

Expert Group Charter

Name: Services for individuals (consumers & citizens)

Academic leader:

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Industrial leader:

Gundula Heinatz, Head of Smart Analytics, die Mobiliar

Abstract:

Our mission is to discover and apply practical methodologies for designing data-intensive services that are relevant for individual users. The aim is to ensure that these services provide significant benefits generated out of data and are attractive to use. In our context, individual users are private consumers and citizens as well as individual professionals working in organizations.

What are the benefits for industrial partners being part of this expert group?

- Gaining insights into how to design relevant services, for their customers as well as for their employees.
- Obtaining knowledge on how to leverage the potential of data science to design even better services.
- Sharing of experience with other companies in these topics.
- Conducting collaborative research projects for data-intensive service design with academic partners.
- Having the opportunity to call for student projects in these competence areas.

Which research questions do we investigate?

Service Design provides great services to individual users that cater for their specific and constantly changing needs and requirements. The topic has evolved in the recent years and many companies have provided evidence that service design results in economic benefits for both consumers and providers.

We fully acknowledge the great benefits of service design. However, we observe in practice that the service design approach doesn't systematically leverage the benefits of new technology, in particular of data science.

On the other hand, data science nowadays provides us with greater insights than ever before. However, we observe in practice that these insights often do not properly meet the users' needs or preferences (too complex, not relevant, not trusted etc.).

Our research points to the question how this gap between insight and service design can be bridged. In joint workshops and research projects, we will explore how to systematically design useful data-driven services that cater for the functional and emotional needs of individual users.

First meeting:

Shaping of common interest and research topic, 30.03.2016, Zürich

Intended schedule:

Quarterly a meeting

Prospective members:

We intend to write an open call for participation to the complete data+service mailing list; overall, we have room for appr. 20 practitioners.