HCID 680-53 - Service Design, FALL 2021

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Weekly Class	Thursday from 7-9 pm EST
Saturday Workshops	Sept 11; Oct 16; Nov 20 from 1 PM – 5 PM EST

Course Description

Businesses maintain a competitive edge by offering a combination of product and services. So what goes into creating successfully product service systems (PSS)? How do you intentionally create desired outcomes for your customer that are also valuable to the business? Service designers are at the forefront of carrying out research to answer these questions.

In this course, students will learn service design frameworks and research methodologies that tackle these service design prompts. Class sessions will consist of lectures, discussions, sketching, design thinking exercises, presentations, and critique. Work will be done individually in the first two assignments and in teams for the final assignment.

Learning Objectives

By the end of this course, students will be able to:

- Understand product-service systems, their components, and how they interact with each other
- Use service design research methods to analyze and identify innovation opportunities
- Communicate findings and recommendations using maps, system models, and other visual approaches
- Have a command of commonly used terms and frameworks within the service design community

Required readings, tools, and software

I will provide links to articles and videos in Canvas. For the assignments, students can use preferred software programs to complete assignments as long as the final deliverable is in the correct format (PDF and mp4). I recommend Google slides, Figma, Sketch, or Microsoft PowerPoint, or Adobe suite. For in-class activities, we will be using MURAL and will provide instructions for accessing MURAL via email and during the first day of class.

Student Support & Services

Students needing help with anything should ask for help from their instructor or staff. As soon as you realize your situation, seek help from the course instructor, a tutor, Student Services, or the Helpdesk.

Course Organization/University Policies

This course assumes students have at minimum a basic knowledge around human-centered design research, sketching, visual design, critique and presentation. As design professionals from diverse backgrounds, some students may already have skills and knowledge in a particular area while others are just starting out. This is absolutely fine and actually offers more opportunity to expand skill sets! I grade based on growth and learning that individual students achieve during the project no matter where their starting point is.

Students are expected to be engaged participants in all aspects of this course. This includes completing assignments outside of class on time, attending lectures and contributing thoughtfully to in class discussions and activities. There will be 3 executive weekends during the semester. Students are required to attend all executive weekends. These immersive sessions will provide key tools and skills to successfully advance into the next segment of the course.

- ***Attendance/Participation*** - Students are expected to complete the readings and assignments, and to participate in online discussions. Students are expected to attend every class unless. If you need to miss a class due unpreventable circumstances or illness, please reach out to me to make sure you are able to make up the work that you missed.

- ***Late Work Policy*** - Due to the accelerated format of the course, students must submit all assignments by the due date. Assignments turned in late will be reduced by 10% per day. For example, if an assignment (worth 30 points) is due on Wednesday and you turn the assignment in on Friday, you will lose a total of 6 points (30 pts × 10% = 3 points per day missed) before the assignment is graded.

  Assignments that are overdue by one week will not be accepted and a grade of 0 will be recorded. Again, you MUST complete assignments on time. The concepts in this course are cumulative – each new topic builds on the previous topic, so it is important to keep up with the pace of the course.

  All assignments are submitted electronically through Canvas. Therefore, an unreadable file will be deemed “un-submitted.” Please **be sure to check your uploaded files** after submission in order to avoid deductions in your grade.

- ***E-mail*** - All course and university business should be conducted with an official HU e-mail address. I generally check my e-mail in the morning during lunch and in the evening before 10 pm. Please note that I am often conducting user research and I cannot readily access or answer my email or answer Teams messages in real time. If you need to contact me more urgently, please text me at the telephone number listed above.

- ***Microsoft teams*** **–** is the virtual meeting tool that we will use for online Office Hours for this course. Office hours is by appointment. When you set up the invite, include a Teams link.

Course Grading Scheme:

Activity/Assignment	*Points/Percentage*
Engagement: Individual exercises, discussions, active participation, critique, and attendance	20%
Assignment 1: Visual Service Thinking	15%
Assignment 2: Product Service System (PSS) Presentation	15%
Assignment 3: Analyzing and Innovating upon a Service Innovation	50%
Total	100%

Assignment Details:

A summary of this course's assignments is listed below. More details for each assignment can be found in Canvas.

Assignment 1: Communicating visually with models

In this assignment, you will select a familiar activity (ex. making your favorite breakfast) and explore how to present it to a target audience using maps, diagrams, and other concept models. Then you will design a poster that uses a single conceptual model that will most successfully **convince** your audience of your position related to that activity (ex. overnight oats is easy and healthy for busy graduate students). This assignment will advance your skills in visual design, storytelling and systems thinking.

Assignment 2: Presenting a Product Service System (PSS)

This assignment prepares students to analyze existing product-service systems by tracing how a company introduced an innovative product and/or service to create a viable PSS. You will visualize the PSS at two distinct points in time. You will then create a presentation with no more than 6 slides and record yourself using delivering the presentation using Microsoft teams for no more than 3 minutes. In addition to practicing your visual communication skills, assignment 2 will lay the groundwork to apply systems thinking towards analyzing services for the final project.

Assignment 3: Analyzing and building upon a Service Innovation

Teams of 2 or 3 students will analyze the current PSS of a company they select that aligns with the given prompt. Teams are tasked with identifying unmet needs for customers, employees, partners and other stakeholders. Selected needs should have potential for innovation using the service design tools, methods and practices covered in the course. Teams will then propose an innovative service idea and validate it. This assignment will require combining systems thinking and research methodology to carry out a project to completion. This work will culminate in an pitch that teams will deliver in class.

Letter Grades/Percentages:

A	90-100%	Exceeded expectations, work above what is required, superior

B	80-89.9%	Met all expectations as specified for the class in a professional manner
C	70 – 79.9%	Met minimum class requirements
F	69.9% or below	Did not meet minimum requirements.

Academic Honesty, the Honor Code, and Plagiarism

All students are required to abide by the "Student Code of Conduct". Talking over your ideas, research and designs with others, and getting comments on your designs and writing from peers and friends are NOT examples of plagiarism. Taking someone else's words, images, or designs (published or not) and calling them your own IS plagiarism. Students will be held accountable for the authenticity and originality of all work they submit. Any student found to be engaging in unethical acts for the purposes of getting a grade they have not earned through their own original work will earn a zero for the assignment, and may additionally be remanded to Student Services, to receive a course eviction accompanied by a failing course grade of zero.

Self-care in the time of COVID

These are weird times. If you or someone you care about is experiencing hardships, be it for basic needs (food, shelter, safety) or you have a need to talk with someone about the difficulties in your life and/or the world today, you are encouraged to reach out to our *Graduate Student Services* department (https://gradhelp.harrisburgu.edu/support) and to me to work out some accommodations and assistance.

You are welcome to come and talk with me – please be aware that I am designated by law as a mandated reporter under Title IX, and anything you tell me that indicates you are in danger will require me to report our conversation. If you would like to talk with someone neutral for support, please do not hesitate to reach out to the Counseling Center at counseling@harrisburgu.edu or 717-901-5100, extension 1727.
Our BHS student assistance program is also available free of charge for all HU students 24 hours a day, seven days a week, 365 days a year at +1-800-327-2251 or https://portal.bhsonline.com/ (Login: Harrisburgu)

Weekly Course Schedule – Subject to Change with fair notice

Module	**Course Week** (Monday to Sunday)	**Topics to be covered in class**	**Assignments Due before Class session** (Tuesday 11:59 PM, unless noted otherwise)
Module 1 Intro to Service Design and Systems Thinking	**Week 1** Aug 30 – Sept. 5	• Introduction to the course, MURAL, Service Design • Housekeeping • Showcase: Conceptual models	**Review materials on Canvas**
	Week 2 **Sept. 6 - 12**	• Discuss: Service Design and Systems Thinking	**Read:** - Designing for Service (Dubberly and Evenson) - The nature of Service (Polaine) **Watch:** So You Want to be a Service Designer (Productized) **Submit:** Milestone 1 for assignment 1
	Workshop 1 Sept. 11	• Deep dive: Visual Modeling and Critique	**Watch:** Tom Wujec: Got a wicked problem? First, tell me how you make toast (TED Talk) **Submit:** Milestone 2 for assignment 1 due on Friday Sept 10, 11:59 PM
Module 2 Analyzing Product-Service Systems	**Week 3** Sept. 13 -19	• Discuss: Value exchange and value co-creation • Introduce Assignment 2	**Read:** Co-creating Unique Value with Customers (Prahalad and Ramaswamy **Submit:** Assignment 1
	Week 4 Sept. 20 - 26	• Discuss: Anatomy of service • Time to work in class	**Read:** - The four things a service business must get right (Frei) - Servicescapes: the impact of physical surroundings on customers and employees (Bitner) **Submit:** Milestone 1 for assignment 2
	Week 5 Sept. 27 – Oct. 3	• Discuss: Anatomy of service Cont'd/Case study • Time to work in class	**Read** Describing the Service Ecology (Polaine)

	Week 6 Oct. 4 - 10	• Discuss: Service Blueprints • Time to work in class	**Read** How to Design a Service (Shostack) **Submit** Milestone 2 for assignment 2
Module 3 Conducting Service Design Research	**Week 7** Oct. 11 - 17	• Introduce assignment 3 • Discuss: Scrappy research in times of COVID • If time remains: work on team charter and project plan	**Complete** survey about assembling teams **Submit** Assignment 2
	Workshop 2 Oct. 16	**Deep Dive: Exploratory research in Service Design**	**Due: Oct 15th 11:59 PM** **Read:** Directed Storytelling (Evenson) The Origin of Personas (Cooper)
	Week 8 Oct. 18 -24	• Work in class; • team meetings with professor	**Submit** Team Charter and Project Plan
	Week 9 Oct. 25-31	• Group critique • work in class	Prepare to share progress, road blocks, or questions
	Week 10 Nov. 1 -7	• Discuss: Ideation and prototyping • Work in class	**Submit:** executive summary of research and key findings **Read:** Developing the Service Proposition (Polaine)
	Week 11 Nov. 8 - 14	• Group critique • Work in class	Prepare to share progress, road blocks, or questions
	Week 12 Nov. 15 - 21	• Work in class • team meetings with professor	Prepare to share progress, road blocks, or questions
Module 4 Pitching Your Service Design Recommendations	**Workshop 3** Nov. 20	Deep Dive: Delivering presentations that gain buy-in	**Submit executive summary of ideation, prototype and results**
	Week 13 Nov. 21- 28	THANKSGIVING; NO CLASS	RELAX
	Week 14 Nov. 29 - Dec. 5	• Work in class • Team meetings with professor	**Bring drafts of presentation and/or visual artifacts** Read: Describing the Service Ecology (Ch. 5 Polaine)
	Week 15 Dec. 5 - 12	• Teams deliver their pitches • Course Reflection	**Submit** assignment 3