

City as Service:

The potential role of service design in getting people on their bikes



Arkitektur- og designhøgskolen i Oslo

The Oslo School of Architecture and Design



CENTER FOR
SERVICE INNOVATION



Centre for
Design Research



1. Service Design an iterative approach that concerns itself with understanding the user world; perspective, needs, motivations, emotions and experiences
2. Service design engages in sense making to help visualize, understand and then improve complex systems and services
3. Service design uses the concept of 'Value in Use' as way to think beyond the purely physical

How could this approach contribute to other ways of thinking around getting people on their bikes?

What are services?
What is service design?

Services are complex, hybrid artifacts. They are made up of things – places and systems of communication, and interaction – but also of human beings and their organisations. They therefore belong to the physics of nature and technical systems and to biology, but also to sociology and the culture of human beings. Permeated with human activity as they are, with a network of relationships between people, and people and things at their centre, they can never be reduced to the simplicity of mechanical entities.’ (Manzini 2011. P.1.)

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But what is service design?

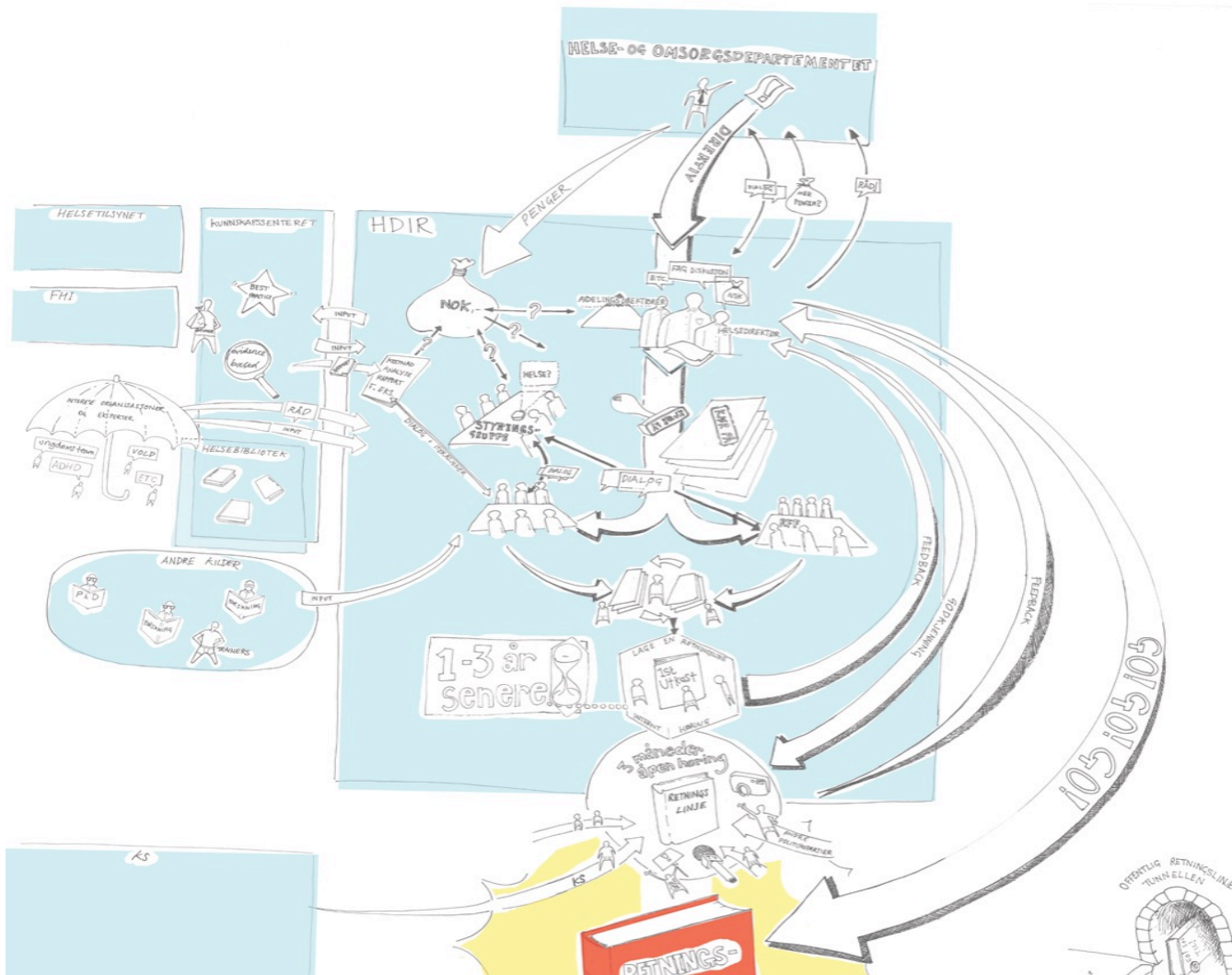
Understanding user needs

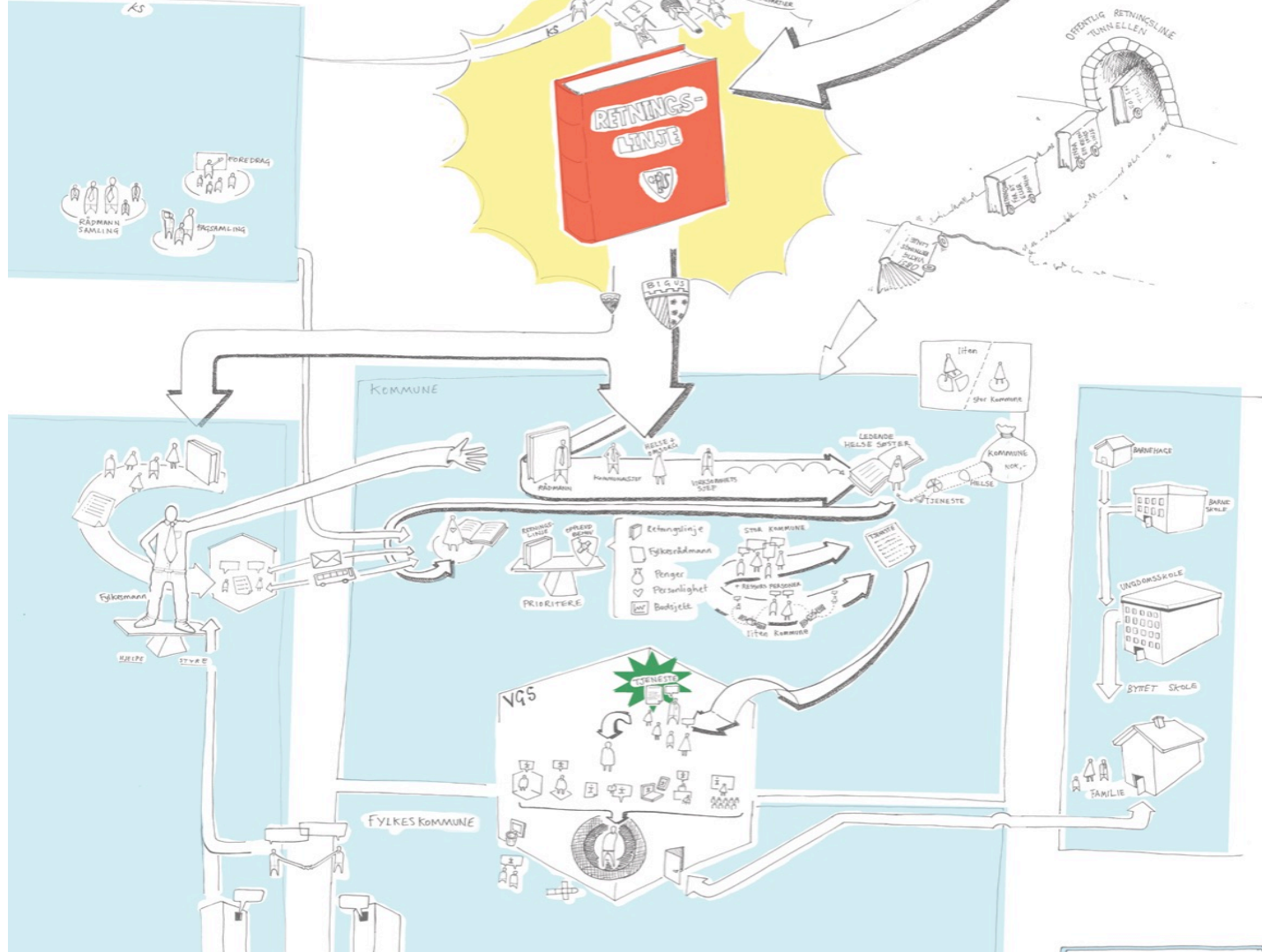
Understood from the user perspective

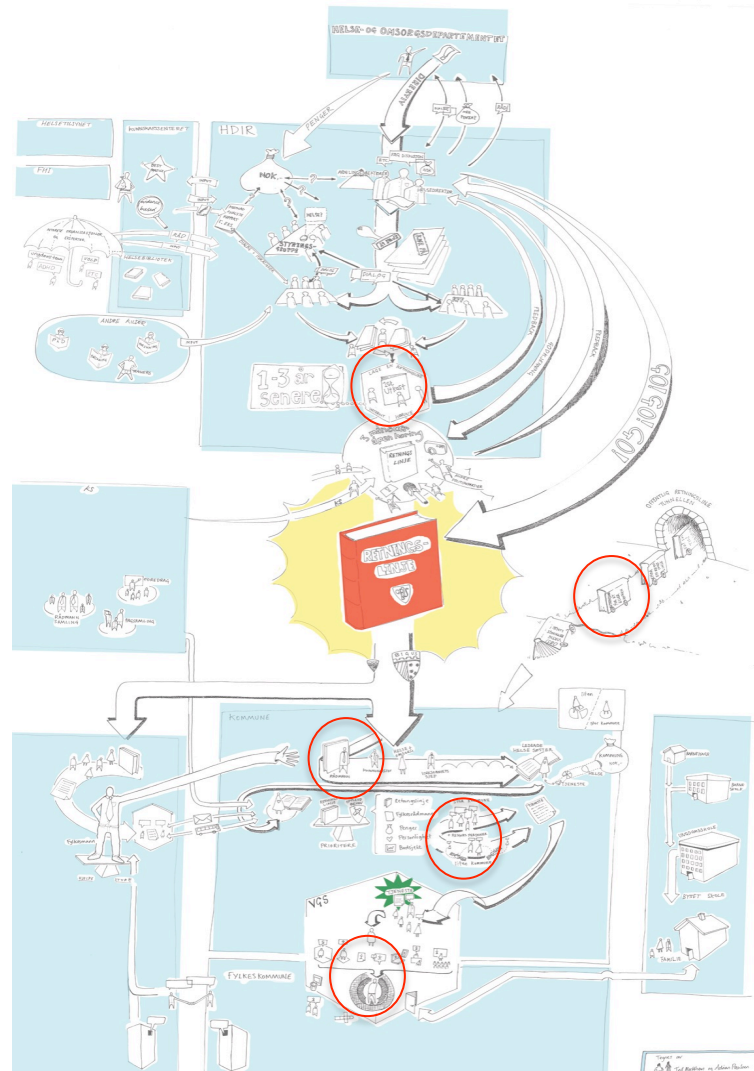
How do we get this insight?

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“Når dere satser på veier og infrastruktur, må dere også tenke på holdningene”

-Bea Ten Tusscher, nederlandske ambassadøren i Norge

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Service Dominant Logic

Vargo & Lusch 2004

'Value in Use'

Who is determining the parameters of that value?

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Don't think physical; Think 'Value in Use'

Housing – Living
Schools – Learning
Hospitals – Health
Transport systems – Mobility

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Thank you
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