

THE MASTER PROGRAMME IN BUSINESS & DESIGN AND BUSINESS & DESIGN LAB WELCOME YOU TO AN ACTIVE CONFERENCE ON SERVICE DESIGN 23-24TH OF MARCH 2009

Where: Handelshögskolan vid Göteborgs universitet, Vasagatan 1, room B32

23rd March Service Design in research, what does it tell us?

- 08.30-09.00 **Registration**
- 09.00-09.10 **Welcome**
Ulla Johansson, Business and Design Lab, University of Gothenburg
- 09.10-09.40 **Why does business need to pay attention to the Design of Services?**
Stefan Holmlid, Linköping University
Katarina Wetter Edman, Business and Design Lab, University of Gothenburg
Ulla Johansson
- 09.40-10.00 **Coffee**
- 10.00-12:00 **Theoretical perspectives on Service design**
Daniela Sangiorgi, Lancaster University, UK
- 12:00-13:00 **LUNCH**
- 13:00-14.30 **Towards a holistic view upon products and services – Product-Service- System**
Nicola Morelli, Aalborg University
- 14.30-15.00 **Coffee**
- 15.00-16.00 **Co-creation panels– a service design tool**
The participants take part in practical exercise.
- 16.00-17.00 **Summary and reflections conclude the day**
Henning Eklund, Master Programme in Business & Design, University of Gothenburg
together with the participants and the speakers of the day.
- 17.00-18.00 **Mingle – get together**

24th March Examples from the field: Service design cases from business and the public sector

- 09.00-09.10 **Welcome day 2**
Ulla Johansson
- 09.10-11.00 **From industry to services. Examples of how we work with service design projects**
Daniel Höglund & Siamak Tahmoresnia, Ergonomidesign
- 11.00-12.00 **How does service designers actually work with user involvement?**
Fabian Segelström, Linköpings Universitet
- 12.00-13.30 **Lunch + Service Safari**
- 13.30-16.00 **Service design for the public sector**
How design services for health care and social innovation?
Julia Schaeper, NHS Institute, UK
- 16.00-16.30 **Service evidence – an evidence of the delivered service**
Stefan Holmlid and Katarina Wetter Edman

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Ergonomidesign is Sweden's oldest industrial design company and was founded in the mid 60's. With a tradition in product design they are moving to also include service design. They are research partners to Business and Design Lab in the service design sector. Daniel Höglund trained Industrial Designer MFA he works as Design Strategist at Ergonomidesign. Siamak Tahmoresnia is responsible for Service Design at Ergonomidesign. He is Graphic Designer BA and has previously worked with the bank SEB and all their digital presence. www.ergonomidesign.com

Henning Eklund is senior lecturer in Design at HDK, School of Design & Crafts, Gothenburg University and Head of Department at the Master Programme in Business & Design. www.hdk.gu.se

Stefan Holmlid is assistant professor in interaction- and service design at Linköpings universitet. Stefan heads a research group focusing on design thinking, design methods and design action in services and early stages of innovation. He is a founding member of the Service Design Network. www.ida.liu.se/~ixs/

Ulla Johansson is associate professor in management and director of Business & Design Lab. Her research covers design management studies, gender and organizations, irony as a critical academic perspective. She is heavily involved in doctoral education and in the intersections between education, research and experiments that are in the benefit of regional development. www.handels.gu.se/design

Nicola Morelli is a senior lecturer in design. His dissertation was made in Italy and he has lectured and done research in Australia and he currently works at the school of Architecture and Design at Aalborg University, Denmark. His focus and research interest is mainly an action-theoretical view on services.

Daniela Sangiorgi is a researcher at Lancaster University. Her research focuses on Service Design, which was also her PhD topic. She has investigated services as complex social systems, proposing holistic and participatory approaches to service design, to integrate different stakeholders' perspectives in the design process. In her most recent work, she focuses on the applications and implications of "Personalization" and "Participation" in the design and supply of services. www.lancs.ac.uk/imagination/people/daniela_sangiorgi

Julia Schaeper is service designer at the NHS Institute. She holds a Master of European Design degree from The Glasgow School of Art. She is interested in using design to re-think and transform aspects of the public sector, creating real and long lasting benefits for people's lives. She previously worked for Engine Service design and there she has worked on service design projects across sectors with clients including Norwich Union, Orange, NESTA, the AA, the East Lincolnshire Primary Care Trust and Bucks County Council.

Fabian Segelström is a PhD-student at Linköping University, working in the IxS-research group. He holds a MSc in Design and a BA in Cognitive Science. His research focuses on different aspects of how Service designers build up an understanding of the users' lives during the early phases of the design process.

Katarina Wetter Edman is industrial designer MFA, educated at HDK and PhD student at Business & Design Lab. Her research interest concerns how design methods can be used in the early phases, the so called "Fuzzy Front End", of innovation processes, which are central for the outcome.

Business & Design Lab is a platform and meeting point for integration of the field of strategic design with different management areas such as strategy, marketing, leadership, and accounting. www.hgu.gu.se

Master Programme in Business & Design is a 2-year Master Programme runned by HDK - The School of Design and Crafts in association with the School of Business, Economics and Law at Gothenburg University. The programme is designed for students and professionals who have different educational backgrounds but a common interest in working strategically with design. www.hdk.gu.se

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