

A close-up photograph of two hands shaking, symbolizing agreement or partnership. The hands are positioned on the left side of the frame, with the right hand slightly above the left. The background is a soft, out-of-focus light color.

Service Design is about making connections Service Experiences Engineering (SEE)

創新服務體驗設計

伊藤忠(郭政忠)

國立台中教育大學 數位內容科技學系
澳洲 國立南澳大利亞大學 設計管理博士

2009智慧化居住空間情境模擬創作競賽 - 「創意狂想 巢向未來」設計思考講座 暨 第三屆競賽說明會

活動期程：2009/03/23 13:30~2009/03/23 17:20

活動地點：逢甲大學學思樓2F第九國際會議廳

主辦單位：內政部建築研究所

協辦單位：逢甲大學 建築學系 / 國立台中教育大學 文化創意產業發展學位學程/東海大學 工業設計系 / 國立台中技術學院 室內設計系

執行單位：工業技術研究院 材料與化工研究所 / 智慧化居住空間產業聯盟

NTT DoCoMo Mobile Future

<http://www.youtube.com/watch?v=KKchgm9Nslk>

<http://www.youtube.com/watch?v=CqFkQswOoTE>

<http://www.youtube.com/watch?v=iu0ztxdsFis>

<http://www.youtube.com/watch?v=eXuXBROyV-g>

<http://www.youtube.com/watch?v=JfrK4W0gD3Q>

<http://www.youtube.com/watch?v=zQZDhOoPfel>

Product and Service Design

Apple

www.apple.com



iPhone

iPod /Shuffle

IDEO:

Bill Moggridge Keynote on Service Design

<http://www.ideo.com/>


<http://www.youtube.com/watch?v=wwiae9-c0K0>

Engine Service Design (London)

Innovating and designing services ;for people and with people

<http://www.enginegroup.co.uk/>

<http://www.youtube.com/watch?v=nJhJS4lvSsw>



Engine advise organisations on how to succeed by improving the customers' experiences of the products and services they provide.

Insight and assessment:

We conduct contextual research and participatory design exercises with real customers and staff to identify new areas for innovation and opportunities for improvement; and service audits to benchmark customer experience.

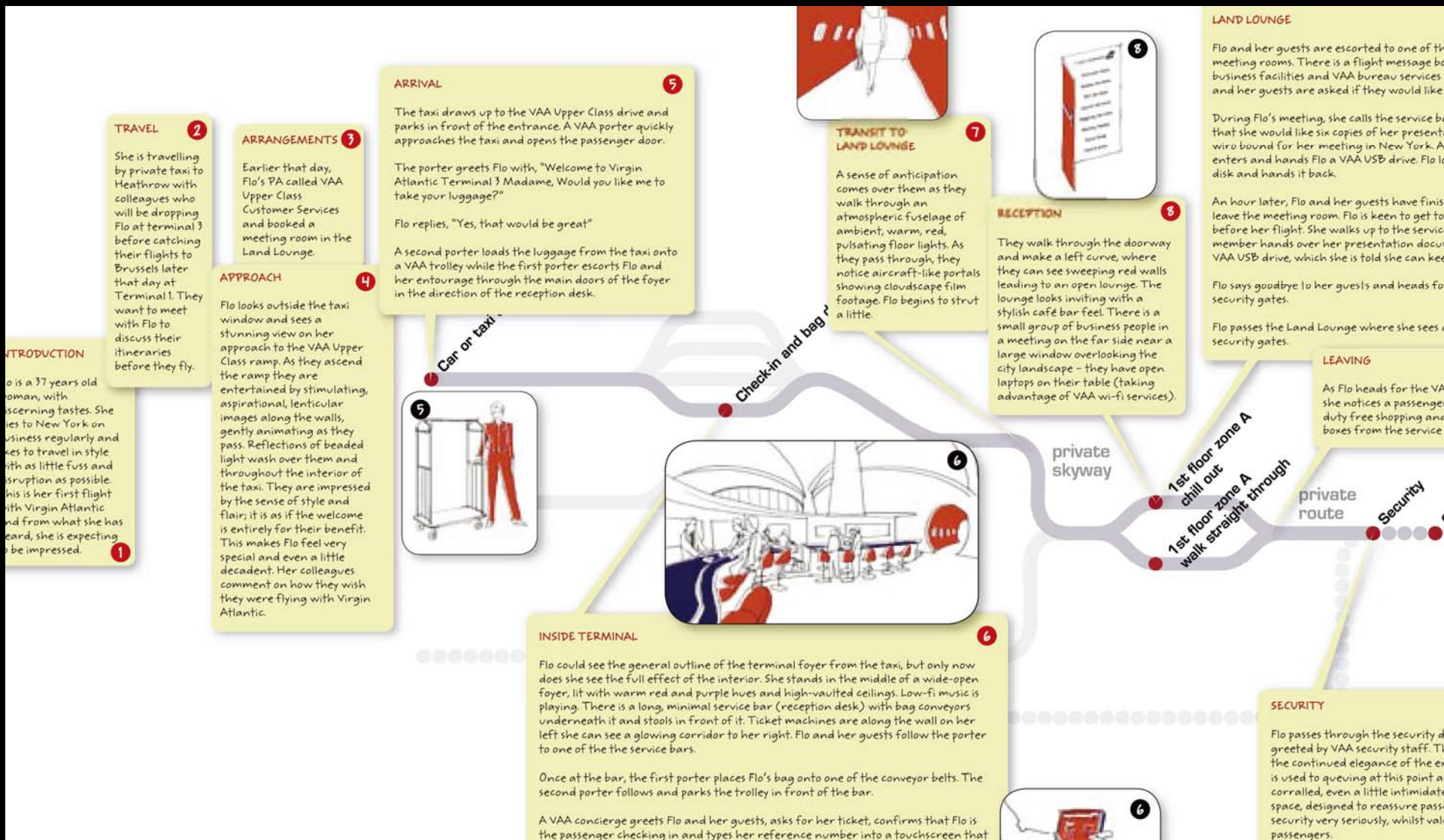


outside the airport on the pavement/door the first 10 metres



Service vision and strategy:

We use insights and our creative experience to define the big ideas and the high level plans to ensure successful implementation.



New service development:

Our formal design process governs the development of entirely new services.



Designing and supporting creative and collaborative projects that put people at the centre of service design



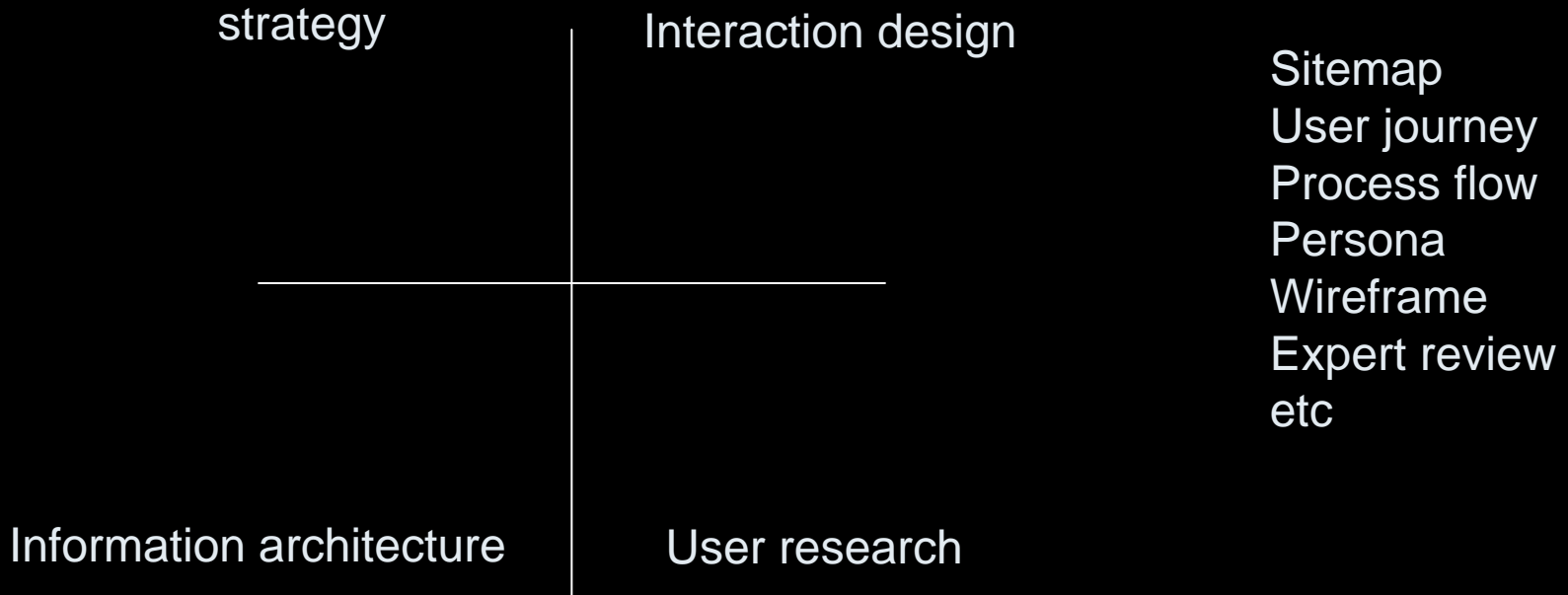
Designing schools for the future

http://www.youtube.com/watch?v=6dW_NK-T7bs

<http://www.youtube.com/watch?v=SBCr6jBCbvg>

<http://www.youtube.com/watch?v=rYKMSAEaDik>

What is user experience architect doing?

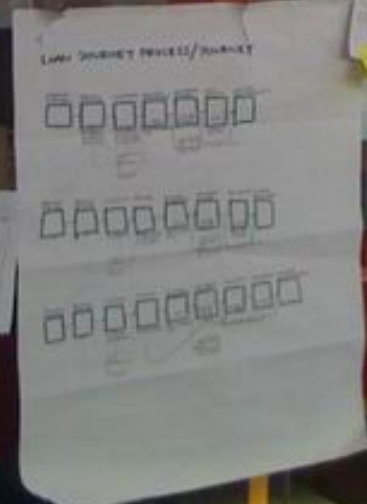


Service Design Process in Lbi (London)

<http://tw.youtube.com/watch?v=XeBznHG1cyM&eurl=http://inspire.lbigroup.be/>



IT1) 2A AMOUNT ONLY SHOW A RANGE OF OFFERS (Eggs 1-3 Year)
2B MONTHLY PAYMENT ONLY, WITH A RANGE OF OFFERS (from 1-3 Year)
2C
2D AMOUNT + TERMS SHOW A RANGE OF OFFERS (Eggs 1-3 Year)
IT2) 2A AMOUNT + TERMS SHOW A RANGE OF OFFERS (Eggs 1-3 Year)
2B AMOUNT + MONTHLY PAYMENT



1. **IDENTIFY**
2. **ANALYZE**
3. **EVALUATE**
4. **IMPLEMENT**
5. **REVIEW**

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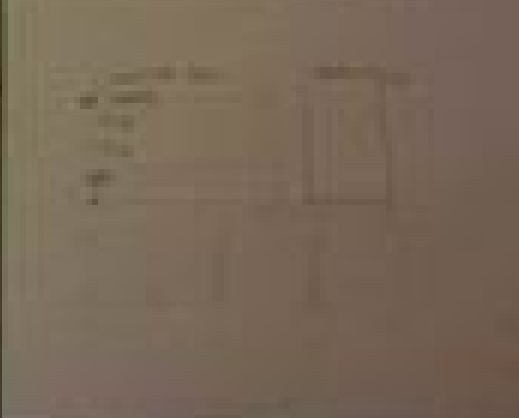
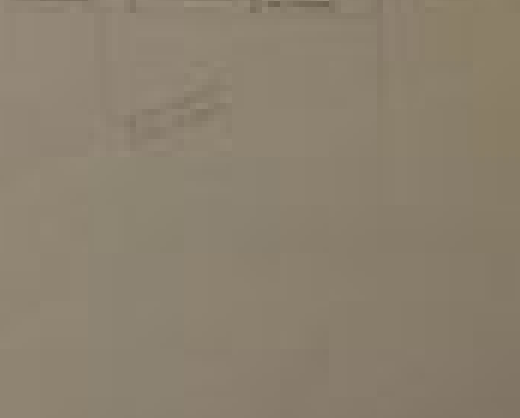
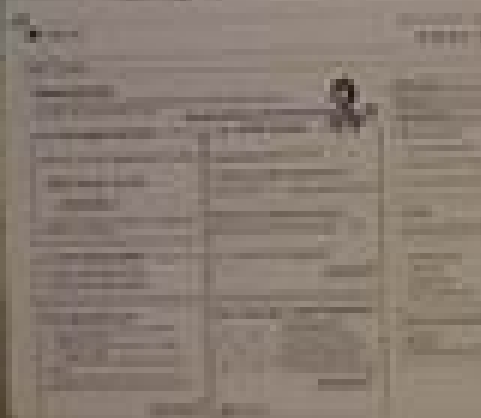
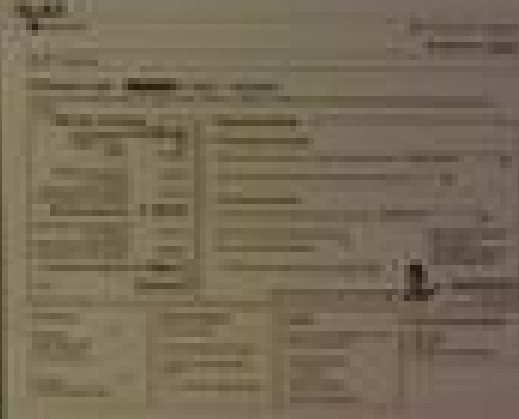
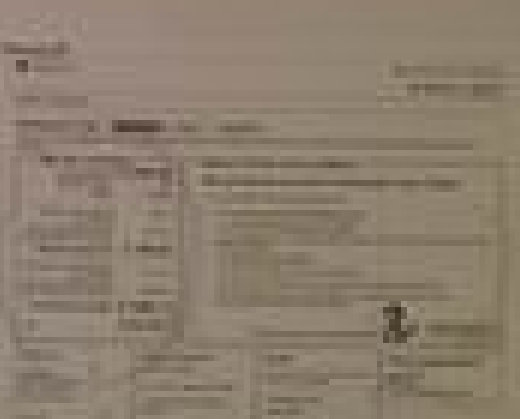
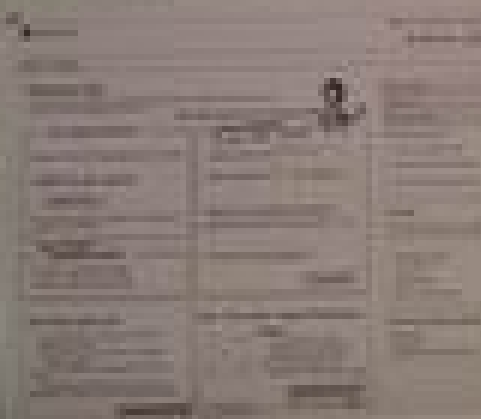
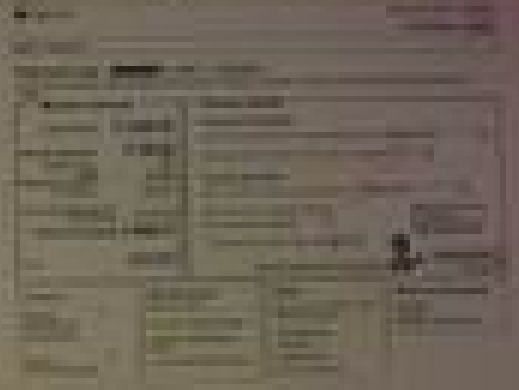
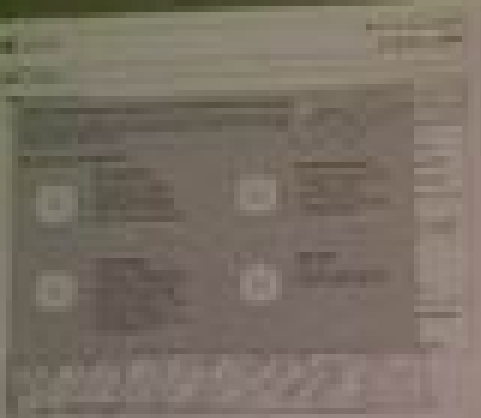
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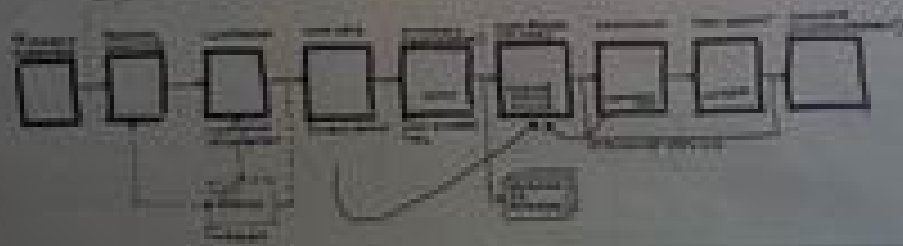
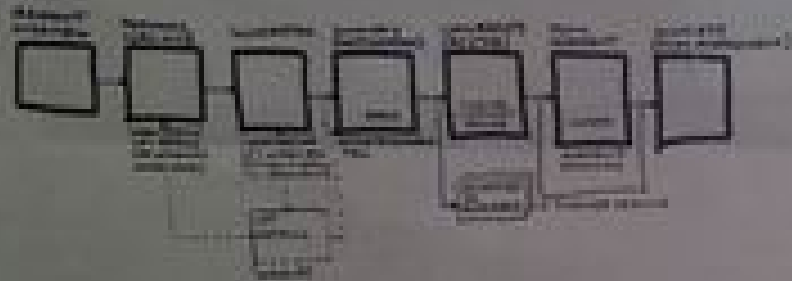
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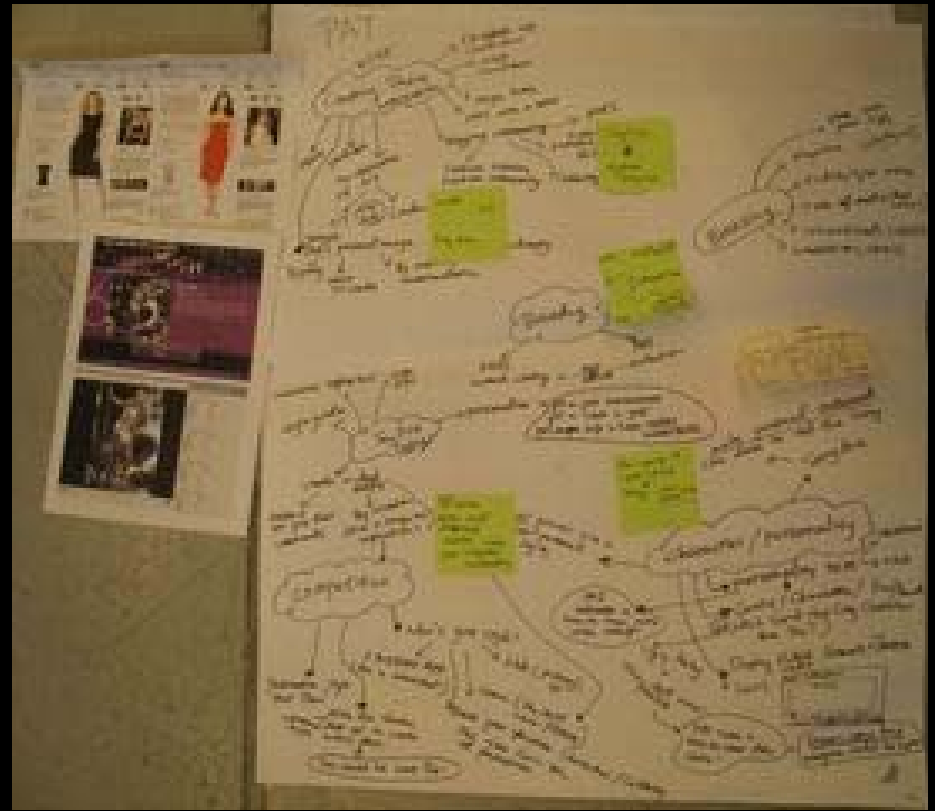
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LOAN JOURNEY PROCESS/JOURNEY





Facebook application-new layout



Facebook application-M&S project

Project In Taiwan: Paper Dome















An aerial night photograph of a construction site. Two modern buildings are illuminated from within, casting a warm glow. The building on the left is a long, low structure with a white roof and green columns. The building on the right is a smaller, square structure with a white, peaked roof and vertical glass panels. A yellow excavator is visible in the center of the site, and several cars are parked on the right. The background shows a dark, forested hillside with some distant lights.

SD In Paper Dome ?

Thank you.