

A two minute guide to service design



So what is service design then?

It's a design specialism that helps develop and deliver great services. Service design projects improve factors like ease, satisfaction, loyalty and efficiency right across areas such as environments, communications and products – and not forgetting the people who deliver the service.

Ok. But how does it work?

Service design begins with understanding what you're trying to make better, why you want to make it better and how it could best serve people's needs. Service designers help to imagine a variety of solutions and decide which would be most appropriate. They show how to make the new service idea come to life through the things that users of the service would experience, and help to understand what needs to happen behind the scenes to ensure the service performs well.

Why design a service?

If you're a commercial business it's well worth looking at whether your offer is as worthwhile and enjoyable for customers as it can be. The better the experience the more they'll return.

Public sector organisations don't need to make a profit in the same way but as it's tax payers' money they're spending, they too need to be as effective as possible. Providers like schools and hospitals have a duty to work even harder than commercial brands to create services that make people feel positive about the experiences they are having. Service design as a discipline also offers a response to the User Engagement agenda creating opportunities for users and front line providers of a service to work together to redesign and innovate the services they use.

Who needs their services designed?

Anybody who provides a service, whether within a physical environment – such as a hotel, school, airport, hospital, or public transport system – or through other means, for example a mobile phone, cable television, or online.

We'd like to help you innovate your service experiences. For further information get in touch with us on:

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Service innovation

As service designers, Engine provides a variety of offers to its clients. These include Service innovation, Customer experience, Customer insight, Innovation processes and Co-design. We'd love to talk to you about how to enhance your company's success by applying our creative and strategic techniques.