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Design for Services

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NOTES ON CONTRIBUTORS

Sara Bury

Sara Bury is a third year Ph.D. candidate in the Computing Department at Lancaster University. Her area of research is collaborative network operation and management, and methods to enable ordinary users to regulate their usage within community run networks.

Keith Cheverst

Keith Cheverst is a Senior Lecturer with Lancaster University's Computing Department. His research over the last decade has focused on exploring the obdurate problems associated with the user-centred design of interactive systems (typically these systems utilise mobile and/or ubicomp technologies) in complex or semi-wild settings and the deployment and longitudinal study of these systems in order to gain insights into issues of adoption and appropriation by users. He has published over 100 research articles, served on numerous programme committees and co-founded a series of workshops on HCI in mobile guides and locative media.

Carla Cipolla

Carla Cipolla is professor of Design at Federal University of Rio de Janeiro – Coppe, Production Engineering Programme. Her research interests cover service design and design for social innovation and sustainability, which began with a Ph.D. in Design at Politecnico di Milano (Italy) where she was also visiting professor. She devotes particular attention to a design approach based on social innovation to foster innovative service models.

Rachel Cooper

Rachel Cooper is Professor of Design Management at the University of Lancaster, where she is Chair of the Lancaster Institute for the Contemporary Arts and Co-director of ImaginationLancaster. Her research interests cover design management; design policy; new product development; design in the built environment; design against crime and socially responsible design. From 2003–2008 she led 'Vivacity 2020' Sustainable Urban Design for the 24-Hour City and she is currently co-investigator of the research project Urban Futures. She has authored several books in the field, including *The Design Agenda* (1995) and *The Design Experience* (2003) and is currently commissioning editor for a Gower series on socially responsible design. She is President of the European Academy of Design and editor of *The Design Journal*.

Shelley Evenson

Shelley Evenson recently joined FUSE|East Labs as a principal in user experience design. Previously, she was teaching interaction design at Carnegie Mellon University, with courses in designing conceptual models, interaction, and service design, and

collaborated with colleagues from the Tepper School of Business and the Human Computer Interaction Institute. She jumpstarted service design in the US, designing courses and hosting the first international conference – Emergence. She is a founding member of the Service Design Network. She is now focusing on the future of social experience, adding to her interests in design for service, design languages and strategy, and organisational interfaces.

Luca Maria Francesco Fabris

Luca Maria Francesco Fabris is assistant professor in Environmental Design at the Department BEST of the Politecnico di Milano, where he has been teaching since 1997. He is the coordinator of the 'Project' area of the monthly review COSTRUIRE (RCS Media Group – www.costruire.it) and technical editor of the Environments series published by Maggioli Editore (www.maggioli.it). A visiting professor at European, American and Asian Universities, Luca focuses on research related to the contemporary built environment and landscape. Since 2007 he has coordinated the C.Scape Design Studio through the PoliDaido interactive digital platform.

Giordana Ferri

Giordana Ferri graduated in architecture from Politecnico di Milano and is the Head of Research and Planning for the Social Housing Foundation, which develops the master plans for new residential dwellings. Since 2006 she has been visiting Professor in Service Design at the School of Design of Politecnico di Milano. In recent years Giordana has been involved in service design for residential dwellings, focussing on building co-housing projects and experimental programmes where residents actively participate in building the settlement. She writes articles for various magazines and is a member of the Service Design Commission for the Compasso D'Oro prize in Italy.

Julia Gillen

Julia Gillen is senior lecturer in Digital Literacies at the Literacy Research Centre, Lancaster University and a member of the Centre for Mobilities Research there. She researches connections between language, literacy, technology, learning and identity in schools, homes and virtual environments. Current publications include *An International Perspective on Early Childhood Research: A Day in the Life* (Palgrave Macmillan; co-edited with C.A. Cameron, 2010) and *Researching Learning in Virtual Worlds* (Springer; co-edited with A. Peachey, D. Livingstone and S. Robbins, 2010).

Valerie Hickey

Valerie Hickey applies design thinking to learning and change strategy solutions for corporate and government organisations. Valerie's tool set enhances the human value added to the product or service that makes an organisation successful, innovative and competitive. She has worked with IBM to deliver enterprise learning and change for 200 to 20,000 employees, in not for profit organizations, and internationally. Valerie has a BA and M.Ed from the University of Toronto.

Stefan Holmlid

Stefan Holmlid is associate professor in Interaction and Service Design at Linköping University. He pioneered the teaching of interaction design and service design in Sweden, and continues to teach user-driven innovation, interaction design and service design. His current research interests are the expressive powers and involvement of stakeholders through design methods and techniques in service innovation. The idea of design objects and materials as dynamic and active, and of design as co-created

'in use' drives his research. He is co-founder of the Nordic Service Design and Service Innovation conference, and of the Service Design Network.

Johnathan Ishmael

Johnathan Ishmael is a researcher at Lancaster University and works in the area of computer communication and distributed systems. His current research activities are focused around the EU FP7 project P2P-Next, looking at future multimedia distribution technologies and their impact on heterogeneous networks. Prior to this he also worked on the EU FP6 ENTHRONE project, providing end-to-end QoS guarantees to the core of the Internet. During his Ph.D. studies Johnathan investigated the deployment of community wireless mesh networks and the emerging requirements for autonomic management and control.

François Jégou

François Jégou, director of the Brussels-based design research company Strategic Design Scenarios, has 20 years of experience in strategic design, participative scenario building and new product-services system definition. He is active in various fields and research projects from investigating creative communities for sustainable living in China, India, Brazil and Africa with UNEP to a European research project building a deliberative platform on food and nanotechnology. François is scientific director of the public innovation lab La 27e Région in France and teaches strategic design at Politecnico di Milano (Italy) and La Cambre, Brussels (Belgium). His latest book is *Collaborative Services, Social Innovations and Design for Sustainability*.

Sabine Junginger

Sabine Junginger is a faculty member of ImaginationLancaster at Lancaster University and a guest scholar at the Hertie School of Governance in Berlin. She investigates the nature, principles and methods of human-centred design to find out when, how and why its inquiries become vehicles for generating and implementing directed organisational changes. Her work draws on theories and methods from emerging design disciplines, product development, human-centred interaction design, organisational change, management and public policy. She has articulated the relationships that exist between designing, changing, organising and managing in various seminars, workshops, speeches and publications.

Lucy Kimbell

Lucy Kimbell is associate fellow in Design Leadership at Saïd Business School, University of Oxford, where she researches designing for service and teaches design management on the MBA course. She led a multidisciplinary research project bringing together management and design researchers with an interest in designing for services. Previously she taught interaction design at the Royal College of Art, London, and has worked for over 15 years as a designer of mobile and Web services.

Ezio Manzini

For more than two decades Ezio Manzini has been working in the field of design for sustainability. Most recently, his interests have focussed on social innovation and he started and currently coordinates, DESIS: an international network on design for social innovation and sustainability (<http://www.desis-network.org>).

Throughout his professional life he has explored the design potentialities in different fields, such as: Design of Materials, in the 80s; Strategic Design, in the 90s; Service Design, in the last ten years,

He taught and directed design researches in several design schools. At the Politecnico di Milano he coordinated the Unit of Research DIS, the Doctorate in Design and, recently, DES: the Centre for Service Design in the Indaco Department.

Keith Mitchell

Keith Mitchell is a Research Fellow in the School of Computing and Communications at Lancaster University (UK) and co-founder and technical director of 21media innovations Ltd, a media and technology based spin-out company located in InfoLab21, Lancaster University. He focuses both his research and commercial interests within the area of distributed and multimedia computing with an emphasis on context-awareness and personalisation of applications and services. The goal of his research is to develop, deploy and evaluate intelligent and interactive systems through the living lab methodology within real-world environments.

Dianne Moy

Dianne Moy, former project coordinator and design manager of the Victorian Eco-Innovation Laboratory at University of Melbourne, Australia, specialises in service and systems design focusing on sustainable and social innovations. Previous to this she worked in social trends coordinating research projects and workshop materials. In her current role she supports design studios across four Melbourne universities (architecture, industrial design, urban design, visual communications, systems and services) and has designed tools and methods for workshops with large commercial organisations, government, local council and community stakeholders.

Elena Pacenti

Elena Pacenti has been the director of the Domus Academy Research Center (DARC) since 2003, and she is the Director of the Service Design Department at Domus Academy. She develops research for the European Commission and design advice for governmental and private agencies in Italy. She also deals with design of services, design of service interfaces and of new media for everyday use. Since her graduation at Politecnico di Milano, she has investigated service design theory and tools to be applied in traditional sectors, with respect to telecom and Web-related services. She has been Visiting Professor of Interaction and Service Design at Politecnico di Milano.

Margherita Pillan

Margherita Pillan is Professor of Interaction Design at Politecnico di Milano, with a background in physics and a Ph.D. in electronic engineering and communications. Her research interests range from user-centred design methodologies to technology-assisted systems and services design, with a specific focus on the field of communication. She has developed research in the fields of integrated circuits design, CAD tool development and circuit theory.

Nicholas J. P. Race

Nick Taylor is a research associate in Culture Lab at Newcastle University. His research interests involve the use of simple and intuitive technologies to support communities, and the use of participatory methods to engage communities in the design process. This has involved deploying several prototype systems in the wild over prolonged periods. He has recently submitted his Ph.D. thesis at Lancaster University, funded by a Microsoft Research scholarship.

Bas Raijmakers

Bas Raijmakers currently runs his own design research company STBY (Standby) in London and Amsterdam with Dr Geke van Dijk. STBY focuses on design research for service innovation. Bas graduated in 2007 at the Royal College of Art in London, has a background in cultural studies and in the Internet industry. His main passion is to bring the people we design for into design and innovation processes using visual storytelling. Bas is also Associate Professor at Design Academy Eindhoven.

Mark Rouncefield

Mark Rouncefield is a senior research fellow in the Department of Computing, Lancaster University. His research interests involve the study of various aspects of the empirical study of work, organisation, human factors and interactive computer systems design. He was awarded a Microsoft European Research Fellowship for his work on social interaction and mundane technologies. His research is strongly interdisciplinary in nature and his empirical studies of work and technology have contributed to critical debates concerning the relationship between social and technical aspects of IT systems design and use.

Chris Ryan

Chris Ryan is Professor of Eco-innovation and Director of the Victorian Eco-Innovation Lab at the University of Melbourne in Australia. He was Foundation Professor of Design and Sustainability at RMIT University, in Melbourne, initiating the Australian EcoReDesign programme (1993–7). From 1998–2003 he was professor and director of the International Institute for Industrial Environmental Economics at Lund University Sweden. He was coordinator and author of the UN Global Status Report on Sustainable Consumption for the Johannesburg Summit of Sustainable Development 2002. His most recent books are *Imaging Sustainability* (RMIT University Press 2007) and *Design for Sustainability – a Step by Step Guide*, published by the UN Environment Program, Paris 2009.

Susanna Sancassani

Susanna Sancassani is the managing director of METID, the centre of Politecnico di Milano for e-learning and e-collaboration, honoured in 2009 with the Efquel Award (the major European award for e-learning quality). Since 2004 she has coordinated the activities of Side_lab, the laboratory of METID for the creative design of e-learning and digital communications, and is the coordinator of a series of Web 2.0 Workshops – a dissemination initiative about Web 2.0 applications in learning and teaching. Since 1999 she has been Professor of Multimedia Design in the School of Design, of Digital Services Design and Design of e-learning courses for the online degree in Computer Engineering of Politecnico di Milano.

Giulia Simeone

Giulia Simeone is a researcher at DIS (Design and Innovation for Sustainability research unit) in the Department INDACO (Industrial Design, Arts, Communication and Fashion) of Politecnico di Milano. Her research interest is in Service Design for local sustainable development, with a peculiar investigation of the virtuous relationships between the city and the peri-urban area. Her doctoral thesis and her current work is focused on Strategic and Service Design methods and tools, with a centre on collaborative services in peri-urban areas with agricultural purpose.

Paul Smith

Paul Smith is a research associate at Lancaster University's Computing Department. With a background in computer science, he developed a Ph.D. in the area of programmable networking resource discovery. He is interested in the various ways that networked (sociotechnical) systems fail to provide a desired service when under duress from various challenges, such as attacks and mis-configurations, and developing approaches to improving their resilience. In particular, his work has focused on the rich set of challenges that face community-driven wireless mesh networks and how they can be tackled.

Susan L. Spraragen

Susan Spraragen is a service experience researcher at the IBM Research Centre in New York. Her work focuses on the dynamics between technology developers and technology users with the goal of linking these two communities in order to bring joy, understanding, efficiency and efficacy to both of their workplaces. Currently Susan is developing visual and expressive service design techniques to address the emotive qualities in provider–consumer relationships. Susan is a senior editor for *Ergonomics in Design*, a publication of the Human Factors and Ergonomics Society. She earned her BA at the University of Rochester, and her MA at Teachers College, Columbia University

Deborah Szebeko

Deborah Szebeko is the founder of *thinkpublic*, a social innovation and design agency that works with the public and third sector in the UK. She has developed a range of collaborative methods and tools to enable social innovation and service improvement in the public and third sector, which was also part of her Ph.D. topic. Over the past seven years, she has successfully used her co-design approach to grow *thinkpublic*, whilst developing communication products and services that have been rolled out nationally in the UK. In recognition of Deborah's pioneering work she was awarded the British Council's UK Young Design Entrepreneur in 2008/9.

Nick Taylor

Nick Taylor is a research student at the Computing Department at Lancaster University, funded by a Microsoft Research European Ph.D. scholarship. He is studying the use of publicly situated displays to support rural communities, the issues and challenges related to this setting, and the various design and interaction techniques which can be used in developing such displays. He has published several papers in this area.

Paola Trapani

Paola Trapani carries out both research and professional activities in the field of the communication in outdoor, with a specific focus on services for sustainability, social innovation and creative communities.

Mark Vanderbeeken

Mark Vanderbeeken is a founding partner of Experientia, the international user experience design consultancy, with responsibilities for management, project supervision, editorial contributions, design policy and strategic communications. Prior to starting Experientia, he was communications manager of Interaction Design Institute Ivrea (Ivrea, Italy), European communications coordinator for the World Wide Fund for Nature (Copenhagen, Denmark), marketing director of Gwathmey Siegel and Associates Architects (New York, USA) and chief press officer of Antwerp

93, Cultural Capital of Europe (Antwerp, Belgium). He is the author of *Experientia's* successful blog *Putting People First*, writes for *Core77* and is a contributing editor to *Interactions* magazine.

Jennie Winhall

Jennie Winhall is a designer and social innovator. For Participle she leads a multidisciplinary innovation process that applies design thinking to social problems, starting with the everyday experiences of people and blending policy, enterprise and service design to make radical change in the public sector a tangible and financially sustainable reality. Participle has launched a range of new social enterprises, delivering services to reduce loneliness, for older people to live a rich third age, for 'problem families' to build new lives and young people to thrive. Previously Jennie was Senior Design Strategist for the UK Design Council, and project lead for *live|work*.

Roger Whitham

Roger Whitham is a visualiser and researcher within *ImaginationLancaster* at Lancaster University with experience in both academic and commercial settings. His specialisations include information design, user experience design, interaction design and group facilitation. He is currently undertaking a Ph.D. in human-computer interaction and design with research interests around information visualisation and personal information management to investigate individual work practices and their support through digital information technologies.