



DAY 1: BUSINESS AND INNOVATION DAY

A day addressing issues and potentials for service providers.
This day will present Service Design to service providers - both public and private.

How Service Thinking and Design creates new service opportunities

Lavrans Løvlie - Livework (NO)

The Horsepower Challenge.
An insurance company, a hacked pedometer and changed lives.

Matt Cottam - Tellart (US/NL)

Service Montages: how services and storytelling create compelling service experiences

Christian Palino - Adaptive Path (US)

Service Design in the UK.
How the Design Council managed innovations in public services

Marianne Gulbrandsen - The Design Council (UK)

Hello Health
- Innovative primary healthcare

Jay Parkinson - Hello Health (USA)

Putting users at the centre of Innovation

Richard White - User Voice (USA)

Innovation in Tourism

Marc Stickdorn - MCI - (A)

Using Service Design principles in IKT projects

Kjell Reenskaug - Making Waves (N)

Details subject to change.

DAY 2: HALF DAY WORKSHOPS

A crossover day, bringing business and research together through tutorials, workshops and more. This day will encourage discussion, learning and sharing.

Morning (09.00-12.30)

1. Teaching/Service Design Education

Ariel Guersenzvalg- Barcelona
- Service Design at Elisava

Stuart Bailey - Glasgow
- Developing service design teaching
within a product design programme

Jukka Ojasalo - Laurea
- Developing International Expertise Services

2. Methods/tools - combined workshop

April - The Serpe prototyping tool

Perez, Real etc
- Best tools and methods for service design

**Marc Stickdorn - Mobile tool for customer input
along the service journey**

Lee - Trend forecasting as a tool for Service Design

3. Systems thinking
- understanding services as a system

**Nielsen - Systems thinking as the foundation
for service design (half day workshop/tutorial)**

Afternoon (13.30 - 17.00)

4. Applying design thinking and methods to services **Stuart Bailey - Glasgow - Developing service design teaching within a product design programme**

5. Challenges in digital services provision **Yee etc - Services in e-learning**

Sarmiento - Designing Mobile Service Experiences, an explanatory study

Favaro, Jimenez and Castan: Tibi and Dabo Robots - Service Design for Urban Settings

Teigen - Service Design and the development of Secondbrain.com

6. Designing public services **Birgitta Cappelen - From all of us to all of you - perspectives on designing services in a welfare state**

Ida Vesterdal - Service Design - what do we want it to be known for

Francis D'Silva - Innovation in health services (tentative title)

Kaja Misvær - A comparison of public service and commercial design projects (tentative title)

Bjørn Tennøe and Kjersti Corneliussen: Civic services on an infrastructure founded on search

- Design challenge - All day

Zoot, DesignIT and Live|Work together with others will be participating in the design challenge on day 2. You are welcome to spend time together with them during the day on a drop-in basis. More information will be available about this, closer to the date.

- Conference Dinner 7pm

We have arranged for an interesting and eventful conference dinner. Following on from the theme of the conference our expert food dethinker/rethinker and well known cook Tore Namstad, will guide us through a very topical evening. In addition, the results from the service design challenge will be presented.

Details subject to change.

DAY 3: RESEARCH DAY

A day to discuss research into Service Design and design-related service innovation. This day will present ongoing and completed research into service design.

Plenary papers:

1. Participative, Co-operative, Emancipatory: From participatory design to service design	Stefan Holmlid. Linköping University
2. Warts-and-all: The real practice of service design	Yoko Akama. RMIT University
3. Bridging the gap between brand strategy and customer experience. The target experience tool.	Simon Clatworthy. Oslo School of Architecture and Design (AHO)
4. Beyond the Experience. In search of an operative paradigm for the industrialisation of services	Nicola Morelli. Aalborg University.

Parallel session: Service Design Thinking, Service Design Leadership and Service Design Management

1. Exploring Overlaps and Differences of Service Dominant Logic and DesignThinking	Katarina Wetter Edman, University of Gothenburg
2. Service Design Leadership at the fuzzy front end of innovation	Judith Gloppen. Oslo School of Architecture and Design (AHO)
3. Mind the Gap: principles and practices in managing service design	Qin Han. University of Dundee

Parallel session: Prototyping and conceptualising services

1. Examples in Service Design: Tools for Communication and Setting for Stories	Johan Blomkvist and Stefan Holmlid. Linköping University
2. A Character Game: Gaining Inspiration and Empathy from User Data.	Kirsikka Vaajakallio, Peter Kaario. UIAH Vesa Kantola, Kai Kuikkaniemi, Vilma Lehtinen. Helsinki University of Technology
3. Conceptualising Services - Servicing Conceptualisation	Christian Tollestrup. University of Aalborg

Parallel session: Visualisation during the Service Design process

1. Visualtiles: Communication Tools for Service Design	Chiara Diana, Elena Pacenti, Roberta Tassi. Domus Academy
2. Visualizations as Tools for Communication	Fabian Segelström. Linköping University
3. Designing for a Car Park Operator: A Case Study with Multiple Actors	Olof Arnell, Natalia Gonzalez, Ingrid Mårtensson, Thomas Wreiner, Stefan Holmlid, Fabian Segelström. Linköping University

Parallel session: Social Engagement and Co-Creation

1. Co-Designing Sustainable Solutions -
Combining Service Design
and Change Laboratory

**Satu-Mari Korhonen
and Juha Kronkvist. UIAH**

2. Unravelling the Mystery: Love Lewisham. Improv-
ing stakeholder satisfaction
in local government services

**Alison Prendiville.
University of the Arts, London**

3. Clinicians as Service Designers?
Reflections on current transformation
in the UK health services

**Valerie Carr, Monica Buscher, Rachel
Cooper,
Sabine Junginger,
Daniela Sangiorgi.
Lancaster University.**

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