SERV20
DES20

Quo vadis? Exploring the future of service design

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Abstract

Is service design dying or morphing? What will the future role of service designers be - data scientists, business optimizers, public servants, sustainability advocates, ethicists, politicians? What changes need to be made in educating future service designers to take on such roles? Which trends (e.g., digitalization, viral epidemic outbreaks, climate change, aging populations, refugee crisis) deserve particular attention in the service design community? Where and how can the service design mindset, process, methods and tools contribute the most in leading us towards preferred futures? Addressing the *tensions* topic of this conference, this workshop tackles existential questions about service design and aims to collaboratively explore the potentially conflicting ways in which service design researchers, practitioners, and educators foresee the future landscapes of service design.

In this hands-on workshop, participants will be guided through four group activities. First, *mapping the status quo of service design*, where different teams will share their perspectives on the current state of the field. Second, *assessing the status quo*, where different teams will be evaluating the field's pains and gains to identify opportunities and threats. Third, *anticipating relevant trends*, where participants will be sensitized to the

burning challenges from the external environment. Fourth, *envisioning and discussing potential futures of service design*, where participants will identify priorities for service design research, practice, and education. We invite

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