

# Re-Visioning Service Design: An Interdisciplinary Approach to Creating Significance

## An online interactive training course

The word “design” shares the Latin root “signum”, with the words “signify” and “significance”. I define design as giving form to ideas that create significance for the users and help the designers in their journeys to find meaning. The notions of “meaning” and “significance” highlight the fact that there is a subjective dimension to design. This inherent subjectivity demands an understanding of human dimensions involved in the design process and in the adoption of the resulting products and services.

### TOPIC

The aim of this training course is to provide hands-on tools for thinking and reflection mechanisms, required for addressing the complex and multifaceted nature of service design. To this end, I combine insights from a wide variety of disciplines such as analytical psychology, mythology, ethnography, experiential learning, and cybernetics to shed light on factors that give rise to the complexities inherent in designing services that are valued by users and designers. The notion of service in this context transcends the traditional product and service dichotomy. In this training course, a product is viewed as a delivery mechanism for services.

### AUDIENCE

Managers, product and service designers, organizational decision makers, start-up founders, researchers, members of research and development teams, NGO members, or anyone working in contexts in which products and/or services are designed and offered to customers can be a target audience of this course. By the end of this course the participants will be able to have a fresh take on designing new products of services or improving the existing ones.



### STRUCTURE

- 6 interactive live sessions (each lasting 100 minutes) on Zoom.
- There will be a maximum number of 10 participants in the training.
- The sessions include debriefing, reflection, questions and answers.
- The participants are required to go through the preparatory materials before the sessions.
- The participants are encouraged to bring examples and cases from their professional experience.

### CERTIFICATE OF ATTENDANCE

Participants who attend at least 4 out of 6 sessions will receive a certificate of attendance stating the course content and contact hours issued by an accredited university in Switzerland.

### COST OF TRAINING

For more information about the tuition fee for the training course you can contact me:  
[arash.golnam@gmail.com](mailto:arash.golnam@gmail.com)

## TRAINING COURSE CONTENTS

The tentative contents of this training course are as follows:

### **Session 1: Why an inter-disciplinary approach to service design?**

*Viewing design as creating significance and understanding the anatomy of a service by distinguishing the “objective”, “inter-subjective” and “subjective” dimensions of a service.*

### **Session 2: Getting to know the designer (psychology)**

*Understanding the psychological functions (sensation, intuition, thinking and feeling) and the resulting capabilities and capacities in the designer and their correspondence with the service design process.*

### **Session 3: The designer’s journey (mythology)**

*Exploring the nature of a design undertaking, the problems and the situations the designer encounters and the similarity it bears to a journey that a hero ventures on in search of wholeness.*

### **Session 4: Design ideas (ethnography)**

*Developing an understanding of the methods that can be used to generate design insights, and exploring the evolutionary path of a design idea.*

### **Session 5: Designer as learner (cognition)**

*Gaining insights into the experiential learning cycle (concrete experience, reflective observation, abstract conceptualization, active experimentation) and the interplay between designing and learning in the design process.*

### **Session 6: Designing viable services (cybernetics)**

*Identifying the characteristics of a viable service and examining the applications of the law of requisite variety in designing robust service systems.*

## INSTRUCTOR

**Dr. Arash Golnam** ([www.golnam.net](http://www.golnam.net))

*University Lecturer and Systems Scientist*

Arash completed his Ph.D. in Management of Technology (Systems Modeling) at Ecole Polytechnique Fédérale de Lausanne (EPFL) and holds a Master of Science in System Dynamics (summa cum laude) from Worcester Polytechnic Institute.

Arash currently studies Depth Psychology at the Jung Institute in Zurich and works as a scientist at EPFL where he is completing his book on the integration of systems and psychological principles in service design thinking. Arash teaches design thinking at universities in Geneva and Lausanne area, where he has been awarded as the distinguished member of the faculty several times in the recent years.

