

Cím **Service Design – Thinking in product-service systems**

Classroom ☐
 Studio or workshop ☐
 External venue ☐
 Online ☐

Codes **M-KH-E-201-FS-252601-03, M-KH-201-FS-252601-03, B-KH-201-FS-252601-03**

Host **MOME Future School**

	Type	ECTS	Contact hours	Homework hour	Course type	Semester	Unit
Basic info	Practice	0	40	-	Course week	2025/26 fall	-

Recommendation	<i>This course offers an engaging introduction to the principles, processes, and tools of service design, tailored to inspire students from all design disciplines. Whether your background is in product design, graphic design or architecture, this course empowers you to rethink design as a transformative force for creating meaningful human experiences.</i>
----------------	---

Short description	<i>Service design focuses on crafting seamless, user-centered systems that improve how people interact with services—both physical and digital. You will explore how to think holistically, navigate complexity, and apply your creative talents to solve societal, organizational, and everyday challenges.</i>
-------------------	--

Teachers	Name	Contact	Bio	Opening hours
	Fanni Csernátony	csernatony@mome.hu	Head of Service Design Post-graduate course	10:00-16:30

Semester schedule	<table> <tr> <th>Course scheduling</th><th>Class appointments</th></tr> <tr> <td>10:00-16:30</td><td></td></tr> </table>	Course scheduling	Class appointments	10:00-16:30	
Course scheduling	Class appointments				
10:00-16:30					

#	Date	Educational content
1	Monday	Understanding Service Design Fundamentals <ul style="list-style-type: none"> Key concepts, history, and the multidisciplinary nature of service design. Exploring systems thinking and the service design mindset.
2	Tuesday	Tools of the Trade <ul style="list-style-type: none"> Introduction to core service design tools, including service blueprints, customer journey maps, and stakeholder analysis. Practical exercises in mapping user journeys and identifying pain points.
3	Wednesday	Research and Insight Generation <ul style="list-style-type: none"> Methods for uncovering user needs, motivations, and behaviors. Conducting fieldwork and synthesizing data into actionable insights.
4	Thursday	Co-Design and Prototyping <ul style="list-style-type: none"> Collaborating with users and stakeholders to ideate solutions. Building and testing prototypes to iterate service concepts.
5	Friday	Delivering Impactful Services <ul style="list-style-type: none"> Crafting narratives and presentations to communicate design outcomes. Exploring real-world applications and career pathways in service design.

Requirements and evaluation	Assignments	Evaluation criteria	Deadline	% in evaluation
-----------------------------	-------------	---------------------	----------	-----------------

Research (research plan)	Thoroughness (Did the team spend enough time and energy to gather information using multiple field and desktop research methods?)	2025.10.17.	25%
Insights (short presentation)	Relevance (Does the research uncover new information?)	2025.10.17.	25%
Concept (concept poster)	Originality (Are there any new ideas that are not already used in the market?)	2025.10.17.	25%
Prototype (tangible model of the system)	Usefulness (Did it generate relevant feedback?)	2025.10.17.	25%

Compulsory readings

Recommended readings

This is Service Design Thinking
 Authors: Marc Stickdorn & Jakob Schneider
 Year: 2010

Good Services: How to Design Services that Work
 Author: Lou Downe
 Year: 2020

Learnings

Knowledge	Fundamental Understanding of Service Design <ul style="list-style-type: none"> Grasp the core principles and theories of service design, including systems thinking and human-centered approaches. Explore the differences and connections between service design and other design disciplines.
Skills	Practical Tools and Methodologies <ul style="list-style-type: none"> Learn how to use essential service design tools such as customer journey mapping, service blueprints, and personas. Practice identifying pain points and opportunities in real-world service ecosystems.
Attitude	Collaborative Design and Prototyping <ul style="list-style-type: none"> Engage in co-creative processes with stakeholders to ideate and refine service concepts. Experiment with rapid prototyping methods to test and iterate service solutions effectively.
Responsibility	Application Across Contexts <ul style="list-style-type: none"> Learn to design for both physical and digital services, addressing multi-channel experiences. Explore how service design can tackle societal, organizational, and user-centered challenges.

Exemption

- ☒ Exemption from attending and completing the course cannot be granted,
☐ Exemption may be granted from the acquisition of certain competencies and the fulfilment of tasks
☐ Some tasks can be replaced by other activities,

☐ A full exemption can be granted

Curriculum
link

Subject	Related courses (paralells)	Merit rate in the subject
Title of the course to be covered	[This course]	
	Another course	
	Third course	

Course prerequisites	Prerequisites in case of elective	Is it available as an elective?

TechPark

	Resources	
Requests	Personal (expert consultation)	
	Tools	
	Materials	
	Space	

Misc. information