

Designing Delivery Rethinking It In The Digital Service Economy

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Sussna ' s " Designing Delivery " is an important call-to-action for organizations of all sizes. Instead of relying on hierarchical, efficiency-oriented I.T. departments inspired by the management philosophy of Frederic Taylor, companies now need I.T. to be adaptable, responsive partners with a focus on customer empathy.

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Now that we ' re moving from a product economy to a digital service economy, software is becoming critical for navigating our everyday lives. The quality of your service depends on how well it helps customers accomplish goals and satisfy needs. Service quality is not about designing capabilities, but about making—and keeping—promises to customers. To help you improve customer satisfaction and create positive brand experiences, this pragmatic book introduces a transdisciplinary approach to digital service delivery. Designing a resilient service today requires a unified effort across front-office and back-office functions and technical and business perspectives. You ' ll learn how make IT a full partner in the ongoing conversations you have with your customers. Take a unique customer-centered approach to the entire service delivery lifecycle Apply this perspective across development, operations, QA, design, project management, and marketing Implement a specific quality assurance methodology that unifies those disciplines Use the methodology to achieve true resilience, not just stability

As technology becomes deeply integrated into every aspect of our lives, we ' ve begun to expect more emotionally intelligent interactions. But smartphones don ' t know if we ' re having a bad day, and cars couldn ' t care less about compassion. Technology is developing more IQ, but it still lacks EQ. In this book, Pamela Pavliscak—design researcher and advisor to Fortune 500 companies—explores new research about emotion, new technology that engages emotion, and new emotional design practices. Drawing on her own research and the latest thinking in psychology, neuroscience, and behavioral economics, Pamela shows you how design can help promote emotional well-being. You ' ll learn: How design has transformed emotion and how tech is transforming it again New principles for merging emotional intelligence and design thinking How to use a relationship model for framing product interactions and personality Methods for blending well-being interventions with design patterns How emotional resonance can guide designers toward ethical futures Implications of emotionally intelligent technology as it scales from micro- to mega-emotional spheres

Service Design and Delivery provides a comprehensive overview of the increasingly important role played by the service industry. Focusing on the development of different processes employed by service organizations, the book emphasizes management of service in relation to products. It not only explores the complexity of this relationship, but also introduces strategies used in the design and management of service across various sectors, highlighting where tools, techniques and processes applicable to one sector may prove useful in another. The implementation methods introduced in the book also illustrate how and why companies can transform themselves into service organizations. While the book is primarily intended as a text for advanced-level courses in service design and delivery, it also contains theoretical and practical knowledge beneficial to both practitioners in the service sector and those in manufacturing contemplating moving towards service delivery.

There are an estimated 600,000,000 passenger cars in the world, and that number is increasing every day. So too is Earth's supply of parking spaces. In some cities, parking lots cover more than one-third of the metropolitan footprint. It's official: we have paved paradise and put up a parking lot. In ReThinking a Lot, Eran Ben-Joseph shares a different vision for parking's future. Parking lots, he writes, are ripe for transformation. After all, their design and function has not been rethought since the 1950s. With this book, Ben-Joseph pushes the parking lot into the twenty-first century. Ben-Joseph shows that parking lots can be aesthetically pleasing, environmentally and architecturally responsible, and used for something other than car storage. He introduces us to some of the many alternative and nonparking purposes that parking lots have served -- from RV campgrounds to stages for "Shakespeare in the Parking Lot." He shows us parking lots that are lushly planted with trees and flowers and beautifully integrated with the rest of the built environment. With purposeful design, Ben-Joseph argues, parking lots could be significant public places, contributing as much to their communities as great boulevards, parks, or plazas. For all the acreage they cover, parking lots have received scant attention. It's time to change that; it's time to rethink the lot.

Goods made or designed in Italy enjoy a profile which far outstrips the country's modest manufacturing output. Italy's glorious design heritage and reputation for style and innovation has 'added value' to products made in Italy. Since 1945, Italian design has commanded an increasing amount of attention from design journalists, critics and consumers. But is Italian design a victim of its own celebrity? Made in Italy brings together leading design historians to explore this question, discussing both the history and significance of design from Italy and its international influence. Addressing a wide range of Italian design fields, including car design, graphic design, industrial and interior design and ceramics, well-known designers such as Alberto Rosselli and Ettore Sottsass, Jr. and iconic brands such as Olivetti, Vespa and Alessi, the book explores the historical, cultural and social influences that shaped Italian design, and how these iconic designs have contributed to the modern canon of Italian-inspired goods.

Rethinking Pedagogy for a Digital Age examines contemporary issues in the design and delivery of effective learning through a critical discussion of the theoretical and professional perspectives informing current digital education practice. This third edition has been thoroughly revised to address socio-cultural approaches, learning analytics, curriculum change, and key theoretical developments from education sciences. Illustrated by case studies across disciplines and continents for a diversity of researchers, practitioners, and lecturers, the book is an essential guide to learning technologies that is pedagogically sound, learner-focused, and accessible.

Packed full with case studies from multi disciplines and with a helpful appendix of tools and resources, this book is an essential guide to effective design and implementation of sound e-learning activities.

Faculty, administrators, and others in higher education face growing pressures to position their institutions, programs, and courses in "global markets" and to prepare students for global work and citizenship. These pressures raise urgent questions: What might higher education look like in a globally networked world? Do traditional industrial models of learning suffice, or what new visions for learning are emerging? What does it take to implement and maintain these visions? To address these questions, Designing Globally Networked Learning Environments brings together 25 educators from four continents, who share their richly diverse visions for teaching and learning in a globally networked world. What unites these visions is that they break with traditional models of repackaging traditional institutionally bounded courses for online delivery in global markets. Instead, these educators build robust partnerships to design globally networked learning environments that connect students with peers, instructors, and communities across traditional institutional, national, and other boundaries to facilitate the kind of cross-boundary knowledge making that students as professionals and citizens will need to participate in the shaping of an emerging global order and to address the most pressing global problems we face. The book offers these visions as opportunities for faculty, program directors, administrators, international program experts, instructional designers, faculty development experts, and others in higher education to work together to deliberate, develop, and shape inspiring visions for globally networked learning and to become active participants in the globalization of higher education.

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