

1. Record Nr.	UNINA9910418354003321
Autore	Morelli Nicola
Titolo	Service Design Capabilities / / by Nicola Morelli, Amalia de Götzen, Luca Simeone
Pubbl/distr/stampa	2020 Cham : , : Springer International Publishing : , : Imprint : Springer, , 2021
ISBN	3-030-56282-4
Edizione	[1st ed. 2021.]
Descrizione fisica	1 online resource (xv, 89 pages) : illustrations, charts; digital, PDF file (s)
Collana	Springer Series in Design and Innovation, , 2661-8192 ; ; 10
Classificazione	BUS070080BUS087000TEC020000
Disciplina	658.514 004.21
Soggetti	Technological innovations Manufactures Service industries Innovation and Technology Management Machines, Tools, Processes Services
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Introduction -- An approach to service design -- Core service design capabilities -- Designing for the level of service as interaction -- Designing for the level of 'service as infrastructure -- Designing for the level of service as systemic institutions -- Navigating service design tools using the map of capabilities -- Beyond this book.
Sommario/riassunto	This open access book discusses service design capabilities in innovation processes, and provides a framework that guides design students, practitioners and researchers towards a better understanding of operational aspects of service design processes. More specifically, it revisits service designers' capabilities in light of the new roles that have opened up in innovation processes on different scales. After years of being inadequately defined, the professional profile of service designers is now taking shape. Today private and public institutions recognize service designers as essential contributors to their innovation

and development processes. What are the capabilities that characterize a service designer? These essential capabilities are what service designers should acquire in their education and can sell when looking for a job.
