

NAME

Service Design Toolkit

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SOURCE

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INTRODUCTION

The Service design toolkit is a method for improving the quality of your service. This toolkit is an introduction to the methodology of service design and a practical **do-it-yourself guide**. Designers might use the Service Design Toolkit during the creative process of a project, this document can familiarise you with its purpose.



NOTES

Innovating in services is not new. Every organisation that provides services thinks seriously about improving the quality of its service at some point.

What is new, however, is that in this toolkit innovation is approached from a human-driven way of design thinking. In this method we start from the needs and requirements of users and look for solutions together with these users and other stakeholders. Ideas are swiftly crystallised using photos, drawings and models and systematically reviewed with the users.

The Service Design Toolkit includes:

- A poster with an overview of the service design process
- A manual with an introduction about service design and a step-by-step plan
- A set of 'technique' cards that explain how best to use each technique
- A series of portraits that you can use throughout the development process
- Workshop material for each technique there is material that you can download

USEFUL LINKS

- <http://www.servicedesigntoolkit.org/>