role and competencies of the designer, and to the establishment of Service Design as a discipline in its own right, despite its multi-disciplinary approach which includes management, ethnography, sociology, and organizational studies, to mention but a few.

The ServDes.2018 conference aimed at validating, discussing and reviewing the models, processes and practices developed and used in the service design ecosystem, from its academic community to practitioners, companies and organizations at large.

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SPECIAL THANKS

Andrea Manciaracina and Cecilia Della Mora for the quality of the graphics; Mariano Chernicoff and the Lab Allestimenti staff for the set-up of the campus; Matteo Bergamini and the Lab Immagine for the great pictures; Roberta Gorno, Sara Pellanda, Matteo Ingaramo, Giuliano Simonelli for managing all the administrative issues and sustaining the conference activities; our volunteers (Erika Cortese, Federico De Luca, Nicoletta De Pace, Georgia Gkini, Akanksha Gupta, Octavian Husoschi, Maddalena Mazzocchi, Sruthy Padannappurath, Francesca Porricolo Matilde Rosini, Gea Sasso, Xinmiao Shen, Gregorio Stano, Diana Pamela Villa) for their priceless support; Anne Schoonbrodt for the help in reinforcing the international community; Luisa Collina for the hospitality at the School of Design; Silvia Piardi for the support of the Design Department of Politecnico di Milano; all the ServDes 2018 Sponsors and Supporters; all the conference participants for their enthusiasm.

TABLE OF CONTENTS

Pg.

Track 1: Learning and practicing

Learning and practicing in service design Alessandro Deserti, Anna Meroni, and Bas Raijmakers	1
The briefing process: Examining the client-consultant relationship through a case Begüm Becermen, Esben Grøndal and Amalia De Götzen	13
Desis Network: Strategies to advancing systemic social innovation through service design Carla Cipolla	25
Learning to design in public sector organisations: A critique towards effectiveness of design integration Stefan Holmlid and Lisa Malmberg	37
Fostering a sustained design capability in non-design-intensive organizations: a knowledge transfer perspective Filipe Lima and Daniela Sangiorgi.	49
Service design for behavioural change - current state of the discipline and practice in India Ravi Mahamuni, Pramod Khambete and Ravi Mokashi-Punekar	62
The designer as agent of community Thomas Østergaard	76
From user-centred to stakeholder oriented service design: Implications for the role of service designers and their education based on an example from the public sector Lorenz Herfurth and Kirsty Sinclair	91
Working with complexity: A contemporary skill framework for service designers Tamami Komatsu Cipriani and Martina Rossi.	105
The satellite applications catapult: Design's contribution to science and technology innovation services Alison Prendiville.	117
Navigating the sociocultural landscape in service design Laura Santamaria, Carolina Escobar-Tello and Tracy Ross.	131
Exploring the future of consumer retail Jim Budd, Paul Della Maggiora and Florian Vollmer.	152
A designerly-way of conducting qualitative research in design studies Nina Costa, Lia Patrício and Nicola Morelli.	164
Making sense of data in a service design education Amalia de Götzen, Péter Kun, Luca Simeone and Nicola Morelli.	177
Put on your oxygen mask before helping others: Mental well-being in service design Anne Dhir.	189
The future of visual communication design is almost invisible or why skills in visual aesthetics are important to service design Mark Roxburgh and Jemima Irvin.	199
Bodystorming: Lessons learnt from its use on the classroom Aginaldo Santos, Aline Muller Garcia, Milena Carneiro Alves and Emanuela Lima Silveira.	216

Service design in companies Linda Covino and Alessandro Piana Bianco	227
A service design experiment in the Municipality of Turin to overcome organisational silos	230
The Designers Italia project - building the community of public services designers Alessandro Deserti, Francesca Rizzo	234
<i>Track 2: Sharing and collaborating</i>	
Sharing and collaborating in service design Marta Corubolo, Daniela Selloni, and Anna Seravalli	237
Service co-design for the shared mobility sector: A free-floating bike sharing model Silvia Cacciamatta, Francesca Foglieni and Beatrice Villari.	252
Adapting the design process for different learning styles and abilities Valerie Carr.	266
Analysis on the utilization of co-design practices for developing consumer-oriented public service and policy focusing on the comparison with western countries and south korea Yoori Koo and Hyeonseo Ahn	281
Tools for collaborating and interacting in living labs Maximilian Perez Mengual, Julia M. Jonas, Stephanie Schmitt-Rueth and Frank Danzinger.	298
Civic engagement as participation in designing for services Lara Salinas, Adam Thorpe, Alison Prendiville and Sarah Rhodes.	311
Co-creation with vulnerable consumers – an action research case study of designing a pictorial language for logistics Stephanie Schmitt-Rüth, Martina Simon, Andreas Demuth, Alexandra Kornacher, Marjan Isakovic, Michael Krupp and Michael Stoll.	323
The act of giving – sur. A service for sharing and co-producing gifts Giulia Bencini, Kuno Prey and Alvisè Mattozzi.	338
Building trust in relational services: The analysis of a sharing service between neighbours Mariana Freitas and Carla Cipolla.	357
Understanding generalisability from network-conscious service design projects Tim Overkamp, Martina Čaić, Stefan Holmlid, Dominik Mahr and Gaby Odekerken-Schröder.	368
Maps as participatory platform: towards to open data and transport service Hyunyim Park.	386
Service design and human resource consulting: An integrated vision Valentina Auricchio, Martina Rossi, Giovanna Dezza and Pierpaolo Peretti Griva.	401
Developing recovery oriented services and co-production in mental healthcare: Building-up on existing promising organisational practices Marta Carrera, Daniela Sangiorgi, Francesca Foglieni and Fabio Lucchi.	414
User perceptions of design games as settings for organizational learning: Case Topaasia Otso Hannula and J. Tuomas Harviainen	427

Quasi-participatory service design in organizational context: A case study Ravi Mahamuni, Shivani Sharma, Sylvan Lobo, Ulemba Hirom and Pramod Khambete.	440
Designing tangible tools to support collaboration in the co-design of healthcare services Karianne Rygh.	455
Integrating empathy and lived experience through co-creation in service design Josina Vink and Anna-Sophie Oertzen.	471
Collaborative services in the Italian city of Reggio Emilia. The case study of “Il quartiere bene comune - The neighbourhood as commons” Francesco Berni	484

Track 3: Measuring and evaluating

About evaluation in service design: As it is and how it could evolve Francesca Foglieni, Beatrice Villari, Froukje Sleeswijk Visser	489
Measuring the impact of design, service design and design thinking in organizations on different maturity levels Tua Björklund, Pia Hannukainen and Tuomas Manninen.	500
Using the net promoter score to support service design: Digging for gold in customer free-text reports Asbjørn Følstad and Knut Kvale.	512
ServDeWS: The service design workshop on utilizing multi-viewpoint and diversity of participants based-on human centered approach for R&D specialists Koki Kusano, Atsunobu Kimura and Masayuki Ihara	523
Mapping design capability of public service organisations: A tool for collaborative reflection Yvonne Yeo and Jung-Joo Lee	534
A service evaluation in the shared mobility sector: Bitride bike sharing project Silvia Cacciamatta and Virginia Allevi	550
A service to measure overall adequacy across a banking environment Fabio Poli and Alessandro Zorzi	555

Track 4: Governing and evidencing

Design craft in Government Marzia Mortati, Jesper Christiansen and Stefano Maffei	561
The role of service design consultancy in public sector: Inferences from KIBS and service innovation perspectives Adedapo Adebajo.	572
The stakeholder map: A conversation tool for designing people-led public services Fanny Giordano, Nicola Morelli, Amalia De Gotzen and Judith Hunziker.	582
Different journeys towards embedding design in local government in England Inbo Kang and Alison Prendiville.	598

Guiding the welfare state towards a co-creative and explorative mindset: When a crisis is an opportunity Matilda Legeby, Pia McAleenan, Hanna Andersson and Stefan Holmlid.	612
Co-designing public services with vulnerable and disadvantaged populations: Insights from an international collaboration Gillian Mulvale, Sandra Moll, Ashleigh Miatello, Glenn Robert, Michael Larkin, Victoria Palmer, Chelsea Gable and Alicia Powell.	629
Service design and the co-production of public policies: The case of RedActiva Cristobal Tello, Carola Zurob, Sol Pacheco and Sebastian Negrete.	631
Civic Imagination Office as a platform to design a collaborative city Michele d'Alena, Simona Beolchi and Stefania Paolazzi	645
Includi.MI: Local government and social entrepreneurship for an inclusive city Denise Di Dio	649

Track 5: Producing, distributing and organising

Service design in open production, distribution and organisation as a discipline facilitating democratic critique? Massimo Bianchini, Venanzio Arquilla, Peter Gall Krogh	654
Service design in the later project phases: Exploring the service design handover and introducing a service design roadmap Frida Almqvist.	666
Weaving the threads: Service innovation with textile artisan communities Francesco Mazzarella, Val Mitchell, Andrew May and Carolina Escobar-Tello.	679
The Coconut Innovation framework: An innovation framework focusing on resources Satoru Tokuhisa.	696
Municipality as a platform: the case of Manifattura Milano Annibale D'Elia	713

Track 6: Experiencing and shaping

“Experiencing and shaping”: The relations between spatial and service design Davide Fassi, Laura Galluzzo, Oliver Marlow	717
Service design methods and tools as support to the participatory definition of the meta-design brief of a contemporary integrated campus Barbara Camocini, Luisa Collina, Laura Daglio, Martina Mazzarello and Paola Trapani	726
Service design principles for organizational well-being: Improving the employee experience through design thinking Marco Di Norcia, Fabiola Bertolotti and Matteo Vignoli	736
Designing spaces and services. An experimental project for student dormitories: Collective experiences, connected lives and linked places Claudia Mastrantoni, Luisa Collina, Peter Di Sabatino and Laura Galluzzo	751
Can coworking spaces be built bottom-up? Vanessa Monna, Giuliano Simonelli, Francesco Scullica and Elena Elgani	761

Design thinking for interior and spatial design: A case study within Politecnico di Milano Ngoc Pham and Davide Fassi	772
Engagement strategies within co-making environments bridging spatial and organisational design Ricardo Saint-Clair	785
Dance of designing: Rethinking position, relation and movement in service design Shana Agid and Yoko Akama	800
Facilitating in service design using desktop walkthroughs Johan Blomkvist and Fredrik Wahlman	812
Traces as service evidence Spyros Bofylatos	822
VR service walkthrough: A virtual reality-based method for service prototyping Costas Boletsis	834
Service+Spatial design: Introducing the fundamentals of a transdisciplinary approach Davide Fassi, Laura Galluzzo and Annalinda De Rosa	847
Space and service design into educational practice Nansi van Geetsom	863
Refugees Welcome Italia ONLUS, shaping the new hospitality system Lucia Oggioni,	876
Starting up communities in housing spaces Giordana Ferri	880
 <i>Track 7: Community and relationship building</i>	
New paradigms related to community building and identity in service design: Exploring global and local design initiatives Lisbeth Frølund, Margherita Pillan, Francesca Piredda	885
We are brand: Brand co-creation as an engine for new forms of welfare services Matteo Colombo, Elena Enrica Giunta and Paola Papetti.	896
Service design tools to engage marginalised youth in San Communities of Southern Africa Fabrizio Pierandrei, Silvia Remotti, Tang Tang, Shilumbe Chivuno Kuria and Stefano Anfossi.	911
Research by design and collaboration in the perspective of post-soviet 'nuclear' town Visaginas –RDCPP-SNTV Alla Pihalskaya.	924
Service design for community based tourism - The Brazilian case study Priscilla Ramalho Lepre.	940
Empowering community volunteers through matchmaking services Geertje Slingerland, Ingrid Mulder and Tomasz Jaskiewicz.	954
Service as a system of participation: A case study of a participatory economy Miso Kim.	966

A CRX framework and tools to design for relationships in service settings Jan Koenders, Dirk Snelders, Maaïke Kleinsmann and Jürgen Tanghe.	976
Service design and activity theory for the meta-design of collaborative design processes Massimo Menichinelli	994
Funding service design: Growing service design practice through a grants programme Laura Warwick, Paola Pierri, Claire Bradnam and Emma Field.	1009
 <i>Track 8: Envisioning and evolving</i>	
Envisioning and evolving: Future evolution of the concept and the practice of service design Daniela Sangiorgi, Lia Patricio and Francesco Zurlo	1019
Designing Convivial Food Systems in Everyday Life Emily Ballantyne-Brodie.	1032
Trendslation – an experiential method for semantic translation in service design Claire Dennington.	1049
Service design for artificial intelligence Andrea Gasparini, Ahmed Abdi Mohammed and Gabriele Oropallo.	1064
Constructing an approach to identify service design narratives: Findings of an automated text analysis Mauricio Manhaes.	1074
Resident autonomy in assisted living facilities: a conceptual framework for transformative service research Valeria Ramdin, Miso Kim, Rachel Pozzar, Xing Zhou, Yixuan Zhang and Paul Fombelle.	1088
Digital methods for service design experimenting with data-driven frameworks Roberta Tassi, Agata Brilli and Donato Ricci.	1100
Bridging design-driven and service innovation: Consonance and dissonance of meaning and value Ana Kustrak Korper, Stefan Holmlid and Lia Patrício.	1130
Service designers, unite! Identifying shared concerns among multidisciplinary perspectives on service design Maíra Prestes Joly, Jorge Grenha Teixeira, Lia Patrício and Daniela Sangiorgi.	1144
Perceived Action Potential: A strong concept in development Vanessa Rodrigues, Johan Blomkvist and Stefan Holmlid.	1162
Design the impact Cristina Favini	1175
Enhancing industrial processes in the industry sector by the means of service design Giuseppe Attoma Pepe and Peter Livaudais	1179

PhD Special Seminar

The PhD Special Seminar on service design: unfolding a proof of concept
Annalinda De Rosa, Stefano Parisi and Camilo Ayala García 1186

Workshops

From A to BE. Designing the mobility of the future 1205
Antonio Grillo, Antonella Paparella, Giselle Chajin, Giulia Di Gregorio, Michele Armellini,
Alessandro and Gomiero, Maria Prina

Data challenges and opportunities in designing for service 1206
Amalia de Gó'tzen, Nicola Morelli, Luca Simeone, Lorenzo Ruggieri, Ilaria Vitellio

Between servitude and collaboration: A service design choice? 1207
Carla Cipolla, Ezio Manzini, Mattelmä'ki Tuuli, Arianna Mazzeo, Lara Penin, Adam Thorpe

The latest words on service design: Talking about books 1208
Lorenzo Imbesi, Francesca Foglieni, Markus Edgar Hormess,
Adam Lawrence, Stefano Maffei, Lara Penin, Alison Prendiville, Daniela Sangiorgi, Jakob
Schneider, Daniela Selloni, Mark Stickdorn, Beatrice Villari

How service design can drive the digital transformation of the retail revolution 1209
Alessandro Piana Bianco, Linda Covino

Digital transformation through community and relationship building 1210
Francesca Piredda, Caterina Petroni, Simona Venditti, Emiliano Verga

Service design for autonomous driving 1211
Valerio Cometti, Marco Generali, Giacomo Biraghi

Gamification for service design and innovation workshop 1212
Rui Patrício and Rei Morozumi

Humanizing organizations - the pathway to growth 1229
Andrea Augsten, Titta Jylkä's, Rachel Hollowgrass, Marjukka Makela Klippi

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About ServDes

ServDes, the Service Design and Innovation conference, is the premier research conference for exchanging knowledge within Service Design and service innovation studies. Born as a yearly Nordic conference, ServDes has now become a bi-annual international event with the aim of bringing researchers and practitioners together to discuss, share and evolve the emerging discipline of Service Design, and design-related service innovation.

Proof of concept ServDes.2018 is organized by Polimi Design System of Politecnico di Milano.