

Designing For Services In Science & Technology Based Enterprises



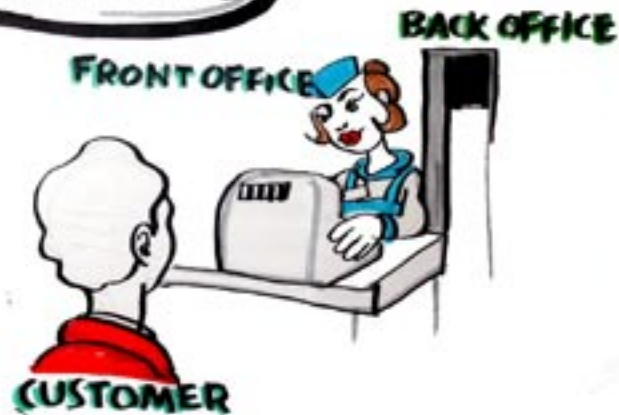


Josh Knowles
-Real Time Illustration



CHRIS LONDON
VOSS - BUSINESS
SCHOOL

CUSTOMER
EXPERIENCE
PERSPECTIVE



ANTTI TURKU
AINAMO - UNI.

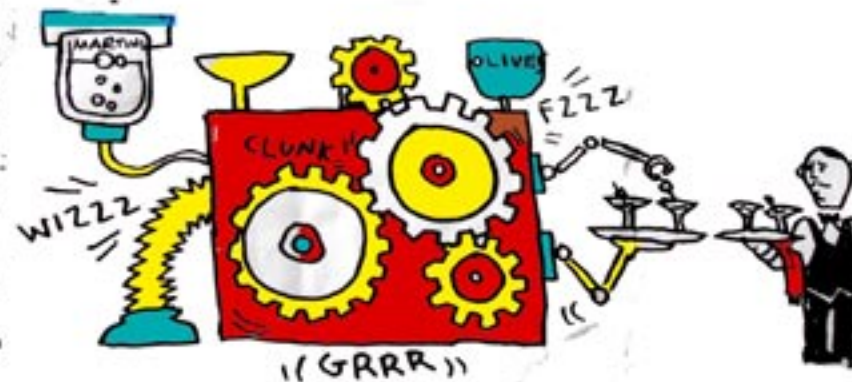
WHAT MAKES
SERVICES DIFFER
FROM GOODS

GOODS

- GOODS & TECHNOLOGIES AS THE PLATFORM.
- SERVICES AS OPTIONAL VALUE ADDED

SERVICES

- SEARCH
- EXPERIENCE
- CREDENCE





BOB YOUNG ~ NORTHUMBRIA UNI. 'MOSAIC THINKING' INTERGRATING STRATEGY

WHAT ARE DESIGN METHODS?

PRODUCT TO SYSTEM SHIFT
5TH WAVE TECHNOLOGY
MULTI DISCIPLINARY DESIGN

CRITICISM OF CENTRIC APPROACHES

- ANYTHING ORGAINIC MODELS
- ARTEFACT CENTRED RATHER THAN HUMAN
- OR ECO
- TOO BUSINESS CENTRED
- TENSION BETWEEN HUMAN SERVICE VS. BUSINESS STRATEGY MANAGEMENT

JENNIFER WHITE ~ TANAKA BUSINESS SCHOOL 2 CASE STUDIES

VISUAL REPRESENTATION IN DESIGN

MULTI DIMENSIONAL NATURE OF OBJECTS

'BOUNDARY OBJECTS' 'EPISTEMIC OBJECTS'

TYPES OF BUSINESS APPROACH

ARCHITECTURE

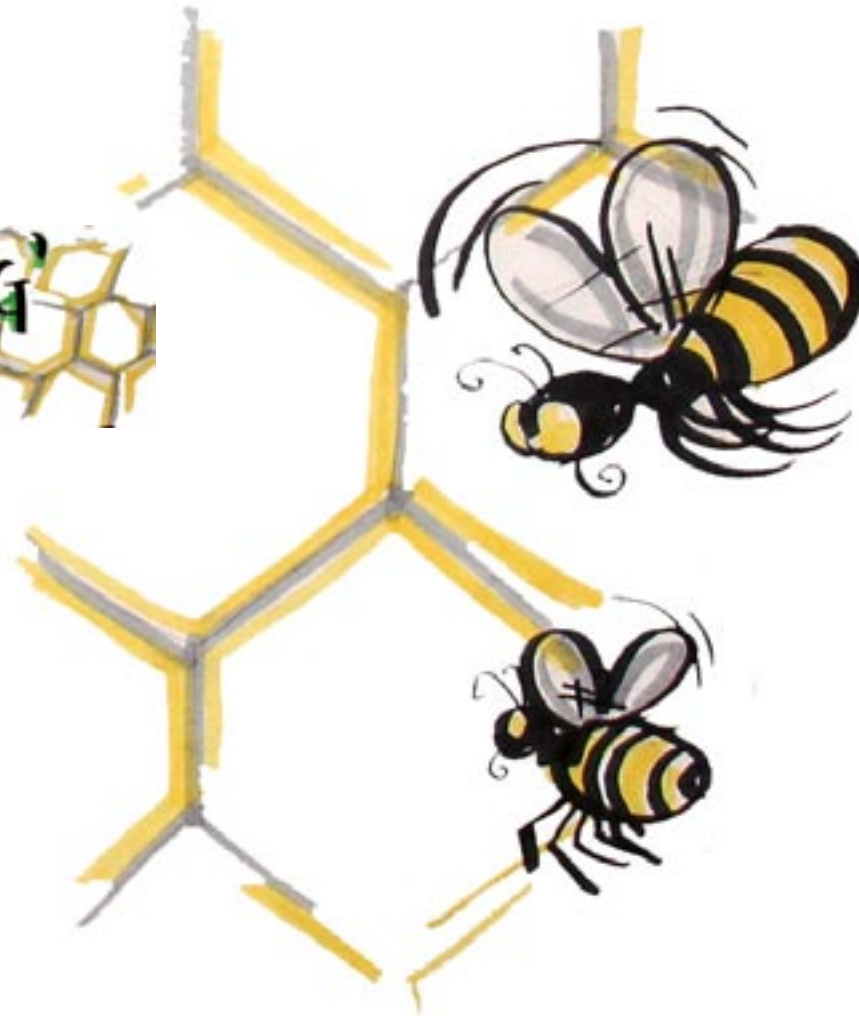
BRUCE TETHER ~ MANCHESTER BUSINESS SCHOOL

SERVICES 75%

DESIGN FUTURE

BRITISH INDUSTRY





JOSH KNOWLES

Real Time Illustrations;

- Mindmapping
- Cartoons
- Storyboards
- Production Design

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-Real Time Illustration



Arts & Humanities
Research Council