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Service Design Thinking – 5 Core Principles for Great ...

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Wherein, Service Design Thinking is about applying design thinking and product and interaction design methods for creating the seamless experience and interface to tangible service touchpoints (for example advertising, in-store, website, mobile app & desktop interfaces) and abolish the distinct silos of customer touchpoints.

Difference between design thinking and service design thinking

Service design and design thinking often talk about the same attitude, approach, mindset and tools. When you search Google for both terms and look at the images, you most likely find similar things, for instance, the Double Diamond to describe the process and tools like personas or empathy maps.

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