



Semester description

General information about the semester

Semester: SSD7, 1st semester, M.Sc. in Service Systems Design

Department: [Architecture, Design and Media Technology](#)

Study Board: [Media Technology](#)

Period: 1 September 2022 — 31 January 2023

Study plan: <https://studieordninger.aau.dk/2022/35/3002>

Semester theme description

Title: Services as Interaction

In the first semester, the student is introduced to service design and it is guided to look at the way designers can create specific instances of a service. The aim is to highlight the different levels at which a service designer can operate focusing then on the interaction level. The students will learn how to understand the user needs, aspiration and their ecosystem and to design a consequent intervention. Several case studies and contributions to service design will be presented and discussed both from an academic and a practitioner perspective. The students are introduced to service design as pupils were introduced to the craftsman workshop, to learn the state-of-the-art methods and tools to design a single service.

The theme of the semester (Services as Interaction) is supported by three mandatory courses. The deliverables for the semester project include a process and a project report.

Semester organization

The semester is organized as a 15 ECTS semester project, supported by three mandatory courses, Designing Product Service Systems (DPSS), User Experience Design for Service Interaction (UX) and Programming for Services (PP).

The brief for the semester project is conceived in collaboration with a company that will be involved in the project supervision. The brief is given to the students within the first week of the semester.

It should be stressed that AAU expects each student to spend 30 hours of study per ECTS credit, amounting to 900 hours per semester. This gives a load of about 45 hours per week.

The DPSS course introduces the concepts which lies behind service design and provides knowledge and methodological tools to analyse existing services and to develop new services from scratch.

The UX course aims to provide a comprehensive knowledge about user involvement in the design process to train students to research, analyse, prototype and conceptualise design considering all system aspects including the social and cultural contexts of use.

The PP course will give to the students an understanding of the basics of programming and it will allow them to understand and properly design the digital touchpoints of services.

Semester coordinator and secretary

[Amalia de Götzen](#) (coordinator), [Judi Stærk Poulsen](#) (secretary)