INVITATION TO PHD DEFENCE

DESIGNING FOR SERVICE CHANGE
BY LOTTE RAUN

Service design is an emergent and fast-moving field in both practice and research across the world. Private companies and public institutions hire designers to create new and improve existing services for the benefit of customers, citizens and organisations. Yet sometimes the potential of service design is left unexploited. It often happens that good ideas and concepts produced during service design projects end up on the “concept shelf” and never result in actual changes to the services organisations provide.

Motivated by a wish to overcome this ‘challenge of implementation’, the PhD project investigates how professional designers successfully address implementation during service design projects for hospitals. The research results include a number of focal for designers as well as other people who apply service design within hospitals. The focal points describe conditions and strategies that enable implementation and, hereby, what is relevant to consider when aiming for implementation and actual service change.

The PhD project is co-financed by Idéklinikken - innovation unit at the North Region of Denmark.

ASSESSMENT COMMITTEE
Professor Ellen Christiansen, Aalborg University
Professor Henry Larsen, University of Southern Denmark
Professor Satu Miettinen, Lapland University

SUPERVISORS
Professor Nicola Morelli, Aalborg University
Associate Professor Søren Bolvig Poulsen, Aalborg University

TIME AND LOCATION
1 pm - 4 pm, 24th of November, 2017
Aalborg University, Department of Architecture, Design and Media Technology
Rendsburggade 14, Room no. 4.513, 9000 Aalborg

Following the defence the Department of Architecture, Design and Media Technology will host a reception.

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