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This is Service Design Doing — Book / School / Methods

This Is Service Design Doing: Using Research and Customer Journey Maps to Create Successful Services: Applying Service Design Thinking in the Real World  
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Stickdorn (Author)

This Is Service Design Doing: Using Research and Customer ...

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.

This Is Service Design Doing: Applying Service Design ...

EXECUTIVE SCHOOL PROGRAM

‘ THIS IS SERVICE DESIGN DOING ’

Monday 13:00 hr Check-in & Lunch 14:00

hr Welcome and introduction 16:00 hr

Presentation: Service Design Basics 16:00 hr

Introduction to Service Design challenge

and work groups 17:00 hr Design research &

planning 19:30 hr Get-together with light

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dinner and drinks 20:00 hr End of Day 1 ...

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consistent model and toolset for accomplishing this.

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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

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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

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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

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"Service Doing" me quedé enamorado del 2º, y de repente el primero me pareció menos interesante.

This Is Service Design Thinking:

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