

What's the **history*** of Service Design in Switzerland?



* TLDR: a deeply cultural one

Welcome

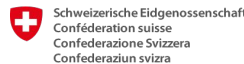
Before we start

What does the Swiss Service Design Network **do for me*?**

*** TLDR: events, jobs, knowledge**

It helps you find your next **job*** with the discussion board.

* And you might end up getting a job
in fancy organizations like these ones.



**It helps you meet
other service design
nerds* at events.**

* And who knows you might end up finding the love of your life, but that's not a promise.

**It helps you
become an expert
with community
knowledge***

* This could help you show off with colleagues
with all the new cool stuff you learned.



SDN switzerland



What's the **history*** of Service Design in Switzerland?



* TLDR: a deeply cultural one

This is a shitty first* draft.

* It's meant to motivate people to say:
"You missed this!"

I'm **not** an historian.



Past, present and future

- 01. Swiss Service Culture
- 02. Swiss Service Design
- 03. State of Service Design 2019
- 04. State of Service Design 2023
- 05. Q&A

Past

Key Swiss history dates that shape the Service Design Culture

10'000 BC: The first service.

* Specialization of tasks with agriculture
creates the first service

9000 BC:

First humans in Switzerland.

* No humans, no services.



1231:

First Landsgemeinde.

* The Landsgemeinde is a public, non-secret ballot voting system operating by majority rule



1291:

Founding of a state of will.

* Differences brought together
with strong individualities

Ils balancent ..

Il observe

Il bullotte ...

Il danse tout
à l'aise.

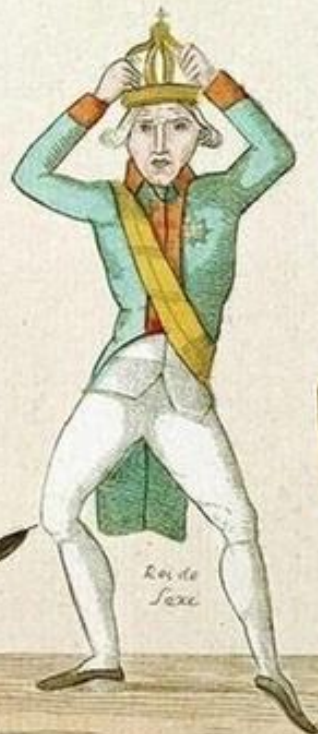
Il saute pour
le roi de Sardaigne.



bien au
vaut.



Lord
Castalreagh



Les de
Saxe



République de Gènes

1815: Swiss Neutrality.

* A good facilitator needs neutrality.



1858:

Mass tourism in Switzerland.

* One of the biggest areas for Service Design in Switzerland is tourism.

Schöne Aussichten, was?



Mutter: „Ja, macht nur, Ihr beiden Schlinget dort! Ihr müßt nicht wissen, daß Ihr mit mir wasen thut, was Ihr wollt! Das nächste Mal kommt's an Euch, gerade, wenn Ihr glaubt, Ihr seid am Besten dran!“

1874:

Introduction of referendum.

* A general vote by the electorate on a single political question that has been referred to them for a direct decision.



1891:

Introduction of popular initiatives.

- * Allows the people to suggest law on a national, cantonal, and municipal level

Produktideen | Migros Migipedia

https://migipedia.migros.ch/de/ideen

Spielregeln Ideen Stöbern Community-Aktivität Kundendienst DE FR IT

MIGIPEDIA Bewerten Fragen Testen Abstimmen Diskutieren Tauschen M Anmelden

Dein Geniestreich

Hilf bei der Entwicklung von neuen Migros-Produkten mit.

Was ist Crowdsourcing?

Aus einer guten Idee kann schon bald ein tolles Produkt werden. Erzähl uns von deiner Produkt-Idee oder sag uns, wie wir die Migros um deine Meinung besser machen können. Natürlich kannst du auch die Vorschläge der anderen Migipedia-Mitglieder bewerten und kommentieren. Den Prozess zur Mitgestaltung der Migros nennen wir Crowdsourcing.

Wir sortieren eure Vorschläge

Aktuell findet kein sogenanntes Crowdsourcing statt. Deine Produkt-Ideen und Fragen rund um die Migros kannst du jederzeit in unserem Forum platzieren.

zum Forum

Produkte – mit euch entwickelt

In den vergangenen Jahren wurden aus hunderten von Kunden-Ideen eine Vielzahl an Migros-Produkten. Welches dieser Produkte kennst du?

Key Services dates that made the Swiss Service Style



1880s

“Le client n'a jamais tort” — César Ritz

* Nevill, Ralph; Jerningham, Charles Edward (1908). Piccadilly to Pall Mall: Manners, Morals, and Man. Duckworth. p. 94. Mr. Ritz who, in the 'eighties... this maxim was "Le client n'a jamais tort," no complaint, however frivolous, ill-grounded, or absurd..."

1965:

**Trial of the first self
checkout Migros shop.**



1982:

The Service Design term is born.

* Lynn Shostack, Marketing Executive in the banking industry.

2004:

The Service Design Network (SDN) is born.

* Created by Köln International School of Design, Carnegie Mellon University, Linköpings Universitet, Politecnico di Milano, and Domus Academy

2014:

First Service Designer role in Switzerland.

* At least the first trace



2016:

FJORD opens a studio in Switzerland.

* There were small consultancies before but FJORD is really a big one.

2018: Swiss Chapter of the SDN.

* Thanks you to the founding team!



7
4
5

2020:

First Service Design Master at HSLU.

* Taught before but now as a standalone
Master Program.

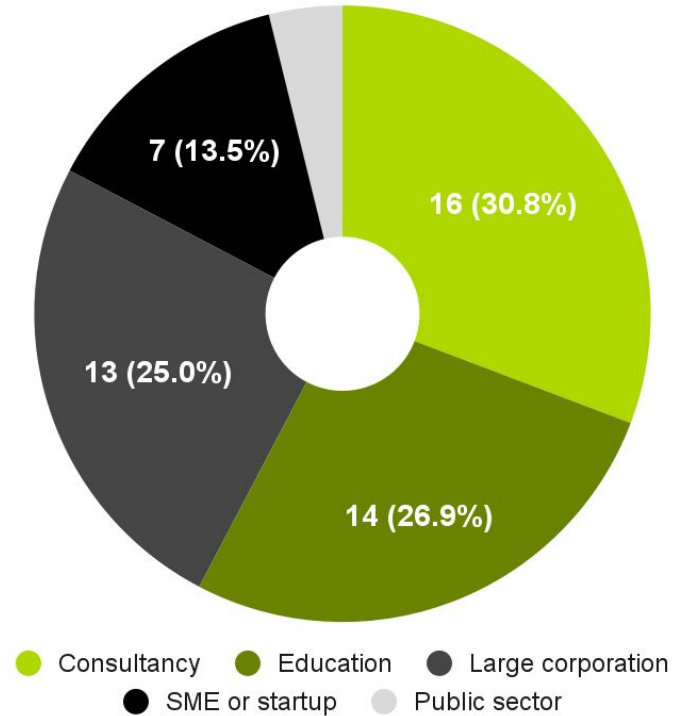
Where do the Swiss Service Designers work?

Let's start With data from 2019

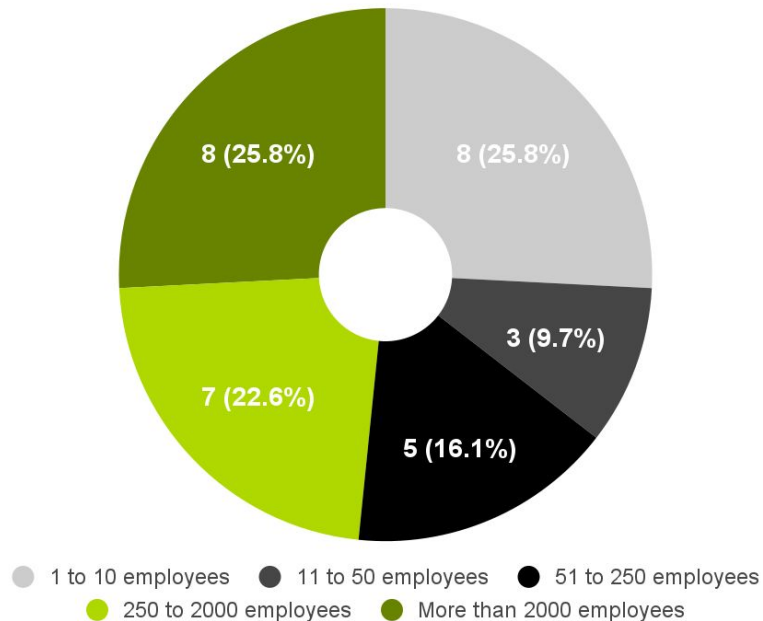
* An imperfect study based on 50+ answers from Swiss Service Design practitioners that can be found here bit.ly/sdn-ch-2019



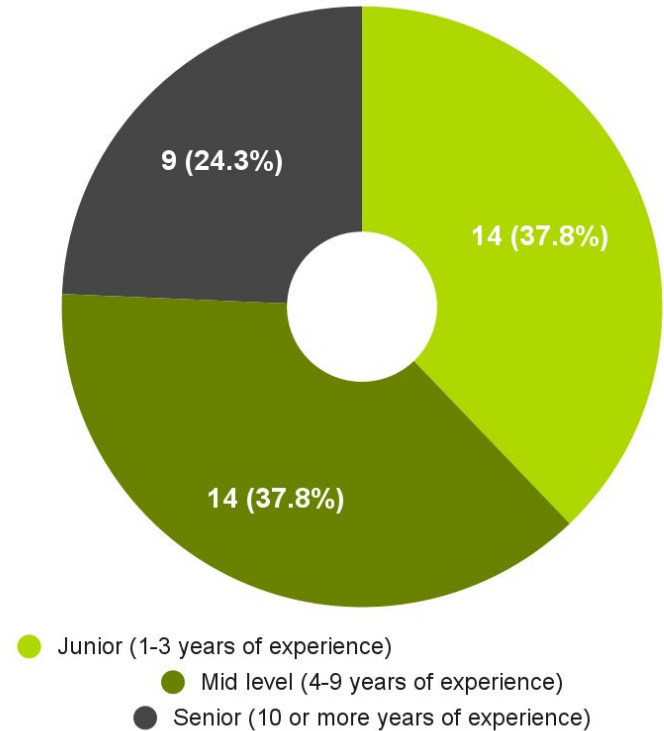
Most Service Design practitioners work in consultancy or in education.



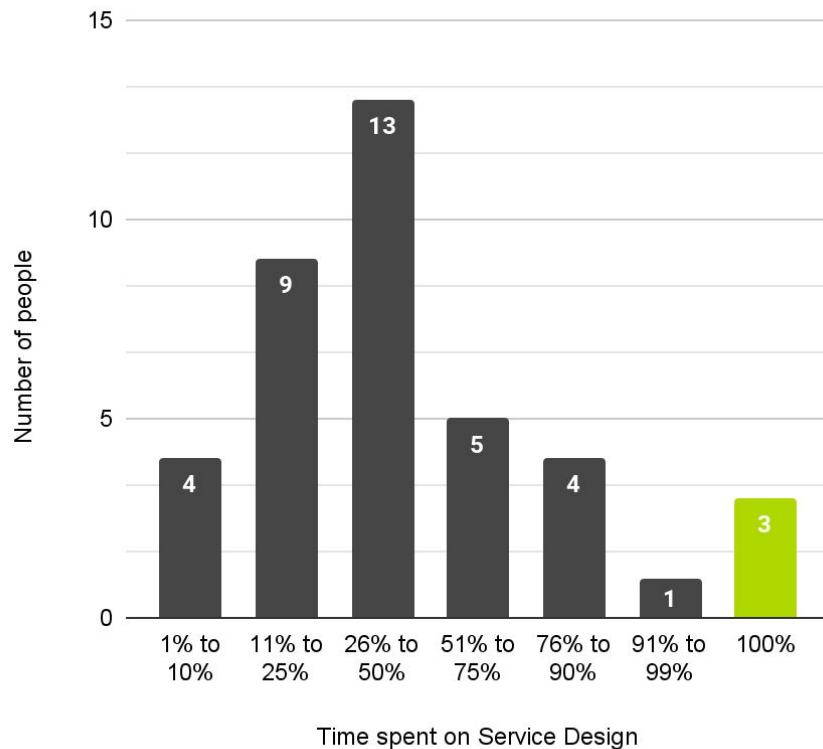
About half of the practitioners work in large organizations.



Most practitioners have less than 10 years of experience.



Full-time service designers are a minority.

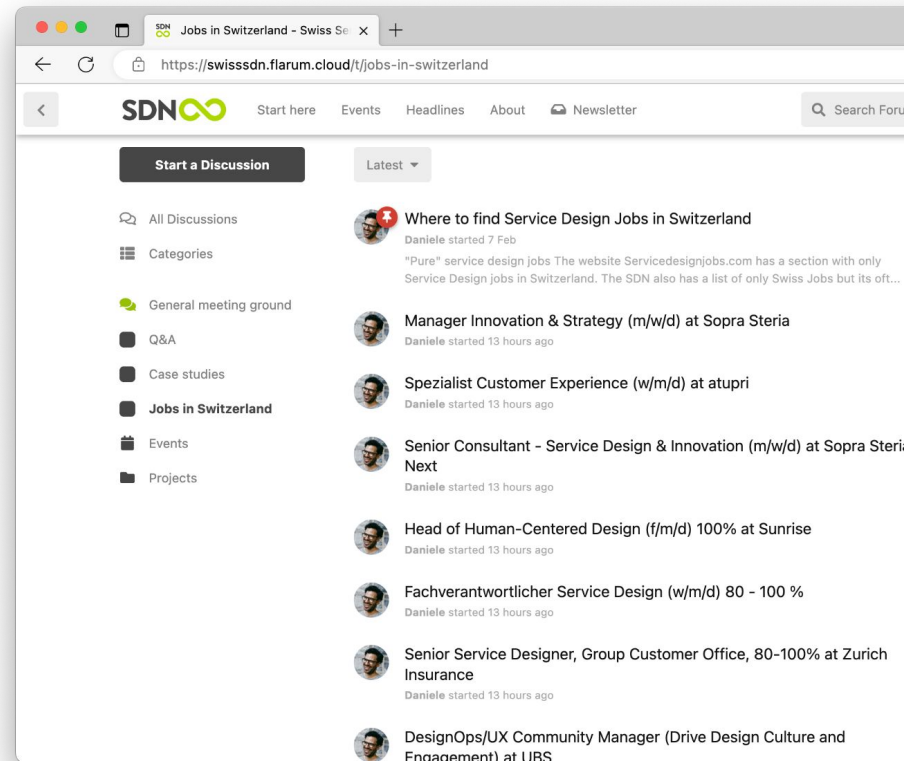


Present

What's the state of Service Design today?

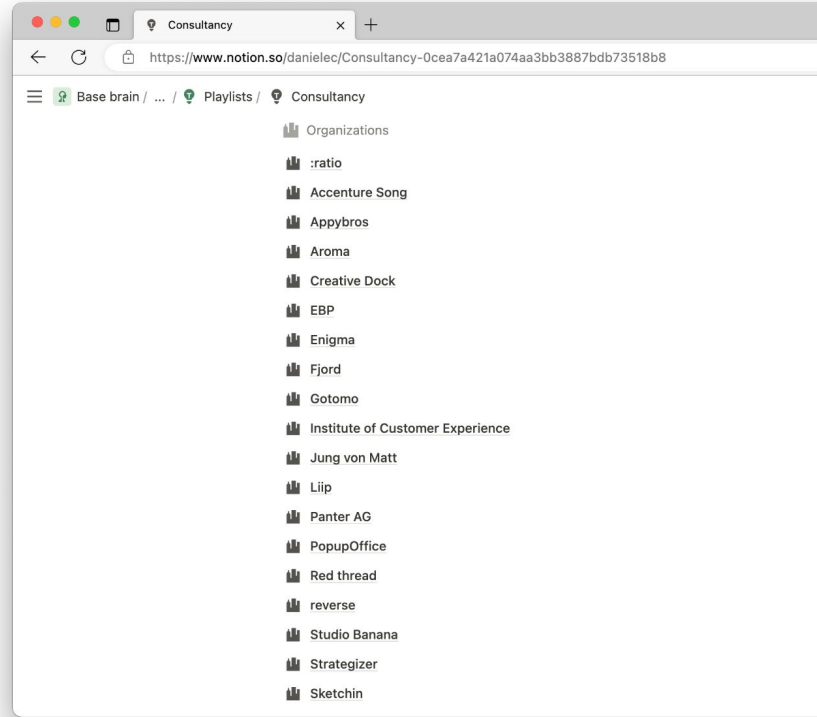
Roughly 2 new Service Design jobs per week get published in Switzerland.

* 19 new service design jobs over 2 months
see here: bit.ly/swiss-sd-jobs



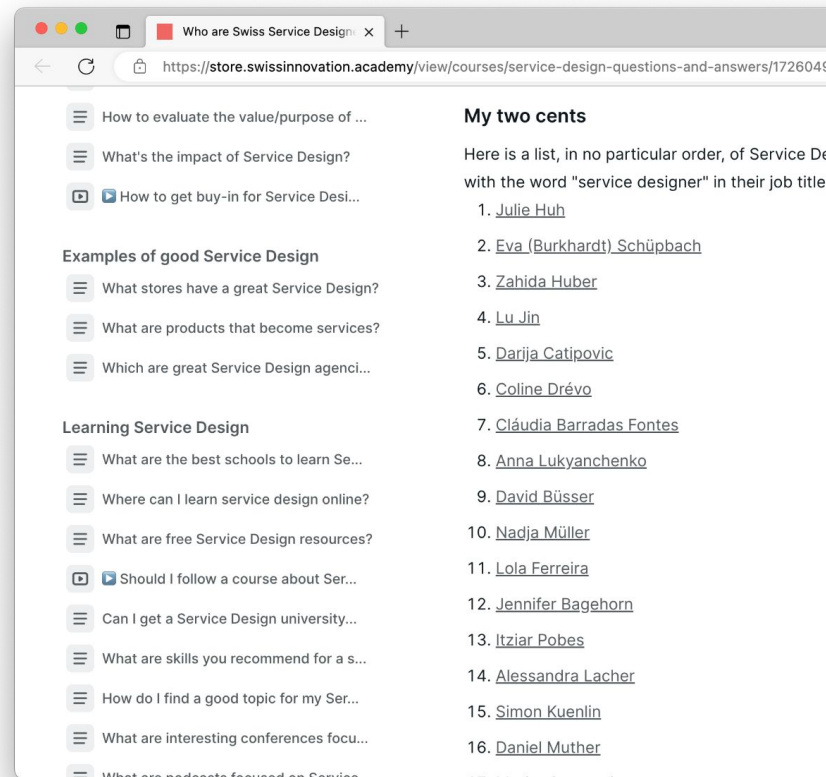
About 19 consultancies active with Service Design

* 19 new service design jobs over 2 months.
See here: bit.ly/consultancies-ch



About 30+ people working in Switzerland use the term “service design” in their job title on LinkedIn.

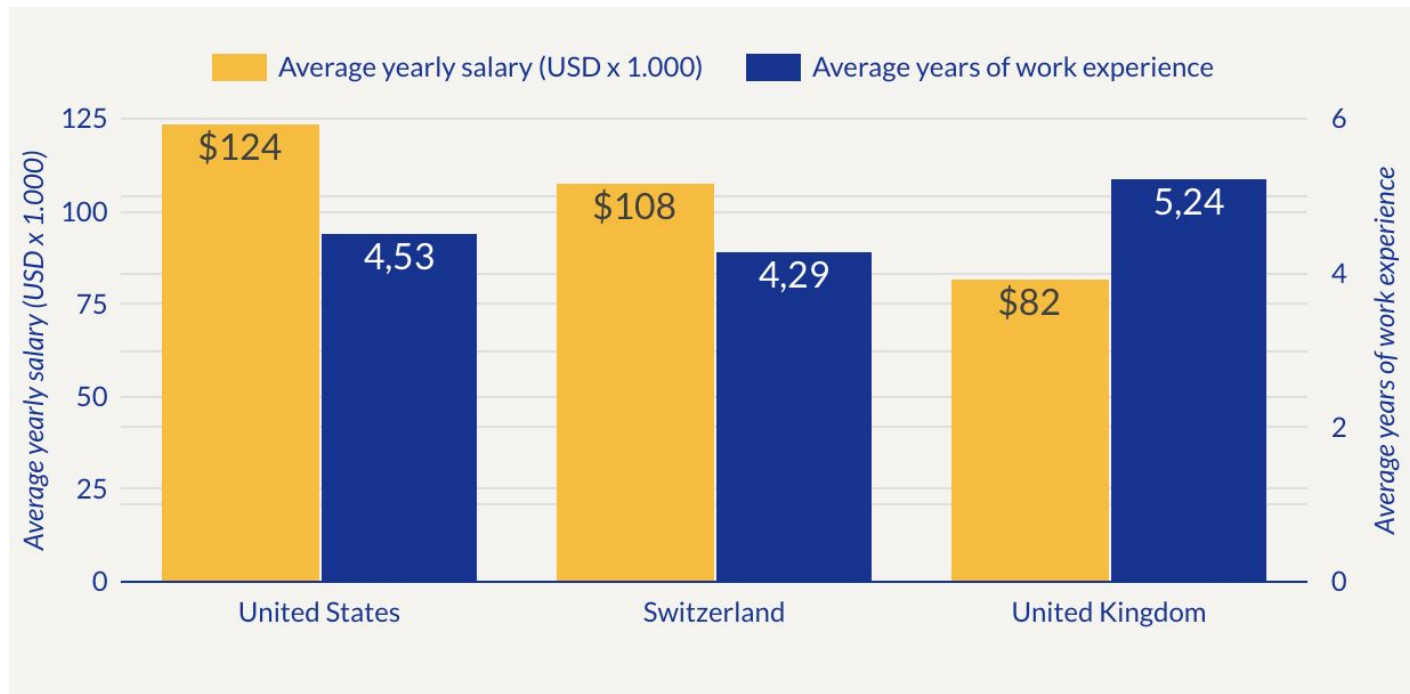
* See here: bit.ly/swiss-sd-designers



A Swiss Service Designer makes about 108k per year.

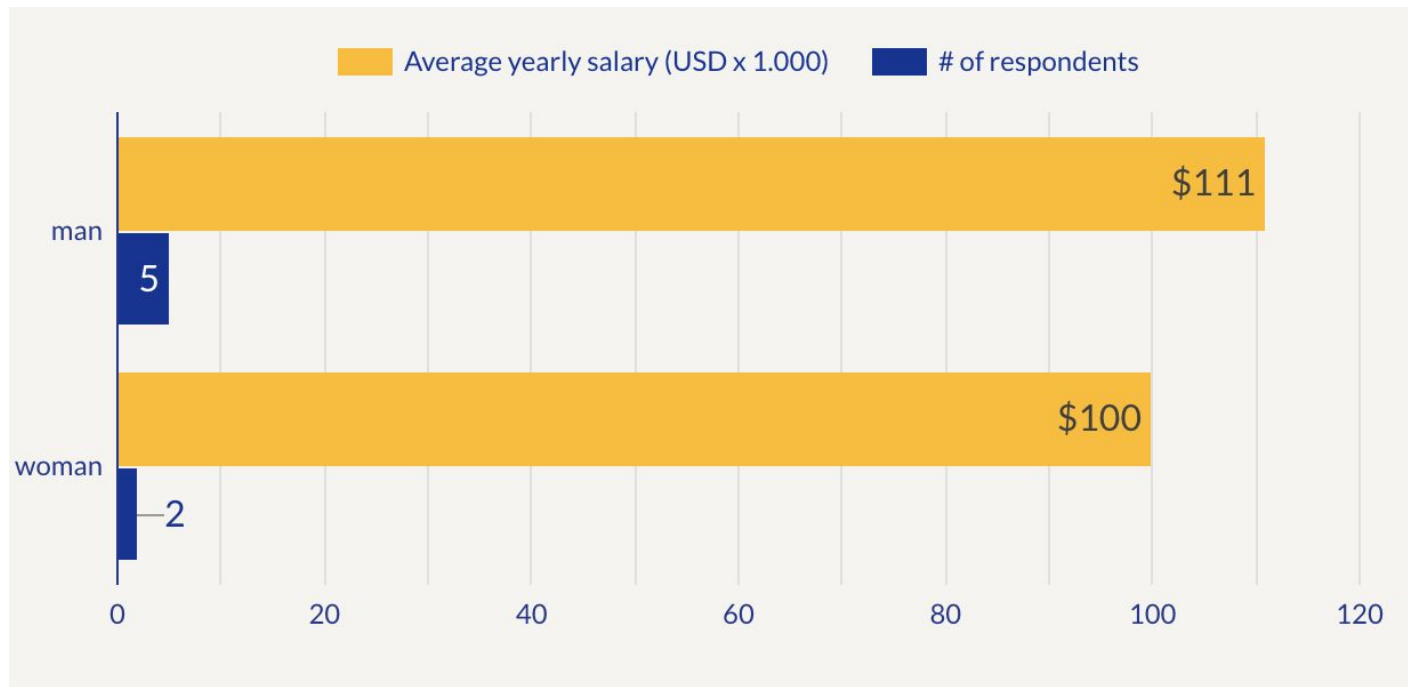
* Service Design Salary Report 2021, 7 Swiss Service Designers answered

Average salary



* Service Design Salary Report 2021, 7 Swiss Service Designers answered

Salary by gender



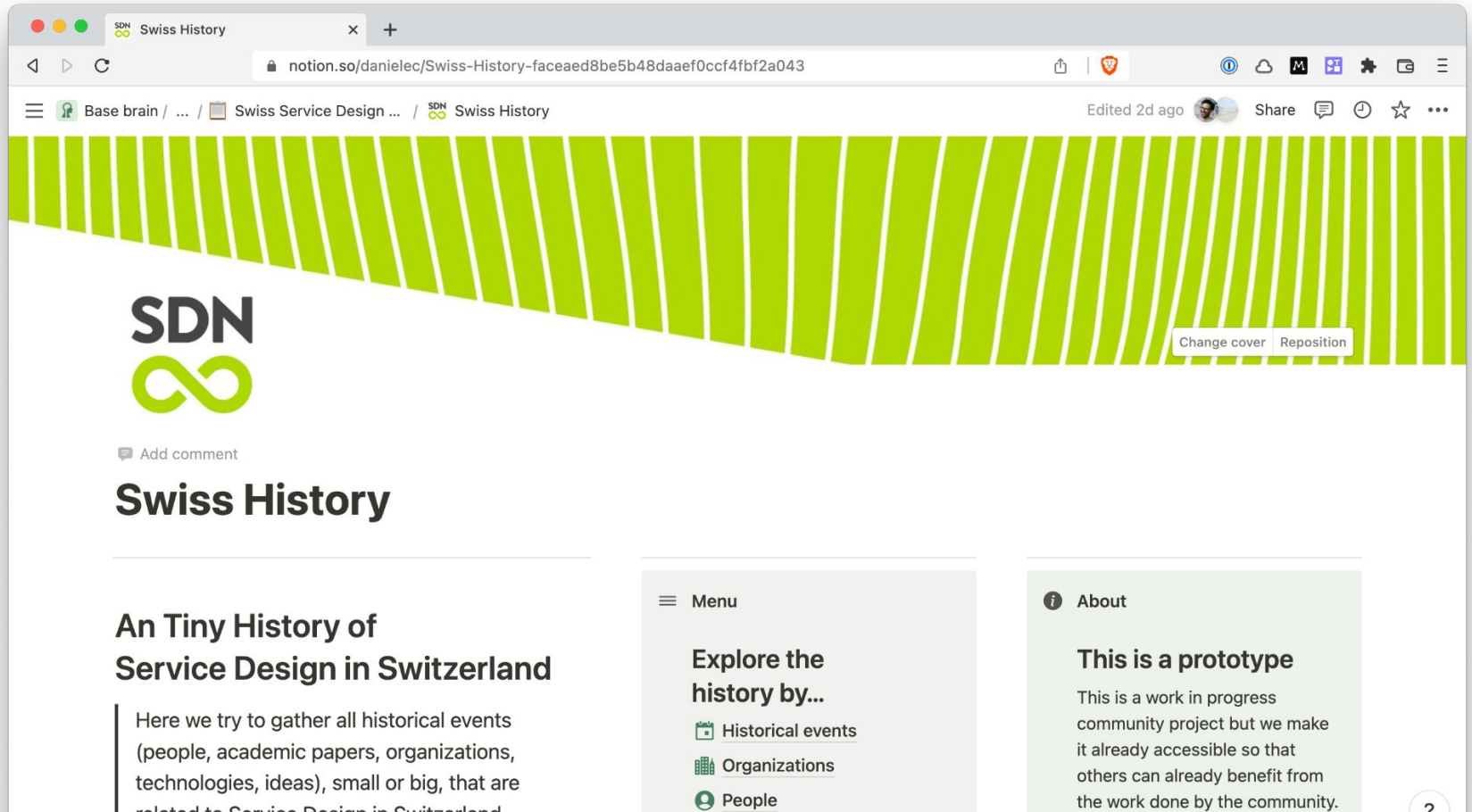
* Service Design Salary Report 2021, 7 Swiss Service Designers answered

Future

Going further

A database with **+110** tiny historical events.

* Here we try to gather all historical events (people, academic papers, organizations, technologies, ideas), small or big, that are related to Service Design in Switzerland.



In each playlist you'll find organizations, people and historical events that are related to a specific topic about the history of Service Design in Switzerland.

Filter Sort   New 



💡 Technology

23 related historical events

5 related organizations

0 related people



💡 Education

15 related historical events

- Σ Label events 6 related historical events
- Σ Label organizatio... 4 related organizations
- Σ Label people 19 related people
- ∨ 4 more properties

Q + ...

Q 2017 Academic Paper: Service Design and Educational Challenges to Foster Inn

2017: Academic Paper: Service Design Guidelines for New Types of Wellness To

🔍 2019: Academic paper: Reinventing Tourism office through Service Design in th

2020: Academic Paper: Service Design for Accessible Tourism

 2015 Emmanuel Fragnière joins HES SO as Professor of Service Design and Inn

+ New page in Historical events

 FHGR EHL

Visit:
bit.ly/sd-history-ch

* You can join as a volunteer
to make it better.

Q&A

What's missing in this history?

Next event

Strategic Design framework to navigate complex ecosystems

6 April 2023 at 17:00

* bit.ly/next-sd-event



Kevin Richard - Host

Founder of the Design & Critical Thinking community and Customer Experience Manager in the Swiss Health Insurance industry.



Daiana Zavate - Guest Speaker

Design Lead at Owtcome, Netherlands.



Krasi Bozhinkova - Guest Speaker

Strategic Designer at Owtcome, Netherlands.

Thank you

