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	Autore	Hamid Umar Zakir Abdul
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	Nota di contenuto	Part I. Introduction -- Chapter 1. Introductory Chapter: Service Design for Emerging Technologies Product Development -- Chapter 2. Product Development Challenges for Emerging Technologies and Service Design Roles in Addressing the Issues -- Part II. Frameworks and Research Lenses for Service Design in Emerging Technologies Product Development -- Chapter 3. Historical Perspectives on Service Design and Technology -- Chapter 4. Macro-Trend Study Under Service System: Preliminary Research in Service Innovation and Emerging Technology -- Chapter 5. A Proposed Transformation Service Design Research Framework for Underserved Settings -- Chapter 6. Service Prototypes as the Setting for Product Innovation Agenda -- Chapter 7. Service Design for Medical Devices -- Chapter 8. AI Service Model for the Airline Ecosystem. A Thematic Approach to Service Dominant Logic: Examining State-of-the-art Technologies for Service Centricity --

Chapter 9. Service Design for Older Adults using Smart Digital Appliances: Person-Centred Service Design 4.0 -- Part III. Organizational Transformations and Management for Practicing Service Design -- Chapter 10. Organizational Transformation through In-House Service Design: A Case Study of a Multinational Manufacturing Corporation -- Chapter 11. The Challenges of In-House Service Design in Organizational Transformation: A Case Study of a Multinational Manufacturing Corporation -- Chapter 12. Designing Human and Artificial Intelligence Interactions in Industry X -- Part IV. Case Studies on the Service Design for Emerging Technologies Applications -- Chapter 13. Service Design Methods for the Design of Smart Surfaces -- Chapter 14. A Product-Service System Design Approach for the Frame Innovation of Civil Airliners Catering -- Chapter 15. Towards Adaptive Homes through Transdisciplinary Co-Design - Case SmartLab -- Chapter 16. Co-Designing Person-Centered E-Health Information Services: The Case of Maternal Health Care in Kenya.

| Sommario/riassunto | The productization of emerging technologies related to the Fourth Industrial Revolution (FIR) is now getting more attention across different industries. Compared to the previous industrial transformations that the world has seen which relied on mechanical innovations, the ongoing FIR is seeing software and data-driven products as the foundation. Apart from that, topics such as circular and sustainable economy as well as climate change are also disrupting the industrial ecosystem. For a viable and successful productization of emerging technologies, collaborations between interdisciplinary stakeholders are a necessity. One of the elements that has been identified to facilitate this collaboration is service design. This book aimed to provide comprehensive service design discussions for practitioners in different fields and sectors. The aim is to bridge the knowledge gap between experts in academia, business and product development, among many others, to provide a unified understanding of the importance of service design for the productization of emerging technologies. The book consists of an overview of emerging technologies product development and service design, as well as perspectives from different sectors of the industry. The book is expected to benefit multi-disciplinary researchers, practitioners and general audiences with interests in Service Design for Emerging Technologies. Bridges the knowledge gap between interdisciplinary practitioners about Service Design for emerging technologies productization; Discusses Service Design from different perspectives and angles; Features articles from distinguished global Service Design Experts. |