

[MDD402] SERVICE DESIGN

GENERAL INFORMATION

Studies	UNIVERSITY MASTER IN STRATEGIC PRODUCT AND SERVICE DESIGN		Subject	?
Semester	1	Course	1	Mention / Field of specialisation
Character	COMPULSORY		Language	CASTELLANO/ENGLISH
Plan	2025	Modality	Face-to-face	Total hours 40 class hours + 60 non-class hours = 100 total hours
Credits	4	Hours/week	2.22	

2030 AGENDA GOALS



PROFESSORS

IRIARTE AZPIAZU, ION

REQUIRED PREVIOUS KNOWLEDGE

Subjects	Knowledge
DESIGN METHODOLOGY VISUAL COMMUNICATION	(No previous knowledge required)

LEARNING RESULTS

LEARNING RESULTS	KC	SK	AB	ECTS
MDRA35 - Design new innovative services, applying the principles and tools of service design		x		4
Total:				4

KC: Knowledge or Content / SK: Skills / AB: Abilities

SECONDARY LEARNING RESULTS

RMD05 [!] *Diseñar nuevos servicios innovadores aplicando los principios y las herramientas del diseño de servicios*

LEARNING ACTIVITIES

	CH	NCH	TH
Conducting tests, giving presentations, presenting defences, taking examinations and/or doing checkpoints	4 h.	6 h.	10 h.
Carrying out/resolving projects/challenges/cases, etc. to provide solutions to problems in interdisciplinary contexts, real and/or simulated, individually and/or in teams	36 h.	54 h.	90 h.

EVALUATION SYSTEM

	W
Reports on the completion of exercises, case studies, computer exercises, simulation exercises, laboratory exercises, term projects, challenges and problems	40%
Presentation and defence of exercises, case studies, computer practical work, simulation practical work, laboratory practical work, term projects, end of degree project, master's thesis, challenges and problems	50%
Individual written and/or oral tests or individual coding/programming tests	10%

MAKE-UP MECHANISMS

Reports on the completion of exercises, case studies, computer exercises, simulation exercises, laboratory exercises, term projects, challenges and problems
Presentation and defence of exercises, case studies, computer practical work, simulation practical work, laboratory practical work, term projects, end of degree project, master's thesis, challenges and problems
Individual written and/or oral tests or individual coding/programming tests

CH - Class hours: 40 h.
NCH - Non-class hours: 60 h.
TH - Total hours: 100 h.

CONTENTS

1. Introduction

Introduction to service design

2. Theoretical foundations

Definitions of service design

Principles of service design
Capabilities of service design

3. Methodologies for service design

Methodologies for service design

4. Tools for service design

Research tools
Co-creation tools
Visualization tools
Tools for service prototyping

5. Practical case in the insurance industry

Execution of a practical case in the insurance industry

6. Servitization and PSS

Case studies in servitization and PSS

LEARNING RESOURCES AND BIBLIOGRAPHY

Learning resources	Bibliography
Subject notes Technical articles Presentations by external Lecturers Topic related web quires Moodle Platform Class presentations Specific Master Software	https://labur.eus/zVckU