Service design 7.5 credits
D0053A

Service design

Course syllabus admitted: Autumn 2023 Sp 1 - Present

DECISION DATE
2021-02-17

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Service design 7.5 credits D0053A

Service design

First cycle, D0053A

Education level	Grade scale	Subject	Subject group (SCB)
First cycle	U G#	Grafisk design	Media Production

Entry requirements

In order to meet the general entry requirements for first cycle studies you must have successfully completed upper secondary education and documented skills in English language

Selection

The selection is based on final school grades or Swedish Scholastic Aptitude Test.

Course Aim

After the course, the participant is expected to be able to show an advanced level of:

Knowledge and understanding
1 Theoretical and practical understanding of users and user experience
2 Understanding of methods and processes for service design
3 Knowledge of customer focus and service development for different practices and contexts
4 Understanding different service design perspectives

Skills and Abilities
5 Ability to identify and formulate empathy with user experiences
6 Ability to explore user behavior
7 Ability to design and communicate user experience
8 Ability to interact with different user groups to capture different perspectives
9 Ability to implement relevant artistic techniques, materials and media to communicate service design

Judgment
10 Ability to make judgments regarding relevant societal, social and ethical aspects
11 Ability to reflect on the role of service design from a societal and sustainable perspective

Contents

Service design includes planning and organizing people, communication and interaction to change the user experience of a service. The course includes user-centered design-driven development of services to ensure a good user experience and to achieve innovative holistic solutions for both physical and digital service interactions.

Realization

Each course occasion´s language and form is stated and appear on the course page on Luleå University of Technology's website.
The course is conducted in the form of so-called blended learning, which means that you take part in course materials and activities both independently before, during and after scheduled activities, and work in projects both independently and in collaboration with others to develop parts and entire existing services through exploration of context, user needs, prototyping, ideation and testing and validation of concepts.

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Examination

If there is a decision on special educational support, in accordance with the Guideline Student's rights and obligations at Luleå University of Technology, an adapted or alternative form of examination can be provided. The course is examined through visual, oral and written exams with grade levels U G.

Unauthorized aids during exams and assessments

If a student, by using unauthorized aids, tries to mislead during an exam or when a study performance is to be assessed, disciplinary measures may be taken. The term "unauthorized aids" refers to aids that the teacher has not previously specified as permissible aids and that may assist in solving the examination task. This means that all aids not specified as permissible are prohibited. The Swedish version has interpretative precedence in the event of a conflict.

Remarks

Students must register for the courses themselves, or contact ETKS educational administration eduetks@ltu.se, not later than three days after the quarter commences. Failure to do so can result in the place being lost. This rule also applies to students with a guaranteed place.

Course offered by

Department of Social Sciences, Technology and Arts

Modules

Code	Description	Grade scale	Cr	Status	From period	Title
0004	Oral and visual examination - Users and user experience	U G#	2	Mandatory	A21	
0005	Oral, written and visual examination - Project in service design	U G#	3	Mandatory	A21	
0006	Oral, written and visual examination - Workbook	U G#	2.5	Mandatory	A21	

Last revised

by Director of Undergraduate Studies Daniel Örtqvist, Department of Social Sciences, Technology and Arts 2021-02-17

Syllabus established

by Director of Undergraduate Studies Daniel Örtqvist, Department of Business Administration, Technology and Social Sciences 2019-02-18

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