

Touchpoint service design in global context

触点

服务设计的全球语境

王国胜 主编

[德] Birgit Mager 荣誉主编



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简介

《触点·服务设计的全球语境》由国际服务设计联盟(北京)(SDN Beijing)组织编辑, SDN Beijing 主席王国胜担任主编, SDN 主席 Mager Brigit、《Touchpoint》主编 Jesse Grimes 参与共同编辑。受中国工业设计协会邀约, 本书于 2016 年 12 月杭州举办的世界设计大会(WIDC)上发布。

本书收录了 27 篇服务设计领域的中外论文, 其中包含从《Touchpoint》中精选的 20 篇顶尖文章, 《Touchpoint》是国际服务设计联盟 SDN(Service Design Network)主办的国际权威学术刊物, 该刊创办于 2009 年, 是全球第一个服务设计期刊。

Introduction

Touchpoint – Service Design in Global Context is organized and edited by international Service Design Network (SDN Beijing), with Guosheng Wang as the chief editor. SDN president Mager Brigit and the chief editor of Touchpoint will serve as the co-editors. This special issue will be released at the WIDC (World Industrial Design Conference) which is to be held in Hangzhou in December, 2016. The releasing of this publication is invited by China Industrial Design Association.

27 articles in service design sector from home and abroad included in the special issue, among which 20 profound articles are selected from Touchpoint. Launched by Service Design Network (SDN) in 2009, Touchpoint is the world's first ever service design journal.

序

二百多年前,源于英国的工业革命带来了制造技术的持续进步。接着,美国的商业化、大批量生产促进了企业管理的发展,成为推动全球生产力和经济发展的引擎,包豪斯成为了“现代”设计思想的代表。20 世纪后期,以计算机和网络技术为代表的新技术在美国兴起,以知识创新和产业服务化转型为特征的新经济对“当代”设计的概念产生了重大影响。在全球经济发展的过程中,社会化创新很大程度促进了设计文化的繁荣。以知识加工替代物品加工、以服务替代制造的新的产业主流范式越来越清晰,加速了网络化社会的形成。随之,设计将产生范式性转变。

随着信息技术的发展和信息交互设计的崛起,体验经济和体验设计取得了快速的发展。当代设计强调,用户目标就是企业和组织的目标。为此,美国商学院流行着这样一句话——Design is business (设计即生意),这阐明了设计与创新在当代商业和社会中的地位。利益 (Benefit)、体验 (Experience)、效率 (Efficiency),三者构成了描述设计目标的三个重要指标,值此服务设计的概念随之浮现。

服务设计体现出强烈的过程体验特征,使得很多人将体验设计和交互设计理解为服务设计,对服务设计认识得不全面。服务设计很难用一句话描述清楚,它是一个整合的系统,是一种模式(即服务模式 Service model),服务设计师常常从以下几个方面来描述服务系统:服务的价值网络(Stakeholders Value System)、用户的体验路径(Customer Experience Journey)、服务系统和模式(Service System Map)、服务蓝图(Service Blueprint)、服务触点(Service touch-points)。服务模式的实现需要靠有效的组织来实现,具体体现为组织的商业模式(Business Model),基于服务模式的商业模式是服务战略实施的路径。因此,服务设计是从服务模式创新到商业模式创新的必经之路。

服务的价值是由企业或组织与用户的共创行为实现的。这样,我们就可以将服务设计理解为设计一个组织的功能。所以,设计一个服务就不可避免地需要深入触及服务提供的主体(组织和企业)。如果把组织和企业理解为一个具有特定“功能”的产品,同样符合“形式服从功能”的经典设计原则。换言之,就是“组织服从服务”。现在,我们就不难理解“Design is Business(设计即商业)”这句话的含义了。因此,组织创新(Organizational innovation)和商业设计(Business Design)自然就成了今天全世界管理理论与实践探讨的热点话题。因为服务模式与商业模式构成了企业战略,二者即目标与手段的关系;为了达成完整的企业战略规划,设计知识与管理知识的交叉成为了必然。

服务设计是基于新技术和新经济环境下的设计探索与发展。中国 2015 年服务经济的比重超过了 GDP 规模的 50%，中国的设计变革正在拉开序幕。值此全球服务设计方兴未艾之际，《触点》应运而生，本书收录了 SDN 近十年来，全球范围内的服务设计理论与实践的论文和案例，内容涵盖服务设计在商业和公共服务等领域的设计思维、方法及案例，以期关注服务设计与创新的读者提供一个认识服务设计的国际视野。

王国胜 于清华大学美术学院

2016.11.2

Preface

More than two hundred years ago, the Industrial Revolution which started in Great Britain brought about continuous progress in the manufacturing technology. The commercialization and mass production in America promoted the development of corporate management, which became the driving force to push forward the global development of productivity and economy. Bauhaus became the representative of the “modern” design idea. In the late 1900s, the new technologies, represented by computers and the Internet technology, started to rise in America. The new economy featuring in knowledge innovation and industrial service transformation had a significant impact on modern design. In the process of global economic development, the innovation of socialization greatly promoted the prosperity of design culture. The new industrial mainstream paradigm of item processing replaced by knowledge and manufacturing replaced by service has become clearer, which accelerated the formation of network society. The design would have a paradigm shift following the mainstream.

With the development of IT and the emergence of information interactive design, the experience economy and design made a rapid development. The modern design highlighted that customers’ goals are the goals of enterprises and organizations. For this, there is this “Design is business” which is popular among American business schools, which clearly embodied the position of design and innovation in modern business and society. Benefit, Experience and Efficiency jointly constituted the three major indicators that are used to describe the design objectives, which formed the concept of service design.

Service design embodies a strong sense of process experience, which makes many people view experience design and interactive design as service design. This is an incomplete understanding of service design. It is quite difficult to clearly describe service design with one sentence. It is an integrated system or we could say it a model (i.e. Service model). Service designers usually describe service system with the following terms: Stakeholders Value System, Customer Experience Journey, Service System Map, Service Blueprint, Service touch-points. The realization of service model requires an effective organization, which specifically embodied as the Business Model of organization. The business model is based on the service model which is the way to implement service strategy. Therefore, service design is the only and necessary way from service model innovation to business model innovation.

The value of service is realized by the joint creation of the enterprise or the organization and the customer. As a result, we could understand service design as designing an organizational function. Therefore, it is inevitable to design a service with in-depth service principles provided by a subject (an organization or an enterprise). If we take an organization and an enterprise as products with specific “functions”, we can consider such understanding as conformed to the classic designing principle of “form follows function”. In another word, it is “organization follows service”. It is not difficult to understand the connotation of “Design is Business”. Therefore, Organization innovation and Business design naturally becomes today’s hot topics concerning the discussion on global management theories and practice. Service model and business model constitute the corporate strategy. We can also say that the two elements form the relationship of target and means. In order to accomplish a complete corporate strategic planning, strategic plan, the interdisciplinary work of design and management knowledge is necessary.

Service design is the exploration and development in design field that is based on new technology and new economy. China’s service economy in 2015 surpassed 50% of GDP scale, demonstrating that China’s design revolution is unveiling. On the occasion of the flourishing of global service design, the Chinese Edition of Touchpoint comes out at the appropriate time. This book includes articles and case studies of the service design theories and practices in the world for the past 10 years of SDN, covering the designing ideas, methods and cases of service design in the domains of business and public services in order to provide readers who are concerned about service design and innovation an international version on service design knowledge.

Wang Guosheng

In Academy of Arts & Design, Tsinghua University

2016-11-2

序

尽管服务设计还是一个相对年轻的学科，它已然在世界范围内掀起了滔天巨浪。服务设计相关实践大致缘起于 15 年前的英国和西欧。而在过去的 5 年里，它在美国、澳大利亚和巴西等地获得了广泛认可。中国无疑是其下一个令人兴奋的待垦地。2016 年 5 月，在王国胜教授的邀请下，我有幸参与了在深圳举办的全球服务设计创新论坛（Global Service Design Innovation forum），并欣喜地感受到了设计师、商业人士对服务设计的热切关注。此外，在中国，服务设计已如工业设计这些成熟学科一样被认可。这是一个积极的信号。随着中国经济向服务主导型转变，服务设计已准备好不仅在推动企业发展，同时还要在提升医疗、政府和公共部门的服务水平方面发挥它的积极作用。

本书中的部分文章摘自“Touchpoint”，“Touchpoint”由 SDN（Service Design Network，国际服务设计联盟）出版，是一本服务设计领域的国际专业刊物，创刊至今已有八年。SDN 创建于 2004 年，是一个致力于在全球推广和支持服务设计的国际性组织。如果这本书能够说服你去接受服务设计的价值——我希望它可以——我会鼓励你更深入地了解这个领域。目前在北京、上海和台湾都活跃着 SDN 的分部，通过各种社交媒体渠道、内容丰富的网站平台、全球性和地方性的会议组织、案例研究和年度服务设计奖，SDN 给予全球的服务设计团体以更多支持。

谨此为序，预祝服务设计的中国之路越走越宽广。

杰西·格里姆斯

Touchpoint 主编

国际服务设计联盟管理董事会

Preface

While still a relatively young discipline, service design is making waves all around the world. Its practice began in the UK and Western Europe around fifteen years ago. In the last five years, it has earned widespread recognition in the USA, Australia and Brazil. China is certainly its next exciting frontier. In May 2016, at the invitation of Prof. Wang, I was welcomed to speak at the Global Service Design Innovation forum in Shenzhen. The interest in service design by both designers and businesspeople was excellent to see. In addition, the recognition that service design is earning in China amongst well-established disciplines such as industrial design must be a positive sign. As the Chinese economy transitions into a service-led economy, service design stands ready to improve not only businesses, but healthcare, government and the public sector.

A selection of articles in this publication come from Touchpoint, the journal of service design. Touchpoint is already in its eighth year of publication, and is produced by the Service Design Network (SDN). The SDN was established in 2004, and is a global organization dedicated to supporting service design. If this publication convinces you of the value of service design - and I hope it does! - I would encourage you to learn more about the field. Local groups of service designers affiliated with the SDN ("Chapters") exist in Beijing, Shanghai and Taiwan. The SDN supports the global community through active social media channels, a content-rich website, global and local conferences, a case studies archive and an annual Service Design Award. Here's to the continued growth and success of service design in China!

Jesse Grimes
Touchpoint Editor-in-Chief
Management Board, Service Design Network

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