Project Title: Service Design Challenge

Hosted By: SERVICE DESIGN DAYS, Philips Experience Design and ELISAVA

Project Introduction:

At this interactive event, you will be introduced to one of Philips' design challenges. A challenge on health and well-being. You will dive deeper into it with the use of service design for systems thinking. You will practice a systemic design approach to come up with sustainable service solutions.

About Organisation:

SERVICE DESIGN DAYS is a cross-disciplinary platform that brings human-centered innovators together to learn, share and co-create through live- and online events.Philips Experience Design brings human-centered innovation to the technologies we all rely on for healthcare and healthy living. We shape experiences to improve lives.ELISAVA is the Barcelona School of Design and Engineering, affiliated with Pompeu Fabra University, with over 2,000 students from around the world.

Individual Participants

Name: Mieke van der Bijl-Brouwer

Project Name:

Project Introduction:

Mieke is Associate Professor at the Faculty of Industrial Design Engineering at TU Delft, and Associate Fellow at the Faculty of Transdisciplinary Innovation at the University of Technology Sydney. Her expertise includes human-centred design, problem framing and systemic design, which she has gained, applied and shared as researcher, designer and educator. Mieke studies the social innovation practices of professionals working in the public and social sector, contributes to the development of new innovation methods and practices, and shares this knowledge through publications, presentations and education.

Name: Simona Rocchi

Project Name:

Project Introduction:

Simona is Senior Research Director of Design for Sustainability & Innovation at Philips Experience Design. She is responsible for the global creative direction of various strategic design initiatives that shape solutions for system change. Simona also oversees the development of transformative design practice and tools to enable more inclusive business models in low-resource settings, and she consults the Philips Foundation on the topic of social innovation and collaborative design for shared value creation.

Name: Diana Haj Ahmad

Project Name:

Project Introduction:

Diana is a Senior Designer at IDEO.org, the nonprofit organisation born out of the well-known innovation and design firm IDEO. The organisation practices human-centered design, imagining and implementing products, services, and experiences to improve the lives and livelihoods of people in poor and vulnerable communities around the world. At IDEO.org Diana looks for meaningful and fun ways to visually depict a story, brand, or service. She believes in the power of observation and holds herself accountable to treat each challenge as an opportunity.

Name: Ariel Guersenzvaig

Project Name:

Project Introduction:

Ariel is a Senior Lecturer and Researcher at ELISAVA the Barcelona School of Design and Engineering, where he heads the MA by Research in Design and Communications. He is a practising designer with 20 years of experience, working for brands like Iberia, Roca, CaixaBank and Desigual. He teaches and writes about design theory and methodology, service design, and the philosophy and ethics of design and technology. His current research focus is the ethical impact of robotics and machine intelligence on society.

Name: Julia Benini

Project Name:

Project Introduction:

Julia is a Professor of Design and Co-Director of the Executive Program in Creative Process at ELISAVA, the Barcelona School of Design and Engineering. Prior to joining ELISAVA, Julia served as a Design Director at IDEO.org, where she led the Design Research discipline and spread her passion for ethics, cross-cultural ethnography, and impact at scale. Julia worked with design teams and international development organisations on social innovation in Kenya, Ethiopia, Côte d'Ivoire, Burkina Faso, Senegal, Uganda, and other countries.

Name: Anna Zylicz

Project Name:

Project Introduction:

Anna is a Senior Designer at IDEO.org, the nonprofit organisation born out of the well-known innovation and design firm IDEO. The organisation practices human-centered design, imagining and implementing products, services, and experiences to improve the lives and livelihoods of people in poor and vulnerable communities around the world.
Anna Zylicz is passionate about articulating the organisation's visual presence in all of the many shapes and forms it takes.

Images

The pictures are to be found in the images folder.

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