



SERVICE & EXPERIENCE DESIGN

Service Design

15.01.10 Media Guardian Design innovation in the public and private sectors

“Design thinking is the ability to know of something that the world didn't know was useful - it makes people's lives better in some way”
Dan Pink on 21st-century business, page 2

SUSTAINABLE ENVIRONMENTALLY

Service Design is an interdisciplinary practice that emphasizes the centrality of users and the user experience into service management and innovation.

The master course is a unique program to experience the Italian design culture applying the most advanced design methodologies and tools.

Its aim is to develop professional skills for designing and managing service innovation.

Domus Academy is among the founding members of



THE STRUCTURE

The master course concentrates on consumer services: from hospitality and tourism, to financial and commercial services, to healthcare and public services. It mixes introductory lessons, aimed at providing the conceptual, theoretical, and operational tools, with workshops aimed at practicing service design through the simulation of actual cases with the cooperation of a service company.

THE AUDIENCE

The program addresses professionals and graduates in business and design-related disciplines, humanity studies, social sciences, and communication.

THE FUTURE

Participants can find a wide range of career opportunities: from strategic positions within service companies (strategic marketing, brand and quality management, customer care, training departments) to service design consulting companies.

LANGUAGE

English. Some lectures may be simultaneously translated from Italian into English

DURATION

12 months

INFORMATION

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