Design Research for Service Innovation
People are at the centre...

..when we collect stories of service experiences
..in the materials that communicate rich insights
..and in our collaborations with innovation teams

..STBY...
Co-creative research...

..using a range of narrative, visual methods
..empowering participants to speak out
..involving clients in the fieldwork and analysis
..for innovation with impact

..STBY...
Empowering agile innovation...

..through creating rich insights with client teams
..by providing re-usable materials to generate ideas
..through helping teams to collaborate with customers
..by supporting teams to implement ideas
Global Expertise

STBY is based in London and Amsterdam

STBY co-founded the Reach network for global design research
STBY is an innovation partner to...

Ahold
Cisco
Design Council
Design Academy Eindhoven
Ebay
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Microsoft
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CRISP #5

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We promise, no regrets!
This is the Grand CRISP Finale! Berry Eggen and Paul Hekkert look back and reflect on 4 years of CRISP — Page 6

A product is more than a product
Don Norman's manifesto explains why we don't design chairs anymore — Page 8

Featured themes
Designing Relationships, Orchestration, Embracing Complexity, and Strategic Value

THIS IS CRISP

crisprepository.nl
THIS IS SERVICE DESIGN THINKING.
Basics — Tools — Cases
Principles of Service Design Thinking

- User-Centred
- Sequencing
- Evidencing
- Co-creative
- Holistic
Principe 1: User-Centred

Experience a service through the customer's eyes
Principe 2: Sequencing

Visualise the series of interactions in the service
Principe 3: Evidencing

Prototype and test the tangible service elements
Principe 4: Co-Creative

Include all stakeholders in the process
Principe 5: Holistic

Consider the entire service environment
Smart Energy Management
Interviews with building managers to elicit feedback on service concept

Development of personas relevant to main aspects of service offering

Quantitative validation of personas and communication
Design Research for Service Innovation

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