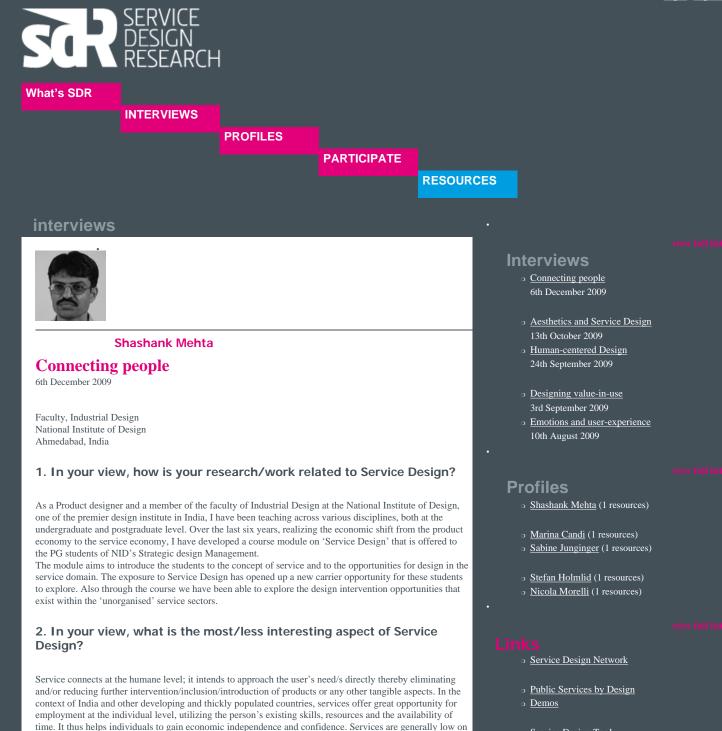
o Service Design Tools



investments and help connect people at individual level. Services therefore have the great scope to connect

people at the societal level.

Service and design thus converge at the common aspect of human interface, and through this can improve the quality of life. Design interventions for services would thereby also help attaining sustainable development.

3. Can you tell us about a Service Design research project(s) you did or read about?

The research projects undertaken by the Politecnico di Milano, in Italy, under the mentorship of Prof. Ezio Manzini were quite useful for me to generate interests in this domain. Also various services that exist in India and within its culture helped me further understand and respect its strengths for sustainable economic development of a large nation like India. Some of which are documented in my paper here: http://www.shashankmehta.com/Research%20Papers%20pdfs/Services%20that%20sustain.pdf

4. Are there area(s) that you would like to do or see research on?

While, through the course module we have been able to understand the opportunities that exist in the 'unorganised' service sectors in the country, developing useful design solutions for these kinds of organisations, I think that there is still the need to develop a systematic approach for this kind of design intervention.

Services, that are generally pursued by industries, aim to improve their customer relationship and the service interface, while the ones that I am talking about here, are largely part of a not formalised economy that utilizes limited skills and resources to offer employment opportunities at the individual level. A research project to document various examples of such typology of services has been planned. This research will be useful to analyse and gain further insights and understandings from the design perspective.

Keywords: developing countries, service economy, service relationships, sustainability

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