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Addressing echo chambers in Service Design with embodied methods

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Abstract

Are you unknowingly trapped inside an 'echo chamber' that reinforces your own assumptions about service design? What are the dangers of failing to meaningfully consider alternative assumptions about service design? How can we sensitize ourselves to diverse perspectives on service design research and practice? It is becoming increasingly apparent that service design encompasses multiple perspectives and approaches that are grounded in different foundational assumptions about the goals of service design, its processes, as well as the role of designers and other actors.

The purpose of this interactive and reflective workshop is to surface pluralities and tensions within participants' underlying assumptions about service design and help to move the field forward by initiating dialogue and reconciliation. In the workshop, participants will use their bodies and online representations to represent and illuminate their various perspectives on service design. We will work through frameworks that will help make the

invisible assumptions that guide our diverse work on service design more visible.

Together the group will address tensions within the underlying assumptions that guide our different perspectives and critically evaluate the assumed common ground that we stand on as a discipline. Participants will leave with a better understanding of their own blindspots in how they think about service design and gain an appreciation of some of the diverse perspectives that contribute to a vibrant and evolving service design discipline. In addition, participants will walk away with inspiration on creative approaches for embodying and materializing assumptions and working with tensions that often go unspoken within diverse groups.

Keywords: service design, plurality, tensions, perspectives, assumptions, embodiment, blindspots