



DEPARTMENT OF
INDUSTRIAL
DESIGN

ITU ID EUT 419E Product Design Studio IV
2020-2021 Fall Semester

Service Design for a Better Society



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In this project, students are expected to re-design a service system that is already available to certain groups of people. They are expected to focus on complex & critical social issues, such as reducing poverty, inequality, Youth Resilience and Wellbeing, aging society, malnutrition, prevention of chronic illness, better sanitation, pollution, water shortage, k12 education, early childhood and after school education, learning science, media impact on different age groups (children, teenagers, elderly) and more.

The Project is composed of two main parts:

- In the first phase (explore, reframe) the students will delve into certain methods used in service design; SWOT Analysis, Customer/User Journey Map, From To Exploration, Role Play Ideation (will be done in brainstorming at the breakout rooms), and Service Blueprint. The students will apply these methods to analyze the service system they have chosen and approved by the tutor team.
- In the second phase (generate prototype) the students will re-design the service system and make it better in terms of feasibility, practicability and sustainability with reference to their findings of the first phase. Evaluate their findings from the social change perspective that is necessary, and not limit themselves to problem solving.

Social commercial service systems, social entrepreneurship triggering circular economy or acting / aiming to act in dimensions of circular economy are preferable. They are encouraged to recognize contemporary methodological paradigms such as sustainable development, local development, circular economy, social innovation etc. To this end, they will be introduced to and encouraged to follow the relevant design tools and approaches which will help them to realize a systematic design research and execution process in service design.

*The students who are enrolled in the EUT 419E Product Design Studio IV developed two different projects: "Design of Product-by-Structures: Domestic presumption" and "Service Design for a Better Society".

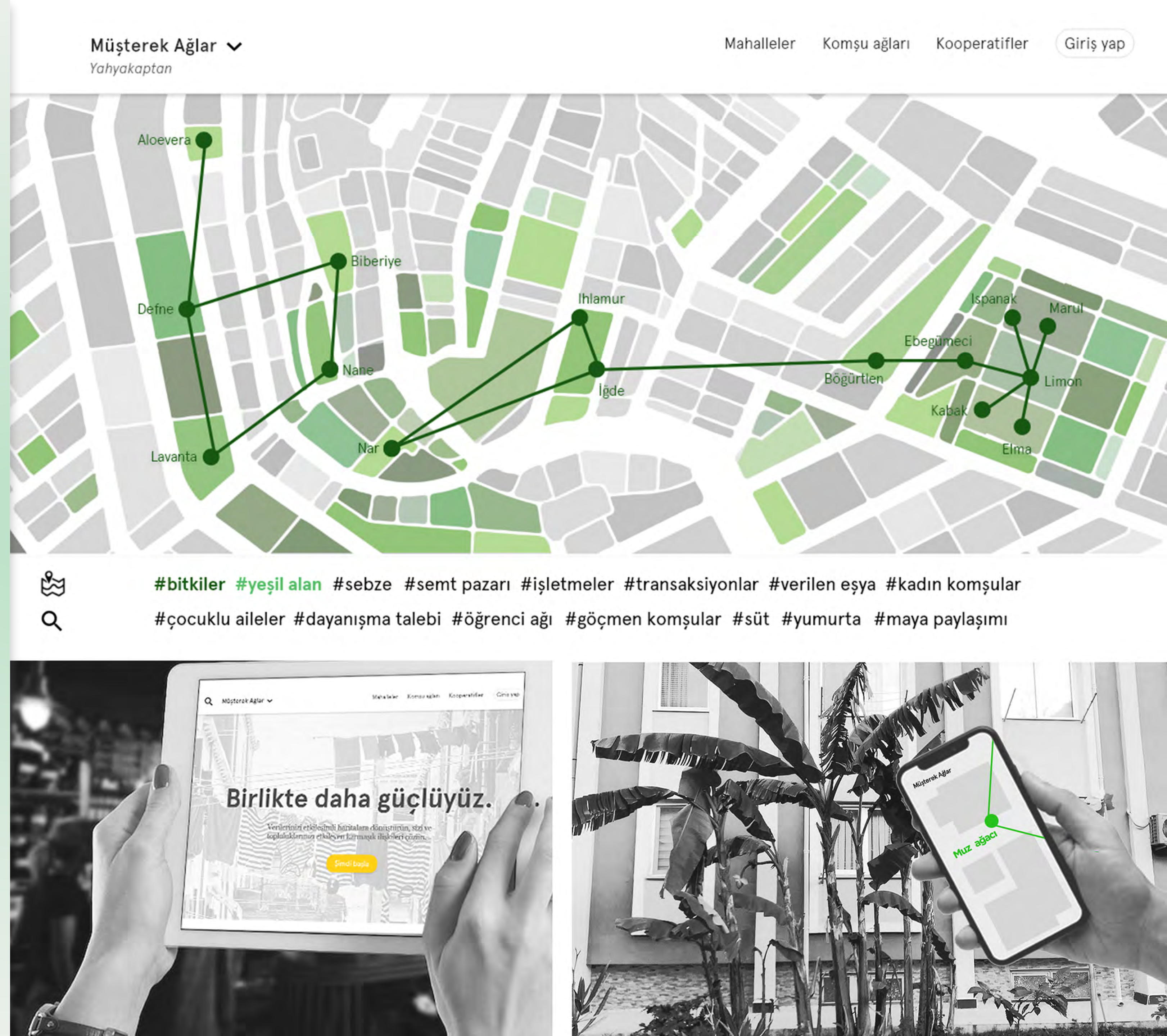


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Müşterek Ağlar

Müşterek Ağlar is a new social media platform proposal that explores how one can exist on the internet through more democratic means, as their own data advocates instead of a passive entity farmed for its metadata. A project that was initially a redesign of an existing data mapping service, 'Graph Commons', turned into a new concept that invites citizens to contextualize their surroundings in terms of precious networks of small data. The idea is to intrigue and show people that the big and developed cities we inhabit might make us worse neighbors day by day, but they do not change the fact that we are continuously coexisting together in multiple networks of living things, spaces, inanimate objects and knowledge. Harnessing this power against institutions far greater than us, we facilitate cooperation amongst dwellers and build resilience in our communities.

Müşterek Ağlar, çoğu sosyal medya platormunda olduğu gibi bir metadata çiftliği olmaktansa, internette nasıl daha demokratik yollarla var olabileceğimizi araştıran yeni bir sosyal medya platformu önerisidir. Mevcut bir veri haritalama hizmeti olan 'Graph Commons'ın yeniden tasarımı olan platform, vatandaşların bulundukları bağlamı değerli küçük veri ağları olarak haritalamalarını sağlayarak onları birer veri müşteregi olmaya davet eder. Gün geçtikçe şehirleşen mahallelerimiz bizi daha kötü komşular yapsa bile biz her zaman çevremizdeki canlılardan, bilgiden, mekanlardan ve nesnelerden örülmüş çok daha büyük bir ağın parçasıyız. Platform, sakinlerine sahip oldukları bu gücü hatırlatarak, bizden çok daha büyük ve güçlü kurumlara karşı bu gücü kuşanarak dayanışma ve topluluk direnci oluşturmaya mümkün kılıyor.





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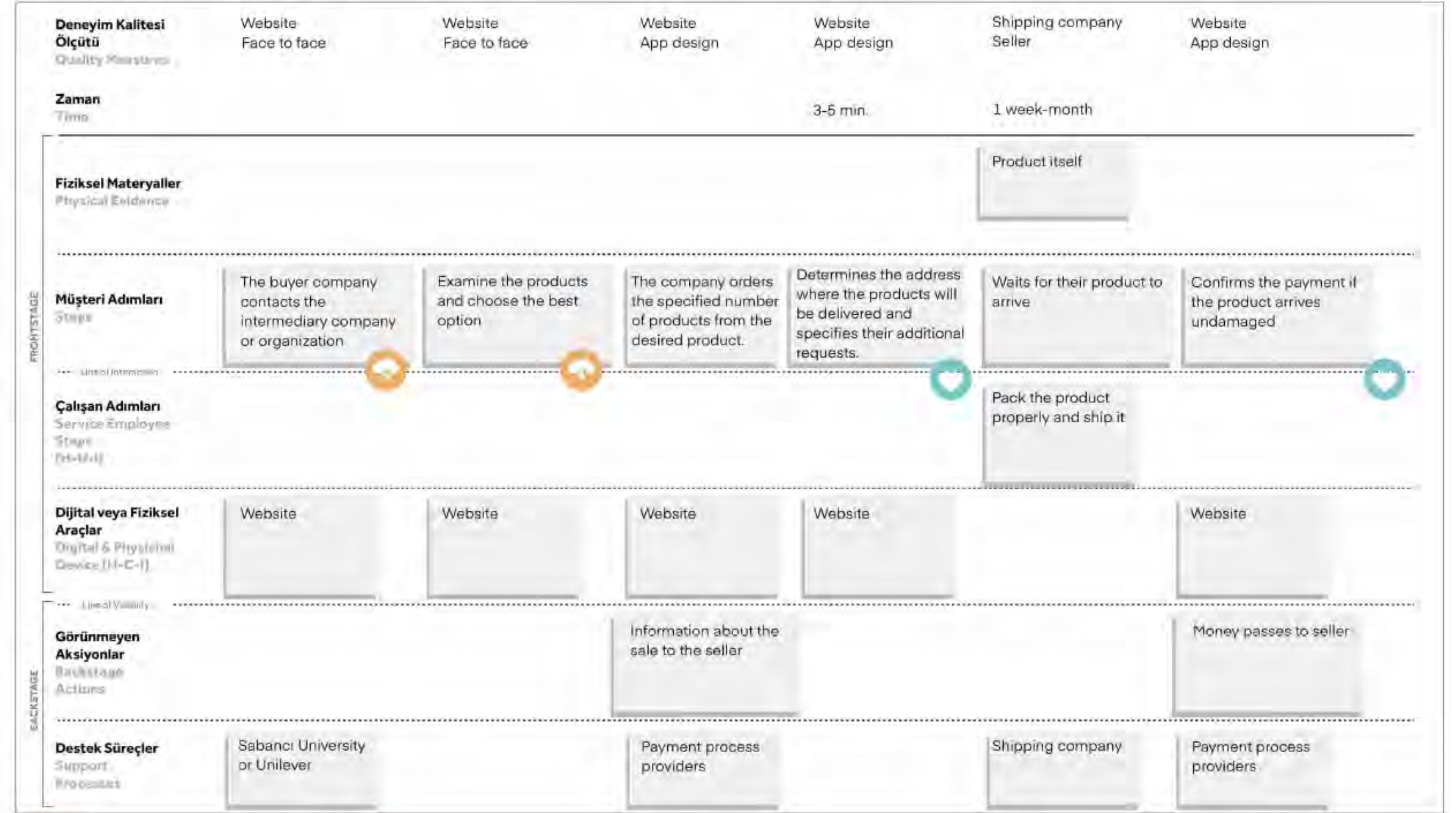
Çöp(m)adam

Çöp(m)adam, that established in 2008, is an organization that trying to contribute to recycling and sustainability while also increasing women's employment in Turkey. In this project, it was aimed to make a study about how Çöp(m)adam can follow changes in brand identity considering today's conditions.

Çöp(m)adam, 2008 yılında kurulmu olan temel amacı sürdürülebilirliğe ve geri dönüşüme katkı sağlamakla birlikte Türkiye'deki kadın istihdamını arttırmayı amaçlayan bir kuruluştur. Bu projede, günümüz şartları göz önüne alınarak Çöp(m)adam'ın marka kimliğinde nasıl değişimler izleyebileceği hakkında bir çalışma yapmak amaçlandı.

Service Blueprint

Senaryo: Çöp(m)adam - Bulk Order



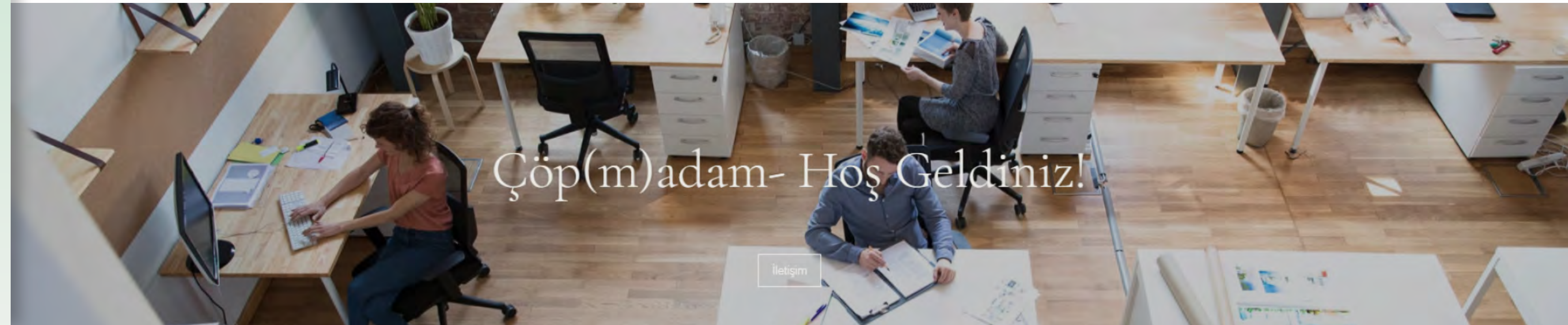
Semboller:



Point of interaction between customer and company



Point of interaction between company and company



Çöp(m)adam- Hoş Geldiniz!

İletişim



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E-Nabız is Turkey's Health Information infrastructure that enables access and management of all personal health information collected from healthcare institutions. In this project, re-designs are proposed for the application interface and service interactions in order to enable comfortable use of the service by the elderly. With the phygital product modules integrated into the system, service interactions that are familiar to the elderly who have difficulty in flat screen interactions have been proposed.

E-Nabız, sağlık kurumlarından toplanan tüm kişisel sağlık bilgilerine erişim ve yönetimini sağlayan, Türkiye'nin Sağlık Bilgi altyapısıdır. Bu projede, hizmetin yaşlılar tarafından rahat kullanımını mümkün kılmak amacıyla uygulama arayüzü ve servis etkileşimleri için servis-sistem yeniden tasarımları yapılmıştır. Sisteme entegre edilen phygital ürün modülleri ile düz ekran etkileşimlerinde zorluk çeken yaşlıların aşına olduğu türden hizmet etkileşimleri önerilmiştir.

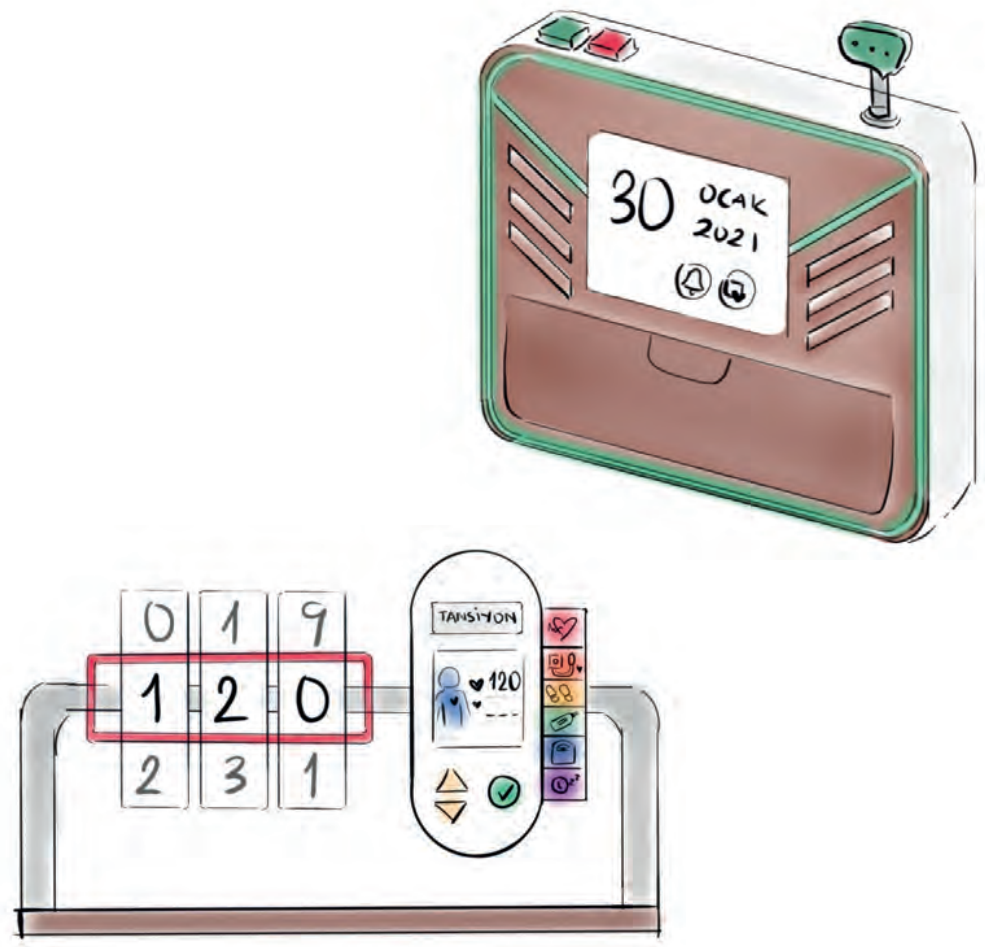
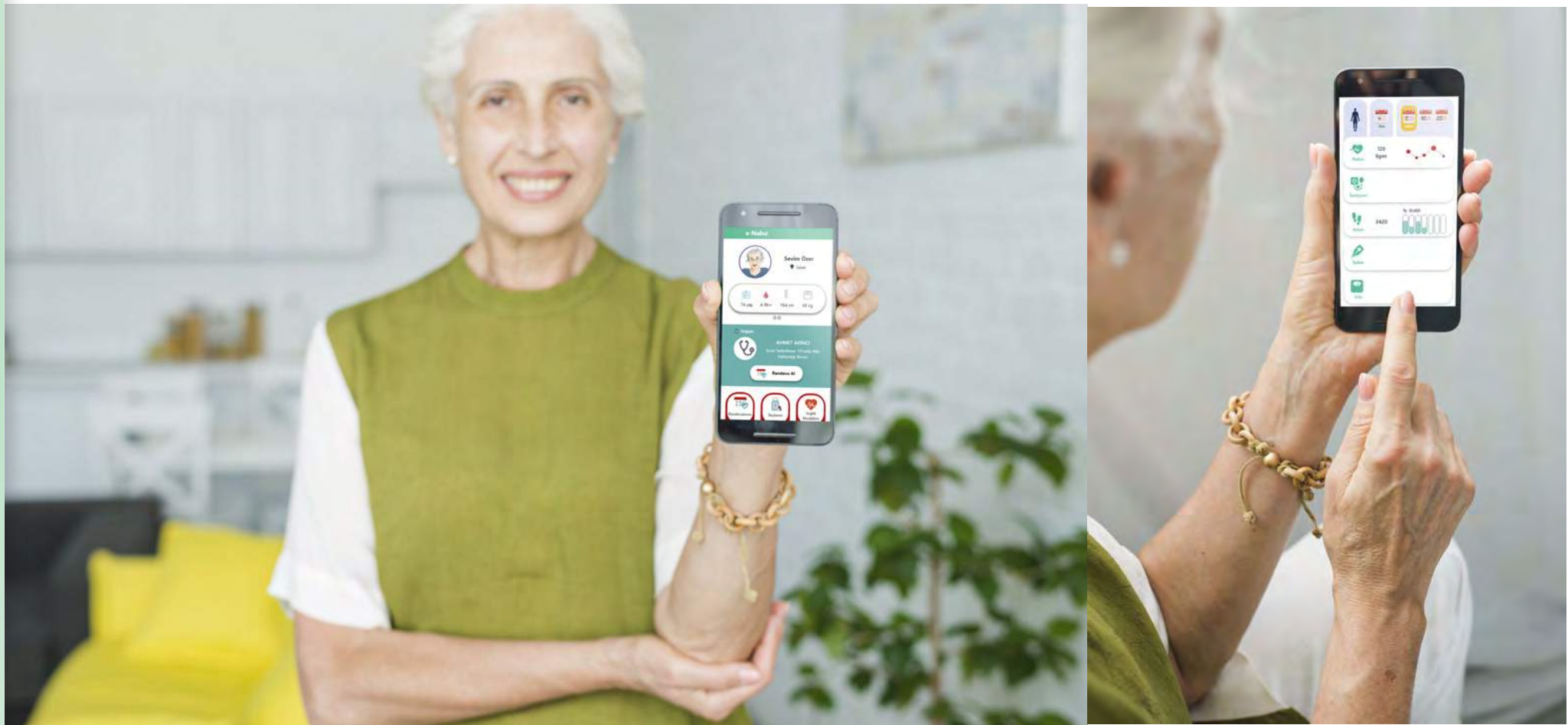
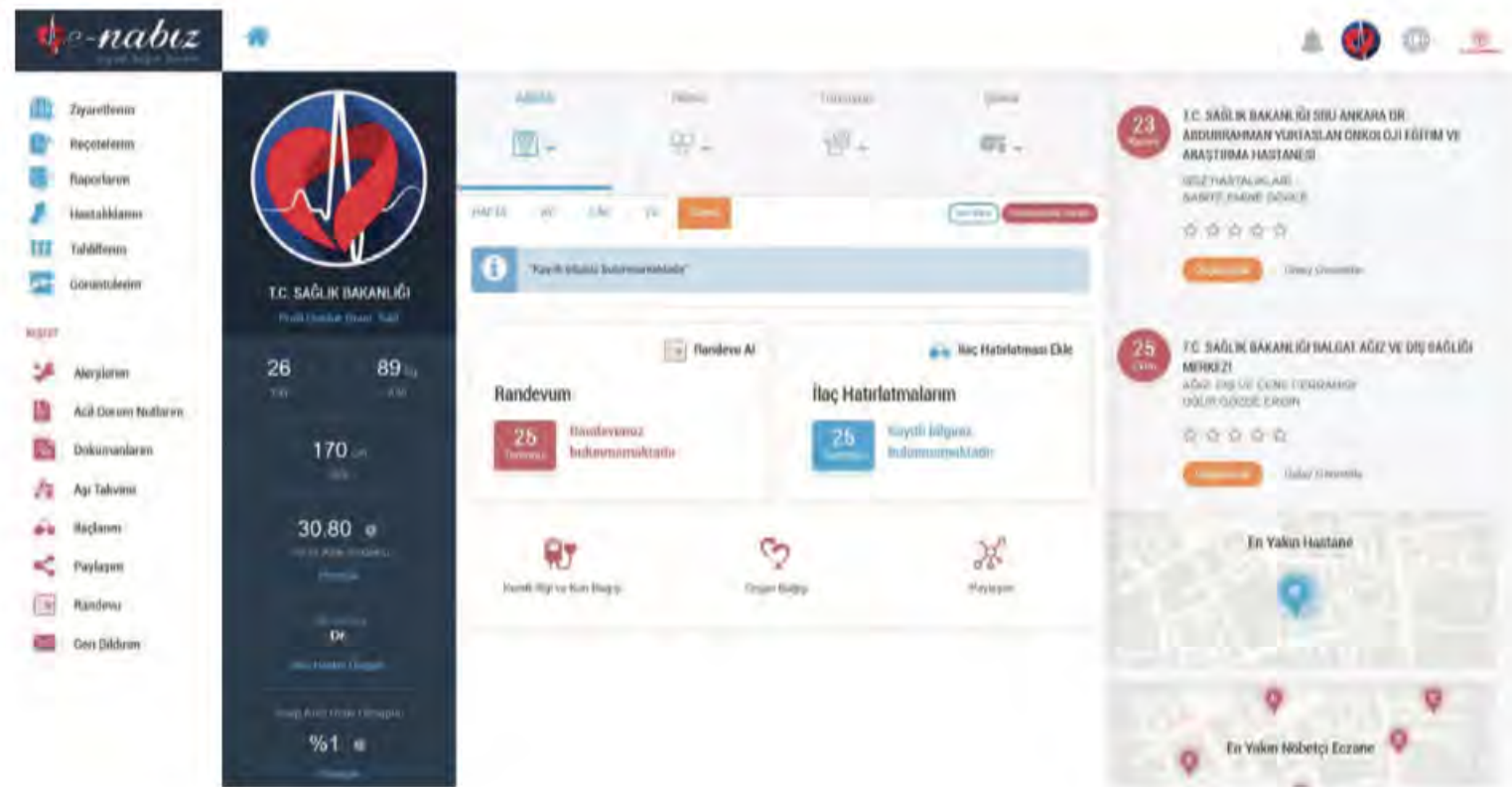


Citizens
Healthcare professionals



Turkish Republic Ministry
of Health

- Healthcare information infrastructure
- Access and management of all personal health information that collected from healthcare institutions and medical history in one place through internet and mobile devices by citizens and health-care professionals.

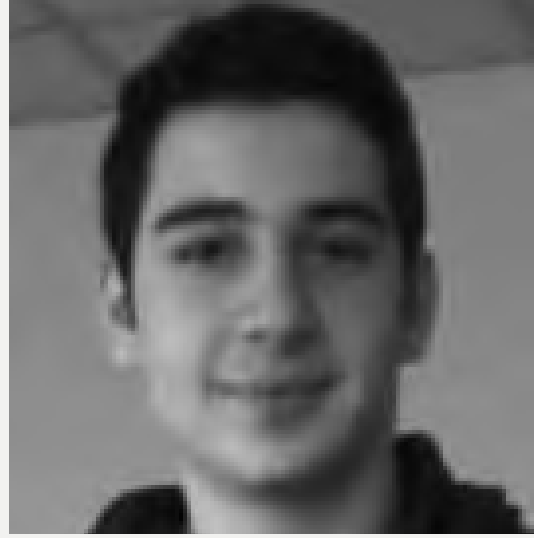


Facilitate the interaction with the re-design of the app interface & integrate a phygital module to encourage the use of the service by elderly themselves and support healthy ageing.

Support the interface with the healthcare experience relations and visualizing the processes and acts in the application.

Using phygital products as a facilitator for data input.

Voice recording and digital assistance (mAgeing service) concept integrated with the service. Shows notifications.

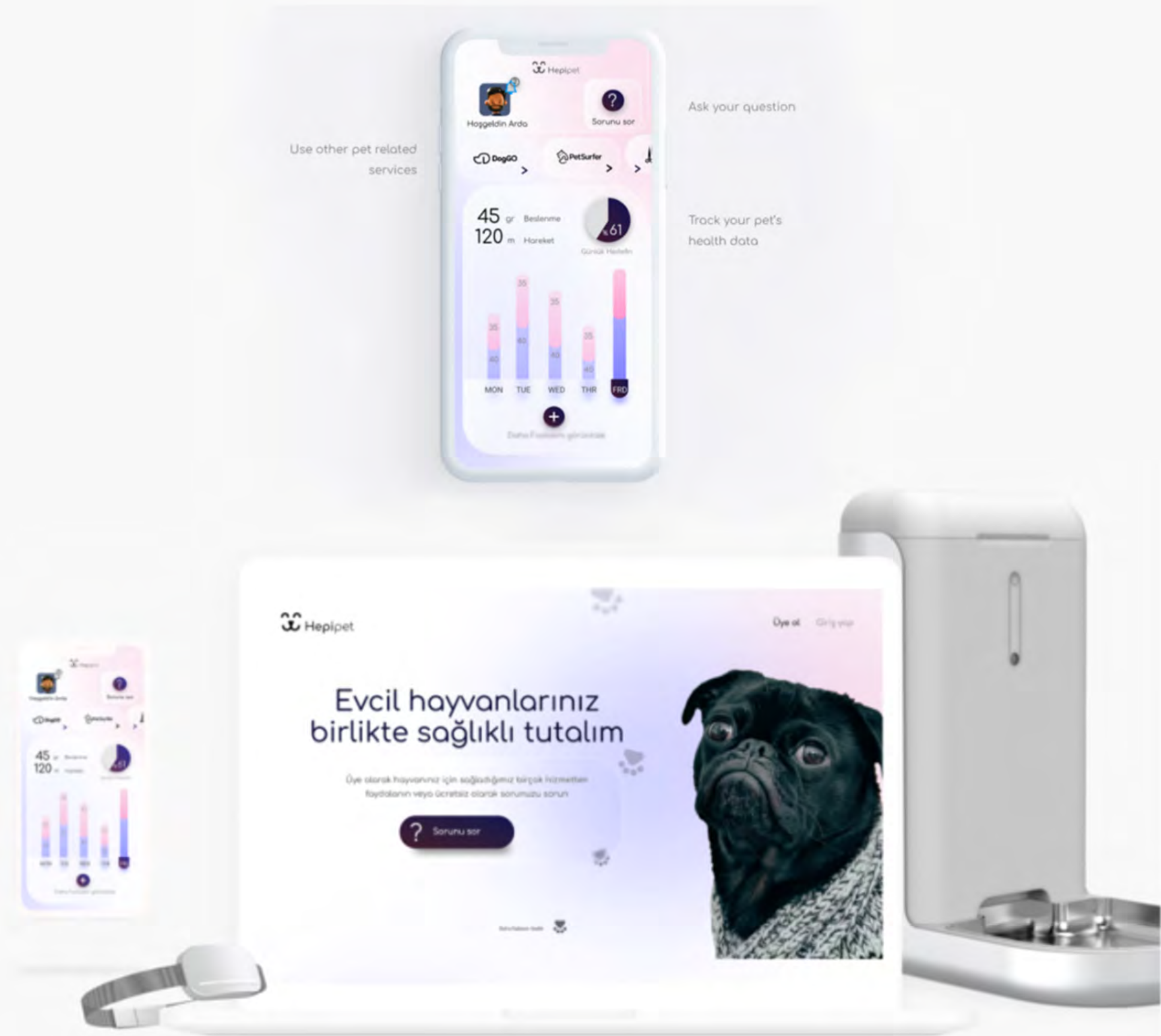


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HepiPet

In this project, HepiPet, an online preventive and veterinary medicine application, was re-designed to facilitate the adaptation of veterinarians and pet owners to alternative methods in pet care that would be created by technological developments and the transformations caused by the Covid-19 outbreak. Proposed service-system re-design includes improvements in website and application interfaces, along with smart products that will facilitate pet care.

Bu projede, bir online koruyucu ve veteriner hekimlik uygulaması olan HepiPet'in, Teknolojik gelişmeler ve Covid-19 salgınından kaynaklı dönüşümlerin evcil hayvan bakımında yaratacağı alternatif yöntemlere veteriner hekimlerin ve evcil hayvan sahiplerinin adapte olmasını kolaylaştıracak şekilde yeniden tasarımı gerçekleştirilmiştir. Önerilen yeni tasarım, uygulama ve websitesi arayüzlerinde yapılan iyileştirmelerin yanısıra, evcil hayvan bakımını kolaylaştıracak akıllı ürünler içermektedir.



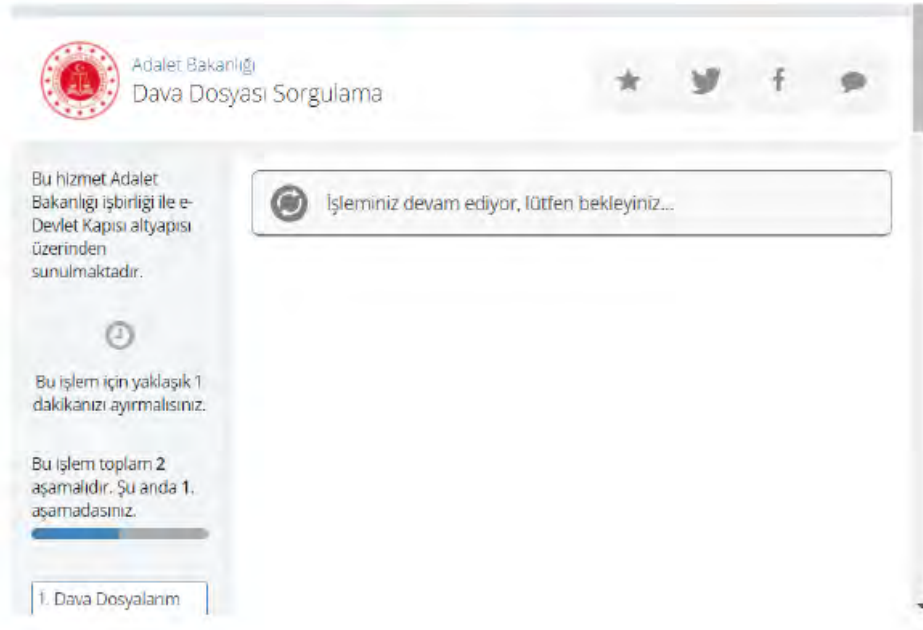
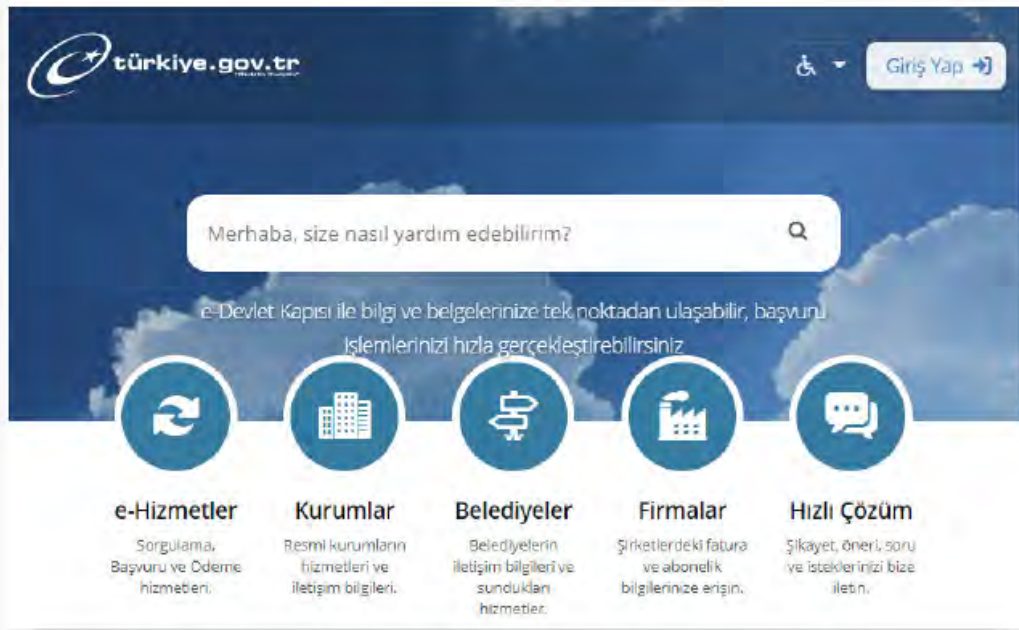
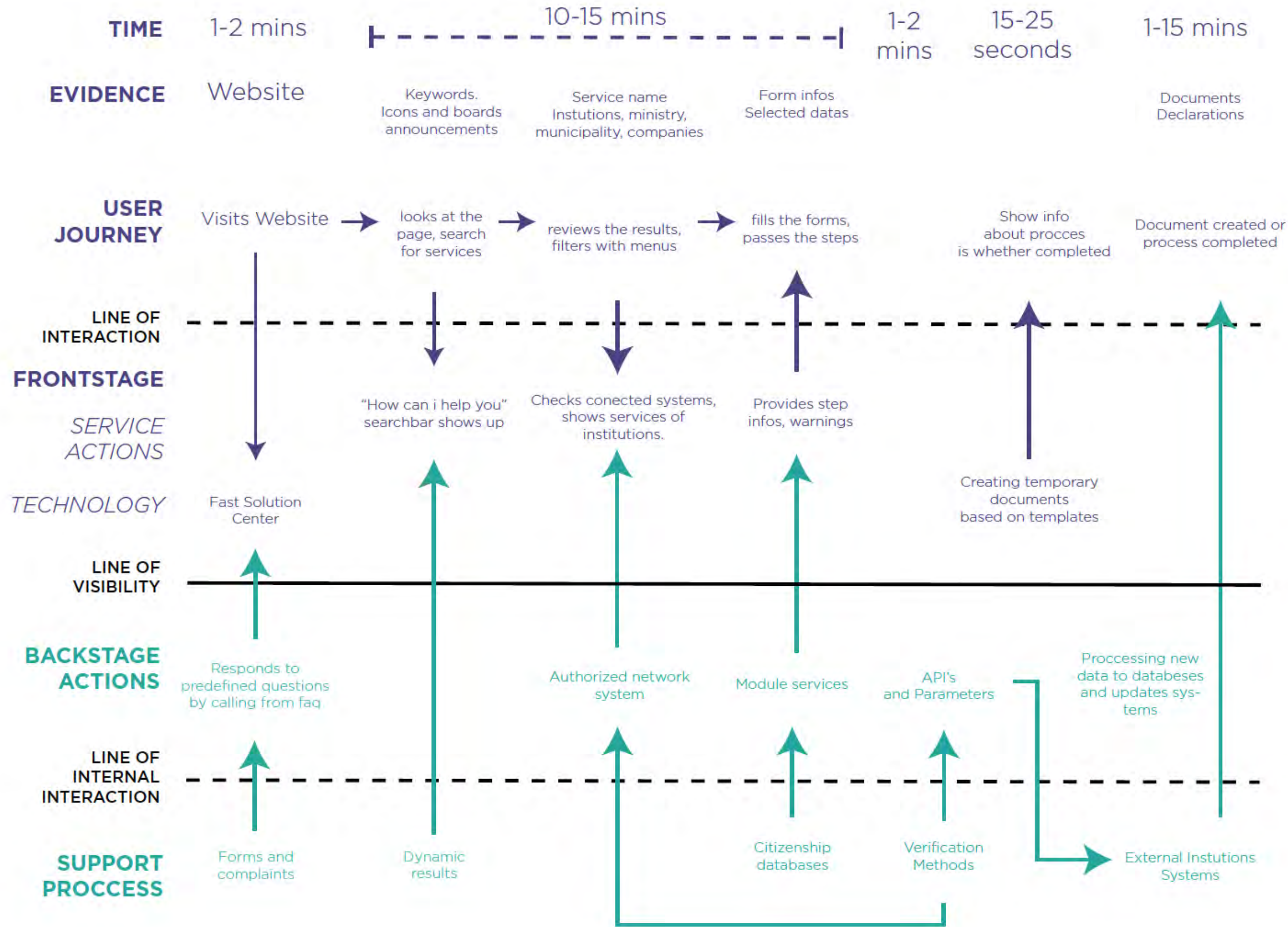


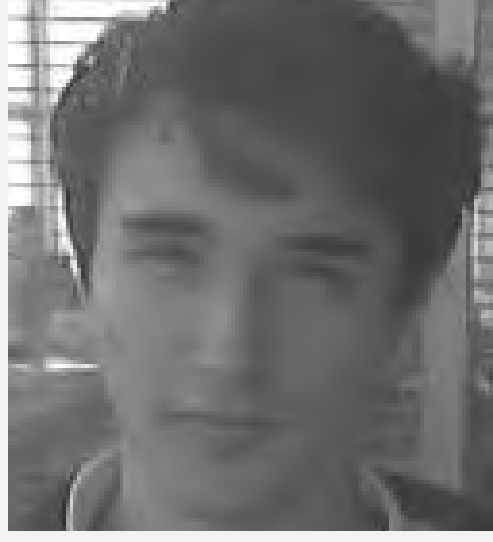
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It was identified that the e-government "system", which is based on the principle of working as a multi-module authorized network, and which aims to reduce and solve all kinds of bureaucratic operations with the trend of digitalization, can become "service" by offering improvements without neglecting the system facilities. Solution suggestions are presented as system and user oriented rather than interface and technical level. In this context; focused on security, resource utilization and transformation trends.

Çok modüllü yetkili bir ağ olarak çalışma prensibine dayalı olan, bürokratik işlemlerinin getirdiği her türlü yükü, dijitalleşme trendi ile azaltıp çözme amacına çalışan e-devlet "sistem"inin, sistem imkanları ihmal edilmeden iyileştirmeler sunulup, "servis"leşebileceği tespiti yapılmıştır. Çözüm önerileri, arayüz ve teknik düzeyden ziyade, sistem ve kullanıcı odaklı olarak sunulmuştur. Bu kapsamda; güvenlik, kaynak kullanımı ve dönüşüm trendleri üzerine yoğunlaşmıştır.

E-Devlet Service Blueprint

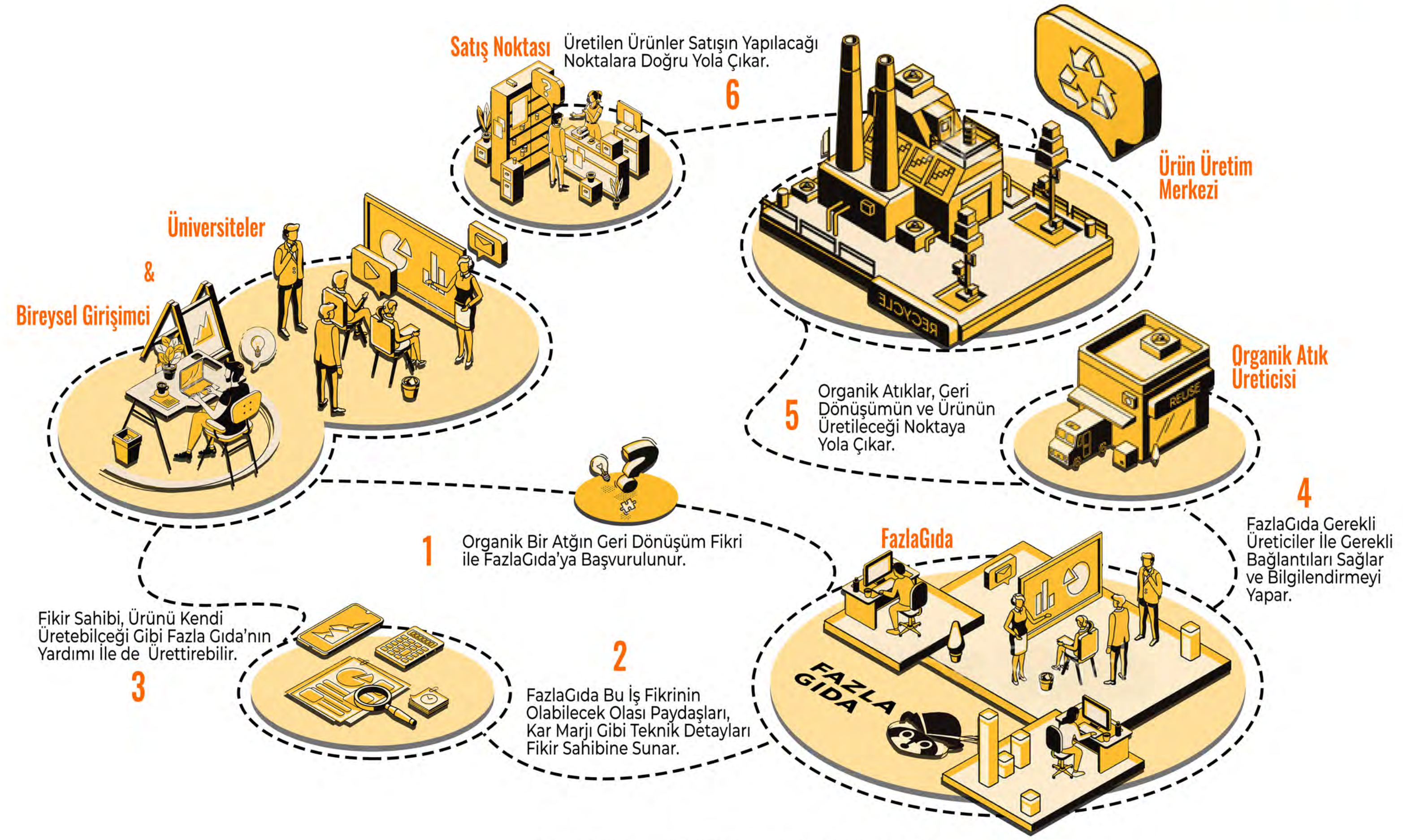




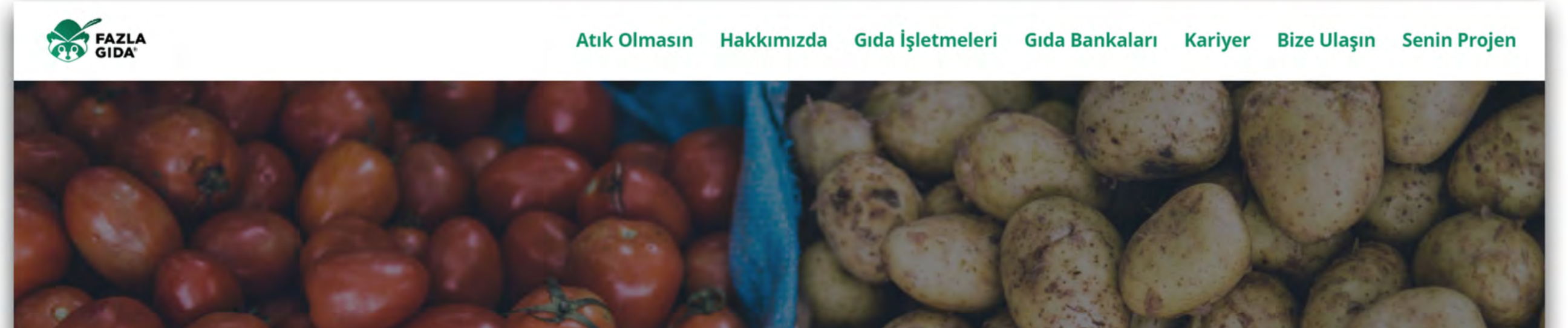
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Fazla Gıda is a technology platform that helps large-scale chain markets and businesses operating in the food industry evaluate their unsold food and aims to bring inactive products to the economy, the environment and society. In this project, it is aimed to ensure that specific organic wastes are re-evaluated through universities, individual researchers & entrepreneurs and investors in order to encourage the design and production processes of new products with sustainability goals, to bring new stakeholders to Fazla Gıda, hence to create a new business model.

Fazla Gıda, gıda sektöründe faaliyet gösteren büyük ölçekli zincir market ve işletmelerin satılamayan gıdalarını değerlendirmesine yardım eden, atıl ürünlerin ekonomiye, çevreye ve topluma kazandırılmasını hedefleyen bir teknoloji platformudur. Bu projede, sürdürülebilirlik hedefli yeni ürünlerin tasarım ve üretim süreçlerini teşvik etmek, Fazla Gıda'ya yeni paydaşlar kazandırmak ve yeni bir iş modeli ortaya koymak amacıyla, belirli organik atıkların üniversiteler, bireysel araştırmacılar & girişimciler ve yatırımcılar aracılığı ile tekrar değerlendirilmesinin sağlanması hedeflenmiştir.



FAZLAGIDA WebSite ReDesign Page 1





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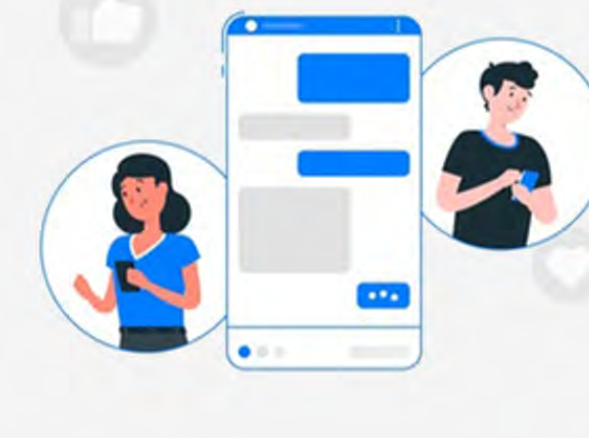
İhtiyaç Haritası is a social enterprise aiming to meet needs on the basis of sharing economy by bringing together the needy and supporter citizens in a map-based system. In this project, user-oriented design improvements were offered in order for the existing system to become widespread and reach wider audiences. A profile page that will facilitate users' transactions, a communication channel that will make communication between participants safe and efficient, and social marketplace redesigns that will increase the scope of needs have been proposed. A mobile application has been designed to ensure widespread use of the service.

İhtiyaç Haritası, ihtiyaç sahibi ve destekçi yurttaşları harita tabanlı bir sistemde bir araya getirerek, ihtiyaçların paylaşım ekonomisi temelinde karşılanmasını hedefleyen bir sosyal girişimdir. Bu projede, mevcut sistemin yaygınlaşarak daha geniş kitlelere ulaşabilmesi amacıyla kullanıcı odaklı tasarım iyileştirmeleri önerilmiştir. Kullanıcıların işlemlerini kolaylaştıracak bir profil sayfası, katılımcılar arasındaki iletişimi güvenli ve verimli hale getirecek bir iletişim kanalı ve ihtiyaçların kapsamını artırmayı sağlayacak sosyal pazar yeri yeniden tasarımları önerilmiştir. Ayrıca, servisin yaygın kullanımını sağlaması için bir mobil uygulama tasarlanmıştır.

FEATURES ADDED TO THE REVISED SYSTEM



A Profile Page



A Messaging Chanel



Widened Social Marketplace





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