

Workshop 1 output December 18, 2006

Concepts generated by participants - capture from wall (hardly edited)

This document is a written version of several clusters of post-it notes on which participants wrote down concepts and questions emerging as they reflected on how they understood the designing of services in science and technology-based enterprises. In a way it represents the participants' understanding at that time, informed by their contexts and disciplines, and the ways in which they conceive of "the world" and what can be known about it.

SERVUCTS

Yesterday's concepts are no good for emergent service logics
Categorisation of service types
What's a product and what's a service
Intangibility
Service definitions too diverse to help
Distinctions between product and service
Distinctions between goods and services obsolete, arbitrary and unhelpful
Services = customers create value. Goods = customers destroys value
Goods manufacturing frameworks corrupt the nature of services

REALIST – OBJECTIVIST

Process of delivery
Service produce and service process require design
Conceptual view v practical view

A great idea CAN be made even better
Creating value out of multiple influences
Delivery
Margin
What is the relationship between size of company and openness to different perspectives of thinking for product/service development (Inverse proportion/direct relationship)
Process v organizational view of design

MONEY

VALUE CREATORS

USERSHIP

External or internal design source
Co-production
Academic spin off tech enterprises like to still be associates with academia
Concept of risk assessment in sci-tech companies

RCA: capabilities – markets – users

Operation of services

Think a long way forward in the process as part of the specification

SUBJECTIVIST

How do we notice when "the world" changes?

Emic v etic (inside out vs outside in approach)

The theories about human behaviour and needs that designers/managers/engineers build into services

OTHERS/MISSING CONCEPTS

THEORIES of KNOWLEDGE

SMEs, and sci/tech disciplines act more at a tacit level of knowledge acquisition and development and application so how can you reveal their theories of meeting business/ people needs?

How multi disciplinary teams work together to design services and deal with their different kinds of knowledge

POLITICS

ORGANIZATIONAL MATTERS

PEOPLE IN ORGANIZATIONS

Communication

Design is a great glue for connecting departments and crossing silos (politics)
Breaking through organizational barriers in order to get access to research
Public relations – avoid or interrogate
Independence of research, control of research
What are politics or systems in this discussion?
Language
Ethnography
Experiences
Path dependence
In crowd
Who actually is involved in the designing of services
Obligations and gifts

GOODS v SERVICES

Services are often a method of generating £££ for startups
Services can be seen as temporary cash generator for start up of product
Scientists often crap at selling services – they'd rather be in the lab
Selling services can be a stopgap activity for technology firms and so their heart isn't in it
Service selling is often not as scaleable as developing a killer technology

PEOPLE/USERS/CUSTOMERS

User research – ethnography and markets
People in the design process
Barrier
Do designers talk about how they impose on "the world"?
Technique and outcome – service blueprint and flowchart
What is NOT a science and technology service?
There is little difference in this broad process to technology and service design

COMPLEXITY

Accidental design
Interdependency
Services interdependencies
Working with complexity

TECHPLEXITIES

The complexity of technology-based enterprises and of services

Consider opportunities well beyond the 'selling' stage

UTOPEOPLE - CUSTOMERS

People are the main consideration in any design process
Modularity of service production
Mobilizing customers
Design for groups of users
Keep checking back – how are we doing (iteration and feedbacks)
In-market innovation
New market innovation
Support
Measurement
Categories

PROTHODS – methods and processes

DESCRIPTIONS

PRACTICE

PROCESS

Prototyping

Design techniques for services
Balance coherence and fluidity
Technological complexity and interdependencies
Do design disciplines grounded in the arts eg new service design have something to offer of value tech/sci companies?

CO-PRODUCTION – BOUNDARY OBJECTS AND LANGUAGE

Translation

Science and technology and Design need a common language – through Education
Boundary objects
Abstraction and manipulation
Design skill = working with desire (the unconscious – Freud and Lacan)