

ITP/NYU, Abrams, Fall 2008

## **SERVICE DESIGN FOR PUBLIC SPACE**

### **Course Description**

*If you could improve one everyday experience in New York City, what would it be, and how would you do it? In this class, we ask: What's a service and how are good ones conceived and created? What can we, as interaction designers, contribute to services for public space? What responsibilities do users as "citizens" rather than "customers" demand of designers? Drawing from my own interest in, research for, and links to, New York City agencies and service providers, we'll explore the kinds of relationships that services broker, and practice some key design processes and methods to understand how context of use, stakeholders, storytelling and mapping techniques shape services. In class and through assignments, we'll review a range of real life case studies in New York and elsewhere.*

*The class will be part seminar and part workshop. It's not a production class; instead, assignments will focus on written and sketching exercises, and reading. There will be opportunities to present, and, where successful, contribute your work to relevant experts/service providers. You'll enrich your participation in class discussion, reflect on the work of peers and of guest speakers and have a chance to rehearse your design skills. The main aim is that the materials and exercises that engage you in this class become broadly applicable to other projects (for second years, your thesis), at ITP and beyond.*

### **Instructor**

Rachel Abrams, rda1@nyu.edu

### **When**

Fall Semester 2008. Weekly, Wednesdays 6.30-9pm. Sept 3 to Dec 10. No class in the week of Thanksgiving. Dates marked \* will be rescheduled (Jewish holiday)

### **Absences**

If you anticipate you can't attend any one class, please email the instructor ahead by 12pm that Weds morning, or as soon as possible after class so I know why you weren't there so I know a) you're ok b) you are aware of your assignment for the following week. If you miss more than one class without explanation, the instructor will follow up.

The syllabus follows on the next page.

An overall resources list (reading/links) follows that.

Guests (marked only as initials until confirmed) are tentative attendees so are marked in grey and dates are subject to change. Visitors will come from NYC government agencies, journalism, architecture, academia, design professions.

## SERVICE DESIGN FOR PUBLIC SPACE

### SYLLABUS

Calendar date	Class topics and resources	Guest (tbc) Assigned by topic but may move according to individual schedules	Assignment
<p><b>WEEK 1</b> Sept 3</p>	<p><b>INTRODUCTION</b></p> <p><b>Class overview, goals</b> Meet and greet introductions Review this syllabus Are we designers?</p> <p><b>What is service design and in public space who is it for?</b></p> <p>Us and them Invention / intervention Service / experience</p> <p>Building a service/product design, public/private matrix (see week 2 assignment)</p> <p>Introducing</p> <ul style="list-style-type: none"> <li>• Jane Fulton Suri, Thoughtless Acts</li> <li>• Moggridge, Designing Interactions, ch6</li> <li>• Roger Martin, Opposable Minds</li> <li>• John Thackara, 10 principles</li> <li>• Eames, Information Machine</li> </ul>	-	<p>Read Moggridge</p> <p>Tell a story of an experience to plot to the matrix (Flickr)</p>
<p><b>WEEK 2</b> Sept 10</p>	<p><b>SETTING a CONTEXT</b></p> <p>Review wk 1 assignment</p> <p><b>Do we mean public space or public sphere?</b> Introducing</p> <ul style="list-style-type: none"> <li>• Setha Low/Neil Smith chapter</li> <li>• and David Harvey chapter in Politics of Public Space</li> </ul> <p><b>Primacy of place:</b> Location-based media</p> <ul style="list-style-type: none"> <li>• Seeley Brown and Duguid's Social Life of Information</li> </ul> <p><b>Context of use/experience</b> Introducing</p> <ul style="list-style-type: none"> <li>• Durrell Bishop in</li> </ul>	JL on graphic storytelling	<p>In situ observation</p> <p>Shirky, ch1</p> <p>Attend Conflux, the glowlab mapping festival 11-14 Sept</p>

	<p>Moggridge</p> <ul style="list-style-type: none"> <li>• Don Norman</li> <li>• Mazé thesis</li> </ul> <p><b>When is a service not a service?</b>  Crowd-power, Flashmobs,  Bureaucracies, Communities  Citizens vs consumers</p> <p>Market-run public service vs Publicly regulated for-profit service</p>		
<p><b>WEEK 3</b>  Sept 17</p>	<p><b>INVISIBLE INTERVENTIONS  PLACE and INFORMATION  SPACE</b></p> <p><b>1: The CITY  Service experience at urban scale</b></p> <p>Introducing</p> <ul style="list-style-type: none"> <li>• Kevin Lynch, Image of the City (Christopher Alexander)</li> <li>• George Simmel, The Metropolis and Mental Life</li> </ul> <p>Case studies</p> <ul style="list-style-type: none"> <li>• Million Dollar Blocks</li> <li>• 311</li> </ul> <p><b>Designer as agent provocateur,  enabler of others' agency</b></p> <ul style="list-style-type: none"> <li>• James Corner, The Agency of Mapping</li> <li>• Lucy Suchman Plans and Situated Action</li> <li>• The Ghost Map – on mapping cholera</li> <li>• William Whyte, Social Life of Small Social Spaces (Bachelard, Lefevre, DeCerteau)</li> </ul>	<p>KS on strangers</p> <p>CF on 311 or DR on MTA</p>	<p>Prepare to present what you gathered in Week 2</p> <p>Read Lynch chapter</p>
<p><b>WEEK 4</b>  Sept 24</p>	<p><b>INVISIBLE INTERVENTIONS  PLACE and INFORMATION  SPACE</b></p> <p><b>2. Case studies showcase (A)</b></p> <p>Introducing 'information landscape' as a starting point for conceiving and designing services</p> <ul style="list-style-type: none"> <li>• Ole Bouman</li> <li>• Greenfield/Slavin</li> <li>• Shirky</li> </ul> <p>Introducing a range of service design concepts for comparison and critique (city scale and beyond):</p> <ul style="list-style-type: none"> <li>• Hans Rosling, TED</li> <li>• Paul Elliman, Signal Failure</li> </ul>	<p><b>Guests for showcase A and/or B</b></p> <p>PN/DS on WTC  or  DL on NO post-Katrina  Or  CF on 311</p>	<p>Read chapter on the Panorama in Abrams' Else/Where, before Wk 4 outing</p>

	<ul style="list-style-type: none"> <li>• Oakland Crime Maps</li> <li>• New Orleans</li> <li>• PlaNYC GIS</li> </ul>		
<b>WEEK 5</b> Oct 1  FIELDTRIP	<b>INVISIBLE INTERVENTIONS PLACE and INFORMATION SPACE</b>  <b>3: Designer as urban interventionist</b>  Introducing <ul style="list-style-type: none"> <li>• Moses exhibit, The Power Broker</li> <li>• Jane Jacobs, Death and Life of Great American Cities</li> <li>• Marc Auge, Non-spaces</li> </ul>	<b>OUTING to QUEENS MUSEUM to see MOSES' Panorama</b> (Date TBC)	Read Galison, War against the Center
<b>WEEK 6</b> Oct 8 !! – This week's class on will be rescheduled from 630-9 on Weds to earlier in the day/week	<b>INVISIBLE INTERVENTIONS PLACE and INFORMATION SPACE</b>  <b>Case studies showcase (B)</b> (a buffer b/c guest speaker TBC)  Introducing 'information landscape' as a starting point for conceiving and designing services  <b>Design for someone not about something</b> Introducing a range of service design concepts for comparison and critique (city scale and beyond): <ul style="list-style-type: none"> <li>• Presence Project</li> <li>• Museums that Matter</li> <li>• Design Trust for Public Space, Roads Forward: Taxi07</li> <li>• Philip Nobel: 16 Acres (about design of WTC)</li> <li>• Ray Kurzweil, TED</li> </ul>	<b>Guests for showcase A and/or B</b>  PN/DS on WTC or DL on post-Katrina NO Or CF on 311 or RRW+EY	Read Sant's Redefining the Basemap Read Wired on Google Maps (7/2007)  Prep some methods
<b>WEEK 7</b> Oct 15	<b>DESIGN METHODS (a)</b>  Introducing other kinds of design approaches User-centered design  Focus on the first 3 of the 6 Ds a. Discover: Frame opportunities b. Define: Create possibilities c. Design: Set direction then d. Develop: Drive implementation e. Deploy: Deliver the outcome f. Document: Audit, capture lessons  <b>Discover context, user experience</b>	Between wks 7-11, guests may attend to give expert guidance/ masterclass on a particular methods topic (TBC)	The potential as actual narrative:  Write a short paragraph of what you observed as-is, from user perspective.

	<p><b>Frame opportunities</b> Gather insights, from week 1/2</p> <p><b>Stories as a way to represent experiences</b> Introducing:</p> <ul style="list-style-type: none"> <li>• Robert McKee, Story</li> <li>• Queneau, 99 exercises in style</li> <li>• Facebook in Reality</li> <li>• BM pdf</li> <li>• ideo/Eno method cards</li> <li>• Roger Martin, Abductive/Design Thinking</li> <li>• Rory Hamilton, Everything I Know and Live/Work</li> </ul> <p><b>Class at large:</b> Revisit (from week 1 selection) public space as site for intervention: Contextualize and anchor to a specific public space</p> <p><b>Return to class:</b> Sketch quick discovery exercises</p>		
<p><b>WEEK 8</b> Oct 22</p>	<p><b>DESIGN METHODS (b)</b></p> <p>Present and rate each other's observation narratives from wk7</p> <p><b>Define your service</b></p> <p><b>Create possibilities</b> Present user-led narratives to each other From "As is" to "Could be" to "Is next"</p> <p><b>Service design vocabulary</b> Introducing Evanson service design vocabulary: Touchpoints, service strings, events and blueprints:</p> <ul style="list-style-type: none"> <li>• Saffer, Designing for Interaction</li> <li>• This Time It's Personal (Philips Design)</li> <li>• Review key examples broken down into these elements</li> </ul>	DRft or AB on subway?	Write a narrative of the new or improved experience you're conceiving, as it could be
<p><b>WEEK 9</b> Oct 29</p>	<p><b>DESIGN METHODS (c)</b> <b>Design your service</b></p> <p><b>Set direction - The anatomy of a brief:</b> Define project to determine who, why, where, what, when...before how</p> <p>Understanding optimized constraints</p>	<p><b>GUEST</b> TBA: Election special?</p>	<p>Commit to a topic for your project by now.</p> <p>Read Todd Warfel on Paper Prototyping</p>

	<p>in public space</p> <p>Review brief with peers</p>		
<p><b>WEEK 10</b> Nov 5</p>	<p><b>DESIGN METHODS</b> OK, how? Choosing 'appropriate' form/media/channel for delivery; Methods for consideration</p> <p>OK, how? The 'governance cloud' around the object so both meet the objectives in the brief</p> <p><b>Special topic: (TBC)</b></p> <p><b>Service design for democracy</b> discussion (+depending on guests) Voting and beyond</p>	<p><b>GUEST</b> TBC: NYT? Election special?</p> <p>ShifD? or ER?</p>	<p>Independent study to conceive and represent your own independent project</p>
<p><b>WEEK 11</b> Nov 12</p>	<p><b>DESIGN METHODS</b> <b>Class 'clinic' 1</b> Breakdown your independent project according to the vocabulary from week 8 and develop your service solution according to your brief from wk 9</p> <p>Instructor to review individually while others work on their projects</p>	<p>SH?</p>	<p>Develop your service proposition for weeks 13 and 14</p>
<p><b>WEEK 12</b> Nov 19 <b>NOTE: NO CLASS on NOV 26 because of Thanksgiving</b></p>	<p><b>DESIGN METHODS</b> <b>Class 'clinic' 2</b> Continues from week 11</p> <p>Instructor to review individually while others work on their projects</p>	<p>SH?</p>	<p>Develop your service proposition for weeks 13 and 14</p>
<p><b>WEEK 13</b> Dec 3</p>	<p>Final panel, presentations</p>		
<p><b>WEEK 14</b> Dec 10</p>	<p>Final panel, presentations</p>		

Resources/readings on next page

NYU ITP

Abrams, Fall 2008

**Service Design for Public Space** - Resources, Reading, References

**Bold**=required references

Introduction

**Week 1**

- Jane Fulton Suri, Thoughtless Acts
- **Bill Moggridge, Designing Interactions**, ch6
- Roger Martin, Opposable Minds
- **John Thackara, Power Laws of Innovation**  
([www.doorsofperception.com/archives/alist\\_top\\_posts/](http://www.doorsofperception.com/archives/alist_top_posts/) see july 18, 2006)
- The Eames, Information Machine (online at Prelinger Archive)

**Week 2**

- **Setha Low/Neil Smith, The Politics of Public Space (CUNY)**
- Clay Shirky, We Are Everywhere
- Conflux ([www.confluxfestival.org](http://www.confluxfestival.org))
  
- John Seeley Brown and Paul Duguid, The Social Life of Information
- Durrell Bishop in Bill Moggridge, Designing Interactions
- **Don Norman, The Design of Everyday Things**
- Ramia Mazé, Occupying Time (PhD thesis University of Malmo)

Invisible Interventions

**Week 3**

- Kevin Lynch, Image of the City, ch1
- George Simmel, The Metropolis and Mental Life (in On Individuality and Social Forms)
- Million Dollar Blocks ([www.100k.org](http://www.100k.org))
- [www.nyc.gov/311](http://www.nyc.gov/311)
- (Christopher Alexander, Pattern Language)
  
- **James Corner, The Agency of Mapping** (google it)
- Lucy Suchman, Plans and Situated Action
- Steven Johnson, The Ghost Map
- **Edward Tufte, on John Snow** (The Visual Display of Quantitative Information)
- Related: [http://www.ph.ucla.edu/epi/tufte\\_snow.html](http://www.ph.ucla.edu/epi/tufte_snow.html), and RA's own photos

Less essential but interesting

- William Whyte, Social Life of Small Social Spaces
- Gaston Bachelard, Poetics of Space
- Henri Lefevre, Production of Space
- Marcel DeCerteau, The Practice of Everyday Life

**Week 4 Showcase**

- Hans Rosling, TED  
[http://www.ted.com/index.php/talks/hans\\_rosling\\_shows\\_the\\_best\\_stats\\_you\\_ve\\_ever\\_seen.html](http://www.ted.com/index.php/talks/hans_rosling_shows_the_best_stats_you_ve_ever_seen.html)
- Paul Elliman, Signal Failure in Abrams, Else/where (see below)
- Oakland Crime Maps ([www.stamen.com](http://www.stamen.com))
- New Orleans (Derek Lindner example)
- PlaNYC GIS (Rachel Weinberger/Emily Yuhas example)
  
- Janet Abrams/Peter Hall, Else/Where, chapter on the Queens Museum Panorama
- QMA Moses exhibit catalogue
- Robert A Caro, The Power Broker
- Jane Jacobs, Death and Life of Great American Cities
- Marc Auge, Non-spaces, an anthropology of supermodernity

**Week 5 Fieldtrip**

- **Peter Galison, War Against the Center**

## Design Methods

### Week 6

- Stephen Weil, Museums that Matter
- Presence Project, RCA/Netherlands Design Institute  
[http://www.doorsofperception.com/archives/2000/01/design\\_and\\_elde.php](http://www.doorsofperception.com/archives/2000/01/design_and_elde.php)
- **Design Trust for Public Space, Roads Forward: Taxi07**  
[http://www.designtrust.org/publications/publication\\_07roadsfwd.html](http://www.designtrust.org/publications/publication_07roadsfwd.html)
- Philip Nobel, Sixteen Acres (on design of rebuilding WTC)
- Ray Kurzweil, TED  
[http://www.ted.com/index.php/talks/ray\\_kurzweil\\_on\\_how\\_technology\\_will\\_transform\\_us.html](http://www.ted.com/index.php/talks/ray_kurzweil_on_how_technology_will_transform_us.html)
- Sant's Redefining the Basemap.pdf  
[http://www.intelligentagent.com/archive/Vol6\\_No2\\_interactive\\_city\\_sant.htm](http://www.intelligentagent.com/archive/Vol6_No2_interactive_city_sant.htm)
- Wired on Google Maps (7/2007 - online at wired.com)  
[http://www.wired.com/techbiz/it/magazine/15-07/ff\\_maps](http://www.wired.com/techbiz/it/magazine/15-07/ff_maps)

### Week 7

- **Robert McKee, Story, first chapter**
- Raymond Queneau, 99 exercises in style
- Facebook in Reality on You Tube
- ideo/Eno method cards
- Roger Martin, (when it comes out) Design Thinking
- Rory Hamilton, Everything I Know (co.uk) and Live/Work

Independent project: Weeks 8-14

### Week 8

- **Saffer, Designing for Interaction**
- This Time It's Personal (Philips Design online)

### Week 9

- Todd Warfel on Paper Prototyping (pdf)
- ShifD

RA to reference Jan/June IA resources and bkmrks