

City, as a Service

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KTC Årsmøde 2016





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INSTITUTE OF
INTERACTION
DESIGN



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Future Cities













PART I - SERVICES

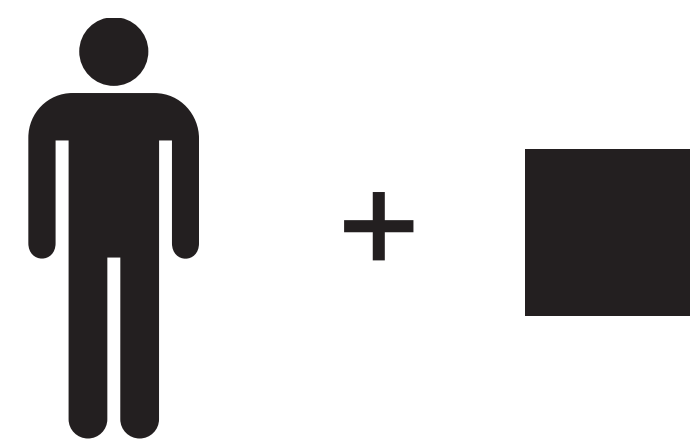
"People don't want gadgets anymore,
they want services. They want services
that get better every day, every week
and every month, year after year."

Jeff Bezos
CEO Amazon
(06.09.2012)



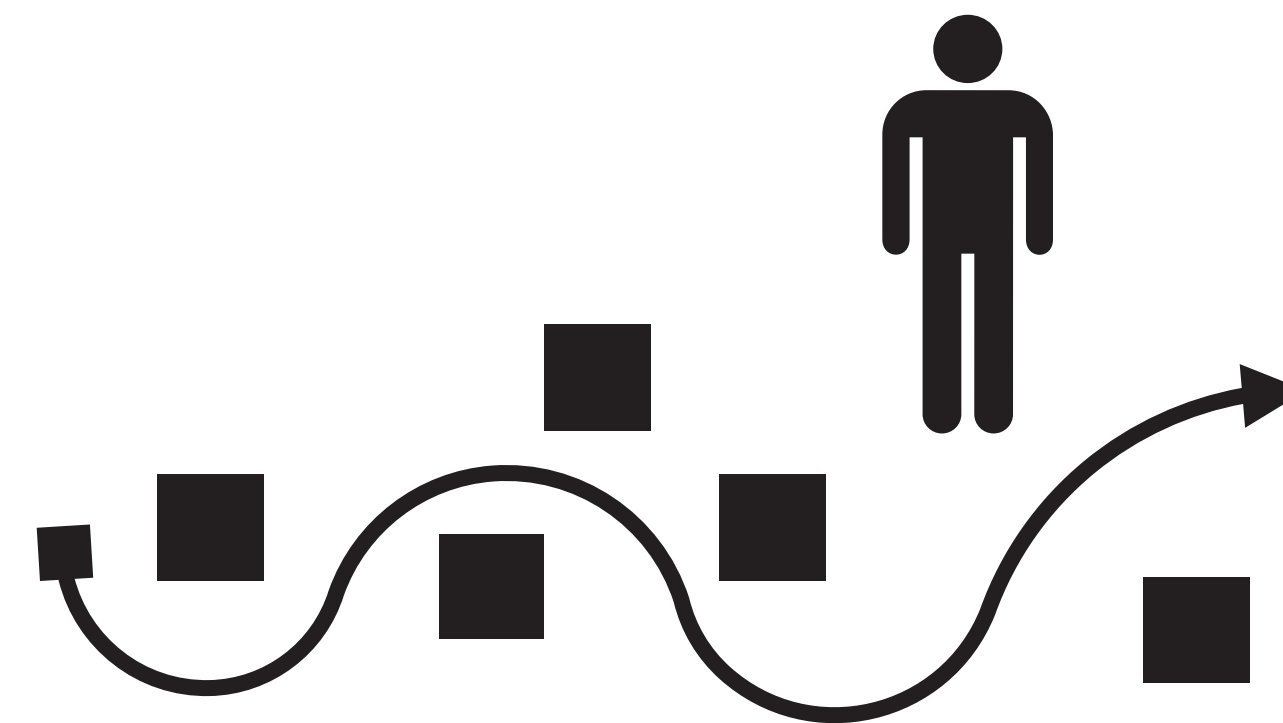
amazon

Product Interactions



Are confined and 'condensed' to specific situations (i.e. me and my lamp).

Service interactions

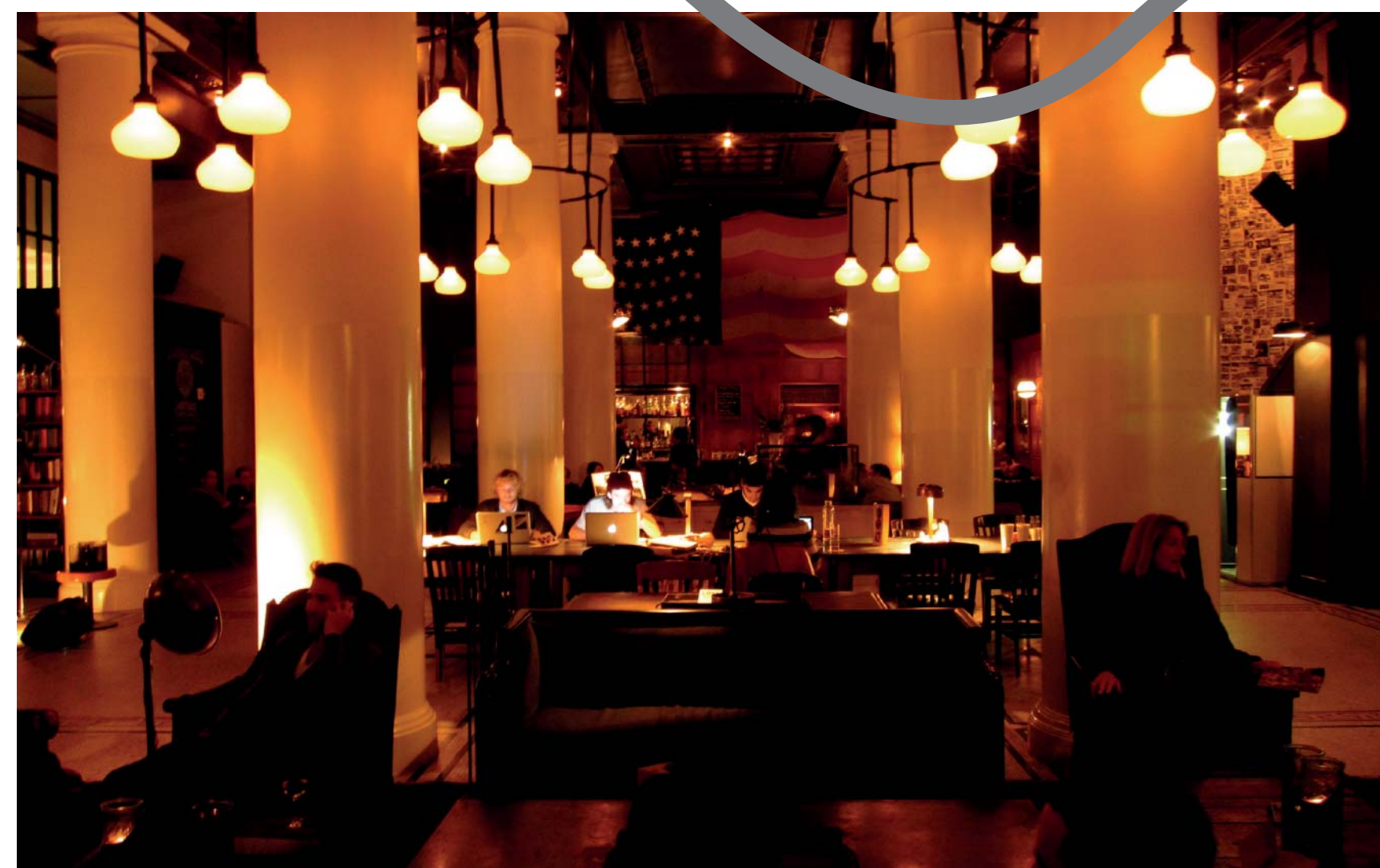
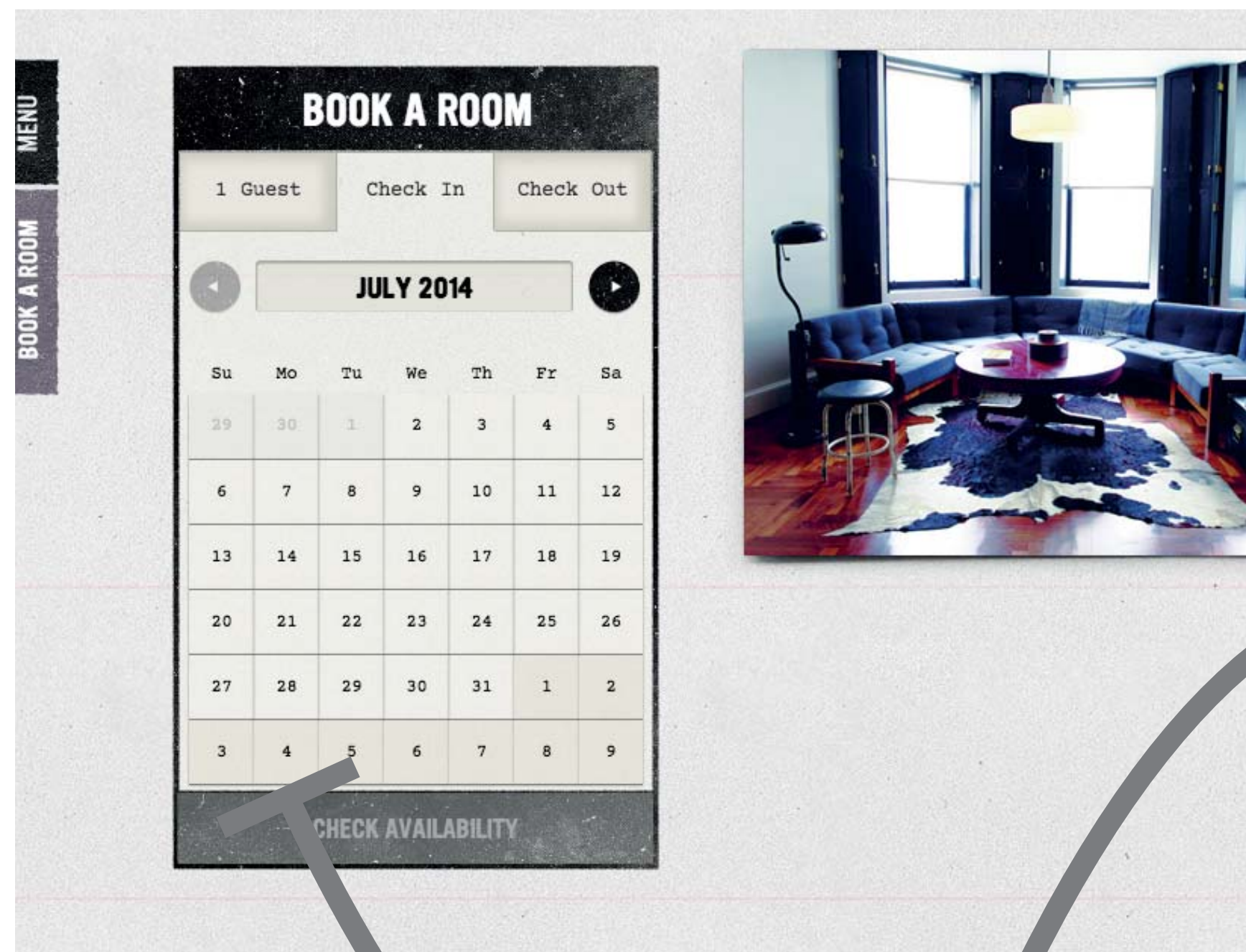


Happen between the people and the '**touch points**' of the service, which are spread out over time and space. (i.e. me and my trip from Italy yesterday).

WHAT IS A TOUCH-POINT?

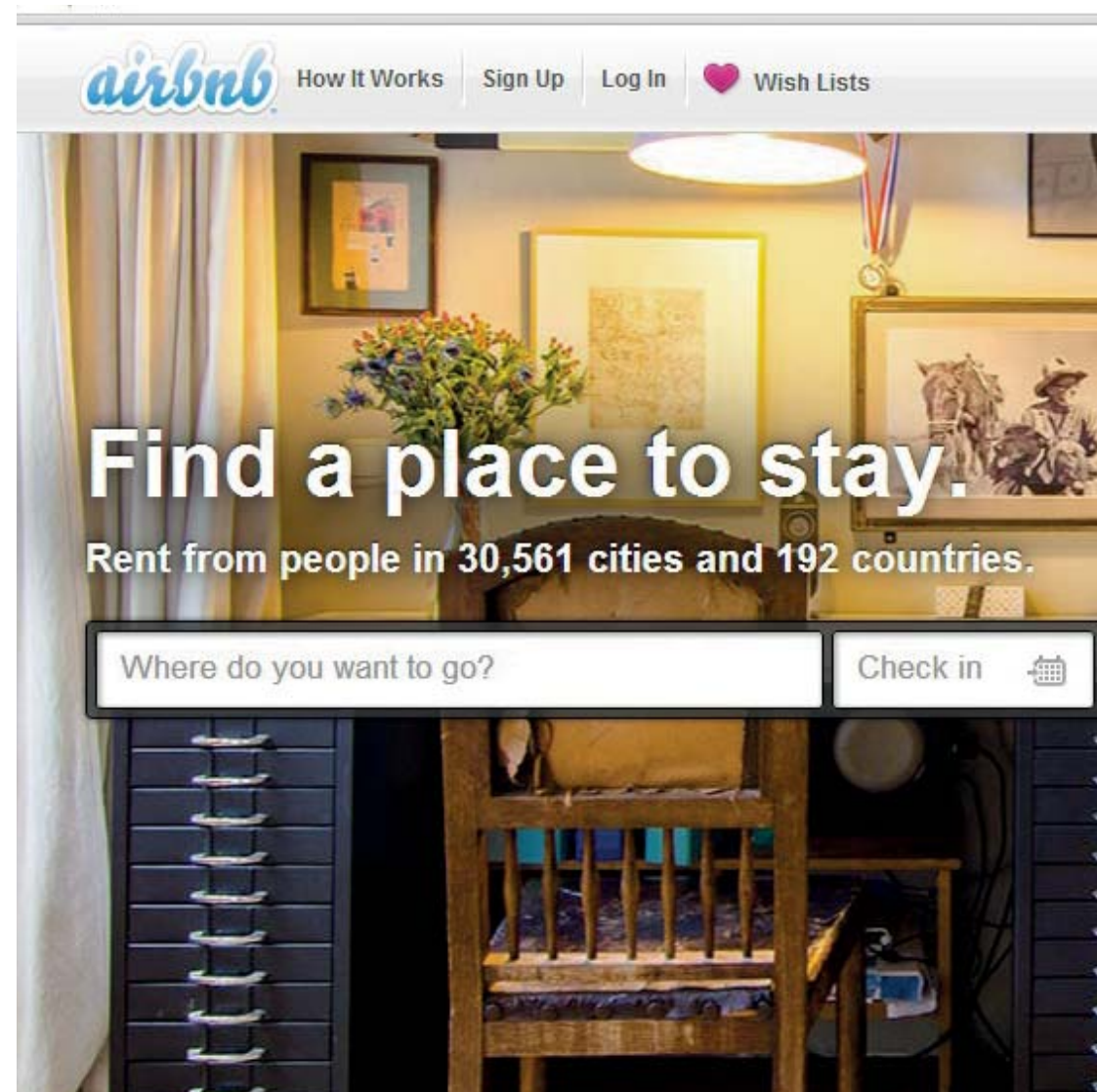


Source: Copenhagen Institute of Interaction Design (www.ciid.dk)

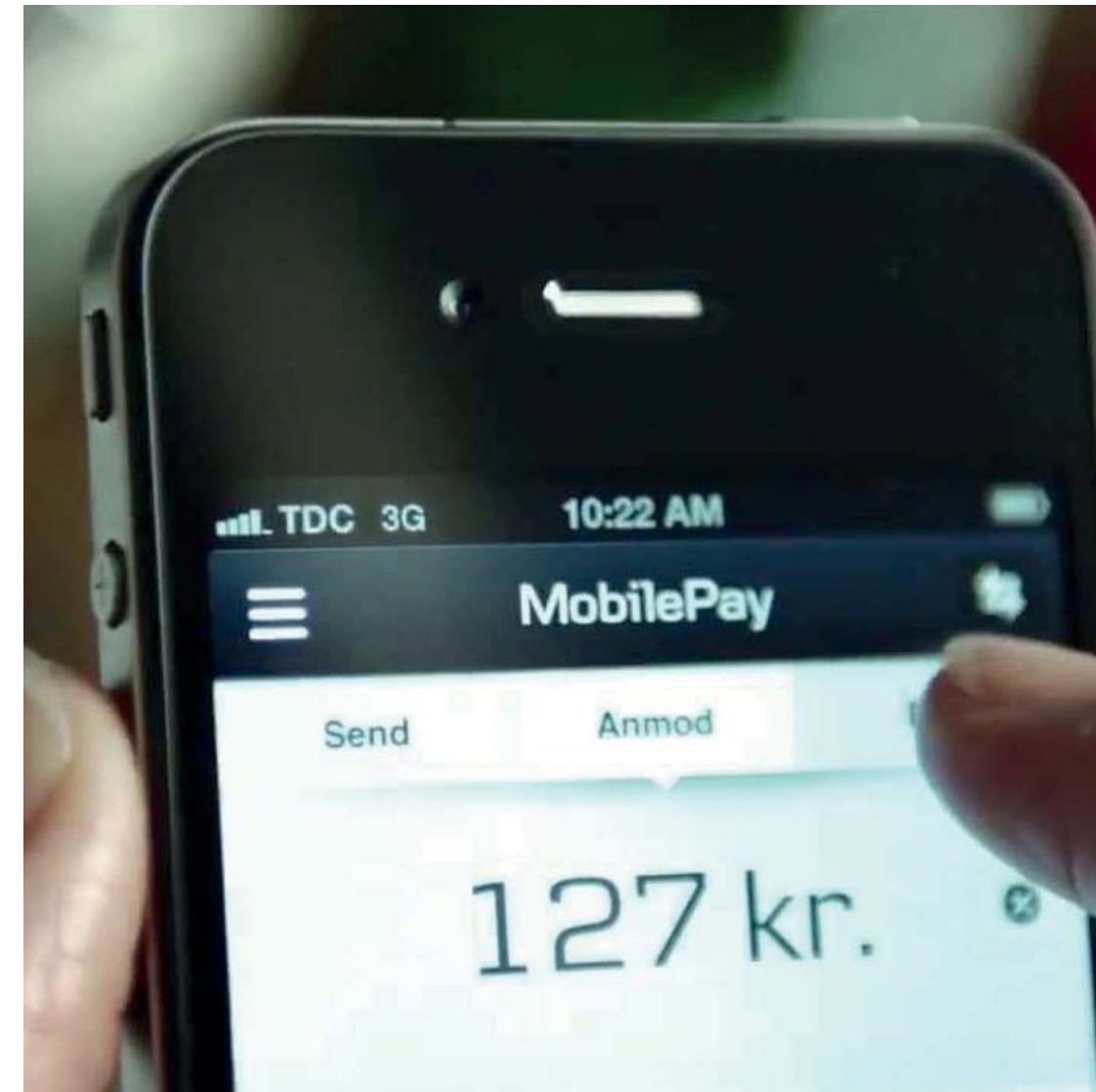


Source: Copenhagen Institute of Interaction Design (www.ciid.dk)

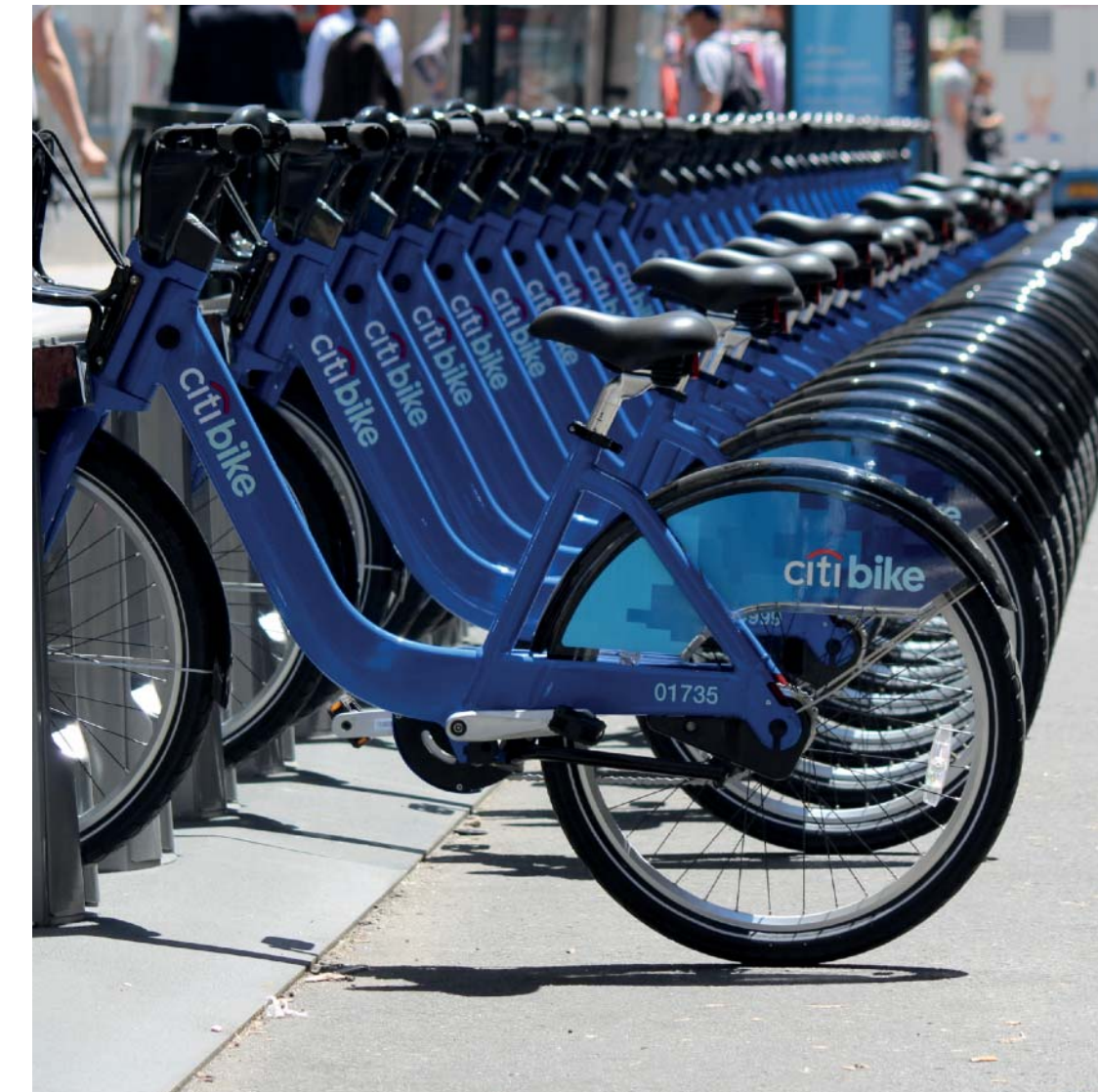
SERVICES CHANGE HOW OUR TOWNS AND CITIES WORK



AirBnB



MobilePay



CitiBike



Deliveroo

Source: Copenhagen Institute of Interaction Design (www.ciid.dk)

SERVICE DESIGN FOR CITIES?

Ways to approach a problem...

1. Zoom in, zoom out



1 ZOOM IN, ZOOM OUT

Station map

MapSatellite

Fullscreen

Station map



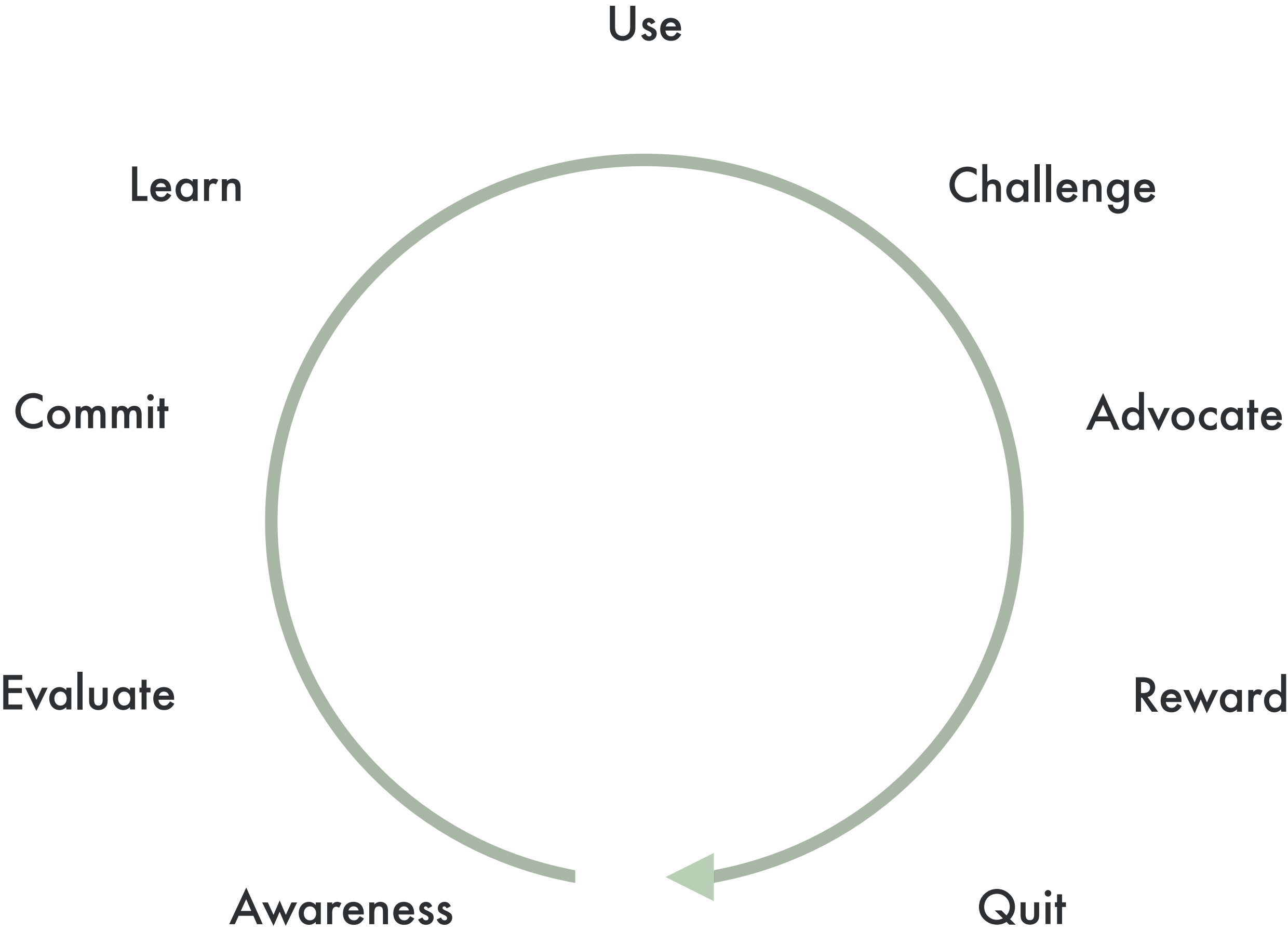
SERVICE DESIGN FOR CITIES?

Ways to approach a problem...

1. Zoom in, zoom out
2. Think in “journeys” over time and space (touchpoints)



2 THINK IN “JOURNEYS” OVER SPACE AND TIME



Source: Copenhagen Institute of Interaction Design (www.ciid.dk)