

SDIN



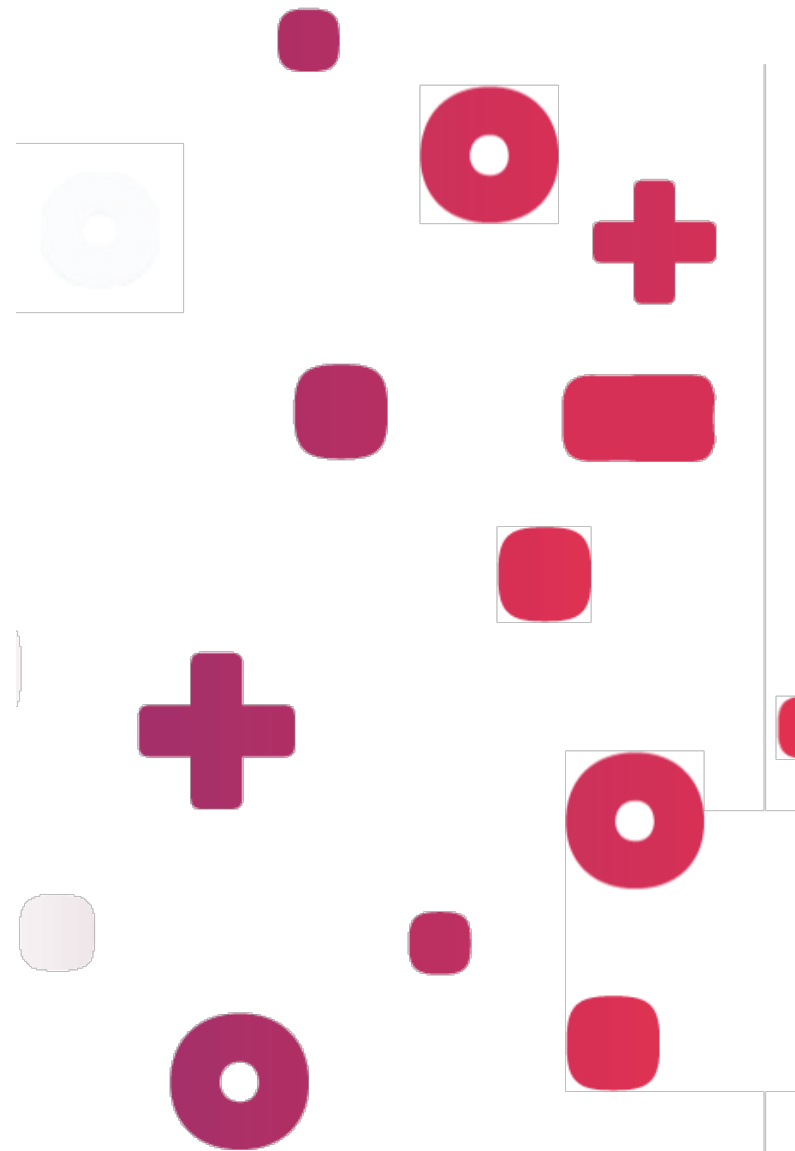
This project has received funding from the European Union's Horizon 2020 research and innovation programme under the Marie Skłodowska-Curie grant agreement N° 642116



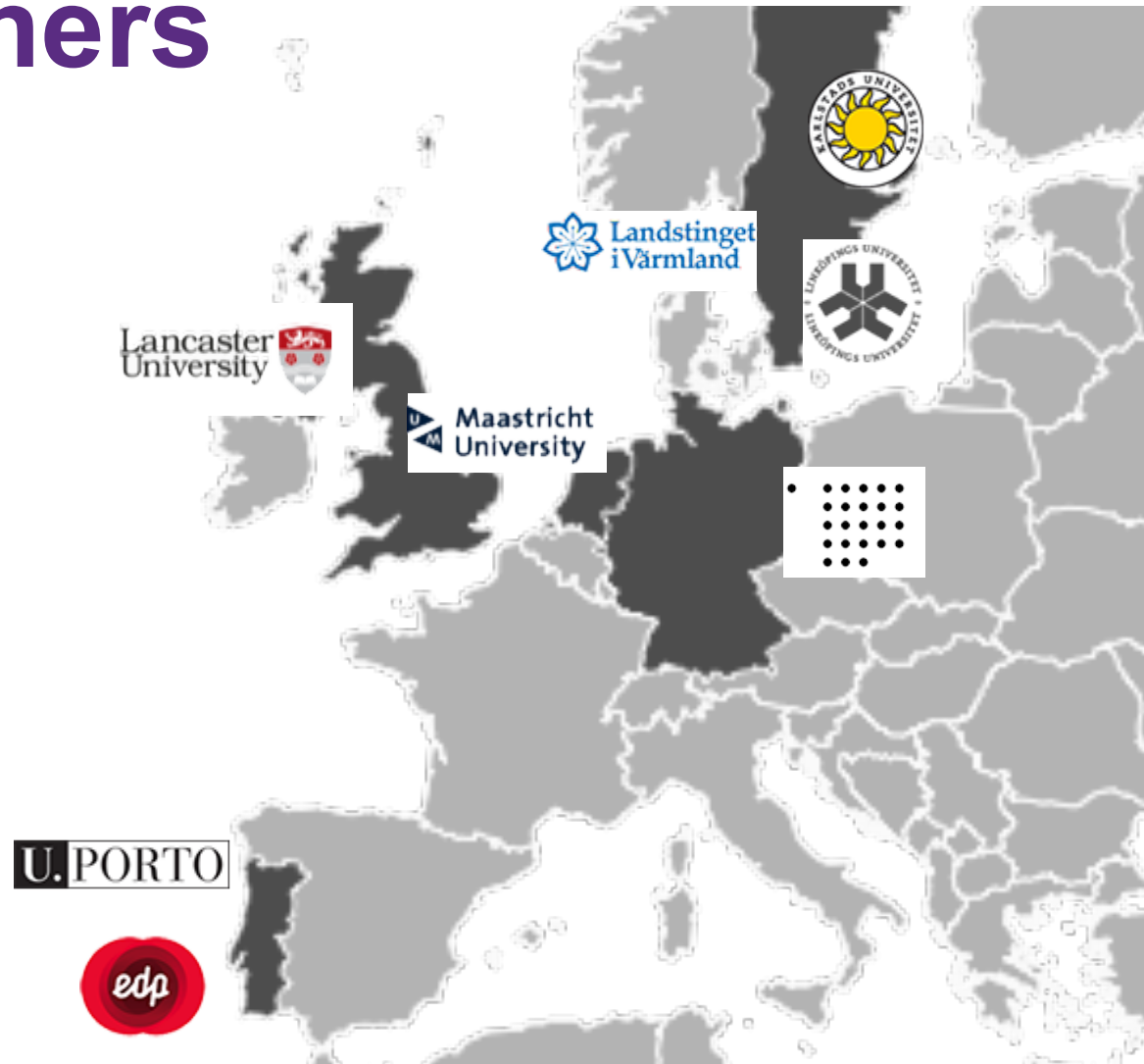
SERVICE DESIGN
FOR INNOVATION

SDIN

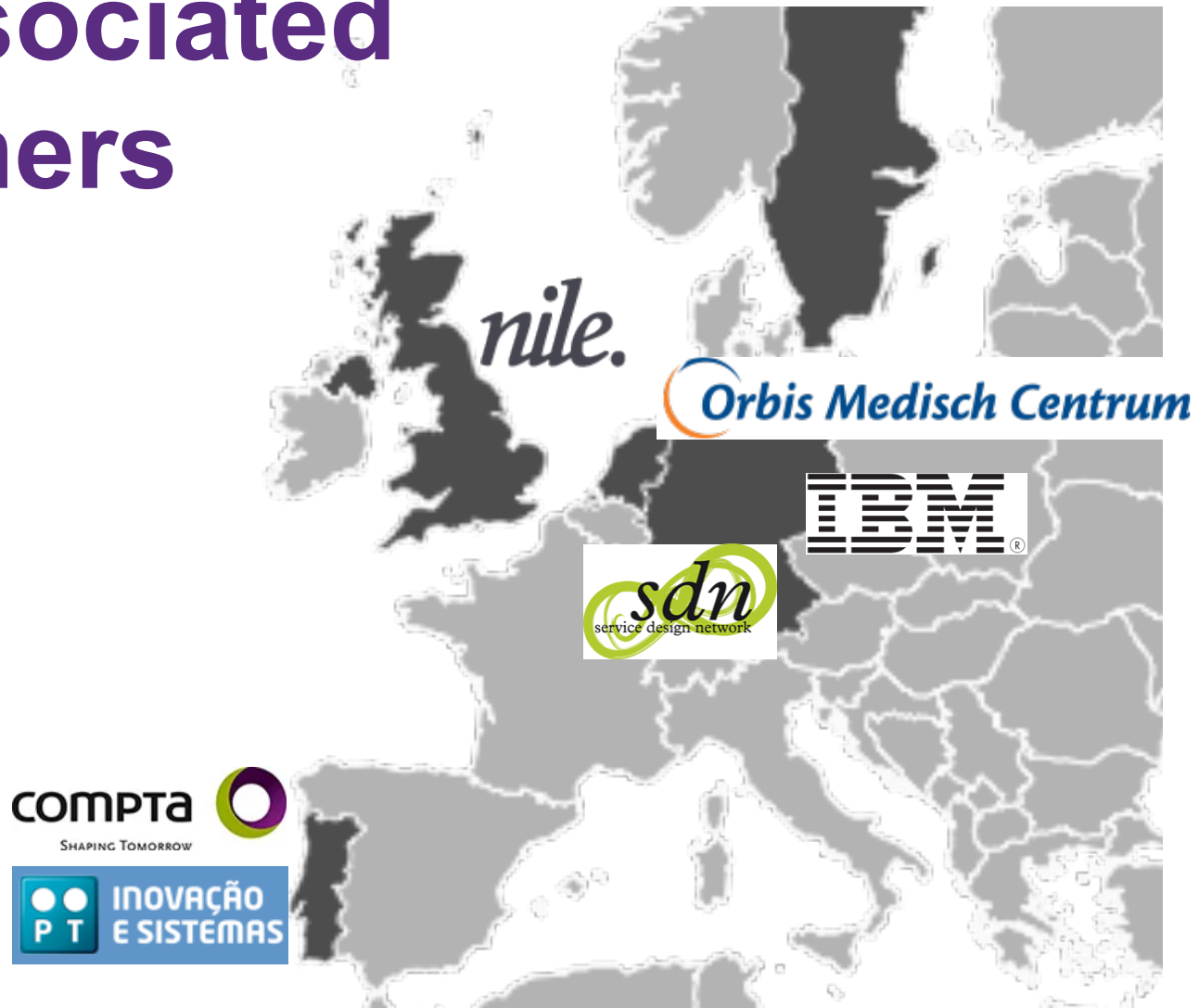
- SDIN is a European Training Network for Early Stage Researchers (ESRs)
- Funded by European Union's Horizon 2020 research and innovation programme under the Marie Skłodowska-Curie grants
- Will run from January 2015 to December 2018



8 partners



6 associated partners



Theme 1: SDIN Frameworks and methods

Project 1: SDIN multidisciplinary contributions

Project 2: SDIN and service logic

Project 3: SDIN and emerging technologies

Theme 2: Stakeholder participation in value co-creation

Project 4: SDIN and resource integrating systems

Project 5: SDIN and customer engagement

Project 6: SDIN and co-design in health care

Theme 3: Complex service systems & value networks

Project 7: SDIN and value networks

Project 8: SDIN and service logic prototyping

Project 9: SDIN and service ecosystems



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**SERVICE DESIGN
AND INNOVATION**

Services

Services are economic activities offered by one party to another, most commonly employing time-based performances to bring about desired results in recipients themselves or in objects or other assets for which purchasers have responsibility. ... but they do not normally take ownership of any of the physical elements involved. ”

(Lovelock & Wirtz 2007)

Service

*Service is the application of
competences (knowledge and skills)
for the benefit another entity
(Vargo & Lusch 2008)*

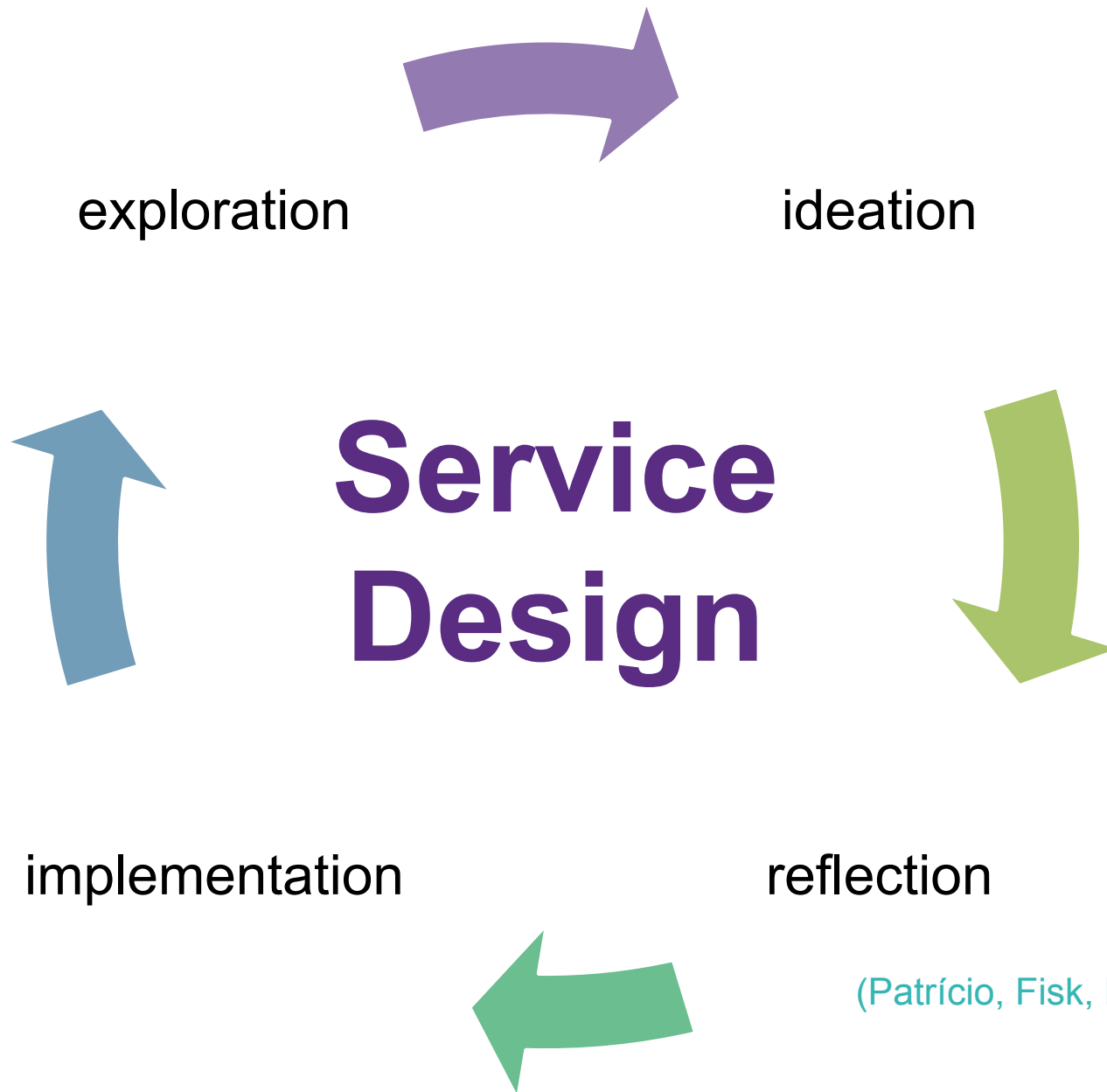
Service Innovation

Service innovation can be defined as the creation of new and/or improved service offerings, service processes, and service business models (Ostrom et al. 2010)

Principles of service design

- Holistic view
- Interdisciplinarity
- Co-creative work
- Visual thinking
- Radical approach

(Mager 2009)



(Patrício, Fisk, Mager 2013)

Exploration – service design as exploratory inquiry

Service design starts by understanding users, other stakeholders, and their context, activities, needs and aspirations.



The methods used share a social science background, and may involve interviews, observation, or involving users directly in the design process in participatory approaches.



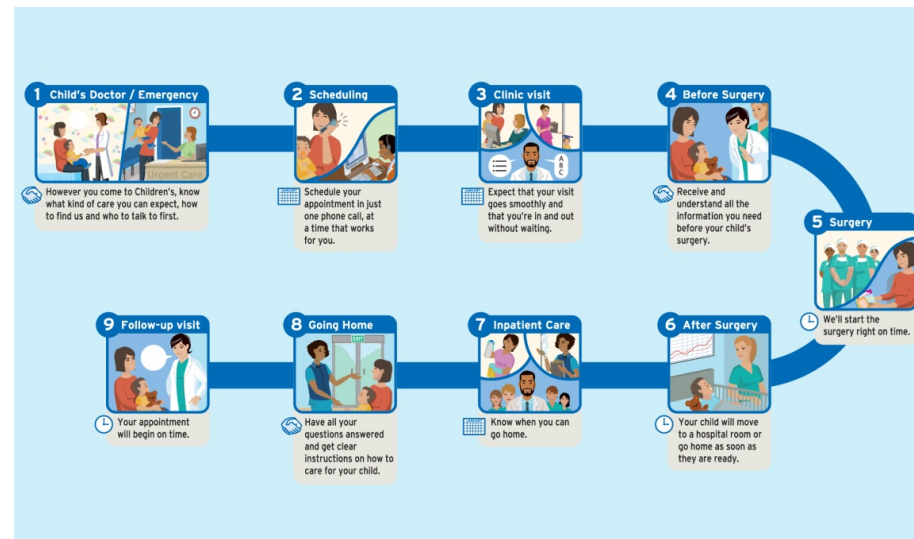
Ideation - service design as creation of an envisioned future

Service Design is a creative process, involving the generation and development of ideas that may lead to new service solutions.

Service design involves

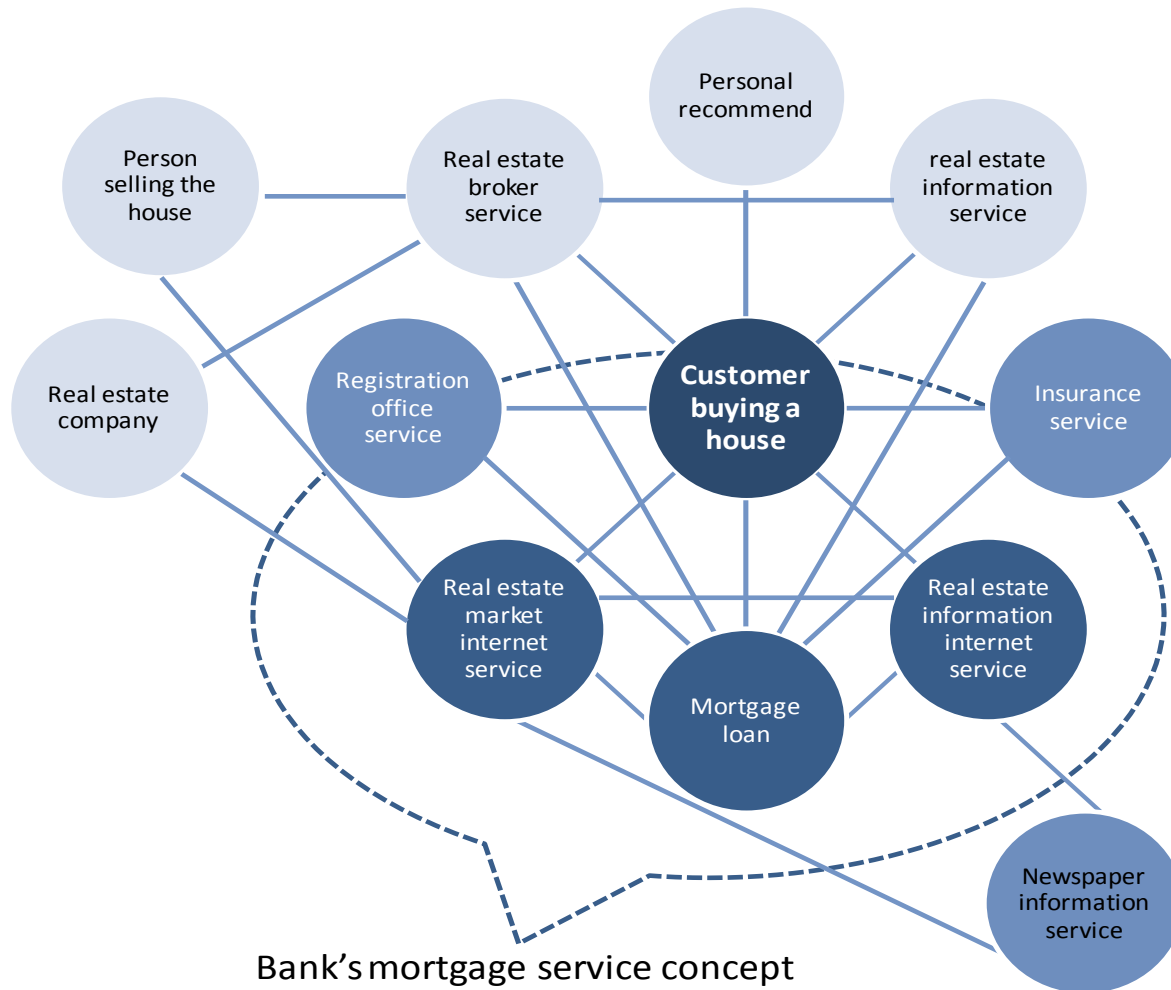
Design thinking (Brown, Badke-Schaub)

Abductive thinking (Martin), wondering what may be.



New bank service concept

(Patrício & Fisk 2012)



Bank's mortgage service concept

Reflection - service design as prototyping and testing

A flexible approach to bringing concepts to life and integrating all the pieces.

Service prototyping should integrate the process, people and physical evidence.



SDIN PROJECT

Service design for Innovation

Create a **critical mass of researchers** who can be agents of change towards widespread **application of service design approaches** by European organisations **to leapfrog service innovation**

Interdisciplinarity in key service sectors

Develop **interdisciplinary competences** in the service design for innovation area and in **key service sectors** (ICT, public services/health care and utilities) that can produce spill over effects to the other sectors of the economy and society, contributing to Europe's **smart specialization strategy**

Integrating partner competences

Integrate the competences and infrastructures of **key European universities and non-academic organisations** to build the ground for the emergence of **European-wide doctoral programmes** in the novel area of service design for innovation

Innovative research projects

Interdisciplinary **joint supervision**

Substantial **non-academic training**

Development of **specific competences** in at least one of the selected service sectors

Training Programme

Innovative courses in service design and service innovation

Workshops in customer involvement in SDIN and complex service systems

Transferable skills training, such as IPR or entrepreneurship

Network wide training events

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LESSONS LEARNED

Preparing and submitting the proposal

- A clear sense of purpose
- Defining the team – complementarity and fitness to objectives
- Committed partners
- Managing conflicts
- Take advantage of what has been made in other projects

Proposal sections and criteria

- Excellence
 - Innovative aspects of the training program
 - Interdisciplinary, inter-sectorial, international
 - Quality of joint supervision
 - Not only a scientific project
 - Training and the impact on ESRs is crucial
- Impact
 - Enhancing research and career prospects
 - Impact on partners, sectors, industry and society
 - Different dissemination and impact components
- Implementation
 - Use previous successful proposals and adapt
 - Define IPR

Preparing and submitting the proposal

- Following the template and the criteria selected
- **Interdisciplinary, inter-sectorial, international**
(the matrix)
- Combination of academic and industrial training
- Clearly showing the connections between partners
- Clear definition of each project path
- Impact

ESR	Host	Project title	WP	sector	PhD enroll	NAC co-advisor	Ac co-advisor	Secondment
1	UPORTO	Interdisciplinary approaches to SDIN	1	ICT service; Telecom	UPORTO	IBM Germany	ULanc	PT; IBM Germany
2	ULANC	Service design approaches for service logic innovation	1	ICT service; design agencies	ULANC	Nile	Karlstad	IBM Germany; Nile
3	UPORTO	SDIN methods for technology enabled services	1	ICT service; utilities	LiU	PT	Uporto	EDP; LiU
4	Karlstad	Methods for engaging stakeholders in SDIN	2	health care; public services	Karlstad	LiV	LiU	LiV; Nile
5	CUAS	Developing a taxonomy for customer involvement in SDIN	2	public services; Telecom	ULANC	PT	CUAS	PT; LiV
6	LiV	SDIN for increased citizen participation in public services	2	public services; health care	Karlstad	LiV	Maastricht	Karlstad; Orbis
7	Maast	Design for the customer experience in value networks	3	health care; utilities	Maastricht	Orbis	CUAS	Orbis; EDP
8	LiU	Service prototyping for value constellations	3	utilities; public services	LiU	EDP	Maastricht	LiV; EDP
9	EDP	Designing service platforms for service ecosystems	3	utilities; ICT	UPORTO	EDP	Ulanc	UPorto; Nile

After receiving the grant

- Consortium agreement – start as soon as possible
- Managing IPR
- Ethics
- Managing different country cultures, rules and norms
- Connection with the project officer

OBRIGADA!

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