“Full” Perspective Value of Service Design

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Abstract

With the rapid development of society, people’s living standard has been improved continuously and people’s requirement to all kinds of quality life become more and more high. In recent years, our country started the implementation of the service design strategy, the main content of which is through the perspective of whole point of view to meet the interests of all parties in a bid to achieve optimal solution.

Keywords: service design: full perspective; value

1. Introduction

In the past year, our country in medical services, cultural services, information services, financial services have been environmental services and other services are all kinds of problems and failures, sparked public anger and questioned, complain about is nothing but is the content of the low efficiency, backward technology, service consciousness is not strong, the unequal distribution of social resources. The reason why the public can produce such doubts, a large part of the reason is that the lack of design.

Realize the service design, can effectively improve the quality of service of public resources, can meet the demand of some of the public to a certain extent, has the very strong practical significance. International long ago began to design a popular service concept, but in our country, this concept is the latest a few years were introduced. Therefore, the combination of service design should not only to the development of the regional demand, but also establish a guiding role, play a role.

2. “Full” Perspective Value of Service Design

As early as more than 30 years ago, the idea of service design has been proposed, but proponents believe that this idea is the focus of the service, and the design is used to integrate auxiliary means. By the year 1991, the British scholar to perfect the service design concept, and clearly defines its connotation. After entering the 21st century, the United States, Britain and other developed countries began to appear in service design as the main purpose of the company. At the same time, Germany opened the service design this one major, is the first international. With the development of the time, some Asian countries have begun to contact service design, and have carried on the innovation and application. In recent years, our country inland also started promoting the idea of service design.

At present the more authoritative on international definition of service design is roughly divided into two. One is put forward by German scholar professor Mager another is proposed by the design of the British association. The former view represents the rigorous definition of academic circles, the latter is to emphasize more of a commercial service concept.

Bill Hollins proposed the whole design concept, the author thinks that, all the word represents the dimension and time dimension of service design, including the integral space of service design research and academic field. As we can see the design of the project, are generally need to do design

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done, is to complete a project. But the service design is different, not only to do well in early design, but also in the later design project for the whole process supervision and management, strengthen the quality of service and experience. The commitment of the service design to design the personnel, enthusiasm for the project to keep strong, want to learn more about the design of the project background, the customer, customer requirements, daily project style, etc.

When the service design, can at any time to adjust, ways and do a flexible, complete design project. When a new customer and new project, under normal circumstances, the designer should satisfy the following basic four processes: first, the problem of positioning; second, analysis of information; third, design the corresponding solution; fourth, the update scheme. To heat generation driving service now development in our country, for example, in general, if the customer himself and the generation of driving distance is far, then generation of driving as the need to take a taxi to arrive first, and then driving for generations, will drink driving customers to send back to the requirements of the site. In such a process, the generation of driving cost is relatively high, and when faced with uncertain factors, such as traffic jam, it will not be able to guarantee the customer to send back to the designated place on time. In terms of the international market, now there's an institution to do good abroad, their research and development and offers a small folding bikes, strong power. Generation of a taxi driver who went from the consumption of money, after arriving in the specified location, also to the car to fold, placed in the trunk of the car, doesn't take up too much space. In this way, can effectively reduce the waste of resources, also can promote the improvement of service quality, kill two birds with one stone. But as for the current situation in our country, still need further observation and research. For example in the current market in China, there has been no special car can be in the price, folding, size to meet the requirements of this kind of car, need to be done by professional technology company to research and development. Second, in the actual service system, how to improve the service efficiency of generation of drivers, how to keep them in the service of higher professional, this needs to be more rigorous system design.

3. Transfer of Discursive Power
The use of service design and implementation, and the design of the traditional project there is different, in this process, both designers and clients need to change their role, update and change the original concept of consciousness. We focus on now is the voice of change. As is known to all, traditional project design, the customers are generally in the designer's lead down to their own different opinions, after all, the subject of the design or the designer, the customer is not able to effectively participate in the design process.

Difference in service design, in the process of design, the designer must carry on the good communication with customers, and the comprehensive communication, put forward different opinions, realize the collision of different ideas, through mutual understanding and friction, design the final finished product. This requires designers have higher professional quality and personality charm, there are plenty of knowledge reserves and superb technical level, at the same time, to change their role play, slowly fade out its own voice, patience to listen to the opinions of the customer.

When designers began their work center of gravity slowly moved to behind the scenes, customers also should undertake the corresponding identity transformation, that is to say, the customer will gradually become the leader of the whole design project. In the process of the actual service design, designers only need for effective guidance, and customers to make the necessary communication and exchanges, to the actual control of the entire design process, timely complete daily update and
maintenance, in addition to this, can let customers to play myself. Customer involvement in the majority of design project, must want to have good professional knowledge and a high level of technical ability of doing basic, ensure customer's enthusiasm, even at the same time guarantee the quality of the whole.

4. Meaning of service design
Service design is a very good concept and function, in the process of actual use, service design is good for social development, promote the harmonious development of society. In the service design, need all aspects including professional knowledge, the contents of the different projects need is also different. The service management, marketing, engineering design must have some of the features, the basic calculation model is needed to realize the value of optimization. Meanwhile, ethnology, sociology, humanities also accepted as service design. The main purpose of the costume design is to realize the maximization of the interests between designer and customer smoothly solves the problem, to complete the ideal design. In the actual operation process, as far as possible meet any one party interests holders, as far as possible to ensure that the design system perfect, realize the service design optimization. In the process of evolution, human instinct this one skill, the choice of the design by design, to complete its own some hopes and goals.

In the actual service design, but also maintain neutrality. Designers in the face of different customer needs, to maintain a neutral, weak learn to their own thoughts, opinions and comments from all sides, do the tail from wagging the dog, only in this way, to do service design optimization. When evaluating service design, whether can maintain compatibility and neutrality of the products is very important evaluation factors.

5. Conclusion
Internationally at present, many universities have opened and relevant professional design services, the purpose is to train high quality professional design talent, contribute to the positive development of society. At present, the inland universities, and design institute has reached more than one thousand, has been extended to more than five thousand professional, but not a college is related to service design. Therefore, in terms of the current development environment, can be combined with China's actual conditions, in-depth development of the service design of our country. In the process of development, with the help of science and technology and professional theory knowledge, the connotation of the continuous popularization and promotion of service design, professional courses, strengthen the promotion design education. From education, to strengthen the exploration and research of service design, increase the propaganda of service design in society, to serve the public as the main purpose, down-to-earth, slowly development, only in this way, can do a good job in service design and implementation of service design optimization, make great contribution to promote the improvement of our country's economy, enhance the core competitiveness of our country, enable our country to stand with the attitude of unbeaten among the competition of the world.

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