

## Track 5: Service DESIGN and co-creation methods for services

**Thursday, 21<sup>st</sup> January 2021**

**Friday, 22<sup>nd</sup> January 2021**

<b>DESIGN_Session 1. Business &amp; ecosystems</b> 13:30 – 15:00
<b>Chair: Markus Warg</b>
<b>Why co-creation in service ecosystems needs an architectural view</b> Warg, Markus; Deetjen, Ulrike
<b>The co-creation strategy adapted to the type of service</b> Karim, Elasm; Arbia, Chatmi
<b>A systems approach to understanding creative Innovation in gastronomy services</b> Cordeiro, Cheryl Marie; van Hal, Jaap W
<b>DESIGN_Session 2. Public cases</b> 15:15 – 16:30
<b>Chair: Sami Kauppinen</b>
<b>Service design method in co-creation of public services on example of a polish pilot project representing the CoSIE project</b> Misniakiewicz, Anna
<b>The changing role of healthcare professionals in the public services sector co-creation process</b> Kauppinen, Sami; Satu, Luojus; Elina, Kesäniemi

<b>DESIGN_Session 3. Framework</b> 08:00 – 09:30
<b>Chair: Maria Røhnebak</b>
<b>Public Service Logic and Service Design - Value propositions through framing</b> Røhnebak, Maria; Yida, Zhu; Francois, Valerie; Peralta, Alberto ; Kiss, Norbert
<b>Quick and dirty: misuse of design thinking and UX design in public action transformation. Lessons from State, regional or metropolitan administrations in France</b> Liefoghe, Christine; Garry, Olivier; Ramon-Daré, Marie
<b>Caught in the middle: Frontline employees ambivalent role in service design</b> Bast, Ane; Engen, Marit; Røhnebak, Maria
<b>The organizing of the co-design process underlying assumptions and mechanisms: A conceptual framework and a research agenda</b> Lundesgaard, Daniela; Högström, Claes
<b>DESIGN_Session 4</b> 09:30 – 11:15
<b>Chair: Norbert Kiss</b>
<b>Co-creation, power and democracy</b> Lindland, Kristiane Marie; Selvig, Therese
<b>Catalysing systems thinking through service design doing</b> Wetter-Edman, Katarina
<b>Service Design and Learning Experience Development in Higher Education</b> Fazekas, Nóra; Kiss, Norbert; Baráth, Tibor
<b>Co-designing the client's civic queuing experience based on human ethology: the challenges of welcoming the homeless in a social public institution in Geneva</b> Fagniere, Emmanuel; Gouédard, Isis; Girard, Philippe; Reymond, Antonin
<b>DESIGN_Session 5. Health</b> 11:15 – 12:30
<b>Chair: Marianne Storm</b>
<b>Home-living elderly´ experiences with eHealth technologies in care coordination: How the design thinking perspective can help</b> Fjellsaa, Hilde Marie H.; Storm, Marianne
<b>User-testing and co-designing a mobile application for self-management of serious mental illness and service integration</b> Storm, Marianne; Fjellsaa, Hilde Marie H.; Skjearpe, Jorunn N.; Fortuna, Karen L.; Myers, Amanda
<b>User-centered design in a school-based health education program</b> Kiss, Norbert; Boros, Judit; Drótos, György; Fazekas, Nóra; Révész, Éva
<b>Scenario-Based Design Process for Digital Technology Assisted Service System</b> Tsunetomo, Kaito Watanabe, Kentaro; Kishita, Yusuke

