Definition of Service Design

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Aim and objectives

- In this presentation, we shall introduce what service is, what are the possible services into a museum context and what are the goals of a service design planning

- At the end of this presentation, you will be able to:

  - Define the fundamental elements of Service Design

  - Define what service is

  - Understand which are the possible services into a museum context

  - Understand the importance of touchpoints in Service Design

Terms and keywords

- Service

- Service Design

- Museum Services

- User-centered service

- Touchpoints

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SERVICE

What is a "service"?

"Service bell", kosbrick – Flickr

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Service

"Any activity or benefit that one party can give to another, that is essentially intangible and does not result in the ownership of anything" (Philip Kotler)

So the 'service' is an **intangible product** we experience through multiple touch-points and channels.

"Mark", Geralt - Pixabay

SERVICE DESIGN

What is a "service design"?

Service Design

Planning a "Service Design" is designing and arranging the **interaction between a service provider and end-users**, with the use of creative processes, methods, and phases.

"UX", FirmBee - Pixabay

Service Design in a Museum Context

Most of the times, museum visitors don't buy a physical product, but the experience of visiting the museum. So, in this case, service design coincides with the design of the experience of the visitors.

Kinds of possible services into a museum:

- a service provided during a tour that influences the direct experience
- a tourist guide, physical or digital
- indications to better orientate yourself in an exhibition
- a duplicate exhibition to allow visitors to touch the sculptures,
- the use of 3D hologram exhibitions to restore the real scenes of a work that is not physically present
- etc… etc…

Service Design Goal

Designing innovative systems so the clients can deliver the best possible services and can have **the best experience** about the fruition of a service/product.

"Customer", geralt - Pixabay

The importance of 'touchpoints'

Each service, by its nature, is '**immaterial**'. In fact a service has the 'appearance of immateriality' because it cannot be touched, seen, tasted and tested before it is used.

Since Service Design aims to realize a user-centered service, it's important to create some **touchpoints** to link organization/museum and user.

In fact, the more the service is immaterial, the more its touchpoints have a physical nature to establish the presence of the service, **making it tangible**, and allowing the user to interact with it.

Touchpoints can be **analog** (the point of sale, technical office, SMS, fax, telephone, print media) or **digital** (social networks, website, email, chat, chatbot).

"Social Media", geralt - Pixabay

Synopsis

- This presentation was about the definition of service and service design, focusing on the immateriality of services and on the touchpoints as a material link between organization/museum and users. The service, in fact, has to be user-centered.

- Now that you finished watching it, you should be able to:
    - Define the fundamental elements of Service Design
    - Define what a Service is
    - Understand the possible services into a museum context
    - Understand the importance of touchpoints in Service Design

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Presenter's bio page

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Giorgia Martino graduated in Communication Sciences at the "La Sapienza" University of Rome, then achieving the Master of Digital Marketing and Communication at the "Il Sole 24 ORE Business School" in Milan.

Subscribed to the journalists' order of Lazio, she has collaborated and collaborates with various online and printed magazines about health, wellness and environment, as well as with NGO press offices and healthcare communication agencies.

Currently, she is a research associated at Link Campus University in the project entitled "SDG (Sustainable Development Goals) as an element of aggregation and development. In institutional, corporate and social fields in Italy".

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Thank you for your attention!

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