



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Laboratorio Interdisciplinare di Analisi e Progettazione dei Servizi

2425-1-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

Prerequisites

Teaching methods

Assessment methods

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
