



## **Service delivery of architectural design services: An experience-centric analysis**

Linus Tan  
linustan@swin.edu.au  
Swinburne University of Technology, School of Design

### **Abstract**

How architects provide their design service to clients have predominantly remained unchanged since the professionalisation of the architecture practice. Paradoxically, what the architects provide in each of these services are customised to each client. Since the architect's unique designs are concealed by standardised service delivery, how will clients know which firm to engage? This begs the question; how can architects set their services apart from their competitors?

This study uses an experience-centric service framework to investigate how residential architecture design service in Australia is delivered to clients. It uses the Experience Design Board (Lim & Kim, 2018) as a tool to visualise the service delivery process. By examining the service delivery touchpoints and its effects on clients, the study shows the plurality of areas where architects can differentiate their service delivery from other architecture firms.

Keywords: experience-centric design, architectural design service, experience design board

## References

- Lim, C. and Kim, K (2018) Experience Design Board: A tool for visualizing and designing experience-centric service delivery processes, *Journal of Retailing and Consumer Services*, 45, 142-151.  
<https://doi.org/10.1016/j.jretconser.2018.07.021>