THE EVOLUTION OF SERVICE DESIGN

We've said it a million times and we'll say it again: **True Service Design is a Holistic Approach.** But how did Service Design become the umbrella discipline for the creation, optimization and execution of experiences with users and customers?

This timeline features the evolution of service design, highlighting how this methodology emerged, the thought leaders who brought it to life, and how it is recently being leveraged as a business strategy in the world's most competitive companies.

1982

The concept of "service design" and "service blueprints" were founded by Lynn Shostack, a bank executive, owned by marketing and/or management disciplines. She proposed the integration of material components (products) and immaterial components (services).

1984

Shostack's methods were shared in a 1984 "Designing Services That Deliver" Harvard Business Review piece.

Random Fun Fact: George Orwell's famous novel *Nineteen Eighty-Four* was almost set in a different year. Before assigning his fearful prognostications to the year 1984, Orwell tried out 1980 and 1982.

1991

KISD
Köln International School of Design
Institut der Fachhochschule Köln

Service design was first introduced as a design discipline at the Köln International School of Design by Dr. Michael Erlhoff.

2001

Livework was founded in London as the first service design and innovation consultancy.

2003

Engine, an ideation company initially founded in 2000, repositioned themselves as a service design consultancy.

2004

The **Service Design Network** was launched by the Köln International School of Design in collaboration with several other leading European universities, creating a service design community, and further extending the influence of service design to the United States.

2006

Nicola Morelli, Associate Professor at the School of Architecture and Design at Aalborg University proposed three directions for service design methodologies, including **defining actors**, **service scenarios**, and **tools for mapping interactions**.

2009

Lucy Kimbell of Saïd Business School, University of Oxford summed up service design as *"draw[ing] on several traditions including product, environment, experience and interaction design"*

2012

The Savannah College of Art & Design became the first college in the US to offer an accredited Service Design program.

SCAD
The University for Creative Careers

2015

- The Service Design Network partnered with Parsons School of Design to host their annual global conference in New York, convening over 500 global service design leaders.

- Forrester released a powerful report highlighting the growth and development of the service design agency landscape, with a growing cadre of full-service providers.

2019

SERVICE DESIGN

IQPC's Customer Management Practice will host Service Design, gathering fledging and experienced service designers across industries.

LEARN MORE

Join us at Service Design Week!

Service Design Week will gather service design leaders from various functions, silos and disciplines across the flavors of service design. With content for all levels of service design maturity, we look forward to drawing both fledgling and experienced service designers.

REGISTER NOW

Agenda ▶

Email Us ▶

Service Design| October 15-17, 2019 | W Chicago— City Center, Chicago, IL | www.servicedesignweekusa.com