

Service Design Days Satellite - Navigating conflicting drivers

Join this special conference, a mixture of talks and workshops, organised by the Service Design College in partnership with Philips as part of DDW24!

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Hosted by: Service Design College & Philips

Project Information (EN)

Designing human-centred services

Organisations are constantly changing as they are optimising their offerings and operations. However, the factors driving this change depend on the desired impact the organisation aims to achieve, which can vary across organisations, departments, or even teams. As service designers, we can create impact by designing human-centred services with lasting experiences. Whether the focus is on financial, social, or environmental outcomes, these priorities shape our design processes and outcomes. As service design is inherently collaborative, we frequently encounter situations where diverse interests - and therefore different drivers - are at play. This event explores how to navigate these potentially conflicting drivers within the service design process. How could financial drivers be balanced with societal or environmental ones? How do these drivers shape the way we design? Can we contribute to and influence experiences that address all types of impact, or must we prioritise one over another? And how do we make these critical decisions?

Creating impact

Designers from various sectors will share their insights on balancing different types of impact. Can the services we design and the experiences they create help achieve diverse types of impact? Join us to find out. Service Design Days is a global conference for strategic designers. This SDD Eindhoven Satellite will bring together practitioners and students in the service design community for an in-depth exploration of how to navigate conflicting drivers in the design process. The Satellite will kick off with a series of three engaging talks from experienced service design practitioners, each working at the intersection of design, business, and societal needs. These speakers come from diverse backgrounds, including large national companies and agencies actively collaborating with communities and municipalities. They will provide a unique perspective on the challenges and opportunities of balancing competing value drivers within service design. In the second part, we'll transition into an interactive discussion, where the audience will be invited to collectively explore the conference theme.

Addressing conflicting drivers

In the second part, we'll transition into an interactive discussion, where the audience will be invited to collectively explore the conference theme. This session will encourage open dialogue, allowing participants to share their own experiences, ask questions, and collaboratively brainstorm ways to address conflicting drivers in their own projects. This event is tailored for service design professionals and Master's students who are practising or interested in service design. It's a unique opportunity to learn from experts, engage with peers, and expand your toolkit for making an impact through design. Schedule October 24: 12:45 - 13:15 - Entrance and registration 13:15 - 14:00 - Welcome and introduction 14:00 - 16:30 - Talks & Interactive session From 16:30 onwards - Networking drinks This conference is catered for designers. The event will be held in English to facilitate the participation of an international audience. Since space is limited, you will need to register here: <https://www.eventbrite.nl/e/sdd-satellite-eindhoven-2024-tickets-1026473829857>

Projectinformatie (NL)

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Image List

Filename	Caption	Credit
sdd2023-satellites-11-scaled_1728565898.jpg		

The images above are included in the ZIP under /images.