

LEVEL	2
LEARNING OUTCOME	LO5 The student can produce, present and implement a sustainability-driven business plan
SPECIFIC LEARNING OUTCOME	2.5.2 Student can use given service design tools to support business model innovation
KEYWORDS	Service design, design methods, service design tools, business model innovation
INTRODUCTION	You will make a service design plan based on your own business idea. The aim is to further develop your business idea. You can use different tools for implementation.
HOW TO WORK WITH THIS MATERIAL	<ul style="list-style-type: none"> • Watch the video about service design • Choose a tool, follow the steps and make a service design plan based on your own business idea
TIMING	aprox. 3 hours



Specific Learning Outcome:
Student can use service design to support business
model innovation

Sustainability-driven Entrepreneurship-project



Service Design

Service Design means the innovation, development and design of services using design methods.

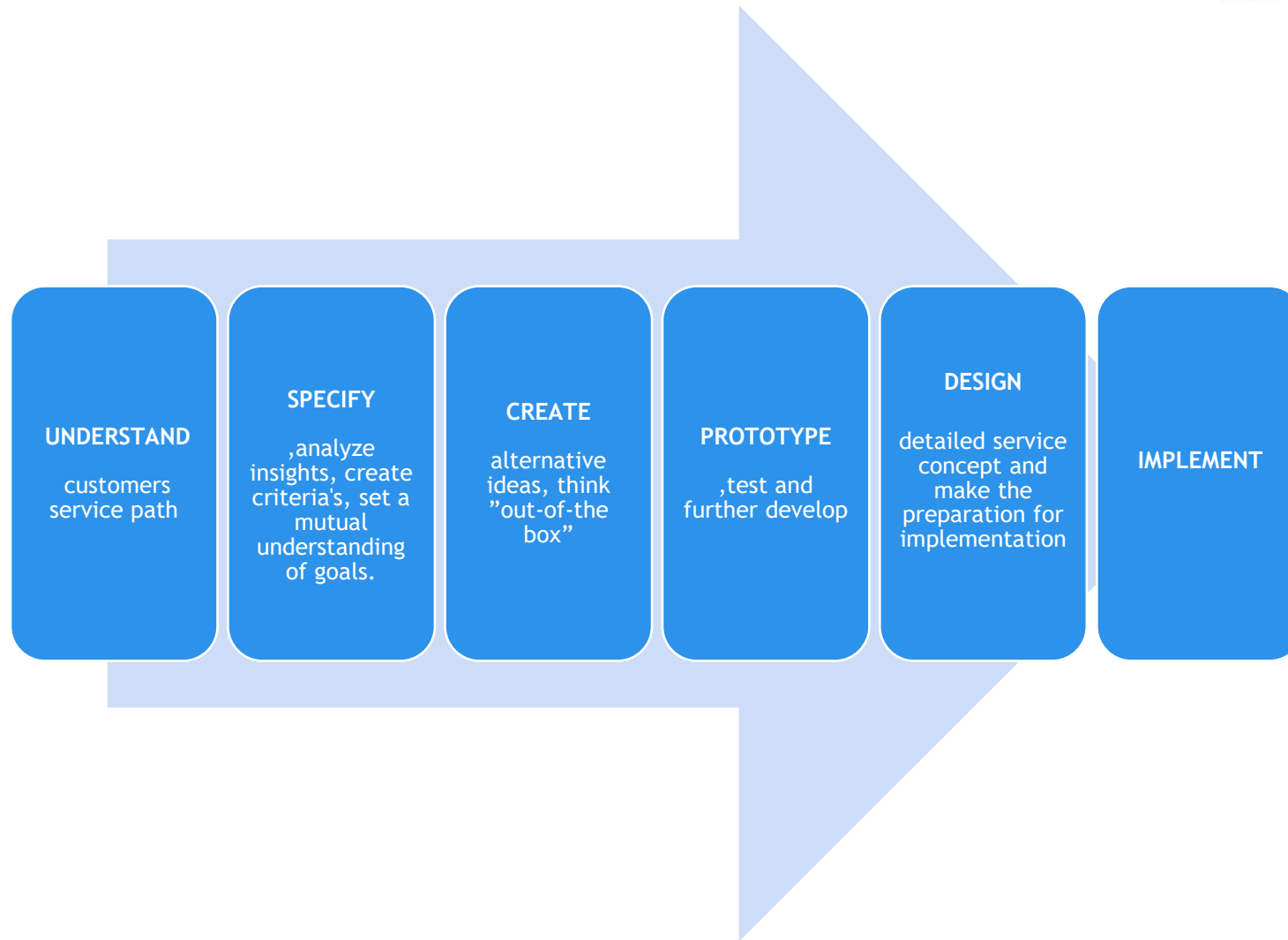
The main goal of service design is user-oriented design of the service experience so that the service meets both the needs of the users and the business objectives of the service provider.



The building blocks of the customer service experience are service touchpoints, service moments and service string (customer journey).



General stages of a service design project



Watch the video: <https://www.youtube.com/watch?v=BeEUemtdoJQ>



Make a service design plan based on your own business idea

You can use different tools:

<https://servicedesigntools.org/>

<https://servicedesigntoolkit.org/index.html>

Additional source:

<https://www.designcouncil.org.uk/sites/default/files/asset/document/Design%20methods%20for%20developing%20services.pdf>



Follow these steps, use some service design tools and make a service design plan. Use this plan to support the creation of your business plan.

- 1. step: Understand customers service path
- 2. step: Specify ,analyze insights, create criteria's, set a mutual understanding of goals.
- 3. step: Create alternative ideas, think "out-of-the box"
- 4. step: Prototype ,test and further develop
- 5. step: Design detailed service concept and make the preparation for implementation

The aim of this assignment is to
further develop your business idea

