A short story about
the future of service design
BUONGIORNO
BACK IN 2006
IT WAS AWESOME
“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
4 TRENDS
FOLLOWERS

LEADERS
Practice round!
Keep in mind...

This is *already* happening.
THE UPRISE OF
NEW TECHNOLOGIES
More personalized experiences
IT'S BECOMING MORE ACCESSIBLE
More tech people getting into service design
PROTOTYPING EXPERIENCES
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
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
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

THE BEST PLACE FOR DESIGN

#85 JUDY MELLETT

SERVICE DESIGN IS GROWING UP

#36 LOUISE DOWNE
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

MAKING SERVICE DESIGN REAL

DESIGN IS VERY SIMPLE

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DESIGN ETHICS
A new range of questions
IT ADDS VALUE TO TAKE A STANCE
Accessibility and assisted digital

Making your service accessible: an introduction

Your service must be accessible to everyone who needs it. If it isn’t, you may be breaking the law.

This means you need to start thinking about how users might access and use your service before you design or build anything.

Accessibility is different from assisted digital support, which means helping users with low digital skills or limited access to the web.

Meeting government accessibility requirements

To meet government accessibility requirements, digital services must:

- meet level AA of the Web Content Accessibility Guidelines (WCAG 2.1) as a minimum
- work on the most commonly used assistive technologies, including screen magnifiers, screen readers and speech recognition tools
- include people with disabilities in user research
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
THE FUTURE OF SERVICE DESIGN
It’s going to be determined by the \textbf{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
Grazie

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