

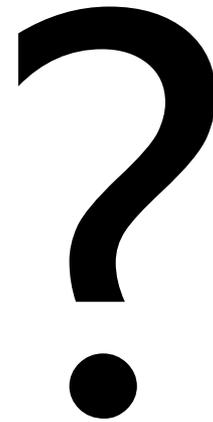
A photograph of a boat on a body of water, likely the Bosphorus in Istanbul. The boat is carrying a large bunch of colorful balloons (red, purple, yellow, blue, green) and has a Turkish flag on its cabin. In the background, a densely populated hillside with many houses is visible under a clear sky.

# New Grounds, New Challenges?

*Exploring Stakeholder Research in Service Design*

**Fabian Segelström**





Service Design

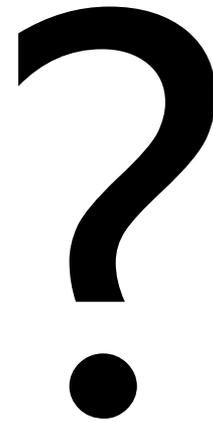




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Service design can be described as the use of a **designerly** way of searching for solutions to problems in **people-intensive service systems** through the **engagement of stakeholders**



Service





IHIP

Intangibility – Heterogeneity – Inseparability - Perishability





## Service Dominant Logic



“people-intensive service systems”

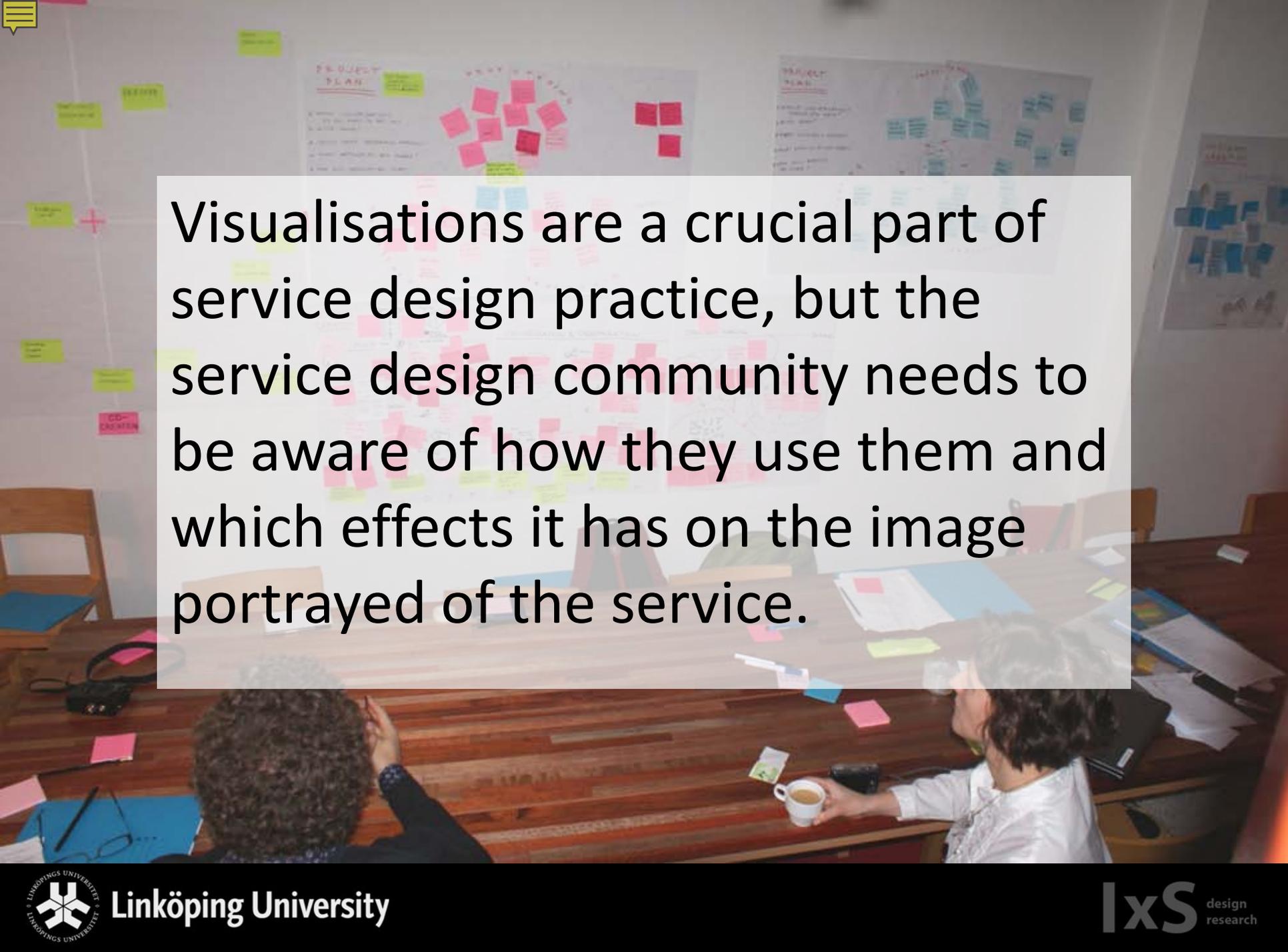


“designerly”  
“engagement of stakeholders”



Findings



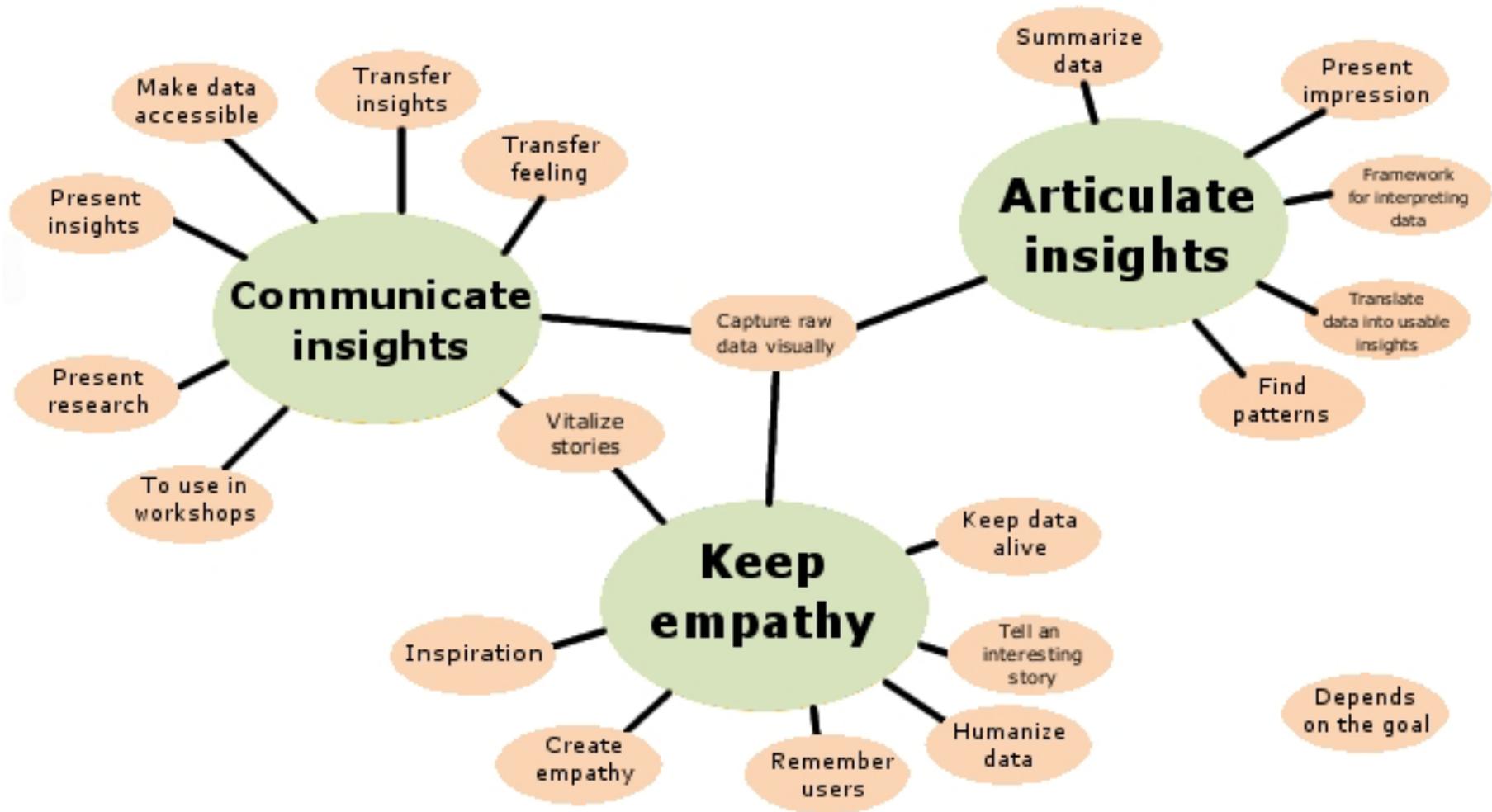
A meeting room with a large wooden table covered in sticky notes and project plans on the wall. Two people are seated at the table, one holding a cup of coffee. The room is filled with various colored sticky notes (yellow, pink, blue) and project plans on the wall, suggesting a collaborative design process.

Visualisations are a crucial part of service design practice, but the service design community needs to be aware of how they use them and which effects it has on the image portrayed of the service.



Category	Total	Comp.	Category	Total	Comp.	Category	Total	Comp.
Journeys	17	11	Highlighting	5	5	Co-creation	2	2
Narratives	12	8	Compiling	4	3	Pre-modelling	2	2
Personas	10	9	Synthesis	4	3	Sensitizing	2	2
Media	10	6	Drama	3	3	Process	2	2
Presentation	6	4	Material	3	2	Props	2	1

Basic techniques and long-tail



Visualisations tools serve the purpose of communicating user data to different recipients.



Planned research





## Analysing interviews



Ongoing: Fieldwork at service design consultancy





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