Hochschule München University of Applied Sciences

Courses in English
Course Description

Department	MUC.DAI
Course title	Service Design Research
Course number	226
Hours per week (SWS)	4
Number of ECTS credits	6
Course objective	Technical Competence: Students understand the role of user research in developing innovative services and learn to interpret qualitative data for strategic use. Methodological Competence: Proficiency in specific tools including: Self-Immersion & Contextual Inquiry Qualitative Interviews, Ethnography, and Shadowing Personas & Stakeholder Mapping As-Is User Journeys Social & Personal Competence: Developing empathy for users, reflecting on researcher bias, and fostering collaborative team skills to build a shared iterative vision.
Prerequisites	
Recommended reading	*This is Service Design Doing by Stickdorn et al.* *Interviewing Users by Steve Portigal* *Good Services by Louise Downe* *The Design of Everyday Things by Don Norman*
Teaching methods	Seminar-style teaching, weekly lectures, and practical project work
Assessment methods	ModA (Module Assignment/Project Work); specific details per the SPO
Language of instruction	English
Name of lecturer	Prof. Dr. Tina Weisser
Email	tina.weisser@hm.edu
Link	https://hm.pages.gitlab.lrz.de/muc.dai-organisation/idb225/Service%20Design%20Research.html
Course content	This module introduces the Service Design Process and emphasizes the critical role of qualitative research in user-centered service development. Service-Dominant Logic (SDL): Understanding value co-creation between providers and users. Qualitative Research Methods: Applying techniques to gain deep insights into user experiences and service ecosystems. Process Frameworks: Utilizing the "Double Diamond" and iterative development models. Strategic Synthesis: Translating research data into actionable design recommendations.
Remarks	none.