MF2038 Service Design 6.0 credits

Tjänstedesign

This is a translation of the Swedish, legally binding, course syllabus.

Establishment

The official course syllabus is valid from autumn semester 2025 according to the decision of Director of First and Second Cycle Education: M-2024-1943. Date of decision: 2024-10-15.

Grading scale

A, B, C, D, E, FX, F

Education cycle

Second cycle

Main field of study

Mechanical Engineering

Specific prerequisites

Bachelor of Science in Engineering or the equivalent.

Language of instruction

The language of instruction is specified in the course offering information in the course catalogue.

Intended learning outcomes

Upon completion of the course and in order to obtain a pass mark, the student shall:

1. describe the service design process, methods, underlying principles and other concepts presented in the literature and during seminars

2. explain how services can contribute to achieving sustainable development in the three dimensions – ecological, economic and social sustainability

3. apply the service design process and the methods that are presented in the course, based on an assignment from a client organisation

4. justify the decisions made during all phases of the design process, such as the choice of respondents and user insights to build on

5. design a service concept based on the client's mission and user insights from exploratory studies, that creatively meets real user needs.

Course contents

The service sector is today Sweden's largest and fastest growing industry. We are moving from product to service dominant logic, with a focus on understanding the customer experience and thereby satisfying customer needs - rather than selling a product. Many companies make more profit on their services than on the core product. Services are often resource-efficient, environmentally friendly and often contribute to the development of a socially and economically sustainable society.

The course is mainly based on problem-based learning. The student will learn the basics of service design and apply the new knowledge in a service design project in collaboration with an organisation. Methods explored range from customer interaction, customer journey, trigger material, service prototypes and visualisation of service concepts via a short film/animation. Project work is combined with lectures, exercises and literature studies.

Examination

 • PRO2 - Project work, 3.0 credits, grading scale: A, B, C, D, E, FX, F

 • INL3 - Hand-in assignment, 3.0 credits, grading scale: P, F

Based on recommendation from KTH's coordinator for disabilities, the examiner will decide how to adapt an examination for students with documented disability.

The examiner may apply another examination format when re-examining individual students.

If the course is discontinued, students may request to be examined during the following two academic years.

To obtain a passing grade in the course, active participation in the project work and at least 80% attendance at lectures are required. Compulsory attendance and active participation at the mid-term and final presentation.

In collaboration with the KTH coordinator for students with special educational needs, the examiner may agree to adapt the examination for students with a documented disability. The examiner may permit other examination formats at the re-examination of individual students.

Ethical approach

- All members of a group are responsible for the group's work.
- In any assessment, every student shall honestly disclose any help received and sources used.
- In an oral assessment, every student shall be able to present and answer questions about the entire assignment and solution.