Designing for service

RSA Expert Seminar: Embedding Design, May 2010
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View of the nature of design

Problem-solving — Desired state of affairs is known at the outset
Systematic procedure

Inquiry — Desired end state not known at outset
Design as social process

View of what is being designed

Product and services
are very different

Everything is
service

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Consumption and production   Co-creation
Value chains   Value constellations
Value in exchange   Value in context

View of what is being designed

	Product and services are very different	Everything is service
Problem-solving	**Engineering design/ Operations management**	**Service science**
Inquiry	**User-centred design**	**Designing for service**

View of the nature of design