

**Designing for Services - Multidisciplinary Perspectives:**  
Proceedings from the Exploratory Project on Designing  
for Services in Science and Technology-based Enterprises,  
Saïd Business School

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University of Oxford 2008

Aesthetics

Architecture

Artefacts

Back office/stage

Blueprint

Brief

Boundary object

Co-creation

Co-production

Complexity

Concept

Customer

Customization

Design management

Experience

Experience prototype

Front office/stage

Human-centred

Insights

Inspiration

Institution

Intangible

Interdisciplinary

Customer journey

Logic

Mash-up

Measurement

Methods

Multidisciplinary

Networks

Notation

Observation

Orchestration

Ownership

# Designing for services – a vocabulary

Part of the intention of this research project was to pay attention to language, or rather languages – those of the different communities of practice and interest involved in D4S which included service designers, science and technology entrepreneurs offering services, and academics studying services and service innovation coming from a range of disciplines. The vocabulary list presented here might be thought of as a sketch for a future piece of work that explores what meanings different kinds of practitioner and academic attribute to these words. Boland and Collopy (2004) have drawn attention to the role of vocabularies in mediating between the disciplines of design and management and have provided definitions of some key terms. Elsewhere, a number of service design glossaries exist on the web, drawing primarily on practitioners' work. In this list we can appreciate the items that appeared and had relevance in the multidisciplinary community that was involved in designing for services.

Participant

Perpetual beta

Personalization

**Process**

Productization

Productivity

Prosumer (producer-consumer)

**Prototyping**

Resources

Rights

**Scaleability**

Script

Servitization

Servuct (service-product)

**Service ecology**

**Service designer**

**Service system**

Sketching

Significance

**Silent design**

Specification

**Stakeholder**

Tangible

Translation

**Touchpoints**

Usability

User

Utility

Value

**Value constellations**

**Visualization**

“What if?” thinking

Designing for Services is supported by the Arts and Humanities Research Council (AHRC). The AHRC funds research in the arts and humanities, from archaeology and English literature to design and dance. AHRC Research Centres provide a focus for collaborative research in areas of strategic importance. For further information on the AHRC, please see [www.ahrc.ac.uk](http://www.ahrc.ac.uk)



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