

**School of Fine Arts Design and Architecture / Industrial Design**  
**2023 - 2024 Academic Year**  
**SERVICE DESIGN**  
**Syllabus**

<b>Course Description</b>					
<b>Name</b>	<b>Code</b>	<b>Semester</b>	<b>T+A Hour</b>	<b>Credit</b>	<b>ECTS</b>
SERVICE DESIGN	EUT2168810	Fall Semester	2+2	3	4
<b>Prerequisites Courses</b>					
<b>Recommended Elective Courses</b>					
<b>Language of Instruction</b>	Turkish				
<b>Course Level</b>	First Cycle (Bachelor's Degree)				
<b>Course Type</b>	Elective				
<b>Course Coordinator</b>	Assist.Prof. Akgün TOKATLI				
<b>Name of Lecturer(s)</b>	Lect. Seçil KERÇEK				
<b>Assistant(s)</b>					
<b>Aim</b>	Service Design provides integrated and multidisciplinary approach to understand the relationship between product, service, technology, customer and culture in the experience context.				
<b>Course Content</b>	This course contains; Service Design,Project Plan,Understanding client vision,Persona,Defining the research methodology,Conducting the research,Gathering Insights,Services design maps,Customer Journeys,Optimization,Output maps,Designing Service design workshops,Designing Service design workshops,Presentation.				
<b>Course Learning Outcomes</b>			<b>Teaching Methods</b>	<b>Assessment Methods</b>	
1. Analyses user-customer needs with the help of design research.			16, 19, 4, 5, 9	F	
2. Identifies the contact points where interaction with the user occurs.			6, 9	F	
3. It presents existing (as-is) and ideal (to-be) user journeys.			23, 6, 9	F	
4. According to the research results and data, determines the pain and pleasure points in the service maps related to the personas.			10, 23, 9	F	
5. Lists actions for a better service experience.			13, 4, 9	F	
<b>Teaching Methods</b>	10: Discussion Method, 13: Case Study Method, 16: Question - Answer Technique, 19: Brainstorming Technique, 23: Concept Map Technique, 4: Inquiry-Based Learning, 5: Cooperative Learning, 6: Experiential Learning, 9: Lecture Method				
<b>Assessment Methods</b>	F: Project Task				
<b>Lecture Schedule</b>					
<b>Sequence</b>	<b>Topics</b>	<b>Preliminary Preparation</b>			
1	Service Design				
2	Project Plan				
3	Understanding client vision				
4	Persona				
5	Defining the research methodology				
6	Conducting the research				
7	Gathering Insights				
8	Services design maps				
9	Customer Journeys				
10	Optimization				
11	Output maps				
12	Designing Service design workshops				
13	Designing Service design workshops				
14	Presentation				
<b>Evaluation Methods</b>		<b>Weight(%)</b>			
Midterm Exam		50			
General Exam		50			

<b>Resources</b>
Provided by the lecturer.