



UNIVERSITI TEKNOLOGI MARA

GDG676: SERVICE DESIGN

Course Name (English)	SERVICE DESIGN APPROVED
Course Code	GDG676
MQF Credit	3
Course Description	This course is designed to let students acquired the needs of customers or participants, so that the design service is user-friendly, competitive and relevant to the customers. Students will be exposed to methodologies of fields such as ethnography and journalism to gather customer insights through interviews and by shadowing service users.
Transferable Skills	-Solution Provider -Systematically Inquisitive
Teaching Methodologies	Lectures, Studio, Case Study, Tutorial, Presentation, Self-directed Learning
CLO	CLO1 To describe the use of service design method and tools CLO2 To enhance their skills in service design method and tools with advanced digital technology and business management disciplines CLO3 To analyse how design can transform the experience and value of service design, making them compelling to users, as well as attractive and profitable for the organisations that deliver them
Pre-Requisite Courses	No course recommendations
Topics	
1. Week One: Introduction to service design and design thinking methodologies 1.1) n/a	
2. Week Two: Deep-dive on design research and how to conduct it 2.1) n/a	
3. Week Three: Using customer journey maps, personas and clustering to define a problem. 3.1) n/a	
4. Week Four: How to create and visualise great service concepts 4.1) n/a	
5. Week Five: Prototyping and testing for service design 5.1) n/a	
6. Week Six: Intro to implementing service design through blueprinting and business model design 6.1) n/a	
7. Week Seven: Studio Study 1: Self-directed work/ prototype testing 7.1) n/a	
8. Week Eight: Studio Study 2: Self-directed work/ prototype testing 8.1) n/a	
9. Week Nine: Studio Study 3: Self-directed work/ prototype testing 9.1) n/a	
10. Week Ten: Studio Study 4: Self-directed work/ prototype testing 10.1) n/a	
11. Week 11: Studio Study 5: Self-directed work/ experiment/ presentation 11.1) n/a	
12. Week 12: Studio Study 6: Self-directed work/ experiment/ presentation 12.1) n/a	

13. Week 13: Studio Study 7: Self-directed work/ experiment/ presentation 13.1) n/a
14. Week 14: Studio Study 8: Self-directed work/ experiment/ presentation 14.1) n/a

Assessment Breakdown		%		
Continuous Assessment		100.00%		
Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	n/a	30%	CLO1
	Assignment	n/a	30%	CLO2
	Assignment	n/a	40%	CLO3
Reading List	Recommended Text	<ul style="list-style-type: none"> • Marc Stickdorn, Jakob Schneider 2012, <i>This is Service Design Thinking</i>, 1 Ed., Wiley [ISBN: 9781118156308] • Alexander Osterwalder, Yves Pigneur, Gregory Bernarda, Alan Smith 2014, <i>Value Proposition Design</i>, 5 Ed., John Wiley & Sons [ISBN: 1118968050] • Andrew Polaine, Lavrans Løvlie, Ben Reason, <i>Service Design</i> [ISBN: 1933820330] • Tim Brown 2009, <i>Change by Design</i>, HarperBusiness [ISBN: 0061766089] • Ben Reason, Lavrans Løvlie, Melvin Brand Flu 2015, <i>Service Design for Business</i>, John Wiley & Sons [ISBN: 1118988922] • James Kalbach 2015, <i>Mapping Experiences</i>, O'Reilly Media [ISBN: 1491923539] • Thomas Lockwood 2010, <i>Design Thinking</i>, Skyhorse Publishing, Inc. [ISBN: 1581156685] 		
Article/Paper List	This Course does not have any article/paper resources			
Other References	This Course does not have any other resources			