

Designing for Services

Saïd Business School, Oxford

January 29, 2007



Recap.

Academics 

+
Designers 

+
Academics 

+
Enterprises 

+
Designers 

+
Enterprises 



Five Groups Emerged...

1. Kaleidoscope 
2. Scalability 
3. Complexity 
4. Quality 
5. Interdisciplinarity & Identity 

Today's Focus 
The Pairs

live | work

Streetcar 

Urban car sharing



Initially observed spontaneous car sharing



Developed propositions based on observations & insights

Tested the propositions on a variety of user-groups & stakeholders

Prototyping... products services

8-Nastics

Smoking Cessation



Creating individualized systems / programs for individuals quitting smoking.



Users of the service are reached over the internet.

Patients are supplied with continuous communication and support.



IDEO

Insight / Synthesis / Prototyping



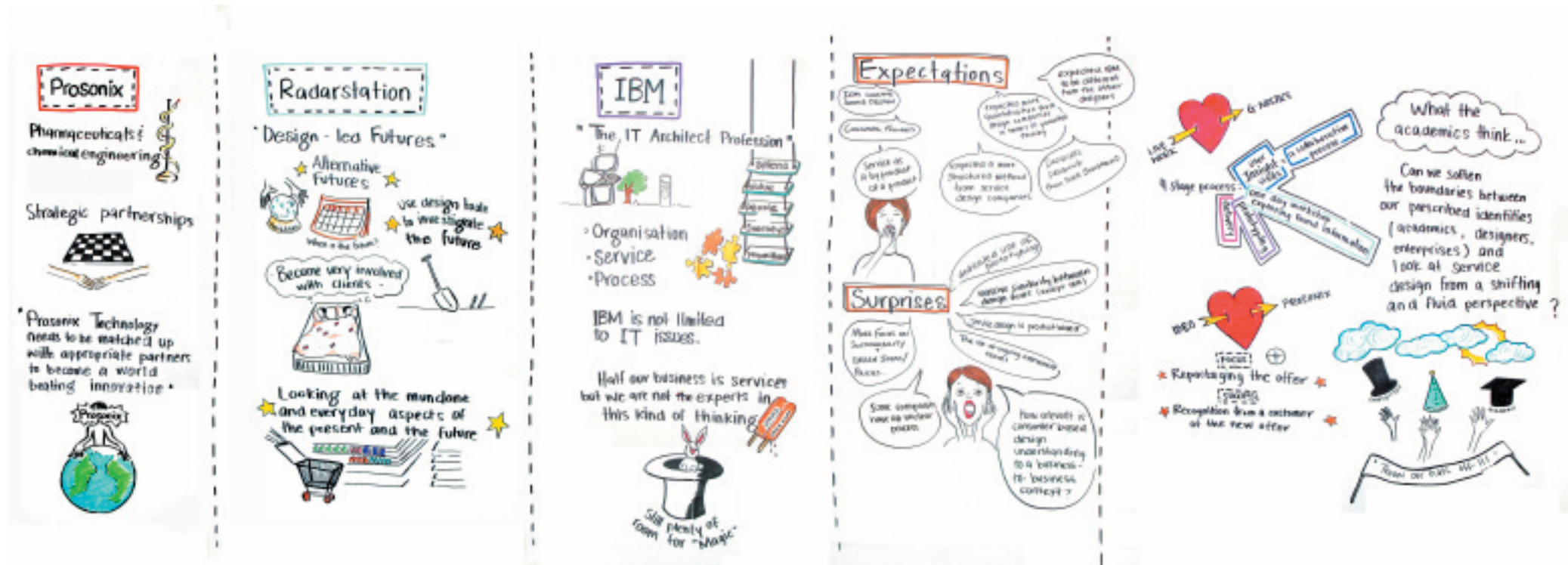
How do we frame



Identifying unmet needs, Assessing feasibility.

Question: Is the final result always a product?





live | work

Streetcar



Urban
car
Sharing



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Prototyping... products
+ services

g-Nastics

NIQ+TEST

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How do we frame



plausibility
? feasibility
costing

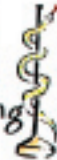
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Prosonix

Pharmaceuticals &
chemical engineering



Strategic partnerships



Prosonix Technology
needs to be matched up
with appropriate partners
to become a world
beating innovation.



Radarstation

"Design - led Futures"



IBM

"The IT Architect Profession"



IBM is not limited to IT issues.

Half our business is services but we are not the experts in this kind of thinking





Scribing by Sefi Amir

Design Heroine

work/play/architecture

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