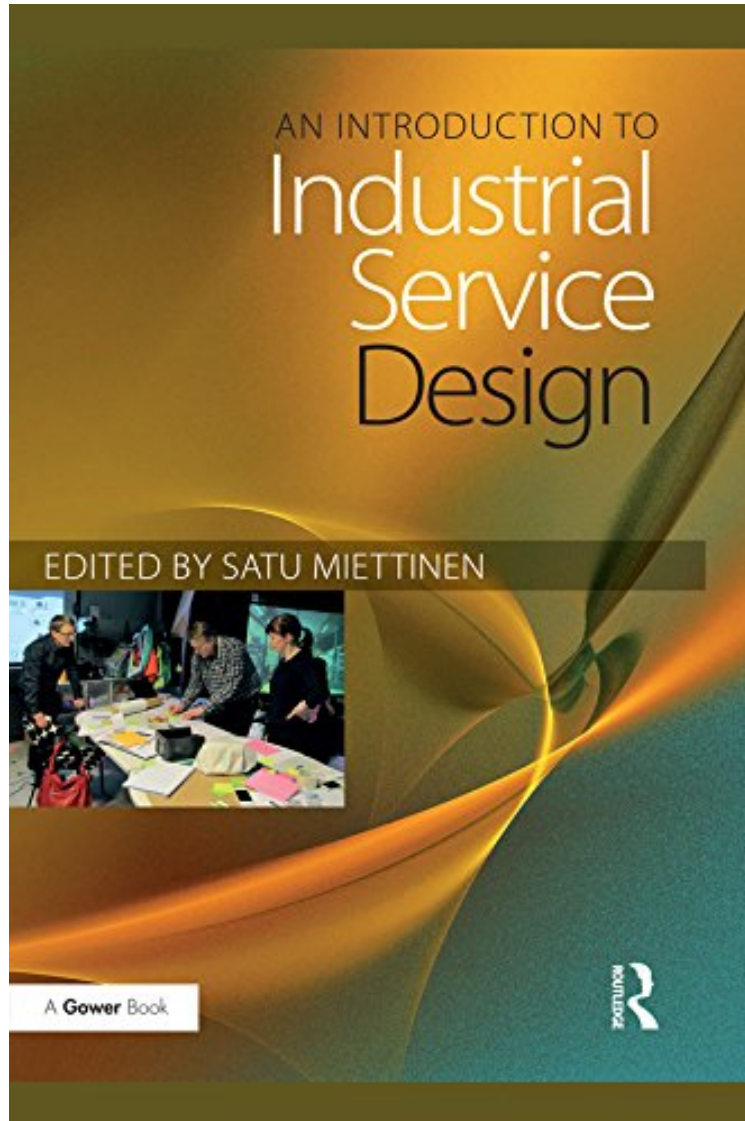


[Free pdf] An Introduction to Industrial Service Design

An Introduction to Industrial Service Design

From Routledge

*ePub | *DOC | audiobook | ebooks | Download PDF*



DOWNLOAD



+

READ ONLINE

2016-11-10 2016-11-10 File Name: B01MTLRPNV | File size: 15.Mb

From Routledge : An Introduction to Industrial Service Design before purchasing it in order to gage whether or not it would be worth my time, and all praised An Introduction to Industrial Service Design:

0 of 0 people found the following review helpful. A valuable informative, practical and in-depth investigation of Service ...By Bernie GA valuable informative, practical and in-depth investigation of Service Design, with case studies and models contributed by design leaders from around the world.

Service design has established itself as a practice that enables industries to design and deliver their services with a human-centred approach. It creates a contextual and cultural understanding that offers opportunities for new service

solutions, improving the user experience and customer satisfaction. With contributions from leading names in the field of service design from both academia and international, professional practice, *An Introduction to Industrial Service Design* is engaging yet practical and accessible. Case studies from leading companies such as ABB, Autodesk, Kone and Volkswagen enable readers to connect academic research with practical company applications, helping them to understand the basic processes and essential concepts. This book illustrates the role of the service designer in an industrial company, and highlights not only the value of customer experience, but also the value of employee experience in creating competitive services and value propositions. This human-centred approach brings about new innovations. This book will be of benefit to engineers, designers, businesses and communication experts working in industry, as well as to students who are interested in service development.

About the Author Satu Miettinen is a Professor at the University of Lapland, Finland. She has been a Visiting Professor at the Centre for Design Research, Stanford University, USA, School for Design and Innovation, Tongji University, China, and the Centre for Aesthetics in Practice, Trento University, Italy. Satu has been working in service design research for several years and has authored a number of books, including *Designing Services with Innovative Methods*.