

ServDes2018 - Service Design Proof of Concept
Politecnico di Milano
18th-19th-20th, June 2018

The latest words on service design: Talking about books

Lorenzo Imbesi², Francesca Foglieni¹, Markus Edgar Hormess⁵,
Adam Lawrence⁵, Stefano Maffei¹, Lara Penin³, Alison Prendiville⁴, Daniela Sangiorgi¹, Jakob
Schneider⁶, Daniela Selloni¹, Mark Stickdorn⁶, Beatrice Villari¹

¹ Politecnico di Milano

² Sapienza Università di Roma

³ Parsons, The New School of design

⁴ University of the Arts, London

⁵ WorkPlayExperience

⁶ More than Metrics

lorenzo.imbesi@uniroma1.it; francesca.foglieni@polimi.it; stefano.maffei@polimi.it;
peninl@newschool.edu; a.prendiville@lcc.arts.ac.uk; daniela.sangiorgi@polimi.it; daniela.selloni@polimi.it;
marc@morethanmetrics.com; beatrice.villari@polimi.it

Abstract

An interactive roundtable with the authors of some of the most recent words on service design:

Designing Better Services: A Strategic Approach from Design to Evaluation (Foglieni, Villari, & Maffei - 2017), *An Introduction to Service Design: Designing the Invisible* (Penin - 2018), *Designing for Service: Key Issues and New Directions* (Sangiorgi & Prendiville - 2017), *CoDesign for Public-Interest Services* (Selloni - 2017), and *This Is Service Design Doing: Using Research and Customer Journey Maps to Create Successful Services* (Stickdorn, Hormess, Lawrence & Schneider - 2018).

KEYWORDS: education, evaluation, codesign, practice, mapping