AN INTRODUCTION
TO SERVICE DESIGN

Lara Penin

Designing the invisible

Part I
Understanding Services

Main concepts, critical aspects and implications
of designing services, discussed by experts

01
Defining services

02
The service economy

Part II
The Service Design Process

The service design process, methods and tools explained through outstanding projects and discussed by the designers behind them

07
Starting the service design process

08
Research and analysis

09
Generating service design concepts

Prototyping, testing, iterating

Implementation and evaluation

12
Service design core capabilities