Service design integration with business development: Six Finnish case studies of digital service development

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Six Finnish Case Studies of Digital Service Development
Greetings from University of Lapland, Rovaniemi!

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Introduction

• Research aim is to define the object of service design in digital business in Finland.

• Practical aim is to support the emergence of customer understanding in company’s service delivery processes with help of service design and design tools?
Professor Satu Miettinen on Service Design in Digital Business
Data

- Six company cases in software, manufacturing and tourism.

- Focus on the Finnish software intensive companies participating in a four-year program Need for Speed (2014-2017) coordinated by the Finnish Strategic Centre for Science, Technology and Innovation, DIGILE.
Case Study Method

- Commonly used when studying companies and organizational behaviour.

- Qualitative data can be gathered as texts, pictures, videos and field notes through participatory observation.

- To study what people say, do and make (Sanders 2003).
Simulating fire brigade communication process in Service Innovation Corner (SINCO)
The Object of Service Design is Value Co-Creation.
Stakeholders Map
Stakeholder Engagement

- Experience prototyping and value co-creation sessions help in decision making and evaluation.

- Emotional value for any stakeholder is conveyed through personally experiencing the prototypes.

- A dedicated place and time for prototyping, a skilled facilitator, and the active participation of stakeholders are the practical premises for co-creation sessions.
Thank you!

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