



Course Module Description

General module information

Title: Designing Product Service Systems

Type: Course module

Language of instruction: English

Location of the lecture: Campus Copenhagen

ECTS points: 5 ECTS

Period: 1 September 2022 — 31 January 2023

Placement

1st semester, M.Sc. in Service Systems Design

Module coordinator

[Nicola Morelli](#) (coordinator), [Judi Stærk Poulsen](#) (secretary)

Academic content and relationships to other modules/semesters

The formal study plan description of the module can be found here:

<https://moduler.aau.dk/course/2022-2023/MSNSSDM1203?lang=da-DK>

This module will introduce Service Design within the general framework of design thinking that means that, starting from a general design thinking and systemic approach, it will provide the ground for working with services. The module will also define Service Design, describe the characteristics of services (compared with products) and describe the design process for services, with its social, technological and human implications.

Furthermore, the module will introduce the main tools to be used in the various phases of the service design process. The tools will be introduced in a workshop session, in which the students will have the opportunity to apply the tools in a case study.

Objectives and learning goals

This module will provide the first critical design knowledge for the students to work with services according to a design thinking approach.

At the end of the course, the student will have a general overview of the area of studies and a toolbox of methods and tools for service design. At the end of the course the students will be able to

- Understand the way a design approach is informing the process of development of new services
- Understand the nature and characteristics of services
- Identify the components of a service, including: the value constellation of a service, the network of relevant actors shaping a service, the sequence of touch points and the technological and functional elements they include
- Use the most appropriate tools to represent a service, its functionalities, the sequence of event and the relevant actors interacting in the service

Extent and expected workload

The module starts in September and runs for about 2 months. It includes weekly theoretical lessons, discussions about topics proposed in home readings, and class exercises that exemplify the information provided in the lecture/home readings. The theoretical lessons will be pre-registered in a video, and the students will be requested to watch the video-lesson before the physical lesson, in order to discuss it in the class. The course will also include a workshop on design tools and thematic lessons about tools to manage systemic and technical aspects of service design. The workshop will consist of the design project of a service and will introduce service design tools that can be used in different phases of the design process. The project in the workshop will be the starting point for the examination. The workshop will give the students a first opportunity to use the tools learned in the lectures. At the end of the workshop the students must elaborate 5 posters that explain the service developed in the workshop, the design process and a critical reflection about the tools and methods used.

Lectures + class exercises = 3ECTS

Workshop = 2 ECTS

**Pre-requisites for participation**

As specified in the module description (find the link above) the oral exam will be based on a project (on which the students have worked in the workshop).

This project must be reported in Max 5 A3 posters to hand in on the Digital Eksamen platform. The project could be elaborated within a group, but posters are individual, and every student must hand in his/her own poster set on Digital Eksamen, even when posters from a student do not have substantial differences from the posters of the other students in the same group.

Examination

Individual oral exam based on a project. The examination for each student will start from the discussion of the most relevant issues emerging from the posters. The discussion, however, will not necessarily be limited to the content of the posters, but could touch topics from the whole program for this module. Each student will be evaluated in relation to her/his knowledge and critical capability to understand the tools and methodologies used in the project and/or mentioned during the semester lessons.