

CARLETON UNIVERSITY  
SCHOOL OF INDUSTRIAL DESIGN

**COURSE OUTLINE IDES 5500S • SERVICE DESIGN FOR PUBLIC INNOVATION • SUMMER (2022)**

---

---

**Instructor:** Nourhan Hegazy

nourhanhegazy@cunet.carleton.ca

Location: Remote/online

Office Hours: During class time or by appointment

**Time and Location:** Class is scheduled Tuesdays and Thursdays from 4:30pm - 7:30pm. Please refer to brightspace for more information.

### **Course Description**

Service Design is the interdisciplinary activity of organizing people, communication and infrastructure to improve relationships between service providers and their users. The following course will explore the fundamentals of service design tools and contexts with a focus on designing for public innovation. In addition, students will have the opportunity to learn about service design through various case studies from practitioners in the field as well as to apply a service design approach through an experiential project.

### **Learning Outcomes**

By the end of this course, students will be able to:

1. Understand how to utilize service design to support public innovation.

2. Understand and employ various service design methods.
3. Analyze and synthesize data to formulate service insights.
4. Select and employ methods to generate ideas from insights.
5. Cooperate as an effective and collaborative participant.
6. Communicate the rationale for their process by developing reports and presentations.
7. Value stakeholders' input at all design stages.
8. Adopt professional/responsible behavior.

### **Course Deliverables**

These are the deliverables for this course. Please see 'Appendix A Course Schedule' for more detailed information.

<b>Deliverable</b>	<b>Weight</b>	<b>Deadline</b>
Class Attendance/Participation	12%	1% per class
Method Exploration	10%	Monday May 9th, 2022
Project Charter	5%	Friday May 13th, 2022
Project Interim Submission	25%	Wednesday May 25th, 2022
Project Final Submission	35%	Friday June 10th, 2022
Course Reflection	13%	Wednesday June 15th, 2022

### **Student Access to Quiz, Test and Exam Papers**

Examinations are for evaluation purposes only and will not be returned to the student.

## **Required Materials**

Materials required for the course are listed below. You may be asked by your instructor to refer to brightspace for a more comprehensive list of required materials.

1. Laptop or computer with internet connection
2. Zoom Video Conferencing (Links will be provided by the instructor)
3. Miro Virtual Whiteboards (Links to boards will be provided by the instructor)

## **Computer Requirements**

Please refer to the computer requirements on the School of Industrial Design Website. You may be asked by your instructor to refer to cuLearn for other information or requirements related to computer work.

<http://www.id.carleton.ca/undergraduate/about-the-bid-program/computer-requirements>

## **Individual/Group Work**

Courses may include individual and group work. It is important in collaborative work that students clearly demonstrate their individual contribution.

## **Review/Presentation Attendance**

Attendance at scheduled SID Reviews/Presentations is mandatory. These are equivalent to exams when indicated in the course outline. Failure to attend the Review/Presentation without reasonable cause, will result in a grade of F. Students arriving late for the Review/Presentation or not remaining for the complete session without approval from the instructor, will be addressed on a case-by-case basis at the discretion of the instructor.

If you are not able to attend a Review/Presentation, foresee arriving late or need to leave before it is complete, please email your instructor in advance explaining the reason for the situation. It is important that you provide a reasonable rationale for your absence, late arrival or early departure. In the event of an illness or death in the family, you will be required to sign a form verifying your claim and this form is available through the SID administration office.

## **Late Submission of Lecture & Studio Deliverables**

Students who do not hand in deliverables on time will have their earned grade reduced by 10% per day up to a maximum of 3 days. Failure to submit within 3 days, without approval from the instructor, will result in a grade of F.

## **Participation and Professionalism**

Active participation and professional conduct (e.g. class discussion, consultations with instructors, work ethic, etc.) are important in lecture and studio courses and may be formally evaluated by a grade. Professionalism also includes Carleton's Policy on Academic Integrity described in more detail below with links to content which you are required to review.

## **Academic Integrity**

*Carleton's Policy on Academic Integrity* is available at: <https://carleton.ca/registrar/academic-integrity/> and covers the following topics:

*Plagiarism* (e.g. submitting work in whole or in part by someone else, failing to acknowledge sources through the use of proper citations when using another's work).

*Test and Exam Rules* (e.g. attempting to read another student's exam paper, speaking to another student even if the subject matter is irrelevant to the text, using material not authorized by the examiner).

*Other Violations* (e.g. improper access to confidential information, disruption in classroom activities, misrepresentation of facts for any academic purpose).

This policy governs the academic behavior of students. In industrial design, ideas and concepts come from a multitude of sources and may be modified and utilized in the design and development process. The student should reference such sources appropriately and it is strongly advised that you read Carleton's Policy on Academic Integrity prior to conducting any work at the University.

## **Requests for Academic Accommodation**

You may require special arrangements to meet your academic obligations during the term. For an accommodation request for any of the following topics below, refer to the link provided for more information: <https://students.carleton.ca/course-outline/>

- *Parental Leave*
- *Religious/Spiritual Obligation*
- *Academic Accommodations for Students with Disabilities*
- *Survivors of Sexual Violence*
- *Accommodations for Student Activities*

### **Student Responsibility**

The student is responsible for knowing the content of this course outline; the schedule of classes, assignments, and/or Reviews; and the material that was covered when absent. The studio is a professional environment and students should be working during the scheduled hours.

Unless otherwise arranged, the class will meet during scheduled class hours. Please note that attendance is important since issues and questions may be raised in class, and announcements made, along with information disseminated through cuLearn. As external professionals are often involved in our work, scheduling changes for guest lectures, presentations, and Reviews may occur at short notice, requiring students to stay informed.

### **Changes to the Course Outline**

The course outline may be subject to change in the event of extenuating circumstances.

### **Appendix A - Course Schedule**

<b>Phase</b>	<b>Time</b>	<b>Topic</b>	<b>Deliverables</b>
Service Design Intro	Unit 1 Thurs, May 5th	Course Introduction	
	Unit 2	Service Methods	

	Tues, May 10th		Method Exploration Monday May 9th, 2022
Understanding Service Context	Unit 3 Thurs, May 12th	Public Service Context	Project Charter Friday May 13th, 2022
	Unit 4 Tues, May 17th	Inclusive Services	
	Unit 5 Thurs, May 19th	No Class (recommend to use time for project work)	
	Unit 6 Tues, May 24th	Project Work Session I	Interim Project Submission Wednesday May 25th, 2022
	Unit 7 Thurs, May 26th	Interim Presentation Review	
Improving and Developing Services	Unit 8 Tues, May 31st	Service Development	
	Unit 9 Thurs, June 2nd	Testing Services	
	Unit 10 Tues, June 7th	Leading Service Design	
	Unit 11 Thurs, June 9th	Project Work Session II	Final Project Submission Friday June 10th, 2022
	Unit 12 Tues, June 14th	Final Presentations	Course Reflection Wednesday June 15th, 2022
Recap	Unit 13 Thursday, June 16th	Course Recap, and Reflection	