## Syllabus

### Course description

<table>
<thead>
<tr>
<th>Course title</th>
<th>Service Design</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course code</td>
<td>27236</td>
</tr>
<tr>
<td>Scientific sector</td>
<td>SECS-P/08</td>
</tr>
<tr>
<td>Degree</td>
<td>Master Entrepreneurship and Innovation</td>
</tr>
<tr>
<td>Semester and academic year</td>
<td>2nd semester 2021-22</td>
</tr>
<tr>
<td>Year</td>
<td>Optional mandatory course</td>
</tr>
<tr>
<td>Credits</td>
<td>6</td>
</tr>
<tr>
<td>Modular</td>
<td>No</td>
</tr>
</tbody>
</table>

| Total lecturing hours | 36                                           |
| Total lab hours       | 0                                            |
| Total exercise hours  | 0                                            |
| Attendance            | suggested, but not required                  |
| Prerequisites         | not foreseen                                 |

### Specific educational objectives

The course refers to the educational activities chosen by the student and belongs to the scientific area of Business Administration. It is designed for acquiring professional skills and knowledge for daily business practice.

The course includes user research and analysis (problem framing), and ideation and development (problem-solving) activities.

The teamwork will follow the four phases of the Service Design Methodology: Discover (research), Define (definition), Develop (ideation), and Deliver (implementation).

The students will learn to face challenges using a user-centric method, focusing on the interaction of the user with the service/product, and adopting the approach of Design Thinking and the Double-Diamond process of Service Design.

Finally, the students will learn to co-design services or products engaging multiple stakeholders and actors.

### Lecturer

Giulia Deppieri, Office ..., e-mail: ...@unibz.it, tel. 0471 to be announced; web-page: [https://i3.fbk.eu/](https://i3.fbk.eu/)
### Teaching assistant
- Not foreseen

### Office hours
- 18

### List of topics covered
- Service Design Definitions, Human-Centered Design,
- Double Diamond design process model, Design Thinking,
- Interaction Design, User Experience Design, Co-design,
- Methods and Application, Personas, Customer Journey
  Map, Touchpoints, Scenarios, Stakeholder Map, Value
  Proposition Canvas, User Research, Visualization,
  Ideation, Prototyping, Implementation and Testing.

### Teaching format
- Frontal lectures, exercises, teamwork projects.

### Learning outcomes

**Knowledge and understanding**
The Students have demonstrated knowledge and understanding
that is founded upon and extends and/or enhances that
typically associated with Bachelor’s level, and that provides a
basis or opportunity for originality in developing and/or applying
ideas, often within a research context.

**Applying knowledge and understanding**
The Students can apply their knowledge and understanding,
and problem-solving abilities in new or unfamiliar environments
within broader (or multidisciplinary) contexts related to their
field of study.

**Making judgments**
The Students have the ability to gather and interpret relevant
data (usually within their field of study) to inform judgments
that include reflection on relevant social, scientific, or ethical
issues.

**Communication skills**
The Students can communicate their conclusions, and the
knowledge and rationale underpinning these, to
specialist and non-specialist audiences clearly and
unambiguously.

**Learning skills**
The Students have developed those learning skills that are
necessary for them to continue to undertake further study with
a high degree of autonomy.

### Assessment
- Written and project work: written exam with review
  questions and written project report done in groups (step
  by step approach throughout the Semester).

The assessment mode is the same for both attending and
non-attending students.

*NOTE: Project work and classroom contributions are valid
for 1 academic year and cannot be carried over beyond*
### Assessment language
- **English**

### Evaluation criteria and criteria for awarding marks

<table>
<thead>
<tr>
<th>Weighting of parts:</th>
</tr>
</thead>
<tbody>
<tr>
<td>40% review questions</td>
</tr>
<tr>
<td>60% written project report (Teamwork)+ Presentation</td>
</tr>
</tbody>
</table>

- relevant for assessment 1: clarity of answers, mastery of language (also with respect to teaching language), ability to summarize, evaluate, and establish relationships between topics;
- relevant for assessment 2: ability to work in a team, creativity, skills in critical thinking, ability to summarize in own words.

### Required readings
- Stickdorn, Hormess, Lawrence, Schneider, *This is Service Design Doing*, O’Reilly Media, 2018

### Supplementary readings
- Stickdorn M. et al. 2018, *This is Service Design Methods*;
- Jake Knapp 2016, *Sprint: How to Solve Big Problems and Test New Ideas in Just Five Days*;

*that time-frame.*