

# A short story about the future of service design



**BUONGIORNO**





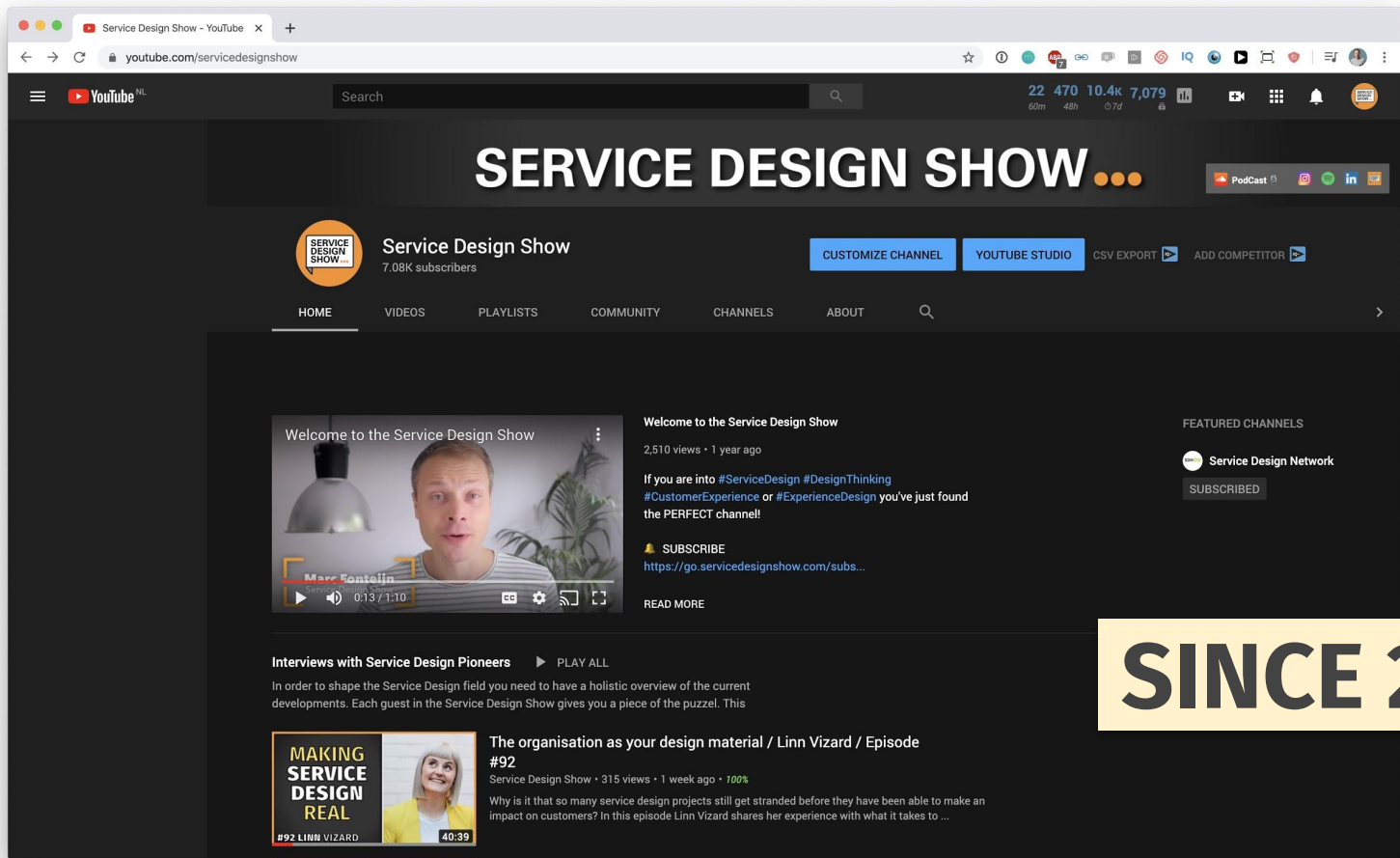
**BACK IN 2006**

**IT WAS**

**AWESOME**







SINCE 2016



**“We have *the best* job in the world.”**





**“We can’t ever have  
enough service designers.”**



**“We run the risk of becoming  
corporate entertainment.”**





**“We are not delivering on our promise.”**



**HAVE WE  
REACHED  
OUR LIMITS**



# LEARNING FROM THE FUTURE



Photo by Kevin Quezada

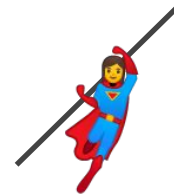
# 4 TRENDS



# FOLLOWERS



# LEADERS



# Practice round!



# Keep in mind...

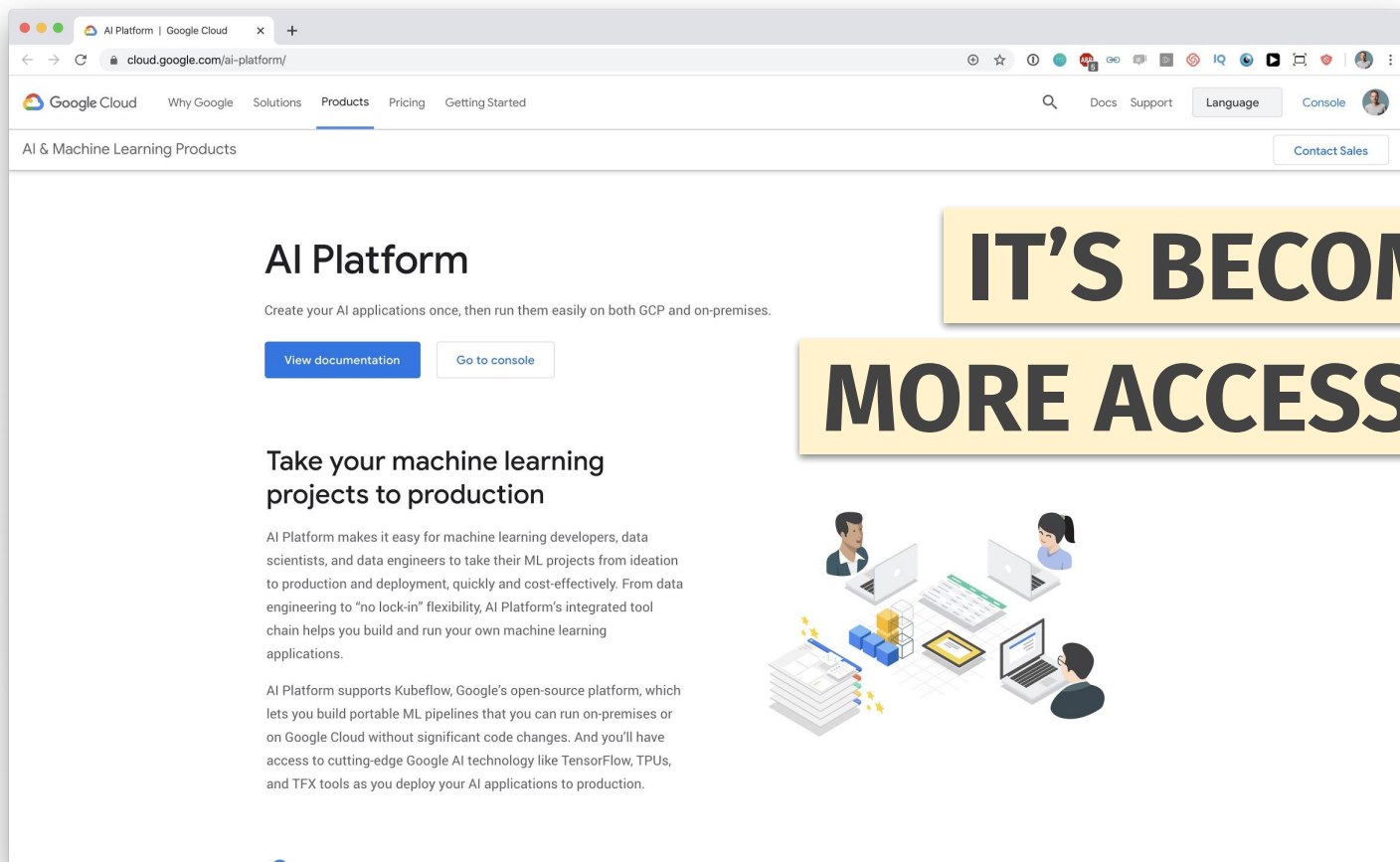
This is *already* happening.



**THE UPRISE OF  
NEW TECHNOLOGIES**



# More personalized experiences



The image shows a screenshot of the Google Cloud AI Platform website. The browser's address bar shows the URL `cloud.google.com/ai-platform/`. The website's navigation bar includes links for Google Cloud, Why Google, Solutions, Products (which is underlined), Pricing, and Getting Started. On the right side of the navigation bar, there are links for Docs, Support, Language, Console, and a user profile icon. Below the navigation bar, the page title is "AI & Machine Learning Products" and there is a "Contact Sales" button. The main content area features the heading "AI Platform" followed by the subtext "Create your AI applications once, then run them easily on both GCP and on-premises." Below this, there are two buttons: "View documentation" and "Go to console". The next section is titled "Take your machine learning projects to production" and contains two paragraphs of text. The first paragraph describes how AI Platform makes it easy for machine learning developers, data scientists, and data engineers to take their ML projects from ideation to production and deployment. The second paragraph mentions that AI Platform supports Kubeflow, Google's open-source platform, and allows users to build portable ML pipelines that can run on-premises or on Google Cloud. To the right of the text, there is an illustration of three people working on laptops, with data visualizations and code snippets floating around them. Overlaid on the right side of the screenshot is a large yellow banner with the text "IT'S BECOMING MORE ACCESSIBLE" in bold, black, sans-serif font.

AI Platform

Create your AI applications once, then run them easily on both GCP and on-premises.


[View documentation](#) [Go to console](#)

### Take your machine learning projects to production

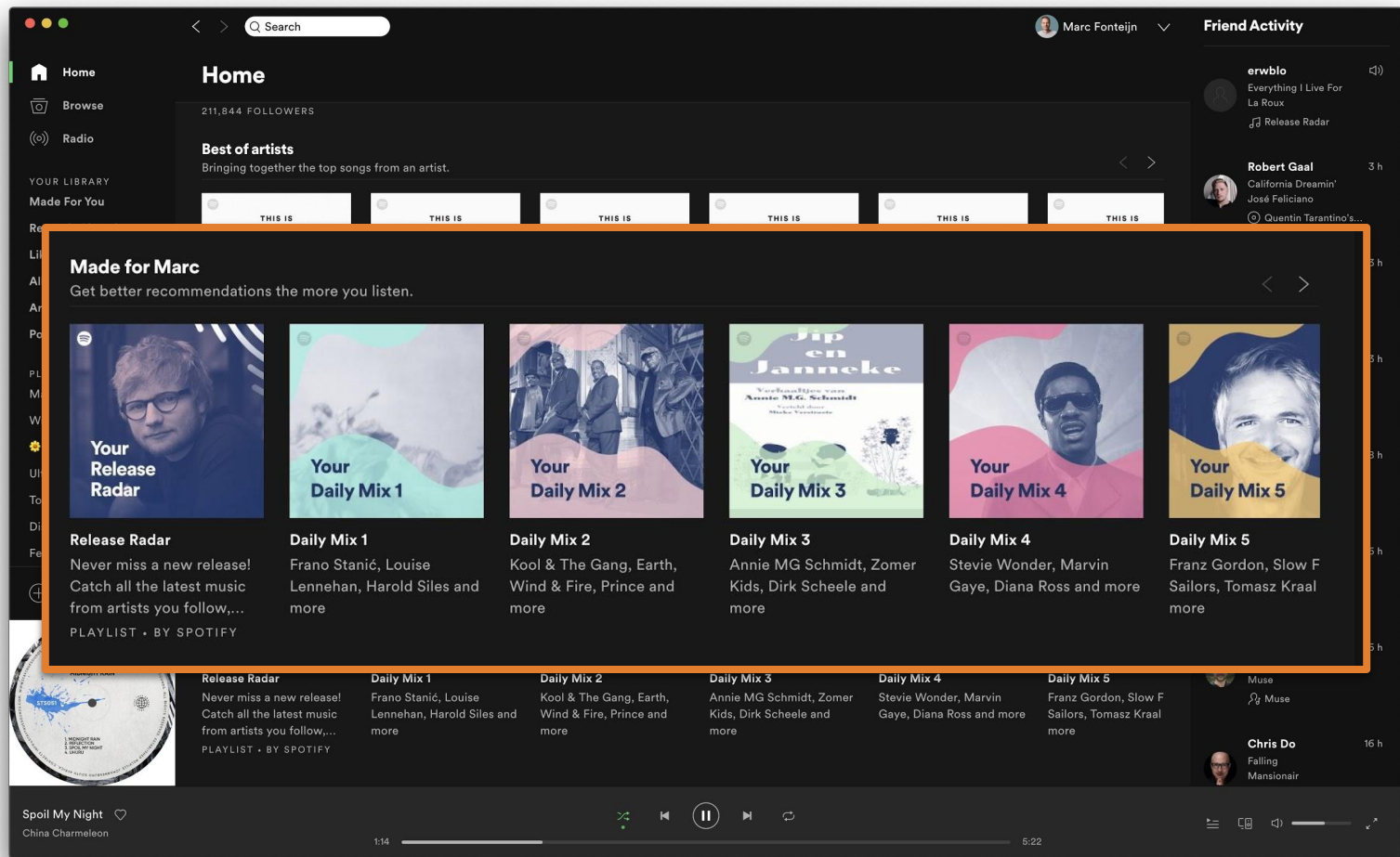
AI Platform makes it easy for machine learning developers, data scientists, and data engineers to take their ML projects from ideation to production and deployment, quickly and cost-effectively. From data engineering to "no lock-in" flexibility, AI Platform's integrated tool chain helps you build and run your own machine learning applications.

AI Platform supports Kubeflow, Google's open-source platform, which lets you build portable ML pipelines that you can run on-premises or on Google Cloud without significant code changes. And you'll have access to cutting-edge Google AI technology like TensorFlow, TPUs, and TFX tools as you deploy your AI applications to production.

**IT'S BECOMING  
MORE ACCESSIBLE**



# More tech people getting into service design







**Everything becomes  
a “smart” service**

**We make tech  
disappear**

**Only use new tech in  
service delivery**

**Use new tech to  
*augment* the design  
process**

**We're going to  
exclude people**

**Mindful us of  
technology**







# **STANDARDISATION & SPECIALIZATION**

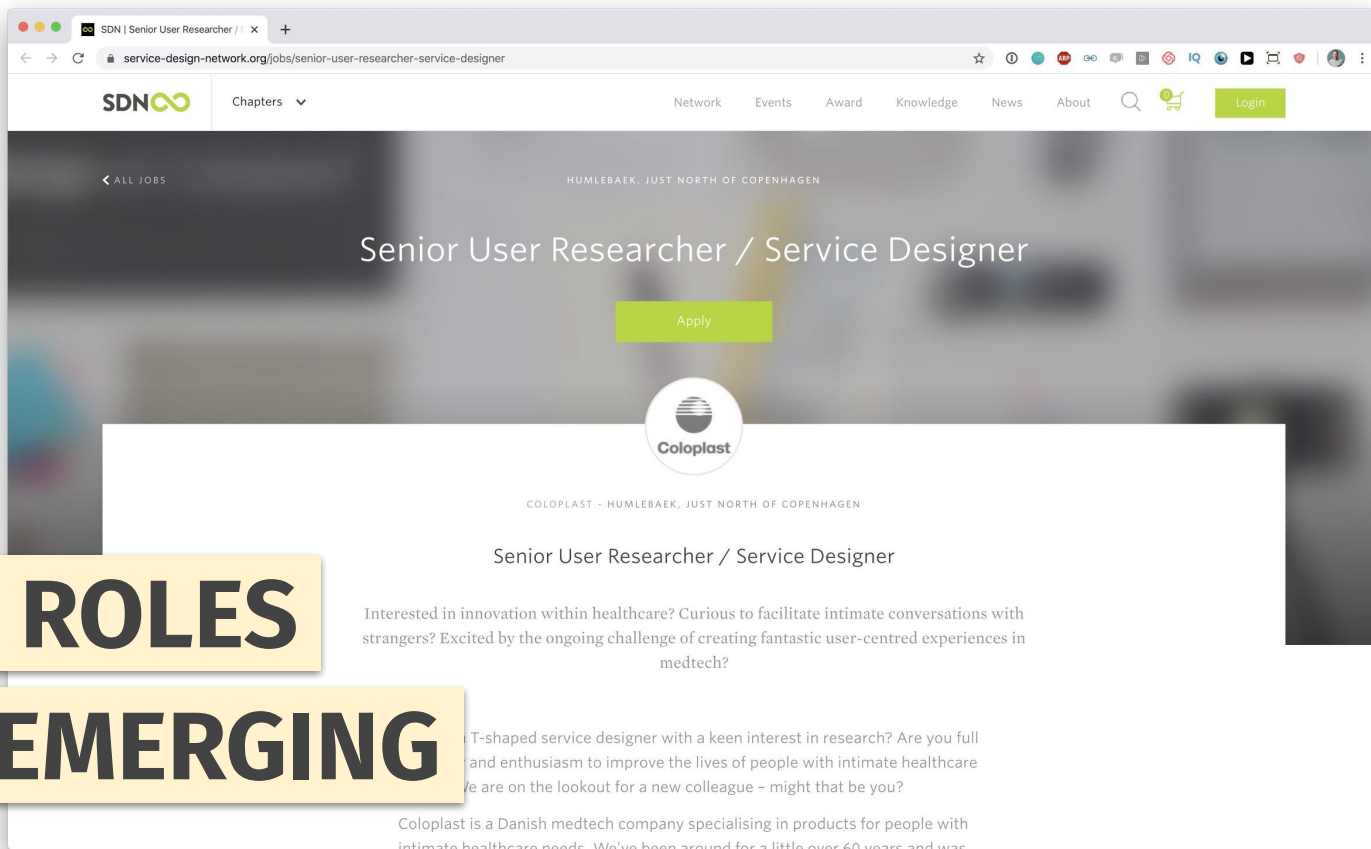
# The end of the service designer

The uprise of the service design team

# **We're growing up**

And we've become more accessible as a discipline





**NEW ROLES**

**ARE EMERGING**

DesignOps Global Conference ∞ '20  
Manchester, United Kingdom | May 28 + 29 + 30, 2020

Closing The Loop! ResearchOps, DesignOps & Digital Transformation

112 Days 00 Hours 38 Minutes 10 Seconds

**SPECIALIZED**

**GROUPS**

**Everyone becomes a  
"work by the book"  
service designer**

**The standard is to  
tweak and customize  
*everything***

**New boundaries  
between disciplines**

**Boundaries blur  
between internal  
and external teams**

**IS THIS THE  
END OF  
*THE AGENCY***

**#42 SARAH DRUMMOND**



**SERVICE DESIGN  
IS GROWING UP**

**#36 LOUISE DOWNE**



**THE **BEST**  
PLACE FOR  
DESIGN**

**#85 JUDY MELLETT**







**RETHINKING**

**IMPLEMENTATION**

**The conversation about**

**IMPACT**

**is getting louder**



There's 🙄 and 😡

# **In-house service design teams are getting closer to operation**

**Accept our position  
as architects with  
little influence**

**The organisation  
becomes our design  
material**



**Only work on future  
service scenario**

**Create better a  
customer experience  
one touchpoint at a  
time**

**We are the  
*creative* people**

**We are the people  
who focus on  
outcomes**

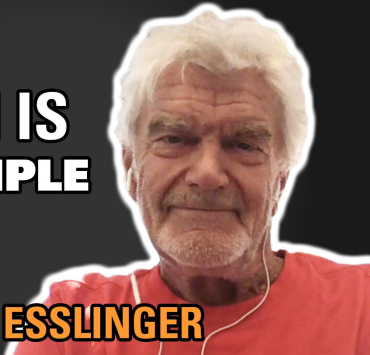
**CLOSING THE GAP  
BETWEEN BUSINESS  
AND DESIGN**

**#44 MAURO PORCINI**



**DESIGN IS  
VERY SIMPLE**

**#35 HARTMUT ESSLINGER**



**MAKING  
SERVICE  
DESIGN  
REAL**

**#92 LINN VIZARD**



# DESIGN ETHICS



# A new range of questions



**who  
gives a  
crap**

**50%**

of profits donated to  
help build toilets!

**We do!**

PLASTIC  
WASTE  
EAT

FAST FASHION

Fossil fuels



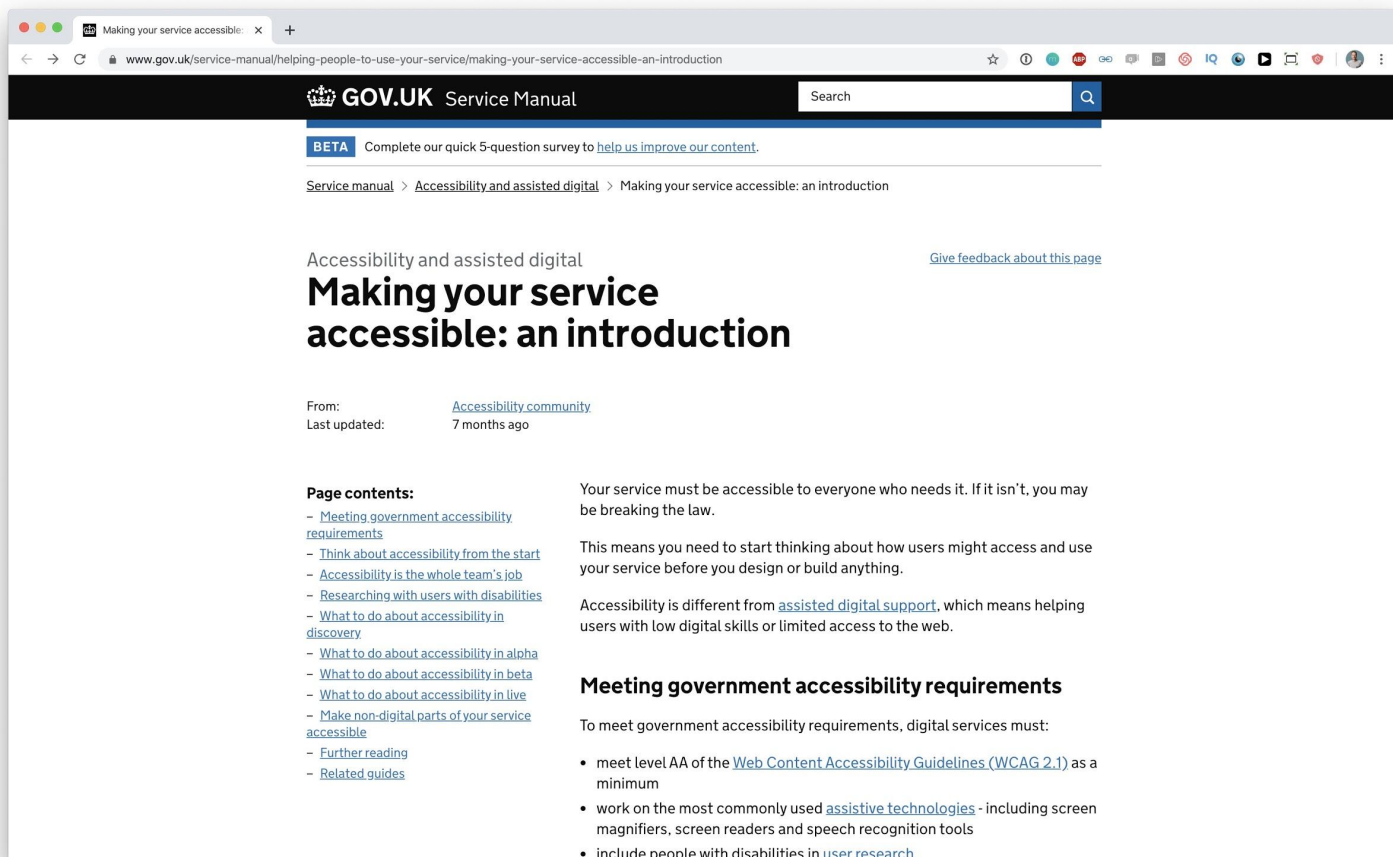
extra long rolls of 100% recycled toilet paper

ORDER MORE AT WHOGIVESACRAP.ORG

**IT ADDS VALUE**

**TO TAKE A STANCE**







**Be inclusive, stimulate diversity,  
have respect for the planet, ...**

**Solely focus on the  
positive outcomes**

**We take potential  
side effects into  
consideration**

**We don't take a  
stance and are  
overly serving**

**Everyone has a  
manifesto on their  
website**

**Design critique  
slows us down**

**We embrace critical  
thinking as part of a  
healthy design  
process**

**BEYOND  
HUMAN  
CENTERED  
DESIGN**

#83 NIK PAREKH



**YOU  
CAN'T  
IGNORE  
THEM**

#88 SARAH SCHULMAN

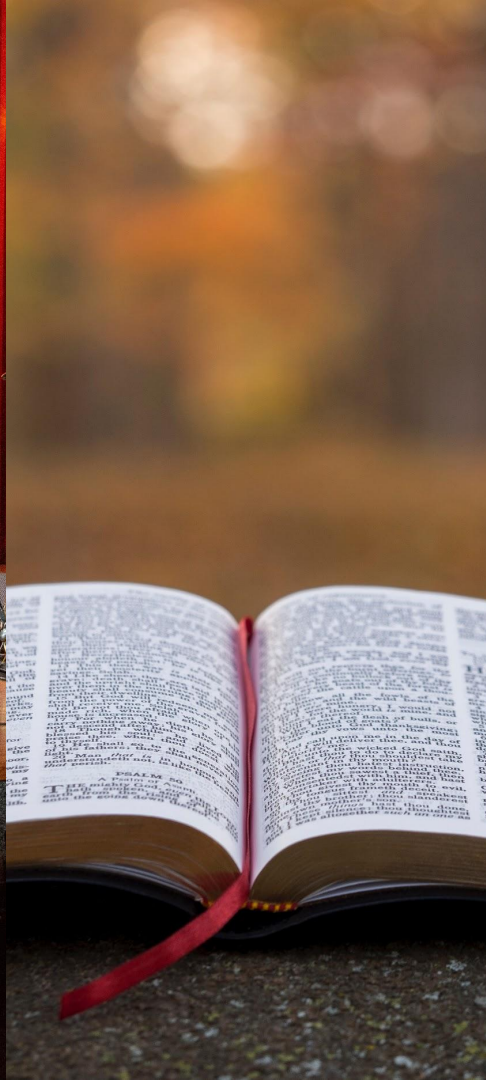


**ETHICS  
CRAFT &  
SERVICE  
DESIGN**

#82 JAMES SAMPERI














# THE FUTURE OF SERVICE DESIGN



Photo by Kevin Quezada



**It's going to be determined by the  
QUALITY OF QUESTIONS  
we ask ourselves...**



# Which question is on *your* mind?

# Want to learn more about these trends?

You can find the links to the episodes are in this presentation.



# Relevant Episodes

## 1. UPRISE OF NEW TECHNOLOGIES

- [The blurring boundary between product and service design / Mark Rolston / #33](#)
- [The New Frontiers Of Service Design / Doug Powell / #48](#)
- [Moving away from service design projects / Emma Aiken-Klar / #90](#)

## 2. STANDARDISATION & SPECIALIZATION

- [Is this the end of the agency / Sarah Drummond / #42](#)
- [What it means for service design to grow up / Louise Downe / #36](#)
- [The best place for design to make impact / Judy Mellett / #85](#)

# Relevant Episodes

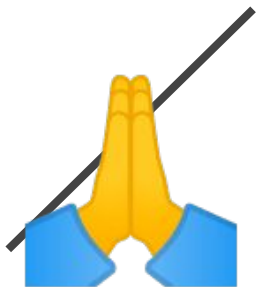
## 3. RETHINKING IMPLEMENTATION

- [Closing the gap between business and design / Mauro Porcini / #44](#)
- [Design is very simple / Hartmut Esslinger / #35](#)
- [The organisation as your design material / Linn Vizard / #92](#)

## 4. DESIGN ETHICS

- [Why we have to stop Human Centered Design / Nik Parekh / #83](#)
- [Asking the tough and uncomfortable questions in design / Sarah Schulman / #88](#)
- [Recognising good Service Design / James Samperi / #92](#)

**SERVICEDESIGNSHOW.COM/DESALPS**



**Grazie**

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Photo by NASA