

2024
2.7 (wed.)12:10
12:50

12:10-12:15

◆ Introduction

12:15-12:40

◆ Seminar
(Presentation)

12:40-12:50

◆ Q&A

Online
(Zoom)Scan here for
Registration ▶▶https://temdec-med-kyushu-u-ac-jp.zoom.us/webinar/register/WN_OsijBVCISleeKoDfg114ug

Supported by Kyushu University, Q-AOS & TEMDEC

What is service design?

Practices in local government, companies and universities

Chair: Assoc. Prof. Kun QIAN (Research Futures Coordinator of Q-AOS)



Key Words

Service Design

Innovation Management

New business development

Associate Professor **Satoru Tokuhisa**

Faculty of Design



Satoru Tokuhisa is a researcher and practitioner with interests in human-computer interaction, service design, and innovation management. He practices new business creation using human-centred design, service-dominant logic, and effectuation. He's the author of the book "Weaving Regional Innovation - New Businesses Spun Out of Resources". He is the first and only Service Design Master in Japan to be accredited by Service Design Network, the international service design organisation.

His research has been accepted at SIGGRAPH and CHI, the top conferences in the field of human-computer interaction, and has won international and domestic awards, having entered a number of challenging competitions such as SIGGRAPH Emerging Technologies (2003, 2005), Japan Media Art Festival (2004, 2007), Asia Digital Art Award (2005, 2008), FILE (2007, 2008), Laval Virtual (2006, 2008), and U-35 Creators Japan (2013).

His current research interests revolve around service design frameworks using service dominant logic, sustainable innovation frameworks for developing countries, cultural diversity in design thinking, and design methods for service with humans and non-humans including multiple service.

In this lecture, the lecturer will address the question: what is service design? The lecture will start by explaining what services are, then explain the historical transition of service design and introduce the up-to-date definition of service design.

The lecture will then provide concrete examples of service design from the perspective of various partners, such as local governments, companies and universities, as well as from various implementation sites, such as local cities and low-income countries, using actual projects from the past as subjects.

Through this presentation, the lecturer hopes to inspire participants to take an interest in service design and put it into practice.