



# Breaking the Product & Service Design Disconnect

Aligning product design to enable Advanced Services

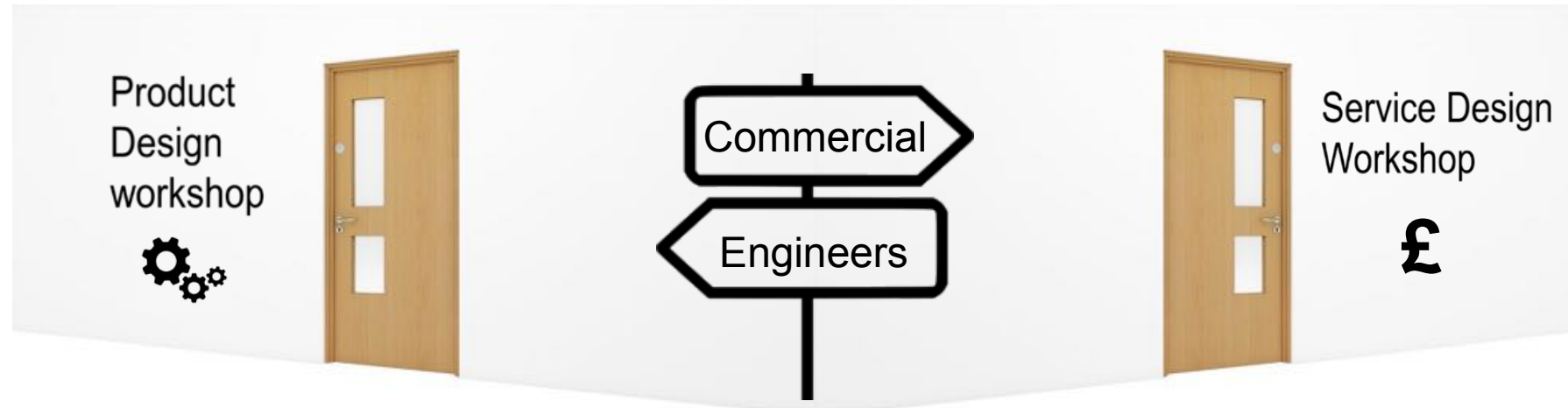
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# Why should we integrate Product & Service Design?



What could possibly go wrong?

*'We want it to be shiny, with lots of lights, and go faster strips. Oh... and it needs to be safe. Everyone will want to buy it.'*

*'Great new business idea – we won't sell the **PRODUCT** anymore, we will sell every 'hour of use' the customer gets from it'. 'We pick up the bill for keeping it working, but everything else is pure profit'*



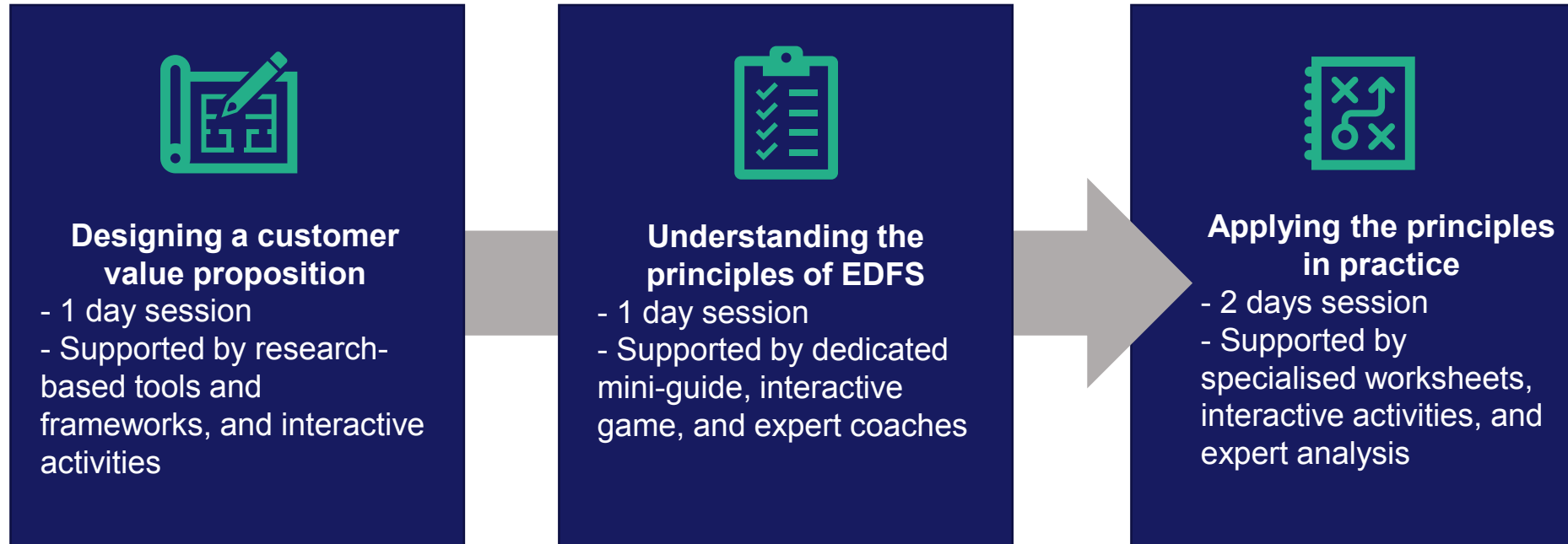
# Engineering Design for Service

- A new service-design tool from ASG launched Summer 2021
- A combination of:
  - An online game
  - Mini-guide
  - Coaching workshops
- Drawing on existing Customer Value Proposition tools for Advanced Services
- Adding Design for Service thinking based upon 20 years of industrial experience
- Aimed at integrating design, technical, engineering and service design/delivery functions to create products that enable effective and profitable service delivery



# Structure of workshops

3 steps, flexible in format and duration to suit an individual organisations needs and current position in service development & delivery



# Key principles of Engineering Design for Service



What Service are we selling?

What are the product requirements?

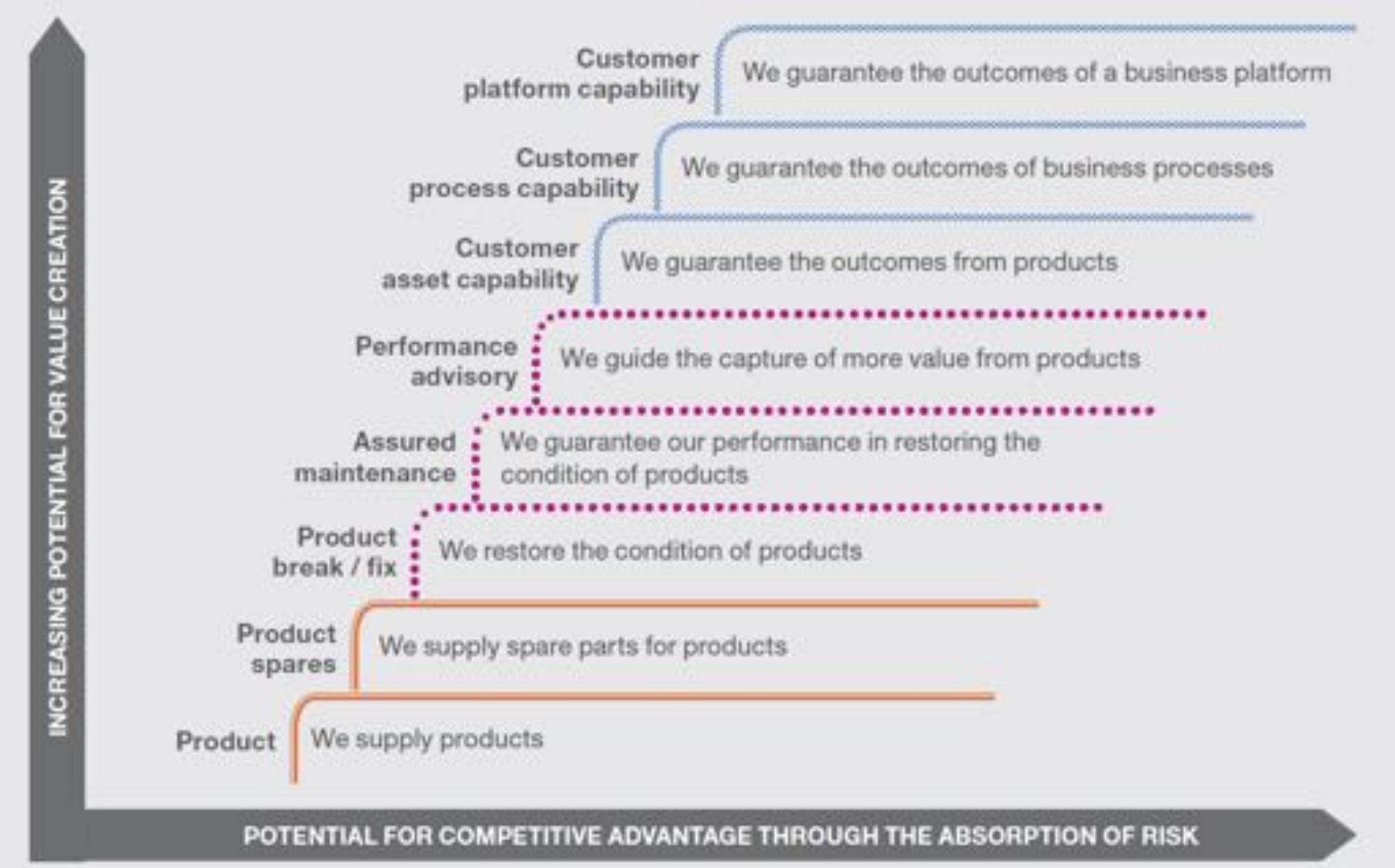
Gaps & opportunities?

Outcome drivers?

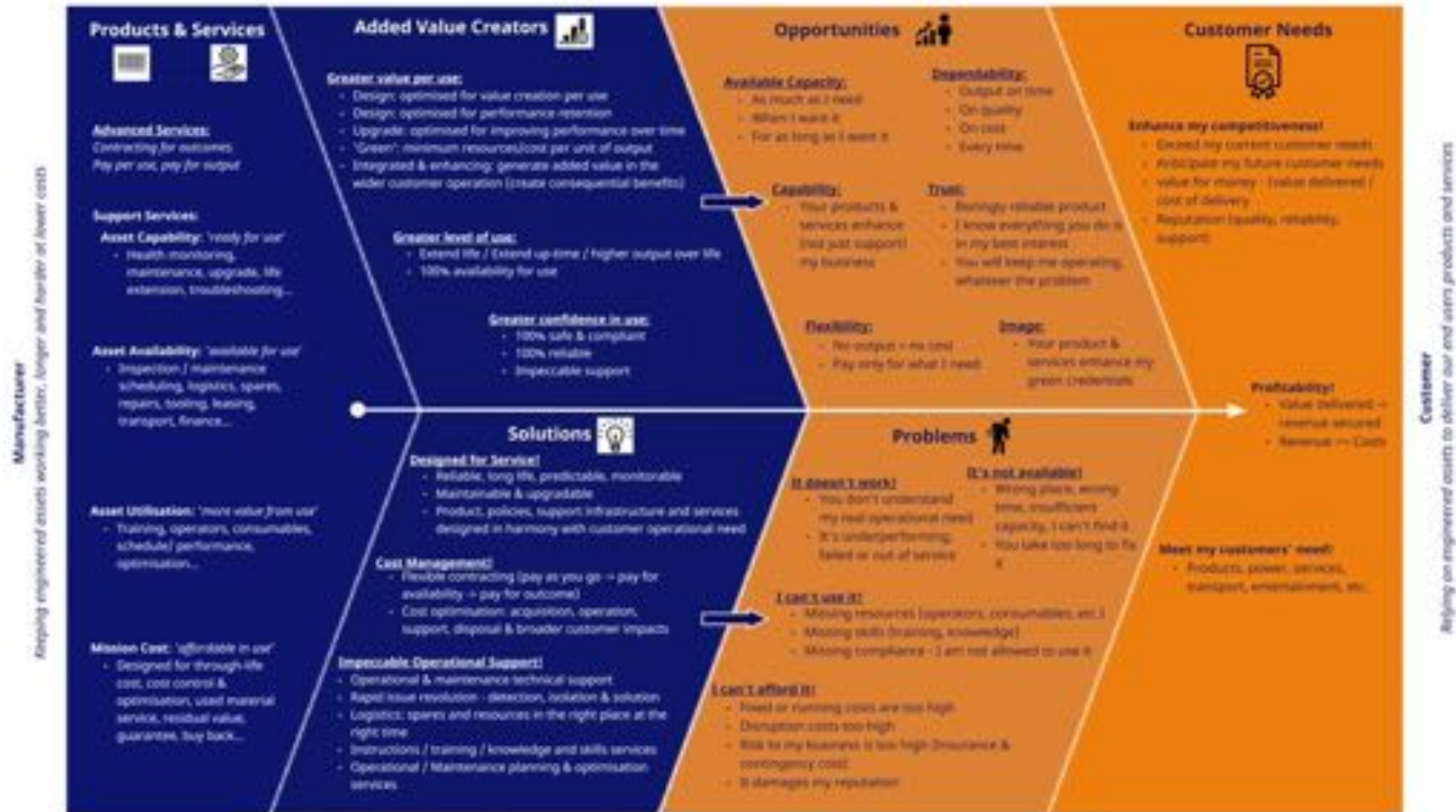
Optimum change?



# Principle 1: What service are we selling?



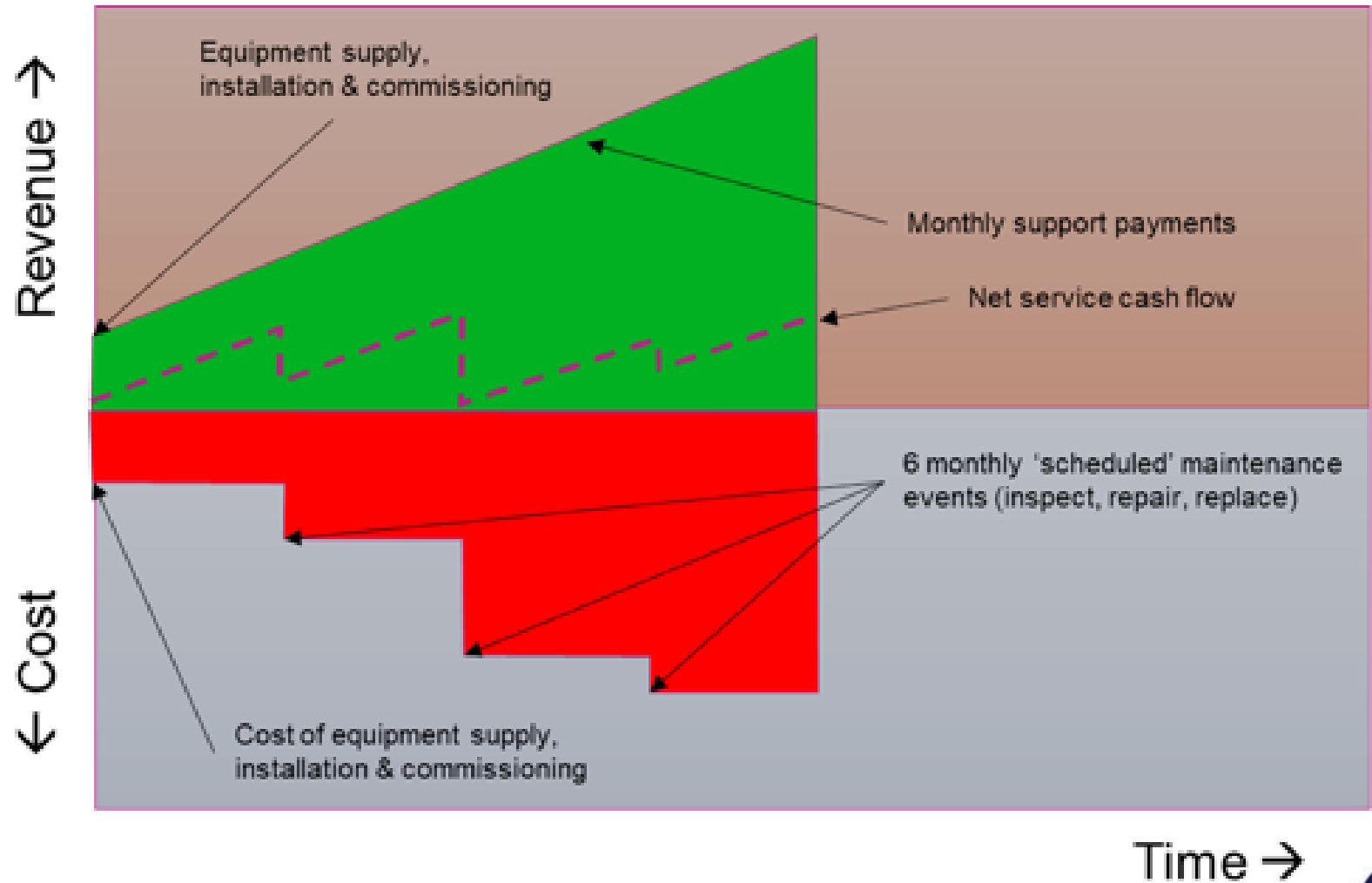
# Principle 2: What are the product requirements?



# Principle 3: Gaps and opportunities

By exploring and digesting prior experience (or future expectation) we can identify the areas of opportunity and threat

Its essential to understand the power of service data – gathered from a multitude of potential sources.



Life Cycle cost – the 'simplistic' measure



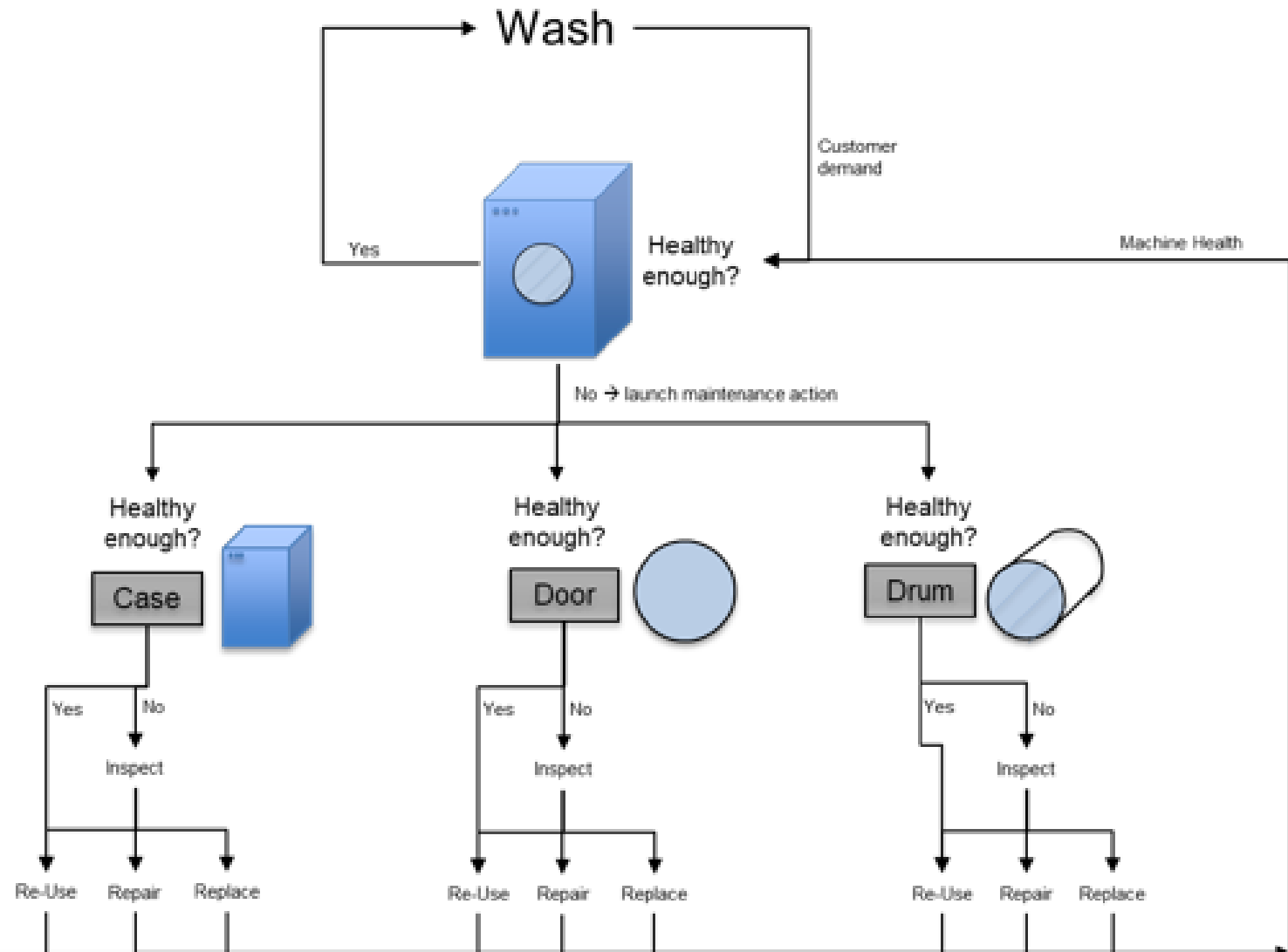


# Principle 4: Outcome drivers

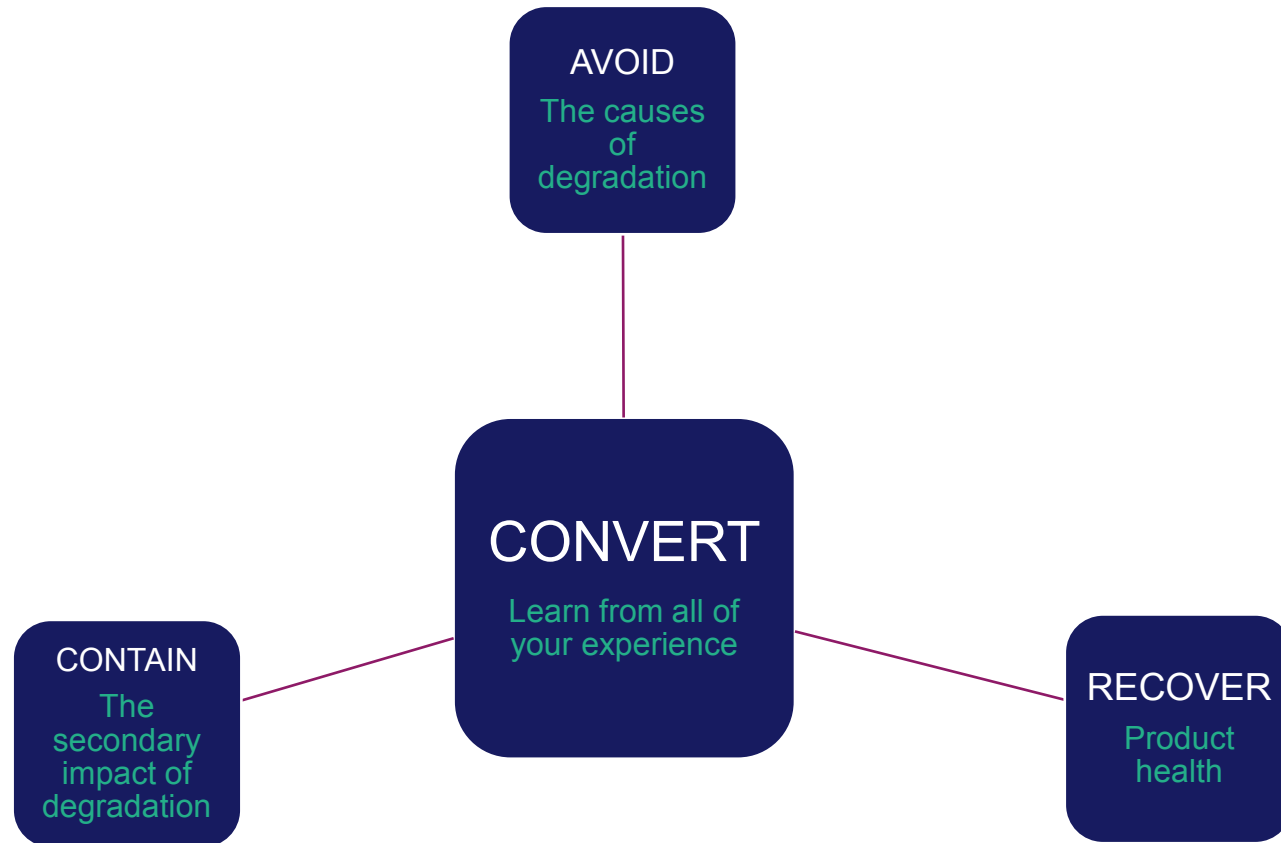
The dynamics of the operational use and the maintenance decision cascade is important

Each decision point is a node in a tree of cascading events.

Choosing the right ones to influence magnifies the impact of the effort applied.



# Principle 5: Optimum change



Change, if required, can be accomplished in many ways. **Avoid**, **Contain**, **Recover** and **Convert** provide a powerful checklist of options.

For further details see:  
British Standard Institute  
Publicly available specification (PAS) 280  
(Free download PDF)  
ISBN 978 0 580 52422 6  
ICS 03.100.010



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