

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

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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](http://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>



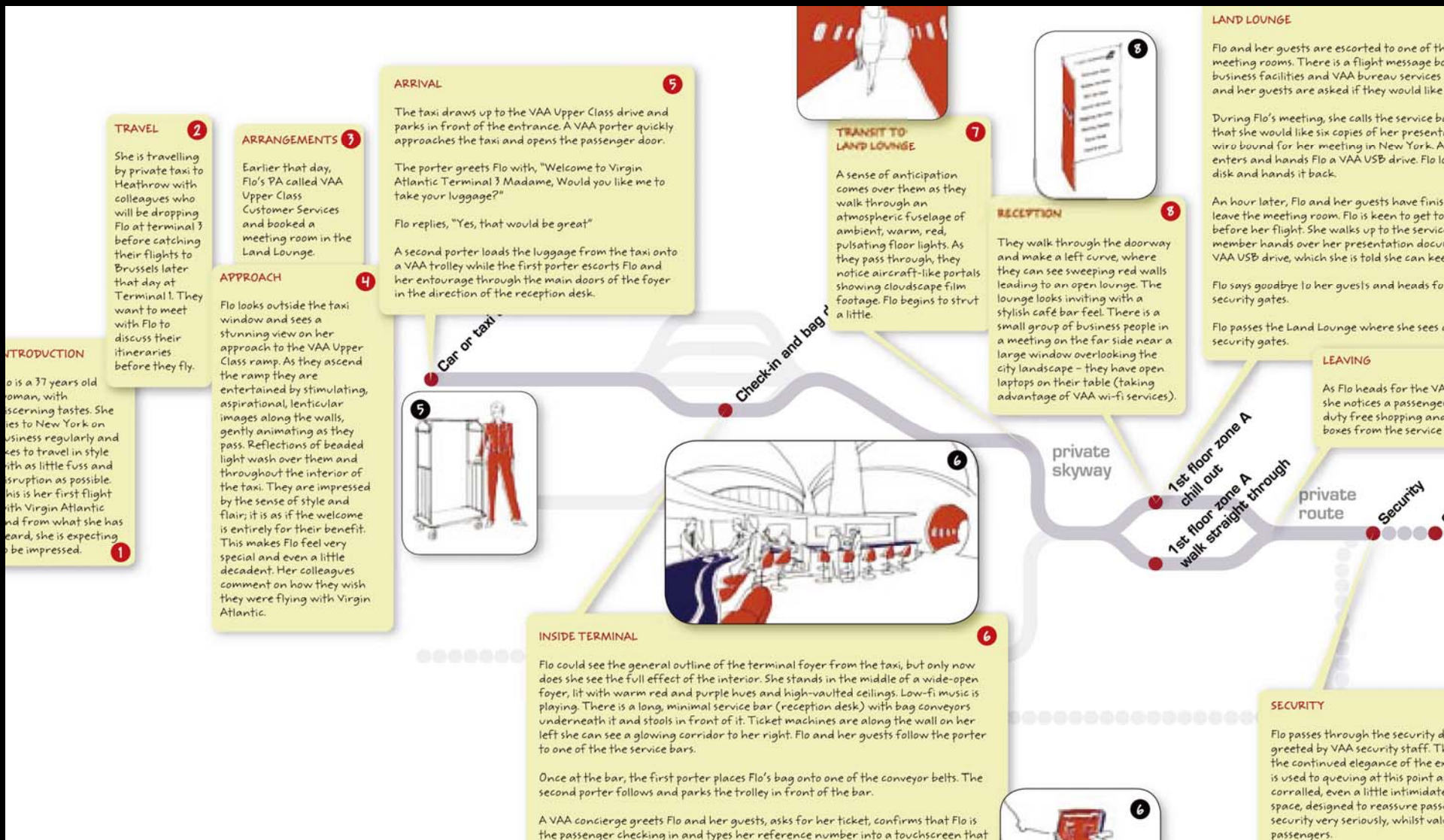
Engine advise organisations on how to succeed by improving the customers' experiences of the products and services they provide.





# 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



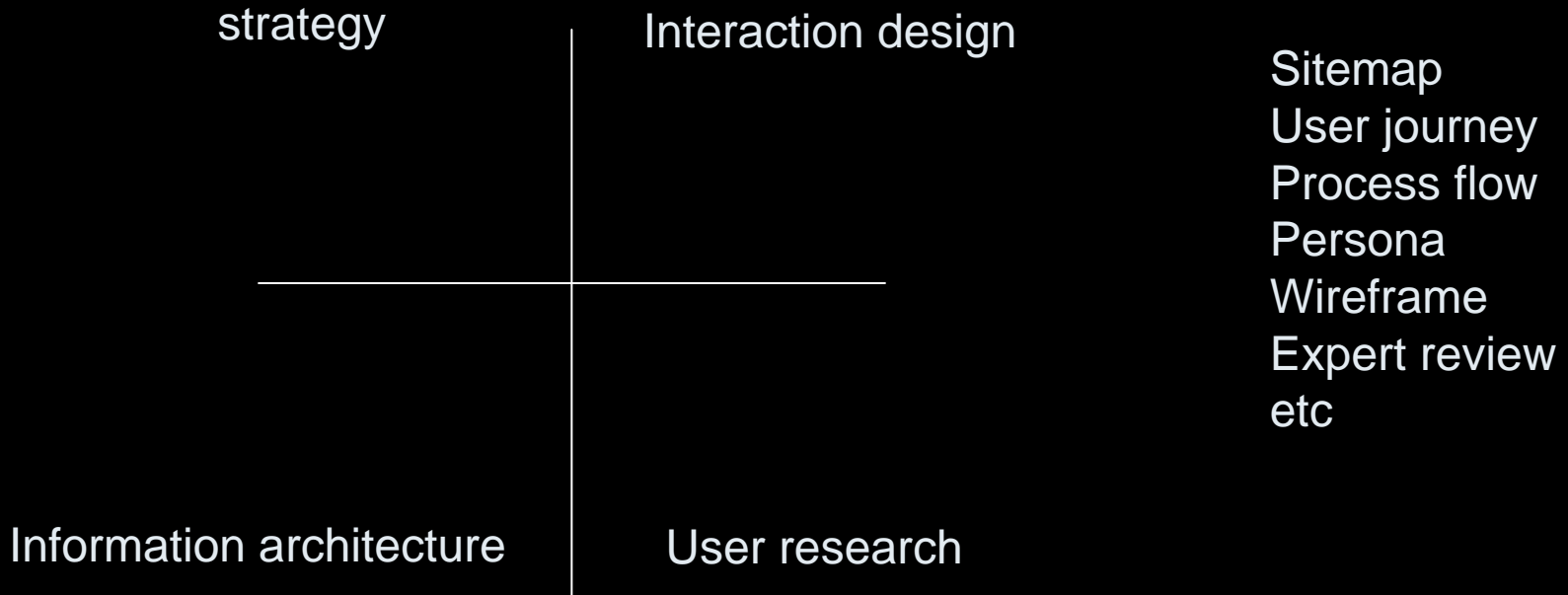
# Designing schools for the future

[http://www.youtube.com/watch?v=6dW\\_NK-T7bs](http://www.youtube.com/watch?v=6dW_NK-T7bs)

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

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

# What is user experience architect doing?



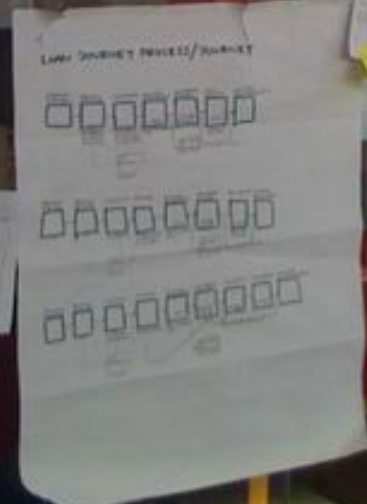
# Service Design Process in Lbi (London)

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



IT1) 2A AMOUNT ONLY Show a range of options (max 1-3 year)  
2B MONTHLY PAYMENT ONLY, with a range of options (max 1-3 year)  
2C TERM Show a range of options (max 1-3 year)

IT2) 2A AMOUNT + TERM Show a range of options (max 1-3 year)  
2B AMOUNT + MONTHLY PAYMENT Show a range of options (max 1-3 year)



1. **IDENTIFY**  
2. **ANALYZE**  
3. **SYNTHESIZE**  
4. **EVALUATE**

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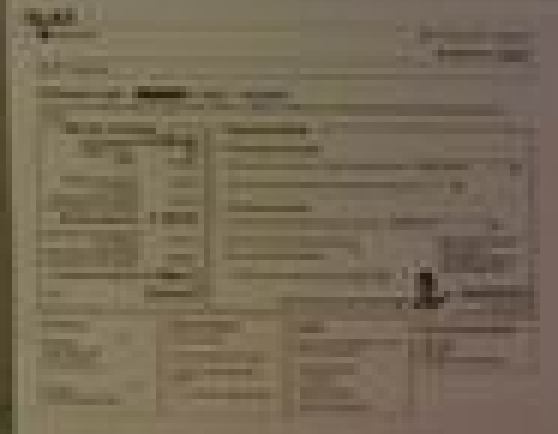
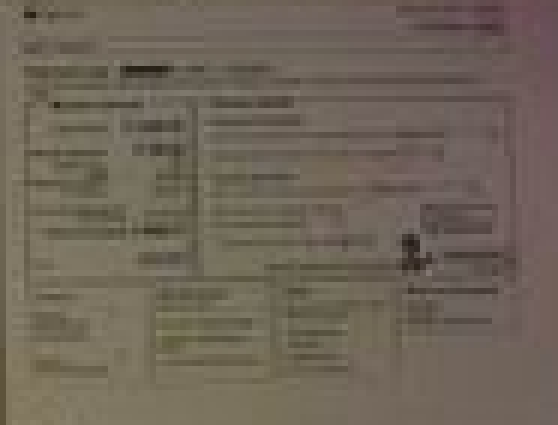
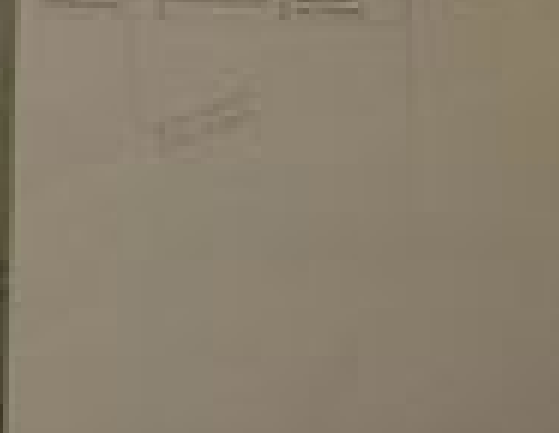
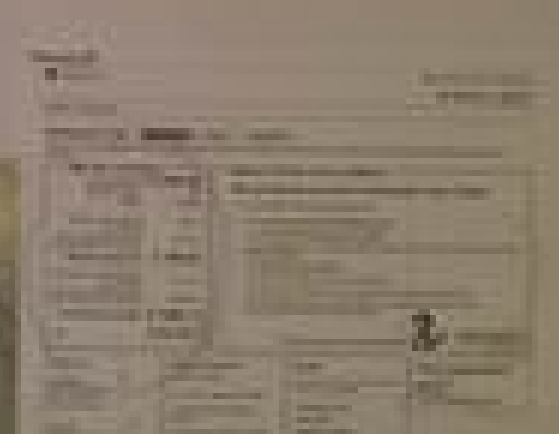
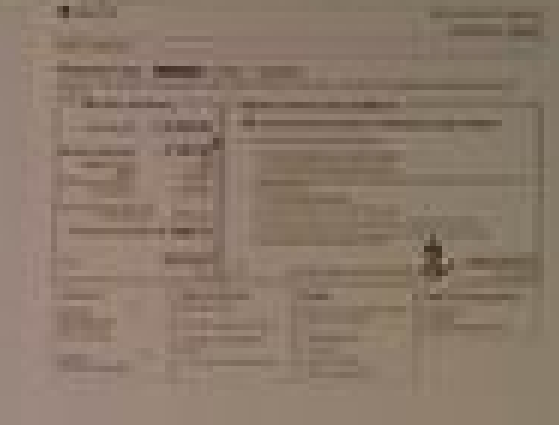
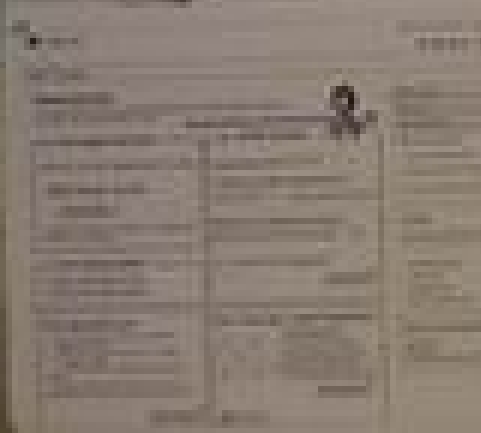
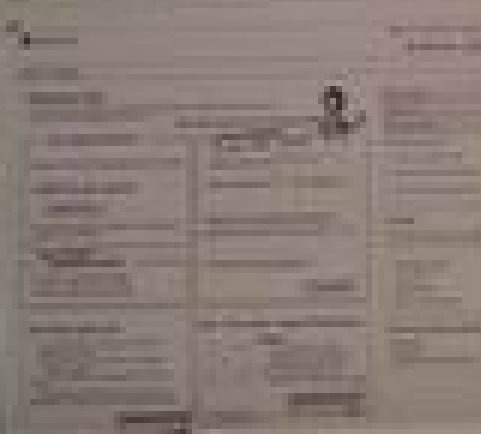
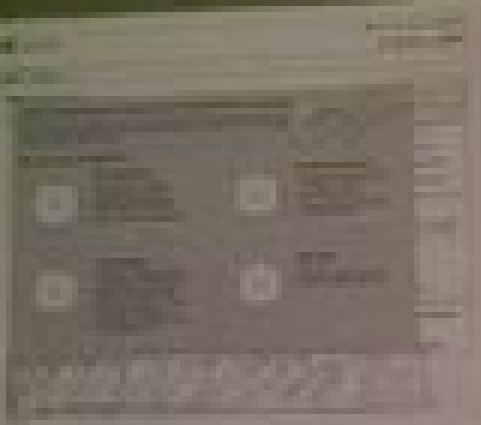
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DATE FRIDGE



Top Left Panel:

- Step 1:  [ ]
- Step 2:  [ ]
- Step 3:  [ ]
- Step 4:  [ ]

Main Area:

Timeline: Total Amount [ ]    Monthly Amount [ ]    Payment [ ]

Timeline markers: 0, 100, 200, 300, 400

Handwritten scribble in the bottom right corner of the main area.

DATE FRIDGE



Top Left Panel:

- Step 1:  [ ]
- Step 2:  [ ]
- Step 3:  [ ]
- Step 4:  [ ]

Main Area:

Timeline: Total Amount [ ]    Monthly Amount [ ]    Payment [ ]

Timeline markers: 0, 100, 200, 300, 400

Bar chart with four bars of increasing height. The second and third bars have handwritten text on them.

Right Panel:

Step 1: Monthly Payment of 2000.00

Step 2: [ ]

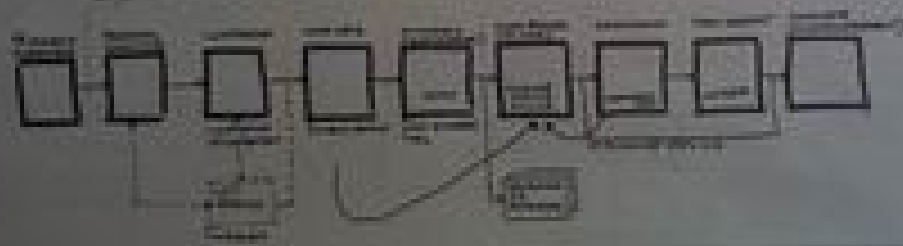
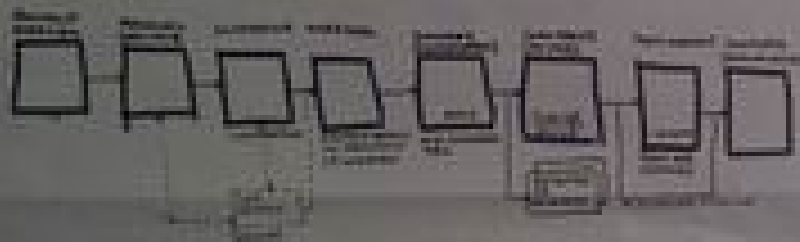
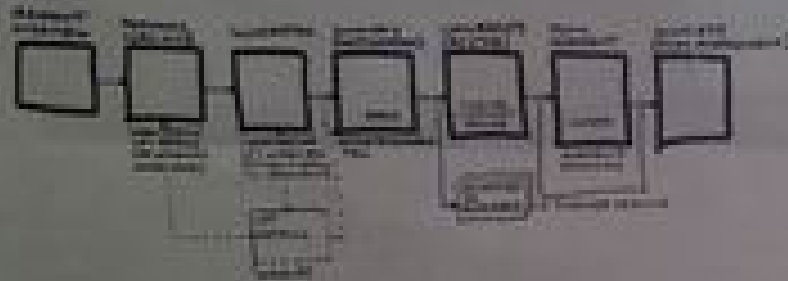
Step 3: [ ]

Step 4: [ ]

Bottom Panel:

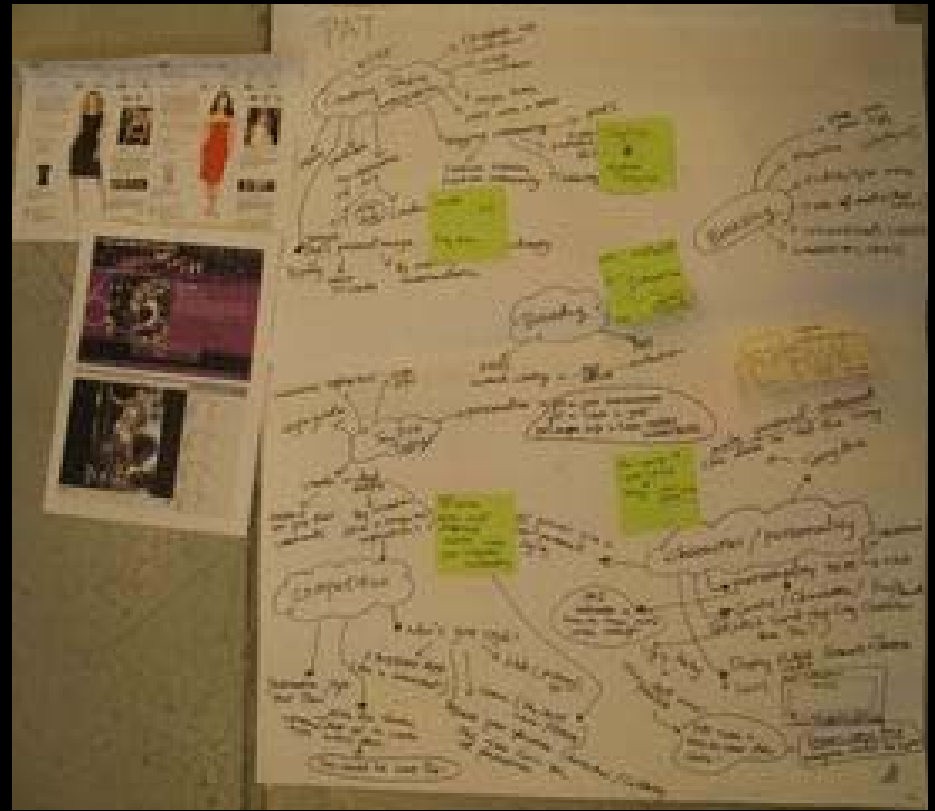
- Step 1:  [ ]
- Step 2:  [ ]
- Step 3:  [ ]
- Step 4:  [ ]

# 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. On the left, a long, low-profile building with a white roof and green structural columns is illuminated from within. To its right, a smaller, square building with a white, peaked roof and vertical glass panels is brightly lit, casting a glow. The ground is dark and appears to be a mix of dirt and gravel, with some construction equipment and vehicles visible. In the background, a dark, forested hillside rises under a deep blue twilight sky. A few distant lights from other buildings are visible on the hillside.

SD In Paper Dome ?

Thank you.