

# Keynote Speech

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**10:45-12:15**

**Room 1**

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## **Strategic Service Design: Concept and Methodology**

Service design is now accepted as a valuable tool to innovate service offerings in the wide area industry, including public, healthcare, financial, telecommunication services and servitized manufacturing businesses, and so on. From the viewpoint of traditional new product/service development, new service should be derived from corporate strategy, making strategic alignment throughout corporate strategy to detailed service implementations. Nevertheless, common implementation of service design does not consider such strategic structure explicitly, resulting in service improvements isolated from strategic considerations. Therefore, it has utmost importance to have a systematic approach to incorporate the business strategy with low level service design details. Since the integrated perspective, including business strategy and service designs cannot be achieved from service designers or business consultancy alone, multi-disciplinary approach is required.

Upon this requirement, I present a methodology to integrate strategic perspective with service designs, namely “Service Strategy Planning.” Based on selected Korean service design cases, which were reviewed and analyzed from different viewpoints, common tasks, deliverables, and logical flows are extracted. By abstracting the logical structure of the cases referencing ISP and strategy consulting frameworks, we built a methodology to integrate strategic perspective with service designs, namely “Service Strategy Planning.”

It is expected that using this integrative approach, the service design derived from business strategy can better serve to innovate service businesses and also open a wide new market opportunity to service design and business consultancy together.