Course PM, MF2039 – Advanced service Design

Outline

The course mainly takes its point of departure in problem-based learning. You will learn the basics of service design theories, principles, processes and methods and apply them in a service design project with a client organization. Instruction consists of lectures, exercises, tutoring and literature studies and the project is carried out in teams. The course content includes theory and practice in service design, its process and methods such as interview methodology, empirical analysis, synthesis and production of trigger material. We will discuss different sustainability dimensions and how these can be applied in developing service concepts. You will create service concepts that connect to the brief from a client and your insights about users' needs and experiences and learn how to visualize your final service concept in a short film/animation.

Time frame

The course is scheduled to begin on August 26, 2025, and conclude on January 7, 2026, as part of the master's program in Integrated Product Design within the Industrial Design Engineering track.

Teachers

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Guest tutor:
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Coures literature

Stickdorn, M., Hormess, M., Lawrence, A., & Schneider, J. (2018). *This is service design doing : applying service design in the real world a practitioner's handbook*, O'Reilly Media, Inc.The book is also available through KTH Library.

Stickdorn, M., Hormess, M., Lawrence, A., & Schneider, J. (2018). *This is service design methods: method library,* download all chapters at: Methods - Online companion

Scientific articles will be available with reading instructions on Canvas before the Research Seminar, October 7.

You will find more information about which texts you are expected to read before each lecture under the weekly modules on Canvas.

Assessment

Method for assessment	ECTS	ILO	Grade
Project work	4 ECTS	ILO 1, ILO 2, ILO 3, ILO 4, ILO 5, ILO 8	A, B, C, D, E, F(x)
Film/Animation	2 ECTS	ILO 6	A, B, C, D, E, F(x)
Lessons Learned	3 ECTS	ILO 7, ILO 9	A, B, C, D, E, F(x)

Everyone in the project team is responsible during all phases of the project. To pass the course, you need to be an active member of the project work and attend at least 80% of lectures and tutoring sessions. Participation in half time and the final presentation is mandatory aswell as participation during the Lessons Learned peer-to-peer feedback seminar. During the half time and final presentations, you must honestly report the help received and the sources used and each student must be able to account for the entire project and the end-results.

If you have a disability, you may receive support from Funka. https://www.kth.se/en/student/stod/studier/funktionsnedsattning/ Please inform the course coordinator if you have special needs and show your certificate from Funka.

Lessons learned

In the course, you have significant responsibility for your learning. Reflection is required to develop knowledge from skills. Writing regularly, like a diary, will help you make sense of your experiences and the course literature, i.e., connecting practice with theory. At the end of the course, we want you to individually submit "Lessons Learned" (5-6 pages). Use the text you have written throughout the course, critically reflect on it, deepen your reasoning and state interesting observations. The grading will be influenced by how well-founded your reflections are and how you relate your learnings to your experiences, activities, and the literature.

Intended learning outcomes

Upon completion of the course and to get a passing grade, you shall, with a focus on:
The *process* and final *concept* be able to
- apply the service design process and the methods presented in the course based on a brief from the client organization (ILO 1),
- independently coordinate and create conditions for collaboration in the project team during all phases of the project (ILO 2),
- describe decisions made during all phases of the design process, such as your choice of respondents and user insights to build further on (ILO 3),
- explain how the final service concept is based on the client brief and supported by new insights about user experiences and needs (ILO 4),
- design a service concept based on a client brief and user insight deriving from explorative studies, that creatively meet real user needs (ILO 5).

The *film* be able to
- create a complete film/animation that visualizes your service concept in a pedagogical and committed manner. (ILO 6)

Sustainability be able to
- define all 3 sustainability dimensions and explain how your final concept can contribute to achieving sustainable development in at least one of the three dimensions - ecological, economic and social sustainability, (ILO 7),
- and apply at least one of three sustainability dimensions - ecological, economic and social
- in your project and motivate how your service concept can contribute to sustainable development. (ILO 8).

Reflection on theory and practice be able to
- describe the service design process, methods, underlying principles, and other concepts presented in the literature and during seminars. Relate the literature and seminars to practice, i.e. your service design project. (ILO 9)

Grading Criterias

E	C	A
Design process		
ILO 1, Apply the service design process and the methods presented in the course based on a brief from the client organization,		
Demonstrates a basic understanding of the service design process and the methods presented in the course. Applies the service design process to a real-world brief from a client organization.	Demonstrates a high level of understanding of the service design process and the methods presented in the course. Applies the service design process to a real-world brief from a client organization in a thoughtful and comprehensive way.	Demonstrates an excellent understanding of the service design process and the methods presented in the course. Applies the service design process to a real-world brief from a client organization in a creative and innovative way. Several iterations have led to perspectives, and insights beyond the obvious. Critically evaluates the effectiveness of chosen service design methods for addressing the client's brief.
ILO 2, Independently coordinate and create conditions for collaboration in the project team during all phases of the project,		
Takes responsibility for and work independently in the project.	Breaks down the unique requirements of each project phase to determine optimal collaboration approaches. Explain your process and how the group solve unexpected challenges.	Designs a comprehensive plan for team collaboration that spans all phases of the project. Foster a collaborative project culture that adapts to the changing demands of each phase. Demonstrate an ability to reflect upon and managed vague and ambiguous challenges by structuring them and breaking down tasks in a relevant and well-suited working process.
ILO 3, Describe decisions made during all phases of the design process, such as your choice of respondents and user insights to build further on,		
Provides a basic description of your work process and key decisions made during the process.	Describes and motivates the work process and decisions made throughout all phases of the process.	Describes and motivates the work process and critically reflected on how other decisions would have led to different results.

E	C	A
ILO 4, Explain how the final service concept is based on the client brief and supported by new insights about user experiences and needs,		
Describes how the final service concept derived from the client's brief and incorporates new insights gained from user experiences.	Breaks down the client organization's brief and identify underlying issues and opportunities. Explains and justifieshow the client's brief and the integration of novel user insights has led to the evolution of the service concept.	Breaks down the client organization's brief and identify underlying issues and opportunities. Explains, justifies, and critically reflects on the implications of selecting and integrating the client brief and specific user insights into the design process. Additionally, elaborates on how alternative choices could have resulted in different outcomes.
Service Concept		
ILO 5, Design a service concept based on a client brief and user insight deriving from explorative studies, that meet real user needs,		
The service concept incorporates elements from the client brief and relevant user insights.	The service concept embodies user-friendliness and a strong alignment with genuine user needs. It also takes into consideration contextual factors. The service concept aligns with the provided brief while also redefining the issue area through insights gained from the exploratory phases.	The service concept meets a high demand on creativity and innovative thinking and combines several ideas from previous idea generation and concept development phases. The service concept is genuinely user-friendly and adds in a significant way value in the life of the user. It shows a remarkably good understanding of the service context. The service concept corresponds to the customer organization brief. However, it also reveals a critical reflection on the problem area and the brief has been further developed based on the insights created during the exploratory phase.
Film/Animation		
ILO 6, Create a complete film/animation that visualizes your service concept in a pedagogical and committed manner,		
Creates a film that provides a basic explanation of the service concept, including its user, context and the problem it addresses.	Creates a film that skillfully explains the service concept, its context and the users. The film should feature a visually compelling design and maintain clear communication tailored to the target audience	Creates a highly engaging and visually impressive film that demonstrates deep understanding of the user scenario, context, and value of the service concept. The film is strategically adapted to the audience and effectively communicates the practical application and impact of the concept.

E	C	A
**Sustainability**		

E	C	A
*ILO 7*, Define all 3 sustainability dimensions and explain how your final concept can contribute to achieving sustainable development in at least one of the three dimensions - ecological, economic and social sustainability,		
Defines all three sustainable development dimensions. Presents a well-defined argument for one dimension linked to the project you participated in.	Clarifies the concept of sustainable development and its three dimensions. Elaborates on how the service concept in which you participated in its development can impact two of these sustainability dimensions, irrespective of whether these dimensions were considered in the final service concept	Offers a comprehensive and detailed explanation of sustainable development and its ecological, economic, and social dimensions. Critically reflects on the interrelationships among these three dimensions and the service concept developed in the project you participated in, regardless of whether these dimensions were considered in the final concept.
*ILO* 8, Apply at least one of three sustainability dimensions - ecological, economic and social - in your project and motivate how your service concept can contribute to sustainable development,		
Integrates one sustainability dimension (ecological, economic, or social) into the service concept. Provides a basic explanation of how the concept could contribute to sustainable development.	Integrates at least two sustainability dimensions into the service concept. Explains and justifies how these dimensions are addressed and how the concept may contribute to sustainable development in each case.	Integrates all three sustainability dimensions in a coherent and meaningful way. Provides a critical reflection on the benefits and evaluate how these dimensions interact and affect the overall sustainability impact of the concept. Demonstrates awareness of systemic implications.
**Reflection on theory and practice in lessons learned**		
*ILO 9*, Describe the service design process, methods, underlying principles, and other concepts presented in the literature and during seminars. Relate the literature and seminars to practice, i.e. your service design project,		
Describes the essence of the six service design principles and identifies how they appeared in the project. Outlines the phases of the design process and gives examples of four methods used. Explains the essence of either SDL or PSS.	Explains all six principles and describes how each was applied in the project. Reflects on the process phases and links them to concrete project activities. Explain and justify the use of methods in relation to project challenges and insights. Uses one theoretical concept (SDL or PSS) and shows how both are relevant to the project.	Critically reflects on how each design principle was applied in the project. Analyzes the full design process, with a focus on iteration, divergence, and convergence. Evaluates the methods used in terms of their effectiveness, relevance to the project, and the challenges encountered during their application. Demonstrates a deep understanding of both SDL and PSS and critically engages with at least four foundational premises of SDL. Reflects on how newly acquired knowledge and skills relate to prior experience and how they can be applied in future design work.