کتابچه دوم برای شرکت کنندگان در:

Tehran Service JAM
دور هم برای طراحی خدمات

(بخشی از برنامه جهانی Global Service JAM)

تهیه و تنظیم: صالح برادران امینی
دانشجوی ارشد طراحی صنعتی،
دانشگاه صنعتی امیرکبیر

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- متد های طراحی خدمات
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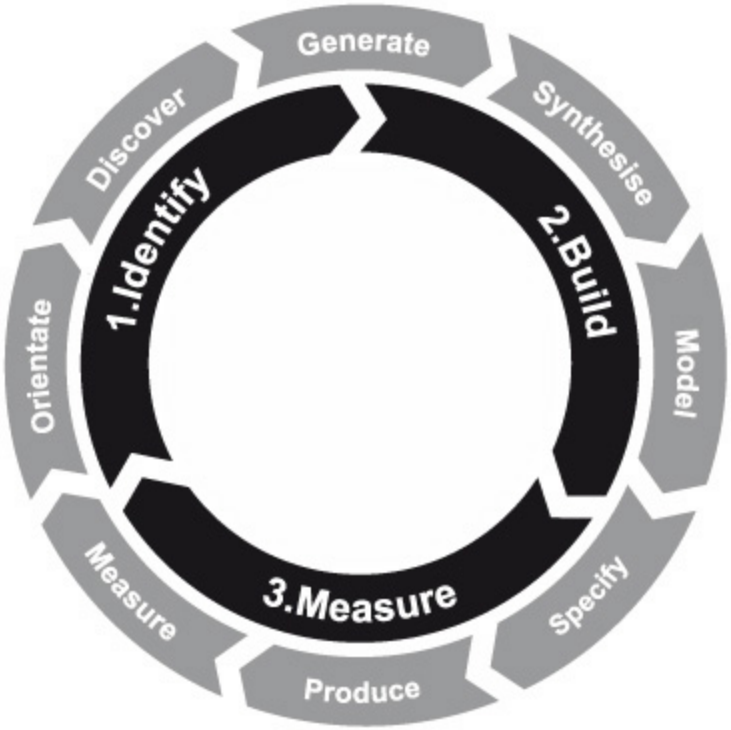
  d. متد طراحی Double Diamond
- ابزارهای مورد استفاده در طراحی خدمات

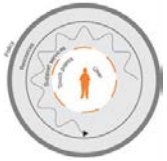
متد طراحی شرکت Engine



Engine ™ Method (UK)

5 Fundamentals

Align “Key Performance Indicators” For the best **Value** Delivery



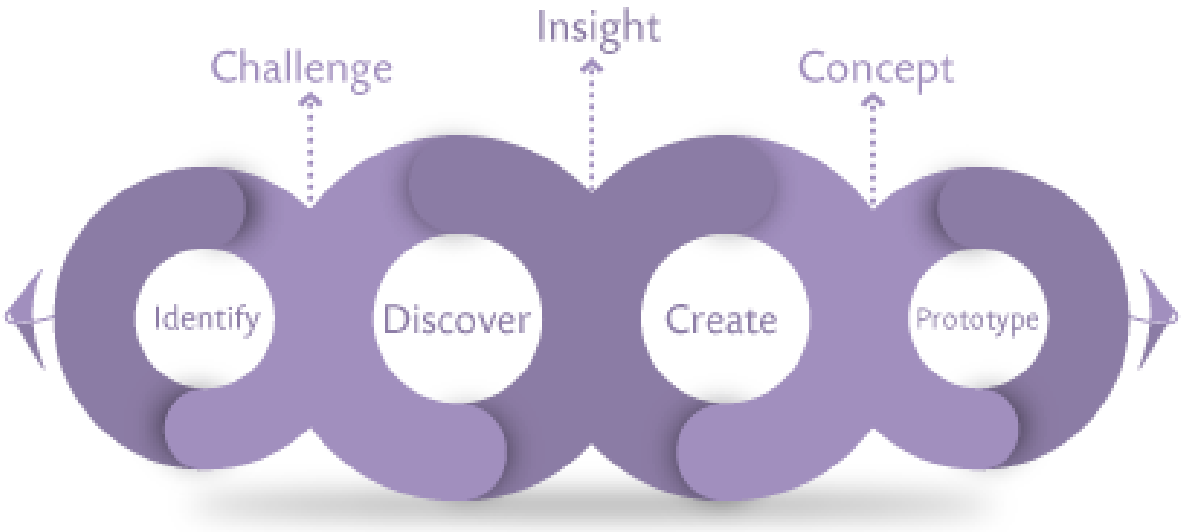
See **Systems** and design for whole

Find the **Journey**s people make.

Know **people** that are involved.

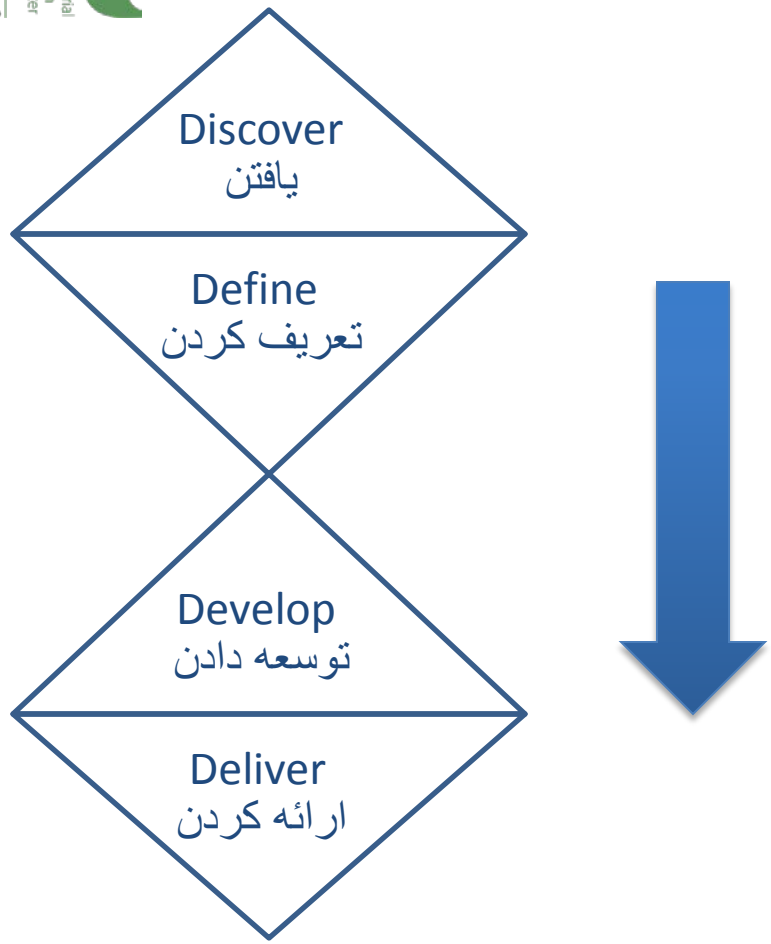
Deliver the right Value **Proposition**s to people.

متد طراحی شرکت Kite



Kite ™ Method (Australia)

متدهای طراحی Koln و 2Diamond

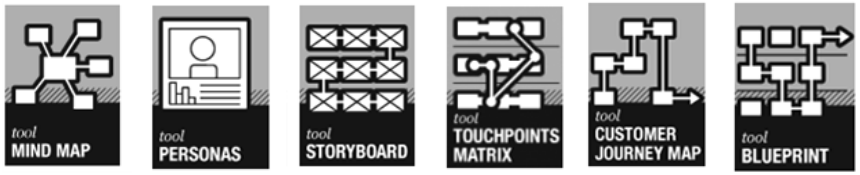


Stickdorn, Marc, (2010), This the service design thinking,, Amsterdam, Netherlands

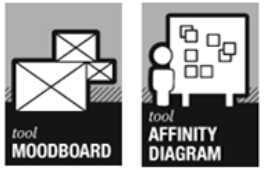
Moritz, Stefan; (2005), Service design: Practical access to an evolving field, MSc thesis, KISD. Mager, B.

بهینه سازی یک خدمت موجود

Discover
یافتن

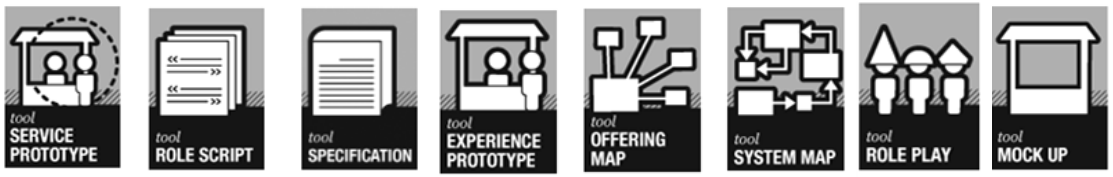


Define
تعریف کردن



Develop
توسعه دادن

Deliver
ارائه کردن



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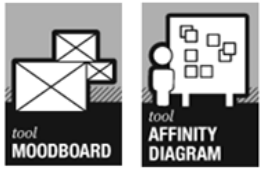
ایجاد یک خدمت جدید

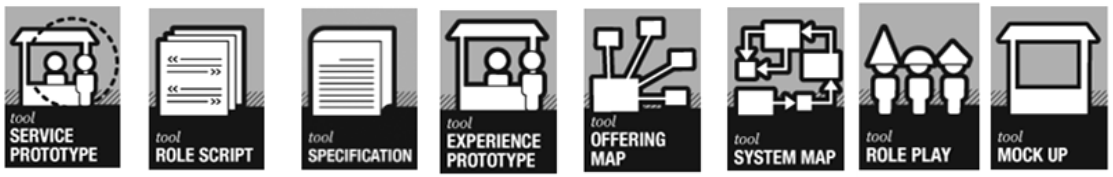
Discover
یافتن

Define
تعریف کردن



Develop
توسعه دادن

Deliver
ارائه کردن



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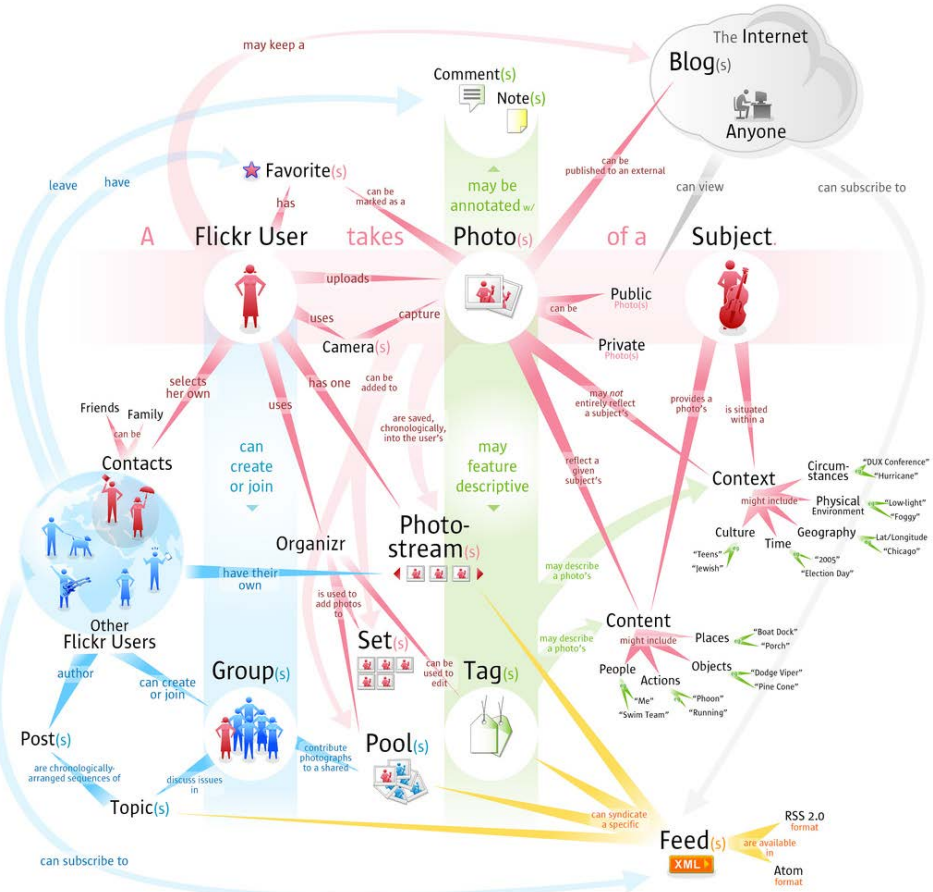
نقشه ذهنی



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شخصیت نمونه

Personas

Eric, Sr. Engineer	Frank, Manager	Jason, R&D	Sheila, Purchaser
Background • Electrical engineer for 12 years • Worked at Textbots for 7 years	**Background** • Worked at Stratton for 20 years; started as a junior engineer	**Background** • Worked at ITS for 23 years; 10 years with another company • Ph.D. from MIT	**Background** • Worked at Digitear for 4 years • Has a background in administration
Goals • Take advantage of technology to improve his company's products • Quickly design in substitutes for parts in existing designs • Collaborate with other designers to ensure design changes work	**Goals** • Communicate project needs to his team and oversee project development • Coordinate design team's work • Design sections of a product • Find the best part for a design based on price and performance	**Goals** • Design cutting-edge, patentable applications • Keep up-to-date with the latest technologies to find new ideas for applications • Have his research published and patented	**Goals** • Get requested parts quickly for the best price • Track orders easily
Key Tasks • Research possible design solutions • Understand project requirements • Compare products to select best fit to project requirements • Design, build and test products	**Key Tasks** • Understand project requirements • Define and communicate project needs • Research design solutions • Compare products for best possible fit to requirements • Analyze products and select best fit to project requirements	**Key Tasks** • Research possible design solutions • Define product features • Compare products to select best fit to project requirements • Design, build and test products	**Key Tasks** • Purchase products and samples for design engineers • Order products for manufacturing plant • Track orders and payments • Keep engineers informed of expected product delivery • Compare prices from different distribution sources
Web Tasks • Find product matching known criteria • Find new products in area of expertise/interest • Learn about products and solutions • Order samples, evaluation boards • Order products • Find tools to help with product selection or design • Look for application information	**Web Tasks** • Find product matching known criteria • Find new products in area of expertise/interest • Learn about products and solutions • Order samples, evaluation boards • Order products • Find tools to help with product selection or design • Look for application information	**Web Tasks** • Find product matching known criteria • Find new products in area of expertise/interest • Learn about products and solutions • Order samples, evaluation boards • Order products • Find tools to help with product selection or design • Look for application information	**Web Tasks** • Find product by product number • Order samples • Order products • Review and track orders

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استوری بورد

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مود بورد

tool MOODBOARD

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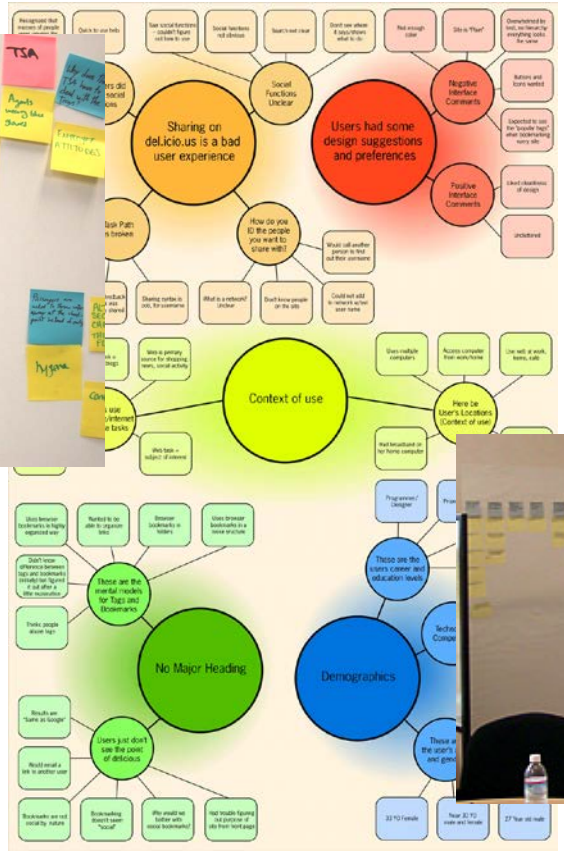
دیاگرام مشابهت



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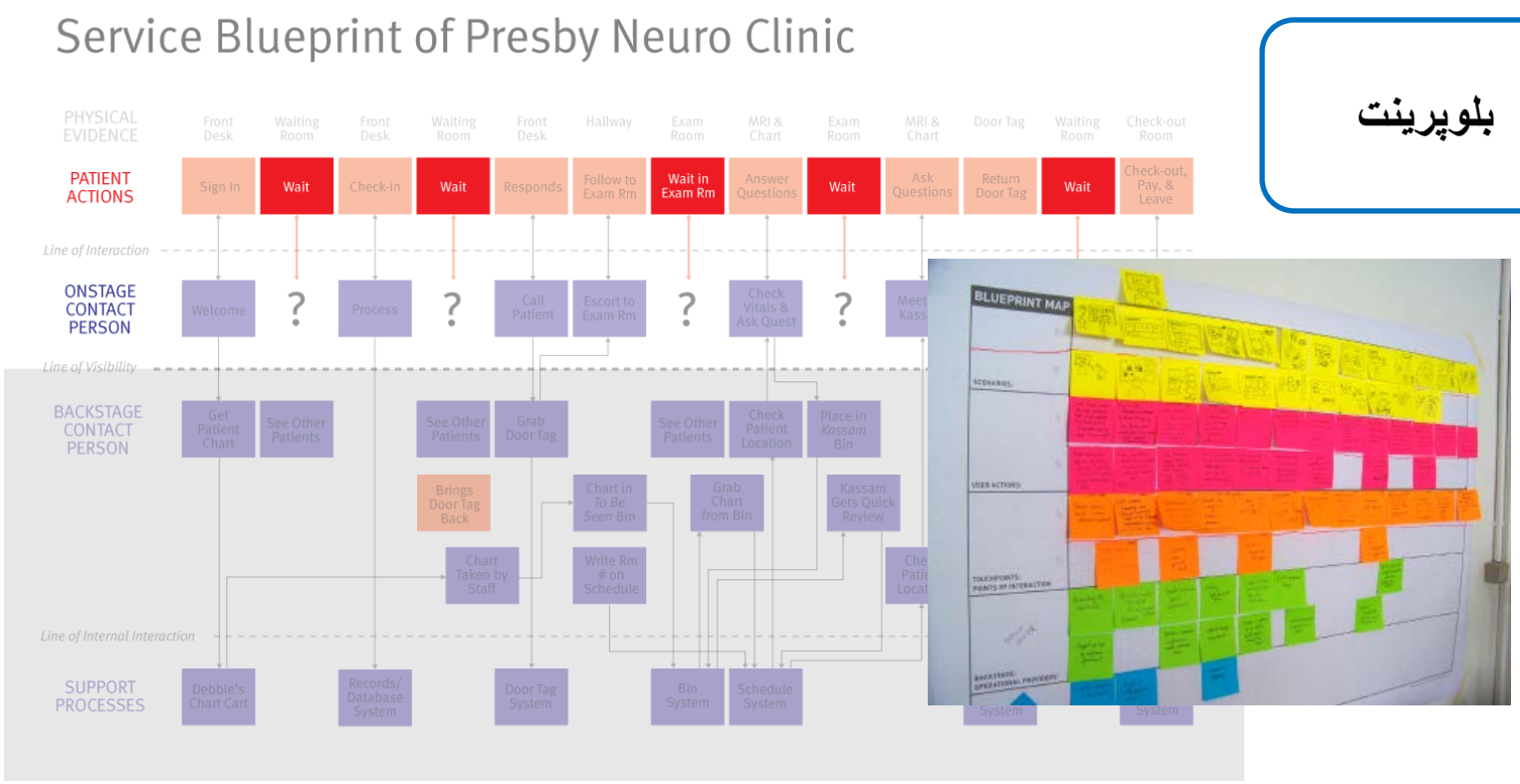
بلوپرینت



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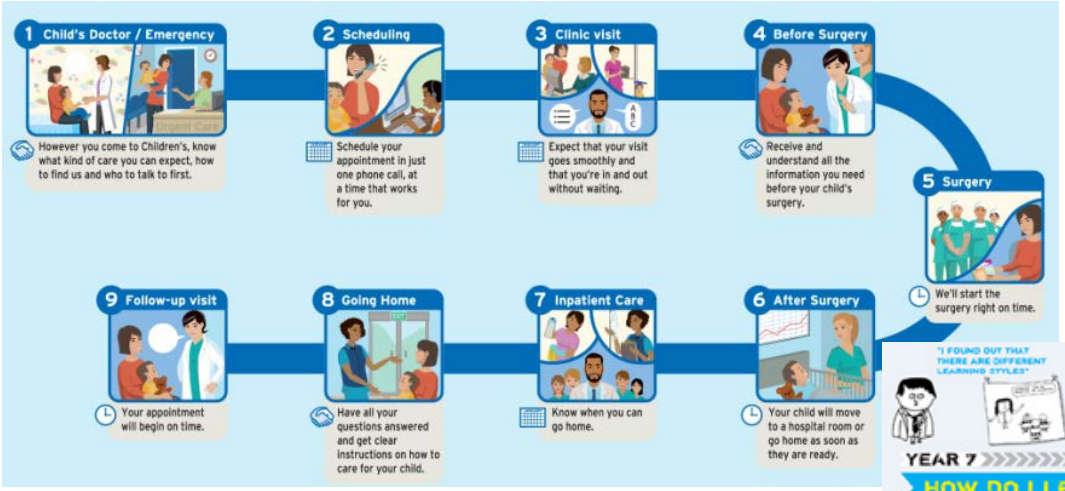
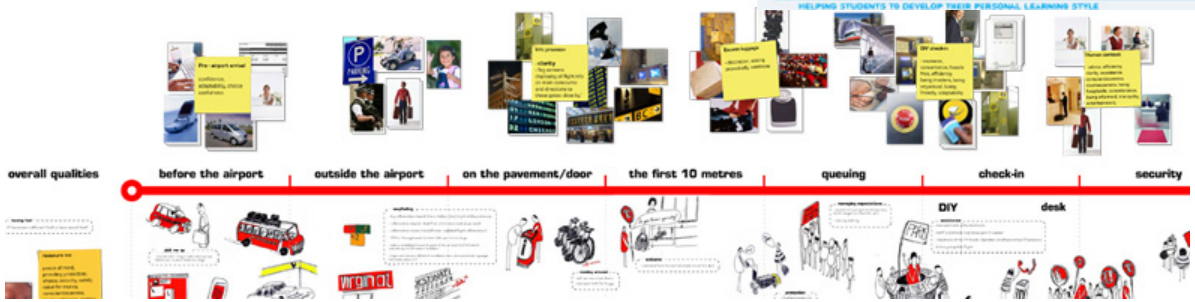
سفر کاربر

tool CUSTOMER JOURNEY MAP





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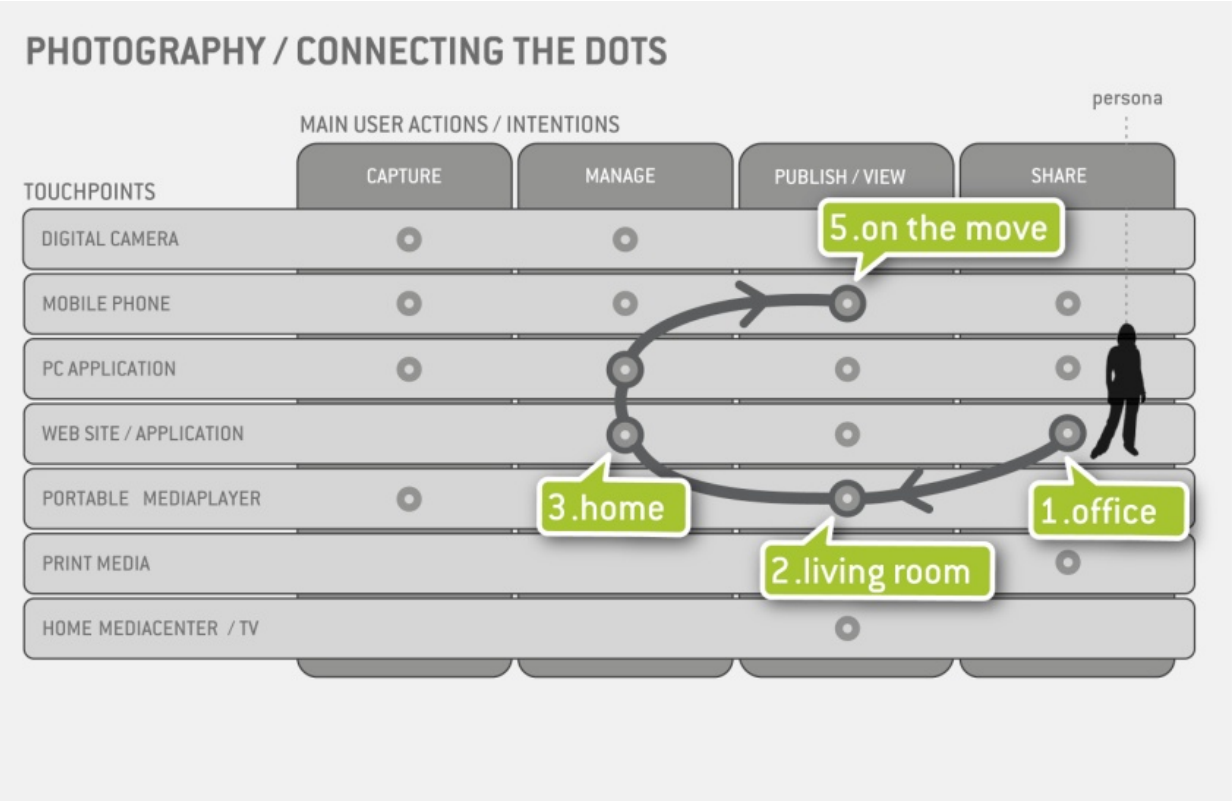

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مدل اولیه

tool
MOCK UP

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پروتوتایپ تجربه

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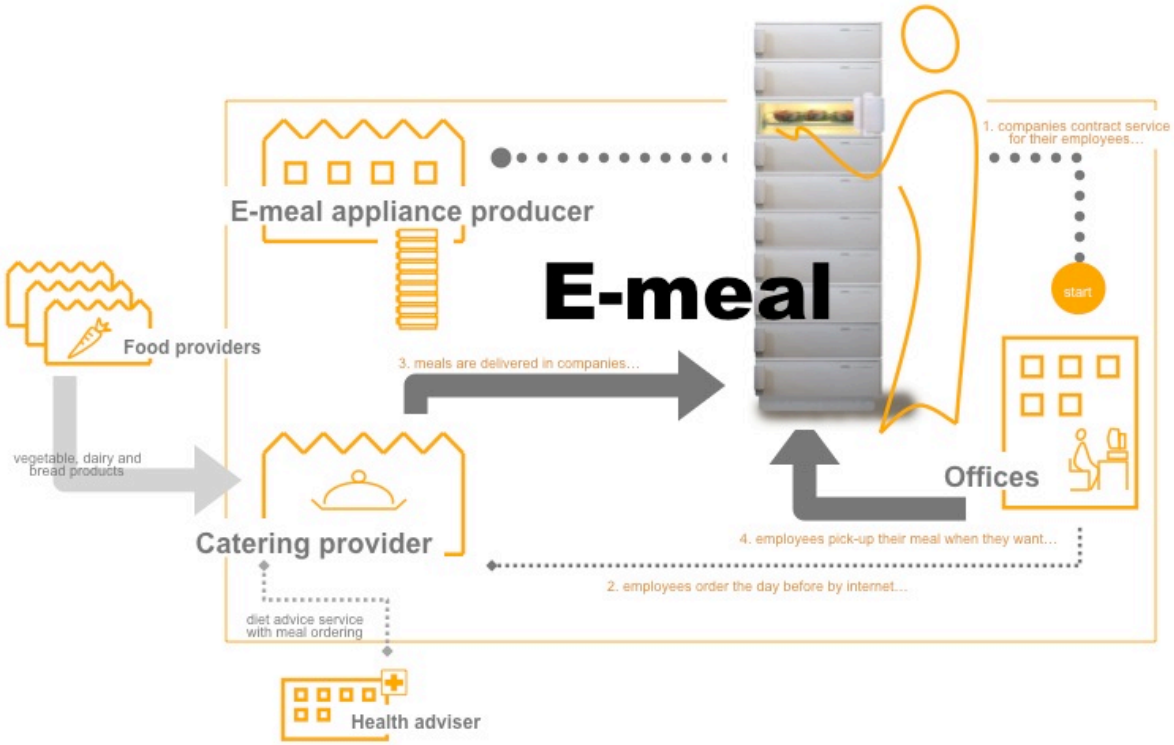
نقشه سیستم



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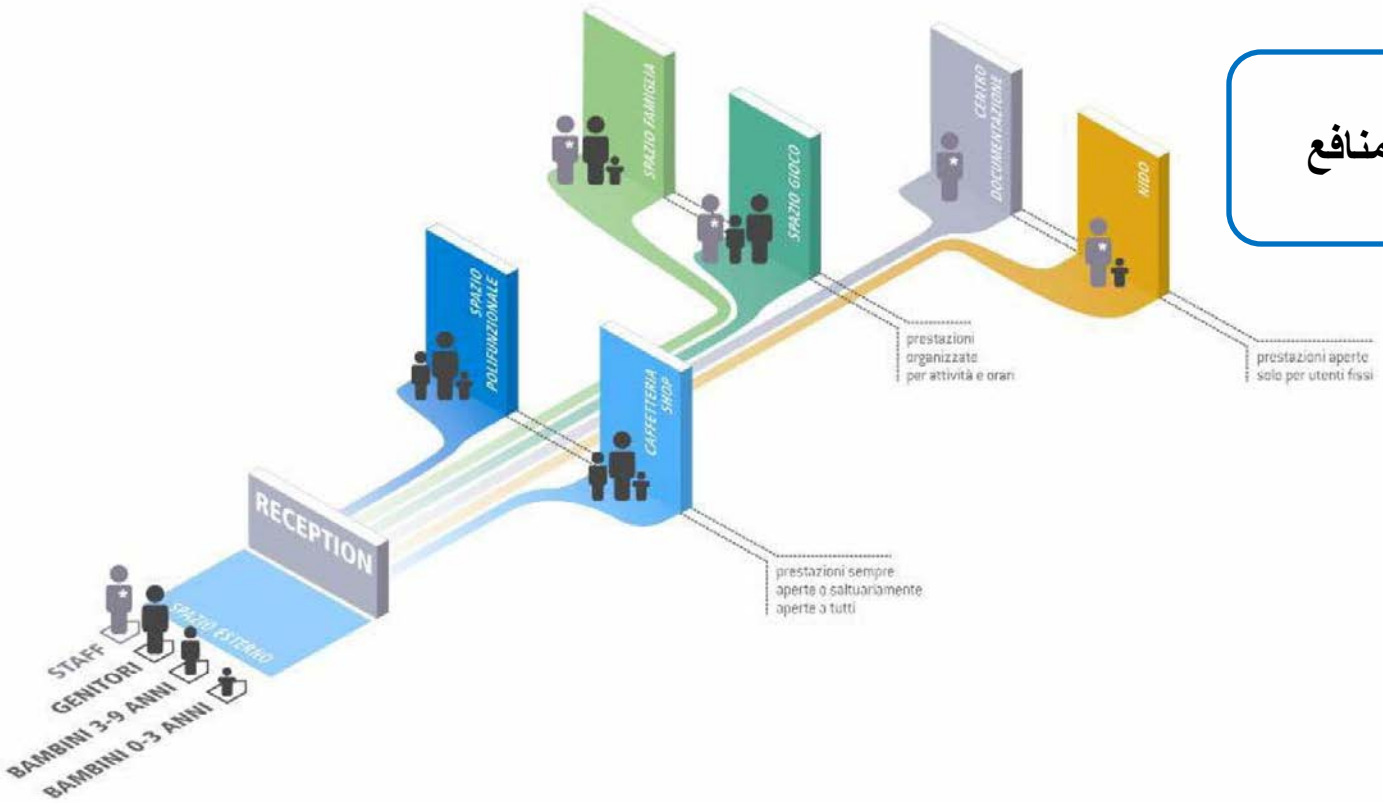
نقشه منافع



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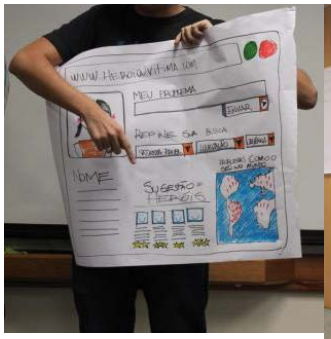
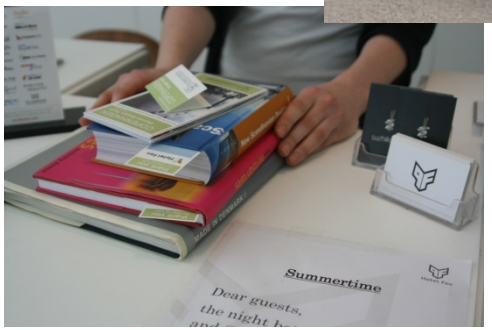
پروتوتایپ خدمات





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حرف آخر

زود و زیاد شکست بخورید و
از با هم بودن لذت ببرید.