

1**Challenges in designing and scaling up community services [Texto impreso] / Nicola Morelli**

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización y/o acceso electrónico están accesibles a través del enlace al título de la publicación.

References: p. 288-289

This paper is based on two European Union-funded projects: 'Life 2.0', which was recently completed, and 'My Neighbourhood', which is still ongoing. The goal of the former was to create location-based and socially networked services to support elderly people in living independently. The aim of the latter is to develop a platform to activate hidden or latent resources in neighbourhoods. Both of the projects are an application of service design to the public sector and together provide useful insights about designing and scaling up highly localized and personalized services and service platforms. While several analogies can be found between the existing generation of social networking platforms and the services proposed in these projects, there are also several important differences that challenge the way local and individual services should be designed in the perspective of being scaled up to larger contexts. This paper reflects on the lesson learned from the work undertaken so far and proposes criteria and hypotheses for the diffusion of these types of services.

The design journal. -- 2015 (June), v.18, n.2, p. 269-290

1. Community services 2. Local services 3. Personalized services 4. Service design 5. Service scalability

2**A design anthropology of place in service design [Texto impreso]: a methodological reflection / Alison Prendiville**

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización y/o acceso electrónico están accesibles a través del enlace al título de la publicación.

References: p. 206-208

This paper proposes adopting a Design Anthropology perspective when considering the design of community based services for the elderly. Drawing on two Service Design projects located in the Byker area of Newcastle, which brought together Ordnance Survey, Age UK Newcastle and a Service Design postgraduate Masters programme, this perspective utilizes anthropology's ethnographic method and a specific anthropological theory, to expand Service Design discourses and reframe the importance of place and place-making in the design of community services. The paper is informed by Tim Ingold and a phenomenological perspective to explore notions of life as lived to reveal alternative conceptual frames that can often be overlooked in Service Design. These methods, and concepts adopted from anthropology, both reveal and theorize the messiness of everyday life. The work goes on to examine the challenges to commensurate these community practices, with the values that the research revealed and to integrate them into viable services of the elderly

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1. Design anthropology 2. Phenomenology 3. Service design

3**Experience-based co-design and healthcare improvement [Texto impreso] : realizing participatory design in the public sector / Sara Donetto, Paola Pierri, Vicki Tsianakas, Glenn Robert**

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización y/o acceso electrónico están accesibles a través del enlace al título de la publicación.

References: p. 244-247

Over the last decade, growing attention has been paid to the potential value of design theory and practice in improving public services. Experience-based Co-design (EBCD) is a participatory research approach that draws upon design tools and ways of thinking in order to bring healthcare staff and patients together to improve the quality of care. The co-design process that is integral to EBCD is powerful but also challenging, as it requires both staff and patients to renegotiate their roles and expectations as part of a reconfiguration of the relationships of power between citizens and public services. In this paper, we reflect upon the implementation and adaptation of EBCD in a variety of projects and on the challenges of co-design work within healthcare settings. Our discussion aims to contribute to the growing field of service design and to encourage further research into how co-design processes shape - and are shaped by - the power relations that characterize contemporary public services.

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1. Experience-based co-design 2. Healthcare organizations 3. Participatory design

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Fragile Liaisons [Texto impreso] : challenges in cross-organizational service networks and the role of design / Jaana Hyvärinen, Jung-Joo Lee, Tuuli Mattelmäki

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References: p. 266-267

This paper portrays cross-organizational collaboration in service networks as a new challenging context for service design. The paper reflects on the role of cross-organizational service networks in a Finnish municipality-initiated research and development project. The project sought to develop new practices for supporting independent living for the elderly involving diverse organizations across public, private and third sectors. The intent was to apply collaborative and customer-centred service development. For this paper, interviews were reviewed from 16 project participants to find out how they perceived cross-organizational collaboration and the role of service design in this project. From these findings, we identified barriers to collaborations that originated in tensions between different organizations and structural and situational barriers that sometimes could be traced to specific mindsets on an organizational level. Based on the insights from these interviews, we explain how service design may contribute to enhancing collaborative developments within and across cross-organizational service networks.

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1. Service networks 2. Organizational change 3. Design for services

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Organizational design legacies and service design [Texto impreso] / Sabine Junginger

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References: p. 224-225

This paper suggests that service designers need to worry less about embedding design in the organization and pay more attention to organizational design legacies that are already in place – those design principles, methods and practices that are already deeply embedded in organizational life. These design legacies, however flawed and poorly suited, need to be articulated, visualized and engaged with to effect real change in real organizations. Accordingly, this paper explains why and how design is part of the organizational DNA. It then introduces the concept of organizational design legacies and explains three of its elements: organizational purpose, organizational design approaches and organizational design practices. Finally, it calls on service designers to initiate design conversations and provides two examples of design conversation pieces to illustrate how this may be done. The purpose of the paper is to show how service designers may engage organizations they work with in high-level transformational thinking around their own design activities.

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1. Conversation pieces 2. Core organizational activities 3. Design legacies 4. Design conversations 5. Service design

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Towards an anthropology of services [Texto impreso] / Jeanette Blomberg, Chuck Darrah

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización y/o acceso electrónico están accesibles a través del enlace al título de la publicación.

References: p. 187-191

This paper proposes an anthropology of services with implications for service science and design. Contemporary services are often presented as a rupture with previous economic regimes such as manufacturing, a discontinuity that allows services to be conceptualized as a professional domain. We argue instead that services have long characterized the human condition and that they are always embedded in local contexts. An anthropology of services explicates these social contexts to develop more varied and grounded approaches to service encounters, notions of co-production and co-creation, value propositions and service systems. Paradoxically, an anthropology of services draws attention to the conceptual and methodological messiness of service worlds and in doing so it contributes to expanding our understanding of the variety of services, the limits to their conceptualization as objects of design and the possibilities for intervening in and around them to contribute to human betterment.

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1. Anthropology 2. Human condition 3. Service concept