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Book Series \"This is Service Design Thinking\" by author Marc Stickdorn and editor Jakob Schneider**This is**

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*Design Thinking in 90 Seconds* What is a Customer Journey Map **Was ist**

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These 5 skills will make you a better Service Designer *User Experience Design and Service Design, what's the difference!?*

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The secrets behind This is Service Design Doing Design Thinking In Business **This Is Service Design Thinking**

THIS IS SERVICE DESIGN

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THINKING This book outlines a contemporary approach for service innovation. introduces a new way of thinking to beginners but also serves as a reference for professionals. It explains the approach, its background, process, methods and tools — and connects theory to contemporary case

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## **This is Service Design Thinking**

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

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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.

**This is Service Design Thinking:  
Basics, Tools, Cases ...**

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Service Design Thinking is an emerging field that recognizes that the product design principles need counterparts in designing services for customers that are user centric; that are delightful, pleasurable, usable all the while serving utility to the customer.

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What is service design? Service design is an interdisciplinary approach that combines different methods and tools from various disciplines. It is a new way of thinking as opposed to a

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new stand-alone academic discipline. The approach of service design refers to the process of designing rather than to its outcome.

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Service design is an interdisciplinary approach that combines Frankly, one of the great strengths of design is that we different methods and tools from various disciplines. It is a new way of have not settled on a single definition.

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Fields in which definition is thinking as opposed to a new stand-alone academic discipline.

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How to design and market services to create outstanding customer

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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.

**This Is Service Design Thinking :**

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## **Basics, Tools, Cases ...**

Service Design (Thinking), applied A comprehensive resource set, clearly presented in one book Whether you work in a corporation, a government, an SME or a start-up, this book contains everything you need to improve – or revolutionize – the

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Products and services you offer.

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## **This is Service Design Doing — Book / School / Methods**

Service design thinking is the designing and marketing of services that improve the customer experience, and the interactions between the

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service providers and the customers.

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## **This is Service Design Thinking: Basics, Tools, Cases ...**

“Design thinking is the search for a magical balance between business and art; structure and chaos; intuition and logic; concept and execution;

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playfulness and formality; and control and empowerment.” Idris Mootee, Idea Coutre. Service Design Thinking . Service design thinking is an extension of design thinking. With the blurring of the boundary between hardware and software, today behind any innovation, product or solution hides a service.

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## **Difference between design thinking and service design thinking**

As we see it as Koos: Service Design is the practical application of design thinking to the development of services. However, the biggest difference is in the practitioners.



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Design thinking is mostly practiced by non-designers. It's more about a mindset, a way of thinking.

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Approach to designing services.

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Tools. By providing tools and real-life examples, it's a great introduction to this evolving and interdisciplinary approach to designing services. These blinks present the most salient information on the subject.

**This is Service Design Thinking by**

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## **Marc Stickdorn, Jakob ...**

Marc is associate of DesignThinkers Academy in Amsterdam/NL and WorkPlayExperience in Nuremberg/GER. In 2010, Marc and Jakob Schneider published the award-winning book “This is Service Design Thinking”. Smaply: In 2012 Marc co-

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founded Smaply, a software company developing software for service design. Smaply is a web-based software to visualize customer experiences with personas, stakeholder maps, and customer journey maps.

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**Marc Stickdorn** Marc

This is Service Design Thinking (2011) presents the core principles of service design. By providing tools and real-life examples, it's a great introduction to this evolving and interdisciplinary approach to designing services. This book present the most salient



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Information on the subject.

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**This is Service Design Thinking - by Marc Stickdorn, Jakob ...**

Service design thinking uses this analogy to deconstruct service processes into single touchpoints and interactions. These, when combined,

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create service moments. Touchpoint interactions take place human-human, human-machine and even machine-machine, but also occur indirectly via third parties, such as reviews from other customers or via print or online media.

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5 principles of service design thinking:

- 1.user-centered
- 2.co-creative(stakeholders)
- 3.sequencing: the service should be visualised as a sequence of interrelated actions
- 4.evidencing: intangible services

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should be visualised in terms of physical artefacts 5.holistic What does matter is that understanding value and the nature of relations between people and other people, between people and thing...

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