This is Service Design Thinking: Basics, Tools, Cases

Marc Stickdorn, Jakob Schneider

This is Service Design Thinking: Basics, Tools, Cases

Marc Stickdorn, Jakob Schneider

This is Service Design Thinking: Basics, Tools, Cases Marc Stickdorn, Jakob Schneider
How to design and market services to create outstanding customer experiences

Service design thinking is the designing and marketing of services that improve the customer experience, and the interactions between the service providers and the customers. If you have two coffee shops right next to each other, and each sell the exact same coffee at the exact same price, service design is what makes you walk into one and not the other. Maybe one plays music and the other doesn't. Maybe one takes credit cards and the other is cash only. Maybe you like the layout of one over the other, or one has more comfortable seating. Maybe the staff at one is friendlier, or draws fun shapes on the top of their lattes. All of these nuances relate to service design.

This Is Service Design Thinking combines the knowledge of twenty-three international authors and even more online contributors from the global service design community and is divided into three sections:

- Basics: outlines service design thinking along five basic principles
- Tools: describing a variety of tools and methods used in Service Design Thinking
- Cases: vivid examples for the introduced fundamentals with real-life case studies from 5 companies that did inspiring projects within the field of Service Design

At the end, a one-page "Customer Journey Canvas" is included, which can be used to quickly sketch any service on a single sheet of paper—capturing different stakeholder concerns: e.g. customers, front-line staff and management.

⬇ **Download** This is Service Design Thinking: Basics, Tools, Ca ...pdf

📄 **Read Online** This is Service Design Thinking: Basics, Tools, ...pdf

Download and Read Free Online This is Service Design Thinking: Basics, Tools, Cases Marc Stickdorn, Jakob Schneider

---

Download and Read Online This is Service Design Thinking: Basics, Tools, Cases Marc Stickdorn, Jakob Schneider #YC6WLUKZ3V2

Read This is Service Design Thinking: Basics, Tools, Cases by Marc Stickdorn, Jakob Schneider for online ebook

This is Service Design Thinking: Basics, Tools, Cases by Marc Stickdorn, Jakob Schneider Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read This is Service Design Thinking: Basics, Tools, Cases by Marc Stickdorn, Jakob Schneider books to read online.

Online This is Service Design Thinking: Basics, Tools, Cases by Marc Stickdorn, Jakob Schneider ebook PDF download

This is Service Design Thinking: Basics, Tools, Cases by Marc Stickdorn, Jakob Schneider Doc

This is Service Design Thinking: Basics, Tools, Cases by Marc Stickdorn, Jakob Schneider Mobipocket

This is Service Design Thinking: Basics, Tools, Cases by Marc Stickdorn, Jakob Schneider EPub