



DOMUS ACADEMY MILANO  
Think further, Design beyond

## Design Experience Programmes 2023

Service Design Methods and Tools

SUMMER SESSION 2: from 3<sup>rd</sup> to 14<sup>th</sup> July 2023



**DOMUS ACADEMY MILANO**  
**Think further, Design beyond**

## **Domus Academy Design Experience Programmes – Summer 2023**

### **SERVICE DESIGN METHODS AND TOOLS**

**School:** Domus Academy

**Address:** Via Darwin 20, 20143 Milan, Italy

**Course Structure:** 60 hours – 10 lesson days

**Period:** from 3<sup>rd</sup> to 14<sup>th</sup> July 2023

**ECTS:** 4 ECTS credits\*

\* ECTS credits will be indicated in the final transcript upon successful completion of a course, but will be transferred at the option of each student's home university

### **TITLE – AREA**

Service Design Methods and Tools – Experience Area

### **FACULTY**

The course content and objectives have been defined and supervised by the Programme Leader Andrea Desiato who will select the teaching faculty.

### **COURSE DESCRIPTION**

This course encompasses the key steps to be undertaken and the tools to be used to design new service systems or improve existing ones: as-is assessment, to-be alignment, stakeholders profiling, customer journey mapping, prototyping and testing. Students will apply methods and tools to map existing services, understand their pain points and propose a solution in order to improve the user experience.

### **ADMISSION REQUIREMENTS**

This course is intended for students in their last years of an undergraduate program, postgraduate students and recent graduates in the areas of visual and graphic design, interaction design, architecture, or creative coding.

It is also open to candidates with a background in business design, communication science, new media, psychology, sociology, or equivalent, if they are motivated by interest in service design.

### **COURSE OBJECTIVES**

Service design involves the process of defining, designing, and executing an efficient service model that aims to enhance the overall experience of individuals. In the context of a workshop, students will be required to create a service design solution that can either transform existing services or cater to new and unfulfilled needs and desires of users and stakeholders involved in a particular process. During the workshop, participants will collaborate in teams under the guidance of a project leader to conceptualize and develop all the components of a service system, and build a prototype for one or more of its physical or digital touchpoints.



**DOMUS ACADEMY MILANO**  
**Think further, Design beyond**

### **COURSE OUTPUT**

In a collaborative setting, the participants will concentrate on developing fresh and inventive service design models through the creation and construction of novel service scenarios and concepts. Adopting the creative brief as a framework, the group will conduct thorough research on case studies, best practices, cultural and historical patterns, and market trends, in order to formulate a proposal that encompasses the business aspects and aligns with the brand's objectives. As a final deliverable, the students are expected to prepare and deliver a presentation that adheres to industry standards, akin to pitching to potential stakeholders.

### **LIST OF MATERIALS AND TOOLS (to be brought by students)**

Laptop

### **ATTENDANCE POLICY**

Class attendance is required for successful completion of the course. Attendance will be taken every class period. On the last day of classes, instructors will issue a Certificate of successful attendance only to all students who completed at least 80% of the course.

### **COURSE POLICY**

The Faculty of Domus Academy takes Academic integrity seriously. Instances of academic dishonesty such as plagiarism won't be tolerated. Mobile phones will be kept switched off all the time during class. Use of laptop during classes for personal purposes is forbidden.

### **TEACHING METHODS**

A mix of theoretical lessons, field trips and practical workshops.

### **FACULTY SHORT BIO**

Programme Leader: Andrea Desiato

After earning his bachelor's degree in Industrial Design cum laude at Politecnico di Torino in 2017, Andrea Desiato flew to Copenhagen to attend the Interaction Design Programme at the Copenhagen Institute of Interaction Design (CIID). Since then, he has worked as a freelance consultant for several design firms and a few startups on topics related to Interaction Design, Service Design, prototyping, and advertising.

In 2020, Desiato moved to Costa Rica to work as Resident Faculty for CIID, helping the organization run the one-year master's programme in Interaction Design and teaching some related subjects in courses and professional workshops.



## ASSESSMENT AND GRADING

Grading Weights		Grading Scale
1. Attendance	30 %	Excellent = 90-100
2. Participation and Creative Process	40 %	Good = 80-89
3. Final work / Final presentation	30 %	Average = 70-79
		Below Average = 60-69
<b>TOTAL</b>	100 %	Poor = 59 or below

	<b>Excellent</b> 90 -100%	<b>Good</b> 80 – 89%	<b>Average</b> 70 – 79%	<b>Below Average</b> 60 – 69%	<b>Poor Below</b> 60%
<b>Attendance</b> (30%)	On time, perfect attendance	Seldom late: attended between 95% and 90 % of the course	Occasionally late: attended between 90 % and 85 % of the course	Occasionally late: attended between 85% and 80% of the course	Frequently late, attended less than 80% of the course: FAILED
<b>Participation and Creative Process</b> (40 %)	Demonstrates strong understanding of the topic & thorough, creative research	Shows good grasp of the topic & good research	Exhibits average comprehension of the topic & average research	Shows some awareness of the topic & below average awareness of research	Has shallow insight into the topic & poor grasp of research
<b>Original Project</b> (Final work/ Final presentation) (30%)	Exhibits exceptional analysis of concepts & production of original proposal	Exhibits exceptional analysis of concepts & production of original proposal	Exhibits average analysis of concepts & production of original proposal	Exhibits below average analysis of concepts & production of original proposal	Exhibits poor analysis of concepts & production of original proposal



# DOMUS ACADEMY MILANO

Think further, Design beyond

## COURSE SCHEDULE

### 1<sup>st</sup> week

Day	Time	Professor	Hours	Lesson-subject
<b>Day 1</b> Monday 3 <sup>rd</sup> July 2023	9:30 – 10:00	DA Staff		Welcome and Registration
	10:00 – 13:00		3	Course Introduction and Workshop Presentation
LUNCH @ CAMPUS CAFETERIA				
	14:00 – 17:00		3	Lesson
<b>Day 2</b> Tuesday 4 <sup>th</sup> July 2023	10:00 – 13:00		3	Lesson
LUNCH @ CAMPUS CAFETERIA				
	14:00 – 17:00		3	Field Lesson/Site Visit 1
<b>Day 3</b> Wednesday 5 <sup>th</sup> July 2023	10:00 – 13:00		3	Lesson
LUNCH @ CAMPUS CAFETERIA				
	14:00 – 17:00		3	Lesson



# DOMUS ACADEMY MILANO

Think further, Design beyond

<b>Day 4</b> Thursday 6 <sup>th</sup> July 2023	10:00 – 13:00		3	Lesson
LUNCH @ CAMPUS CAFETERIA				
	14:00 – 17:00		3	Field Lesson/Site Visit 2
<b>Day 5</b> Friday 7 <sup>th</sup> July 2023	10:00 – 13:00		3	Lesson
LUNCH @ CAMPUS CAFETERIA				
Friday afternoon: FREE				

## 2nd week

Day	Time	Professor	h	Lesson-subject
<b>Day 6</b> Monday 10 <sup>th</sup> July 2023	10:00 – 13:00		3	Workshop
LUNCH @ CAMPUS CAFETERIA				
	14:00 – 17:00		3	Field Lesson/Site Visit 3
<b>Day 7</b> Tuesday 11 <sup>th</sup> July 2023	9:00 – 13:00		4	Workshop
LUNCH @ CAMPUS CAFETERIA				



# DOMUS ACADEMY MILANO

Think further, Design beyond

	14:00 – 18:00		4	Workshop
<b>Day 8</b> Wednesday 12 <sup>th</sup> July 2023	9:00 – 13:00		4	Workshop
LUNCH @ CAMPUS CAFETERIA				
	14:00 – 17:00		3	Field Lesson/Site Visit 4
<b>Day 9</b> Thursday 13 <sup>th</sup> July 2023	9:00 – 13:00		4	Workshop
LUNCH @ CAMPUS CAFETERIA				
	14:00 – 18:00		4	Workshop
<b>Day 10</b> Friday 14 <sup>th</sup> July 2023	9:00 – 13:00		4	Final Presentations and Certificate Awarding
LUNCH @ CAMPUS CAFETERIA				
Friday afternoon: FREE				

The school reserves the right to:

- amend or cancel courses, change course location or substitute course leaders, professors, guests, visits location.
- make any changes that in our absolute discretion we consider necessary or appropriate for reasons of operational efficiency or due to any other circumstances that are beyond our control.