



# Service Design: From Insight to Implementation

By Andy Polaine, Lavrans Løvlie, Ben Reason

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We have unsatisfactory experiences when we use banks, buses, health services and insurance companies. They don't make us feel happier or richer. Why are they not designed as well as the products we love to use such as an Apple iPod or a BMW? The 'developed' world has moved beyond the industrial mindset of products and the majority of 'products' that we encounter are actually parts of a larger service network. These services comprise people, technology, places, time and objects that form the entire service experience. In most cases some of the touchpoints are designed, but in many situations the service as a complete ecology just "happens" and is not consciously designed at all, which is why they don't feel like iPods or BMWs. One of the goals of service design is to redress this imbalance and to design services that have the same appeal and experience as the products we love, whether it is buying insurance, going on holiday, filling in a tax return, or having a heart transplant. Another important aspect of service design is its potential for design innovation and intervention in the big issues facing us, such as transport, sustainability, government, finance, communications and healthcare. Given that we live in a service and information age, a practical, thoughtful book about how to design better services is urgently needed.

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## Bibliography

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### **Editorial Review**

#### Review

For anyone making the journey into the world of service design, this book, informed by its authors' hard-won knowledge and field experience, should be your first stop. --Jesse James Garrett, author of *The Elements of User Experience*

This book is a great introduction to service design by people who shaped this approach from its early years on. It explains many established tools and methods with encouraging real-life cases. The authors succeed in generating a mix of inspiring hands-on examples that motivates the reader to instantly try some of the methods, while its content is based on well-researched scholarly literature. --Marc Stickdorn, editor and co-author of *This Is Service Design Thinking*

An easy-to-read introduction to service design, with great examples from one of the world's leading service design agencies. A 'must read' for anyone who wants to become familiar with service design in theory, methods, and practice! --Prof. Birgit Mager, President, Service Design Network gGmbH

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#### About the Author

The book is a collaboration between Andy Polaine and live|work founders, Ben Reason and Lavrans Løvlie. live|work are regarded as one of pioneers of Service Design as a discipline and one of the leading agencies working in service design and innovation. Their work and writing has been featured in numerous publications and books. Andy Polaine has many years' experience as an interaction designer and lecturer and now researches and teaches Service Design in Switzerland. He has also worked as a design journalist for over a decade.

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**Gary Ritchie:**

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**Olivia Dickert:**

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