

Examining the Relation Between the Two Discipline in Turkey; Industrial design and Service design

Saniye Fışgın Korkmaz*¹ 

Abstract: The industrial design discipline has some connections with service design in Turkey for a long time. In order to examine these connections, beginning with studying several approaches to industrial design and service design in general, the differences and similarities between these two disciplines are tried to define briefly. The paper continues with a discussion about the issues of design thinking, also design for services. The paper continues with the interviews of industrial designers who work for service companies in Turkey to portray the relationship between service and industrial design. Nine Turkish industrial designers working in a big retail company, a telecommunication company, an airline company, and a bank were chosen to conduct interviews in 2014. The researcher looked into traces of these nine industrial designers' carriers in 2022.

Industrial designers can quickly realize some connections between industrial design and service design. When the researcher study on the methods and approaches of these two disciplines, she observed that these two disciplines are influenced by each other from several points of view. This research sheds light on understanding the relations between service design and industrial design in Turkey. Industrial designers in service companies can be a good illustration for our purpose in 2014. In addition to this research, the researcher summarized the situation of mentioned designers and companies in 2022. She also observed an awareness of service design among industrial designers in Turkey.

Keywords: Service Design, Industrial Design, Service Sector

¹**Address:** Pamukkale University, Faculty of Architecture and Design, Denizli/Türkiye

***Corresponding author:** sfisgin@pau.edu.tr

Citation: Korkmaz Fışgın, S. (2023). Examining the Relation Between the Two Discipline in Turkey; Industrial design and Service design. 21. Yüzyılda Fen ve Teknik Dergisi, 9(18): 45-49.

1. INTRODUCTION

Technological and economic changes usually force service companies to be sensitive about service design. The awareness about service design is getting wider and wider day by day. This research aims to show the development of the service design sector on a small scale. This paper can explain how service design develops in a developing country like Turkey.

Planning and organizing a service's people, infrastructure, communication, and material components to enhance its quality and the interaction between the service provider and clients is known as service design. The goal of service design techniques is to create services that are user-friendly, competitive, and relevant to customers by designing with their needs in mind (SDN, n.d.)

As seen in the definition of service design by Service Design Network, a designer has to cope with many different parameters. Shostack claims that there is a tendency to consider services through their tangible details among service marketers. She thinks that the reason for the failures of service marketing is this tendency. She defines the characteristics of services and realizes the necessity of classification on the tangible dominancy of several service sectors. She thinks that marketing professionals accustomed to commercializing tangible products can draw an advantage. She uses a table to exemplify the amount of tangible and intangible dominancy of service sectors. In the table, the most tangible entity is salt, while the most intangible is teaching (Schostack, 1977). This table is also helpful for designers to understand the scope and area of different service sectors.

Although Buchanan thinks that "design thinking may be applied to any area of human experience" (Buchanan, 1992),

we can say that the intangible characteristics of the services make the design process more complex for designers. In the book of Visser (2013), industrial design students who experienced a service design project deduced that service designers could design not only services themselves but also other details of the services. They think that the results of a service design problem can be both tangible and intangible. They can be a product design, an interior, a building organization, a detail of human resources management, and even a combination of these details. Visser also mentions the consensus of several participants in her book about the tendency of industrial designers to design tangible outcomes for problem solutions. However, Meroni and Sangiorgi mention several approaches and terms like theatre metaphor and service evidence (service touch points) which can help designers, marketers, and managers to picture service experiences easily (Meroni & Sangiorgi, 2011). For designers, the more intangible touchpoints are, the more complex designing problems become (Sleeswijk Visser, 2013).

Because the relations between services and design can differentiate, Meroni and Sangiorgi prefer to use the term "design for services" rather than "service design" to cover more design activities related to the services. To narrate the seventeen case studies easily, they classify them into four areas for their book (Meroni & Sangiorgi, 2011). The four areas are below;

»Designing Interactions, Relations, and Experiences
 »Designing Interactions to Shape Systems and Organisations
 »Exploring New Collaborative Service Models
 »Imagining Future Directions for Service Systems (Meroni & Sangiorgi, 2011).

If we talk more about the strategic levels of the design intervention to the service companies, we can find more examples like Moritz's (2005). Moritz claims that nowadays, design issues have broader problems than designing services and products. Now designers deal with the experiences of the customers who buy the products, services, or a combination of both. Designers also attend to find solutions for business processes. Firms integrate design into their strategy, philosophy, and ideologies. He also mentions the design levels created and presented by the Spirit of Creation in World Views of Design Presentation (Moritz, 2005). First, the designing of features, and second, the designing of client experience. Third, designing processes and systems and designing strategy, philosophy, policy, or ideology are the levels of design for Moritz (2005).

Eckersley makes a similar classification. He classifies design activity into three levels; strategic design planning, design planning, and design implementation. These classifications help us to understand the design level of activity. (Eckersley,2008). We discuss these classifications in this study to understand the strategic level of design activities that industrial designers in service companies hold. Because the interviewees of this research are industrial designers, the paper will continue with Industrial Design as a discipline and its relation to service design.

Economies improve with the help of the sectors on which they heavily depend. In this regard, the economics literature mentions three phases (Karamustafaoglu, 2012). First, the economy produces primitive outputs such as agricultural and mining products. In the second phase, the industrial production and construction industry drives the economy. Lastly, it depends more on services like transportation, communication, trade, and public and personal services. These phases are to define a country's economic position in the world. For example, if a country's economy mainly depends on services, this country is called a service economy. It means that they create more value by producing services than other items. Therefore, we must talk about information, brain power, computer networking, virtual money, weakened states, increased NGOs, success in electronics, computer and genetic sciences, robotized and mechanized production processes, commercialized services, and different trades(Karamustafaoglu, 2012). In developed countries, it is characteristic that there is an increased share in the service sector and a decrease in the industry in their economic activity (OECD,2000). Service design and service innovation fundamentally impact companies' competitiveness in the new economic conjuncture (Karamustafaoglu, 2012).

In Turkey, the industrial sector's share in the economy has never been higher than the share of the services sector. Hence, the services sector has always been the driving force of the Turkish economy. Several services-related businesses have followed a very successful path in Turkey through the years. For example, knowledge-based services, such as architecture, engineering, technical consultancy, information technologies, and construction, have become the main engines of the Turkish economy for years. Other than knowledge-based services, traditional services, such as transport and tourism, have also contributed to Turkey's economic growth for years (Atik, 2000).

2. MATERIAL AND METHOD

This study is mainly qualitative research after a literature review about the issue, regarded mainly as a new scope in Turkey. In order to examine this situation, the researcher organized interviews with people from several service firms in Turkey. These interviews include open-ended questions. After the data gathering, under the light of service design, industrial design, and design thinking literature, the data were analyzed using a narrative analysis method. Questions are like; "what are they designed for their firms, and in which department are they recruited?", "What is the reason behind their employment in these service firms?", "What kind of values do they add to their companies?", "Are they aware of service design discipline?", "What design abilities do they use while working for these service companies?" While she tried to find out the relationship between participant industrial designers and the service companies, she also aimed to find answers about how those companies -and similar service companies- can hire more industrial designers. There is a table of samples below. The schools they graduated from, the sectors they work in, their departments which their department links to, their departments in the companies, and what they do for the company are in Table 1 and 2.

The research above was mainly done in the years 2013-2014. In addition, the researcher searched the subject participants on the internet and tried to view their current positions in 2022. After searching the participants, she also did basic research on Turkish service companies' current design recruitment policies, subject to the earlier research on internet.

Table 1. The Detail of the Participants 1

	School and Sector	Main department	Department
1	Delft Master of ID finance	Technical Office Directorate	Directorate of Product Development and Innovation
2	METU, ID finance	Software	User Interface Design
3	ITU, ID retail	Customer Relationship Management	Brand Communication Management
4	ITU, ID retail	Sales General Directorate	Design Department
5	METU, ID retail	Sales General Directorate	Design Department
6	METU, ID airline	Technical Directorate	Configuration and projects
7	ITU, ID airline	directorate-general for supply and financial affairs	Corporate Communication Directorate
8	Dogus Uni, ID telecommunication	Retail customer experience	Product and Experience Design
9	ITU, ID telecommunication	Retail customer experience	Product and Experience Design

Table 2. The Detail of the Participants 2

	What they do in 2014?	What they do in 2020?
1	User researches Product Development	Product development and Commercializing in health abroad
2	Interface Design, Design Management	Principal Product Designer abroad
3	Brand Management	Entrepreneur
4	Store design, design management	UX LEAD abroad
5	Store design, design management	Design Manager in tech company abroad
6	Design touchpoints inside of the airplane	Customer Experience Manager
7	Design of promotion products	Design of promotion products
8	Experience Design	Service and Customer Experience Design in an auditing company
9	Experience Design	Freelance Design Strategist abroad

3. RESULTS

The interviews show that the departments that are recruited in the companies are various. The reason behind these variations are;

- » Different companies have different operational policies
- » The participant designers have different fields of interest

» The companies have a different amount of tangible and intangible factors.

In the interviews, the bank and the telecommunication companies are more aware of the value of design, and they integrate design into their more strategic decisions than the airline and retail companies chosen. While we analyze the data we gathered about what they design at their firms under the light of Meroni and Sangiorgi's model, we can say that they all design "Interactions, Relations and Experiences" (Meroni & Sangiorgi, 2012). More than half of participant designers claim that they also have a voice in the decision of "Shape Systems and Organisations ."Even though they are not a member of the company's business development team and because they do user research, they present new business ideas to the companies. They all think they cannot be part of the team that "Imagine Future Directions for Service Systems"(Meroni & Sangiorgi, 2012, pp. 27-29).

Besides, interviews show that most participants play a mediator position in their companies, which is not an intended position. They supply the connection between different stakeholders of services like outsourced designers and company engineers, users, and managers.

The participants from three firms claim that the reasons behind their recruitment at their firms are because there are more open-minded managers and open-minded company policies. They are mostly happy with the worldview of their managers. They think that the settings where they can create successful projects are created because of their visionary attitudes. They all face suspense about their role in the company in the first place. They mention that their workmates were unaware of their contribution to the company, but designers proved themselves through their valuable contributions to successful projects. Participants also reported that some companies recruited second or third industrial designers to their teams after this experience. When we ask them what kind of design abilities they use while they do their share of tasks in the service company, they tell specific features like; problem solving ability, integrative thinking, user-centered methods etc. They also claim that these features make them brilliant and different amongst other employees. This situation reminds us the design thinker definition of Brown which describe design thinkers with characteristics like empathy, integrative thinking, optimism, experimentalism and collaboration (Brown, 2008).

Interestingly, even though all participants work for a service company, some needed to be made aware of the term service design. It is crucial to indicate that the awareness level of service design in the participants from telecommunication and bank companies is higher than the other participants. They mention several details and ideas when discussing the difference between designing a product and "designing for services." Some participants are aware of and also talk about the difficulties of designing something intangible. Designers from retail company talk about the importance of designing for front-line staff and the back of the house. When they design, they care about not only the customers but also the employees inside the market. It reminds us of the indications of Piet. Piet mentions that while product designers think only

about the users of the products in the design process, service designers have to think about the customers and the service staff (Piet, 2013).

Additionally, participants mention the difficulty of communication about the importance of design in the first place. Because they studied to be an industrial designer, they did not learn any professional language of retail, finance, or specific fields like the airline or telecommunication sector. They all had to learn the jargon of the companies' sectors and combine this language with the design language.

In 2022, five designers of nine designers who were the interviewees in the earlier research worked abroad. They primarily design digital or service interfaces in their new jobs. While one became an entrepreneur and had a product company, one works as a freelancer and designs strategies. After eight years, many of them are in higher positions in their jobs, such as UX Lead, Customer Experience Manager, and Design Manager. It is also seen that the subject service companies extended their design recruitments in recent years. They opened departments like Customer Experience, Experience Design Unit, and User Experience.

4. DISCUSSION AND CONCLUSIONS

The researcher cannot deny that industrial designers have an essential contribution to Turkey's service design and service sector. It was estimated that there would be more interrelation between these two disciplines in the future, and we see this interrelation more in 2022. The interviews showed several facts and tendencies which are valid in 2022. Industrial designers in service companies use the design thinking approach and the design processes while designing tangible and intangible service elements. They claim they have several features that make them different and "shining" amongst other employees. Some of these features are;

» integrative thinking; they all think they have a broader point of view from their colleagues. Rather than focusing on only one solution, they approach the cases with several approaches and a set of solutions.

» they name themselves as "problem solvers." They indicate that they tend to use design methods to solve problems.

» They think that their approach is more human-centered than other employees. While their co-workers think about time and money in the first place, they always defend the users. In their case, the main aim of industrial design, designing usable and desirable products, is converted into designing more usable and desirable services and service touchpoints.

» Participants see themselves more open to participating in the processes of the other stakeholders. Besides, they think that they are in a mediator role. They usually connect and communicate between designers and engineers from different departments in group projects. Participants who work in different departments of the service companies create awareness about design. Although most of the designers do not work as service designers in these service companies, it can be said that these recruitments are the sign of the interest of companies to design. Participants of the study usually design interfaces for their companies. Besides,

some designers not only design the interfaces of the services, but also they have roles in the strategic decision making mechanism.

Another interesting fact is that some of the participants in the research were the first designers in their companies. Therefore they mention several difficulties they encountered because of the need for more knowledge about their role among other employees. Some of their co-workers think their ideas are time-consuming, unrealistic, and unnecessary. However, after the first projects, they proved themselves to others through the results they ended. Their co-workers began to understand their value to the company. Some companies started to recruit more industrial designers after they worked with the first industrial designer they hired. So, their success stories caused more hiring of industrial designers in the service sector now.

After the interviews, existing education in Industrial Design has some intrinsic values about service design, like being human-centered, communication and solution-based, and interdisciplinary. This situation is proved in the experiences mentioned above in Turkey. However, for the education of design in general, additional courses and approaches about services rather than mere products will help the rise of popularity and quality of the future designers recruited in various firms and sectors. In 2022, several schools have classes like UX design, service design, and design thinking. Besides, there are student clubs about UX design in the industrial design departments.

Ethics Committee Approval

N/A

Peer-review

Externally peer-reviewed.

Conflict of Interest

The authors have no conflicts of interest to declare.

Funding

The authors declared that this study has received no financial support.

REFERENCES

- Akoğlu, C. (2009). The Role Of Interaction Design In Information And Communication Technologies Embedded Product Development Process. ITU, Istanbul.
- Birsel, A., Evis S. (2013). How Design Thinking brings about Service Innovation in Istanbul: A case study of Deconstruction: Reconstruction™ applied at Brisa. Retrieved 10 01, 2015, from DeReConstruction: <http://dereconstruction.com/start/2013/11/04/how-design-thinking-brings-about-service-innovation-in-istanbul-from-harvard-business-review-turkey-october-2013-edition/>
- Brown, T. (2008). Design Thinking. Harvard Business Review, June 2008, 84-92.

- Eckersley, M. D. (2008). Designing Human-Centered Services. *Design Management Review*, Winter 2008, pp. 59–65.
- IDSA. (n.d.). What is Industrial Design? Retrieved 10 01, 2015, from Industrial Design Society of America: <http://www.idsa.org/education/what-is-industrial-design>
- Imbesi, L. (n.d.). Design for Post-Industrial Societies Re-Thinking Research and Education for Contemporary Innovation. *Ottawa, Canada*.
- Mager, B. (2008.). What is Service Design? Retrieved 10 01, 2015, from Service Design Network: <http://www.service-design-network.org/intro/>
- Meroni, A., Sangiorgi, D. (2011). Design For Services. Gower Publishing, Surrey.
- Miettinen, S. (2013). Product Design: Developing Products with Service Applications. In M. Stickdorn & J. Schneider (Eds.). *This is Service Design Thinking* (pp. 56-67). Amsterdam: BIS Publishers.
- Moritz, S. (2005). Practical Access to Emerging Field: Service Design, London.
- Morelli, N. (2002). The design of Product/Service Systems from a designer's perspective. The 2002 Design Research Society "CommonGround" Conference, London, UK.
- Norman, A. D. (1988). The Design of Everyday Things, Basic Book Inc, Newyork.
- Piet, J. (2013). City Sampling: a Service Design Project Through an Industrial Design Lens. In F.S. Visser (Eds.) . *Service Design by Industrial Designers* (pp. 8–9). lulu.com.
- Press, M., Cooper, R. (2003). The Design Experience The Role of Design and Designers in the Twenty-First Century. Ashgate Publishing Company, Burlington.
- Shostack, G. L. (1977). Breaking Free from Product Marketing. *Journal of Marketing*, 41 (2), 73–80.
- Sleeswijk Visser, F. (2013). Service Design by Industrial Designers. lulu.com.