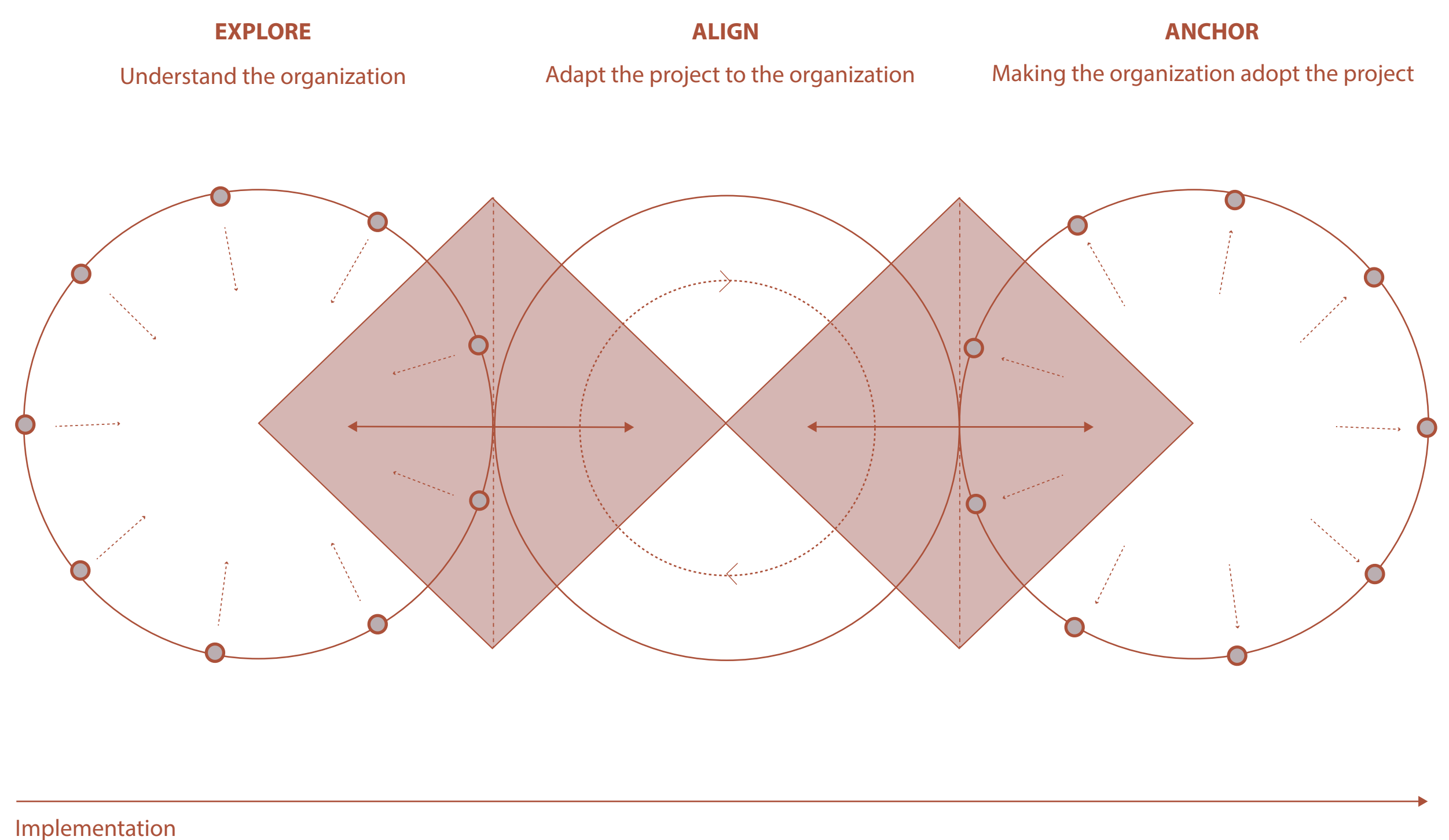


Organizational context alignment in service design projects

Creating a framework that guides service designers to align their project approach and outcomes with the organizational context of their clients, to foster implementation and help organizations become more customer centric



WHY?

Over the past 30 years, service design has changed. Whereas clients first hired service designers to make a pretty journey to put on the wall, they now hire service designers to help their organization to become more customer centric through service design.

Koos has noticed this shift in request. In order to make organizations more customer centric, project outcomes that Koos delivers have to actually be implemented, which often requires organizational change. Designing for succesfull implementation thus demands from service designers that they extend their skillset in order to create organizational change.

HOW?

Understanding the organizational context of clients and thinking about the implications of the context on the implementation from day 1 onwards can help designers to reveal the real, underlying problems an organization might have and get an understanding of how they might need to approach the project and hand-over project outcomes in order to make sure they are being anchored in the organization, and make actual impact. This means service designers have to explore as much with the organizational context of their clients as they do with users, and throughout the project, keep reflecting on new insights and how they may affect implementation - so that the project approach can be adapted if needed

WHAT?

In order to guide service designers how to take the organizational context into account throughout a design process, and to indicate what context elements should be considered, the organizational context framework has been designed. Together with a Miroboard for weekly reflections, this framework stimulates designers to continuously explore the organizational context, think about implications for implementation and anchoring of the project and accordingly align the project approach to these implications.

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