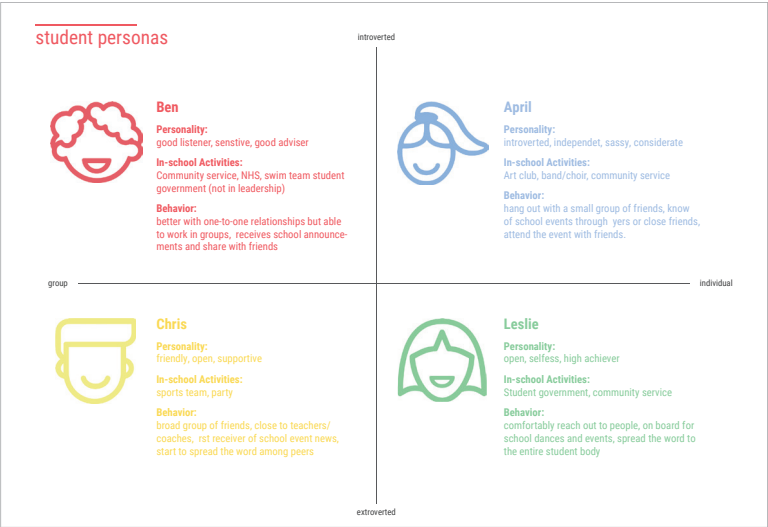
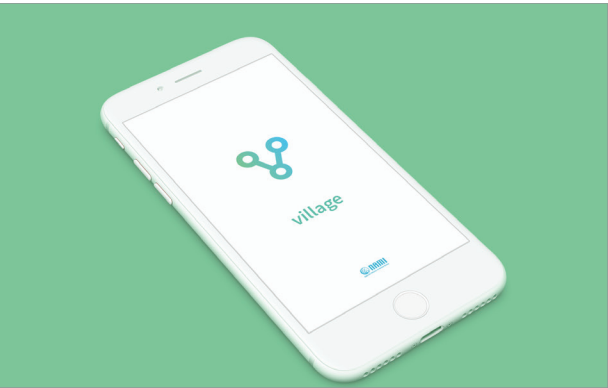
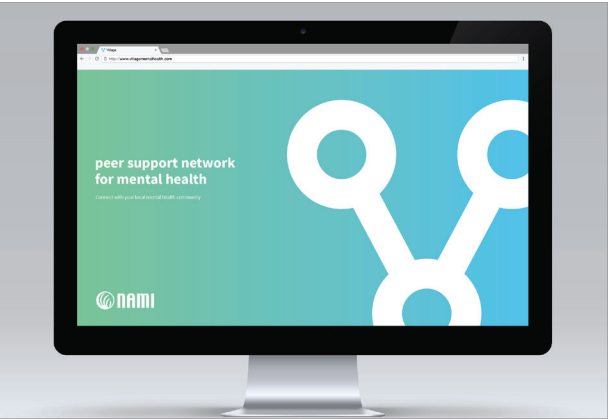


Service Design

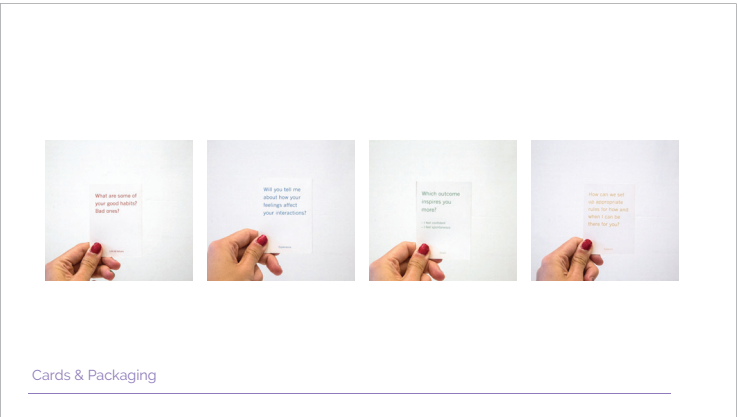
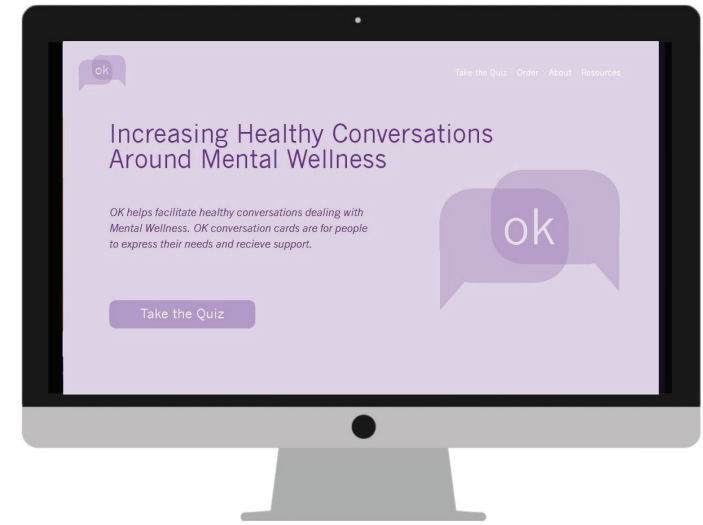
This class explores service design, an interdisciplinary approach for creating useful, usable, and desirable experiences between service providers and customers. Services have always been around: hospitality, transportation, health, restaurants, tourism, and many others. At a macro level, service design is a strategic and systems level way of thinking that shares many of the tools used in “design thinking.” Designers from many disciplines engage “services” at various touchpoints where people interact with a service; advocating for people and creating designed artifacts that support successful experiences. This class was created for communication design students to work with a local health care organization exploring mental health in rural communities.



service blueprint for Mind Talk: during				
During				
Step	Talking to students	Introducing resources and MindTalk	Signing up for educational activities	Attending educational activities in the truck
Touchpoint	Presentation slides Truck	Resource pamphlet Video of talks Website	Signup sheets Website Truck	Truck Activities
Frontstage Staff	Joe Students	Joe Students	Joe Students	Joe Students
Backstage Staff	School Counselor Jane: coordinating events, video recorder	Community partners School Counselors	School assistants Jane: preparing for activities	School assistants Jane: coordinating activities
Support Technology /Design	PPT Slides PPT Technology	Pamphlet Video Tech	Signup Sheet website signup Notification/texting	Mental Health related activities

Student Team (top): Olivia Alcchek, Lydia Kim, and Devon Litteral
Level: Junior/Senior

Student Team (left): Wade Johnson, Ji Lee, and Emma Thompson
Level: Junior/Senior



Student Team: Alex Hammarskjold, Kelly Tsao, and Audrey Western
Level: Junior/Senior

