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*Chris Do This Is Service Design Doing*

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This Is Service Design Doing: Using Research and Customer Journey Maps to Create Successful Services: Applying Service Design Thinking in the Real World Paperback – 1 Aug. 2016 by Marc Stickdorn (Author)

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The book is a follow up from This is Service Design Thinking (Stickdorn and Schnieder) and delivers a practical framework for those looking to implement Service Design in their organisations. The new book does not replace the old one, nor is the earlier a prerequisite.

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This is Service Design Doing: Essentials ONLINE is a comprehensive course on service design process, methods, and facilitation. We live in a service-based economy. 1.7 billion people work in service platforms.

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Service design thinking - or whatever you might call what you're doing - provides a consistent model and toolset for accomplishing this.

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This is Service Design Doing is a comprehensive 5-day course on service design process, methods, and facilitation for executives striving to create or improve customer experiences and integrate service design in their organisation. It is led by Marc Stickdorn, editor of This is Service Design Thinking, and by Markus Hormess and Adam Lawrence ...

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This is Service Design Doing was written as a collaborative book. Its four primary authors Marc Stickdorn, Adam Lawrence, Marckus Hormess and Jakob Schneider are recognised experts in the field. Other contributors from across different industries also helped by writing excerpts and in some cases chapters.

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This is the first comprehensive book on how to actually do service design to improve the quality and the interaction between service providers and customers. You'll learn specific facilitation guidelines on how to run workshops, perform all of the main service design methods, implement concepts in reality, and embed service design successfully in an organization.

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This is the first comprehensive book on how to actually do service design to improve the quality and the interaction between service providers and customers. You'll learn specific facilitation guidelines on how to run workshops, perform all of the main service design methods, implement concepts in reality, and embed service design successfully in an organization.

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*Marc Stickdorn*

PERO, la 2a parte (Service Doing) es mucho más práctico! Siendo sincero, Service Design Thinking me encantó, y me permitió aprender. Pero cuando me llegó "Service Doing", me quedé enamorado del 2º, y de repente el primero me pareció menos interesante.

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How can you establish a customer-centric culture in an organization? This is the first comprehensive book on how to actually do service design to improve the quality and the interaction between service

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providers and customers. You'll learn specific facilitation guidelines on how to run workshops, perform all of the main service design methods, implement concepts in reality, and embed service design successfully in an organization. Great customer experience needs a common language across disciplines to break down silos within an organization. This book provides a consistent model for accomplishing this and offers hands-on descriptions of every single step, tool, and method used. You'll be able to focus on your customers and iteratively improve their experience. Move from theory to practice and build sustainable business success.

This book, assembled to describe and illustrate the emerging field of service design, was brought together using exactly the same co-creative and user-centred approaches you can read and learn about inside. The boundaries between products and services are blurring and it is time for a different way of thinking: this is service design thinking. A set of 23 international authors and even more online contributors from the global service design community invested their knowledge, experience and passion together to create this book. It introduces service design thinking in manner accessible to beginners and students, it broadens the knowledge and can act as a resource for experienced design professionals.

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A comprehensive introduction to designing services according to the needs of the customer or participants, this book addresses a new and emerging field of design and the disciplines that feed and result from it. Despite its intrinsic multidisciplinary nature, service design is a new specialization of design in its own right. Responding to the challenges of and providing holistic, creative and innovative solutions to increasingly complex contemporary societies, service design now represents an integrative and advanced culture of design. All over the world new design studios are defining their practice as service design while long established design and innovation consultancies are increasingly embracing service design as a key capacity within their offering. Divided into two parts to allow for specific reader requirements, Service Design starts by focusing on main service design concepts and critical aspects. Part II offers a methodological overview and practical tools for the service design learner, and highlights fundamental capacities the service design student must master. Combined with a number of interviews and case studies from leading service designers, this is a comprehensive, informative exploration of this exciting new area of design.

Service Design is an eminently practical guide to designing services

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that work for people. It offers powerful insights, methods, and case studies to help you design, implement, and measure multichannel service experiences with greater impact for customers, businesses, and society.

Service design is a rapidly growing area of interest in design and business management. There are a lot of books on how to get started, but this is the first book that describes what a 'good' service is, what makes a good service and why. This book lays out the essential principles for building services that work well for users. Demystifying what we mean by a 'good' and 'bad' service and describing the common elements within all services that mean that it either works for users or doesn't. This book is for anyone who is involved in designing or delivering services and aims to give the reader an understanding of what the common characteristics of a "good service" are to users. For readers who are not professional service designers, this book gives an indication of what they or their teams should be aiming for, without presuming they will invest a significant amount of time designing a service themselves.

A practical approach to better customer experience through service design Service Design for Business helps you transform your

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customer's experience and keep them engaged through the art of intentional service design. Written by the experts at Livework, this practical guide offers a tangible, effective approach for better responding to customers' needs and demands, and provides concrete strategy that can be implemented immediately. You'll learn how taking a design approach to problem solving helps foster creativity, and how to apply it to the real issues that move businesses forward. Highly visual and organized for easy navigation, this quick read is a handbook for connecting market factors to the organizational challenge of customer experience by seeing your company through the customers' eyes. Livework pioneered the service design industry, and guides organizations including Sony, the British Government, Volkswagen Procter & Gamble, the BBC, and more toward a more carefully curated customer experience. In this book, the Livework experts show you how to put service design to work in your company to solve the ongoing challenge of winning with customers. Approach customer experience from a design perspective See your organization through the lens of the customer Make customer experience an organization-wide responsibility Analyze the market factors that dovetail with customer experience design The Internet and other digital technology has brought the world to your customers' fingertips. With unprecedented choice, consumers are demanding more

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than just a great product—the organizations coming out on top are designing and delivering experiences tailored to their customers' wants. Service Design for Business gives you the practical insight and service design perspective you need to shape the way your customers view your organization.

The first step-by-step guidebook for successful innovation planning Unlike other books on the subject, 101 Design Methods approaches the practice of creating new products, services, and customer experiences as a science, rather than an art, providing a practical set of collaborative tools and methods for planning and defining successful new offerings. Strategists, managers, designers, and researchers who undertake the challenge of innovation, despite a lack of established procedures and a high risk of failure, will find this an invaluable resource. Novices can learn from it; managers can plan with it; and practitioners of innovation can improve the quality of their work by referring to it.

Customers who have inconsistent, broken experiences with products and services are understandably frustrated. But it's worse when people inside these companies can't pinpoint the problem because they're too focused on business processes. This practical book shows your company

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how to use alignment diagrams to turn valuable customer observations into actionable insight. With this unique tool, you can visually map your existing customer experience and envision future solutions. Product and brand managers, marketing specialists, and business owners will learn how experience diagramming can help determine where business goals and customer perspectives intersect. Once you're armed with this data, you can provide users with real value. Mapping Experiences is divided into three parts: Understand the underlying principles of diagramming, and discover how these diagrams can inform strategy Learn how to create diagrams with the four iterative modes in the mapping process: setting up a mapping initiative, investigating the evidence, visualizing the process, and using diagrams in workshops and experiments See key diagrams in action, including service blueprints, customer journey maps, experience maps, mental models, and spatial maps and ecosystem models

Customers who have inconsistent experiences with products and services are understandably frustrated. But it's worse for organizations that can't pinpoint the causes of these problems because they're too focused on processes. This updated book shows your team how to use alignment diagrams to turn valuable customer observations into actionable insight. With this powerful technique,

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you can visually map existing customer experience and envision future solutions. Designers, product and brand managers, marketing specialists, and business owners will discover how experience diagramming helps you determine where business goals and customer perspectives intersect. Armed with this insight, you can provide the people you serve with real value. Mapping experiences isn't just about product and service design; it's about understanding the human condition. Emphasize recent changes in business using the latest mapping techniques Create diagrams that account for multichannel experiences as well as ecosystem design Understand how facilitation is increasingly becoming part of mapping efforts, shifting the focus from a deliverable to actionability Explore ways to apply mapping of all kinds to noncommercial settings, such as helping victims of domestic violence

Customer experiences are increasingly complicated—with multiple channels, touchpoints, contexts, and moving parts—all delivered by fragmented organizations. How can you bring your ideas to life in the face of such complexity? Orchestrating Experiences is a practical guide for designers and everyone struggling to create products and services in complex environments.

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