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Doing was written as a collaborative book. Its four primary authors Marc Stickdorn, Adam Lawrence, Marckus Hormess and Jakob Schneider are recognised experts in the field. Other contributors from across different industries also helped by writing excerpts and in some cases chapters.

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10 years ago the book “this is service design thinking” became something like the Bible for designers that were interested in designing services. A lot has changed since then and this is the Bible #2 that has come to pave the way for more to come.

**This Is Service**

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## **Design Doing: Applying Service Design ...**

Over 15 years in the global design and innovation industry brought us all together.

Together, our aim is to reshape how we teach strategic design. Our team is made up of world renowned service designers, product managers, user experience practitioners, design researchers, and

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design thinkers. Our goal is not to create new labels.

**This is Doing —  
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Service design and design thinking are important tools in modern product and technology management. This book provides a solid reference for the techniques and

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approaches used in service design. The different 54 techniques are covered in a consistent pattern covering about 3 to 4 pages each.

**This Is Service Design Methods: A Companion to This Is**

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“Service design helps organizations see their services from a customer perspective.

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It is an approach to designing services that balances the needs of the customer with the needs of the business, aiming to create seamless and quality service experiences.

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business analysts and other practices as it borrows from across different disciplines. The book is divided into several sections. The first section creates the framework.

**This Is Service Design Doing: Using Research and Customer ...**

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This is Service Design Thinking outlines a contemporary approach for service innovation. Service design and design thinking are lately evolving into buzz...

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This is Service Design Doing - the book "This is Service Design Doing" is a fully illustrated book that explains how to "do" service design. It was not written in the usual way, but developed in a co-creative, prototype-based process with the experience and contributions of more than 300 service design practitioners and their clients.

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perform all of the main service design methods, implement concepts in reality, and embed service design ...

**This Is Service Design Doing [Book] - O'Reilly Media**

They can be used to design unique services or service components which will stand out from the competition, or to optimise existing services around what

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the customer really wants, cutting away wasteful effort and concentrating on a unique customer experience across various on- and offline channels.

**this is service design doing - curriculum**

“Service design applies design thinking to services and focuses on doing (not just talking). Service design skills are useful

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because they can transform employees and managers to be truly user-centered.” —  
Julia Pahl-Schoenbein  
Senior project leader  
for business  
development, Germany

## **1. Why Service Design? - This Is Service Design Doing [Book]**

The focus of the book is to provide a framework for “doing” service design. Much of

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the content will be familiar to academics, business analysts and other practices as it borrows from across different disciplines.

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new sequel to “This is Service Design Thinking”. In this short film, the four main authors tell you more about the book and it’s story. And they have a...

**Out now: This is Service Design Doing (2018)**

This is Service Design Doing introduces an inter-disciplinary approach to designing services. It's the



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second book from the authors of This is Service Design Thinking. Great customer experience needs a common language across disciplines to break down the silos within an organization.

### **This is Service Design Doing - mr. THINKR**

This is the first comprehensive book on how to actually "do"

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service design to improve the quality and the interaction between service providers and customers. You ll learn specific facilitation guidelines on how to run workshops, perform all of the main service design methods, implement concepts in reali

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