UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

# COURSE SYLLABUS

# Services Analysis and Planning Workshop

**2324-1-F6302N004**

## Learning area

The Service Analysis and Design laboratory offers MAGES first year students the opportunity to learn and experience a design methodology linked to the analysis, conception, development and prototyping of a new service directly in the field.

## Learning objectives

Service Design aims to identify innovative solutions that can satisfy expressed and unexpressed needs, thereby improving the experience (in terms of quality and interaction) of the users of the service. What is a service today? A hospital, a school, but also microcredit, bike-sharing, Starbucks, Spotify, Netflix and Satispay. Within the laboratory we will work on the concept of service as a procedural type of activity aimed at organizing people, infrastructures, tangible and intangible components in order to solve simple or complex problems.

Students will be required to use the design thinking methodology to develop their creative and design skills.

## Contents

Divided into groups of 4-5 people, students will develop project proposals to promote new services linked to a specific project (which will be defined in the classroom).

Their work will develop in the following ways:

- a series of lectures (topics covered: design thinking, qualitative research and user observation, project proposal, prototyping, final presentation)

- a qualitative research in the field carried out by the students using different study techniques (shadowing, focus groups, interviews and cultural probes)
- weekly reviews and presentations in order to monitor the entire design process

## Detailed program

After a theoretical introduction aimed at standardizing the level of knowledge of the subject, students will begin a design path that will lead them to develop, albeit in a simplified way, an innovative service.

Each group will have to work on the design and implementation of a new service that can effectively solve a problem linked to one or more contexts suggested by the teacher (for example, but not necessarily, the Bicocca context: access to information, food, mobility, culture etc ..)
To do this, a series of exercises will be carried out on:

- an in-depth analysis of the relevant issues for intervention, through different research methods designed to identify unmet needs, understand phenomena and trends;
- the conception of hypothetical service solutions, through brainstorming activities and creative workshops;
- the design of the basic structure of the service, through the analysis and organization of its elements;
- the study of the user experience, through analysis of scenarios and dedicated interfaces;
- the feasibility of the business idea;
- the communication of the service idea, through storytelling and presentation activities (visual or otherwise).

At the end of the workshop, each group will present the new service idea in order to obtain an evaluation of the effectiveness and feasibility of the proposed solution.

## Prerequisites

Good learning, writing and oral communication skills, basic computer skills: browsing websites, power point presentations (or other programs).

## Teaching methods

The laboratory is offered in blended learning mode, or alternating classroom moments with moments in which activities are carried out remotely using the e-learning platform.
Students will be offered theoretical lectures and design exercises to be carried out in small groups. There will be moments of review in the classroom and online.

## Assessment methods

A pass grade will be acquired through presence in the classroom of not less than 75% of the expected number of hours and final discussion on the laboratory activities carried out in groups during the course.

Specifically, the projects will be evaluated according to the following parameters:

- project proposal: concept, complexity, feasibility and prototype
- research report
- participation in the classroom
- exhibition and final presentation

** LABORATORY PASS FOR NON ATTENDING STUDENTS **

Non-attending students are required to write a written paper of at least 30,000 characters (including spaces) and a maximum of 50,000 characters (including spaces).

Specifically, students must:

- Present a benchmark by analyzing 8 urban forestry projects, similar to Forestami (national and international cases) using freely available sources.
- Present a benchmark by analyzing 8 projects similar to Vivaio Bicocca (national and international cases) using freely available sources.
- Analyze and describe the co-design techniques that could be adopted to involve citizens in the co-design of the Bicocca nursery using the techniques and research tools (Quantitative Research Methods) presented in the slides of the second lesson of the course.
- Submit a proposal for activities / services that could be carried out within the Bicocca nursery (as detailed as possible).

Parallel to the written report, students must prepare a presentation in pdf format of a maximum of 15 slides illustrating the last two points of the report:

- Bicocca nursery design techniques
- proposal of an activity in the Bicocca nursery.

The report and presentation must be sent to the teacher at least one week before the exam.

## Textbooks and Reading Materials

*Management e design dei servizi: Strumenti e percorsi di analisi e progettazione innovativa condivisa*, Cavenago, Marafioti.

*User Experience Design. Progettare esperienze di valore per utenti e aziende*, Bottà.

*This Is Service Design Doing: Applying Service Design Thinking in the Real World: Applying Service Design Thinking in the Real World: A Practitioners' Handbook,* Marc Stickdorn, Markus Edgar Hormess, Adam Lawrence, Jakob Schneider.

*An Introduction to Service Design: Designing the Invisible*, Lara Perin.

*Service Design: 250 essential methods*, Robert A. Curedale.

## Sustainable Development Goals

INDUSTRY, INNOVATION AND INFRASTRUCTURE