

Product-Service Business Concept Design: Real-world Case of a Small Furniture Manufacturing Firm

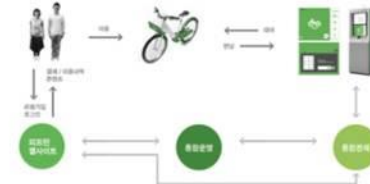
Yong Se KIM

Sungkyunkwan University, Korea



Creative Design Institute

Product-Service Systems



vélo

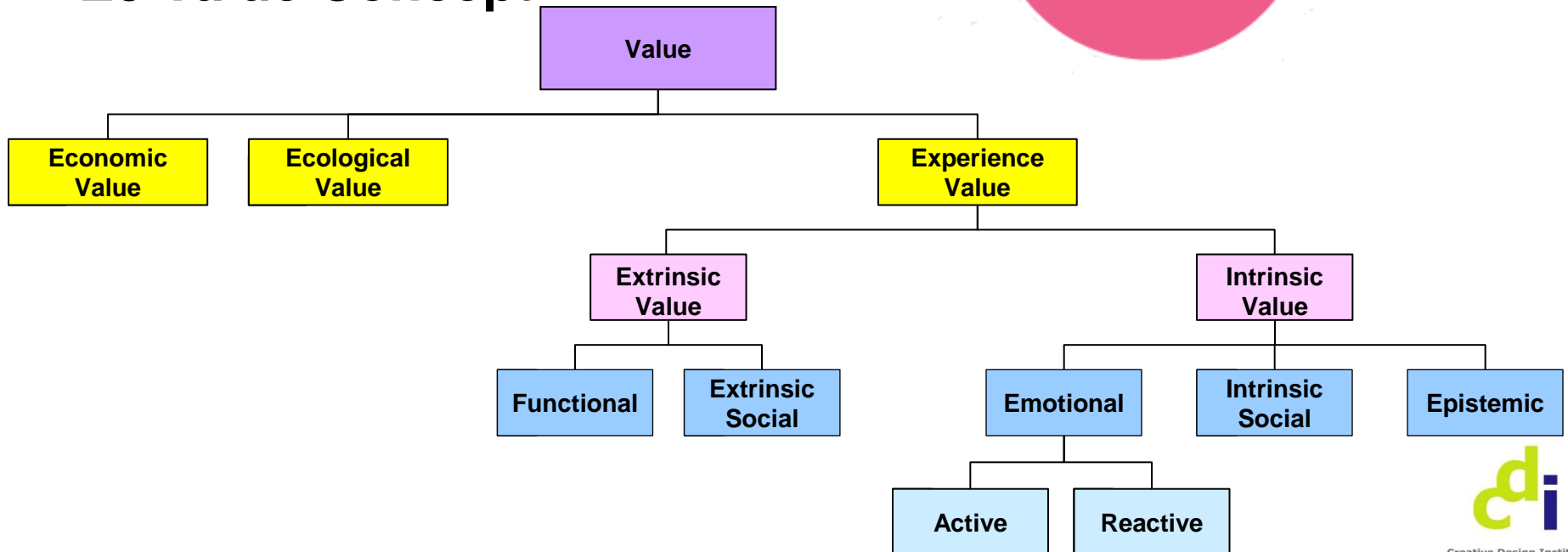
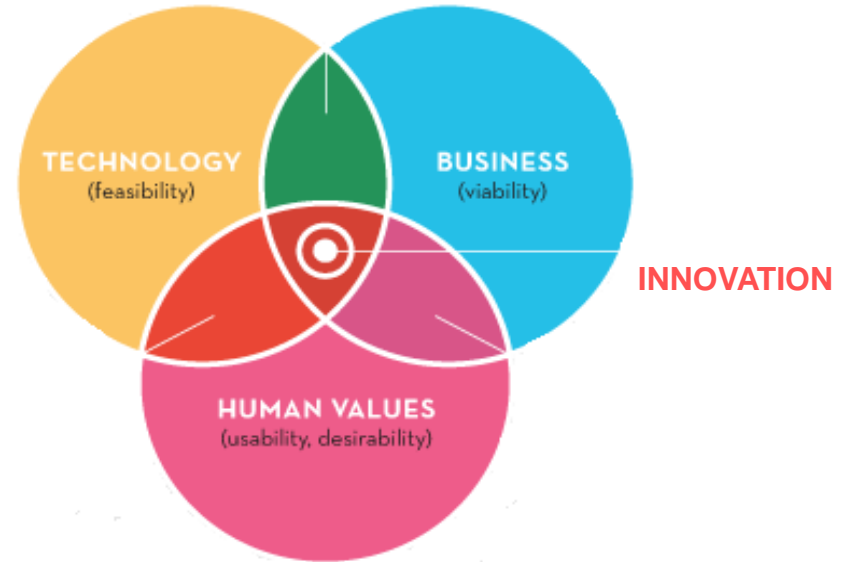


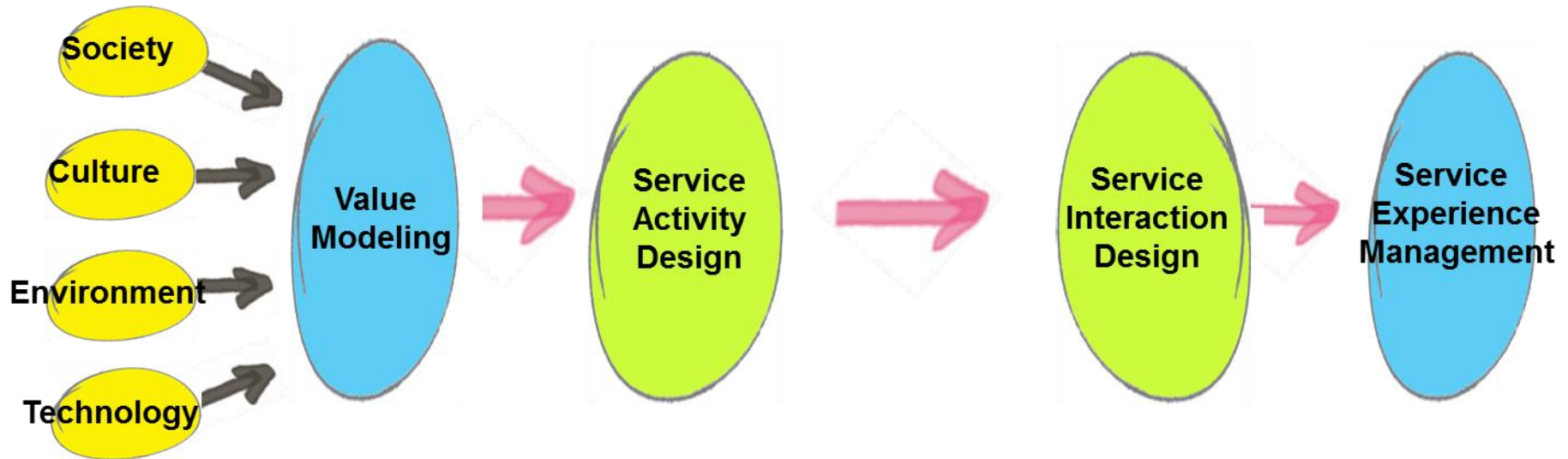
Product-Service Systems

People First !

Service-Dominant Logic

E3 Value Concept





Service Design Process

- Modeling Diversity of Values (E3 values)
- Activity Design with consideration of Various Context Elements
- Service Interaction Design with care on Touchpoints
- Stakeholder Experiences Assessment and Management

Evolutionary Development of Service Designing

Product-Service Systems (PSS) Design Project

Supported by Korean Ministry of Knowledge Economy

2008 - 2013

Theme

Integrated Design + Product-Service Systems + Intelligence

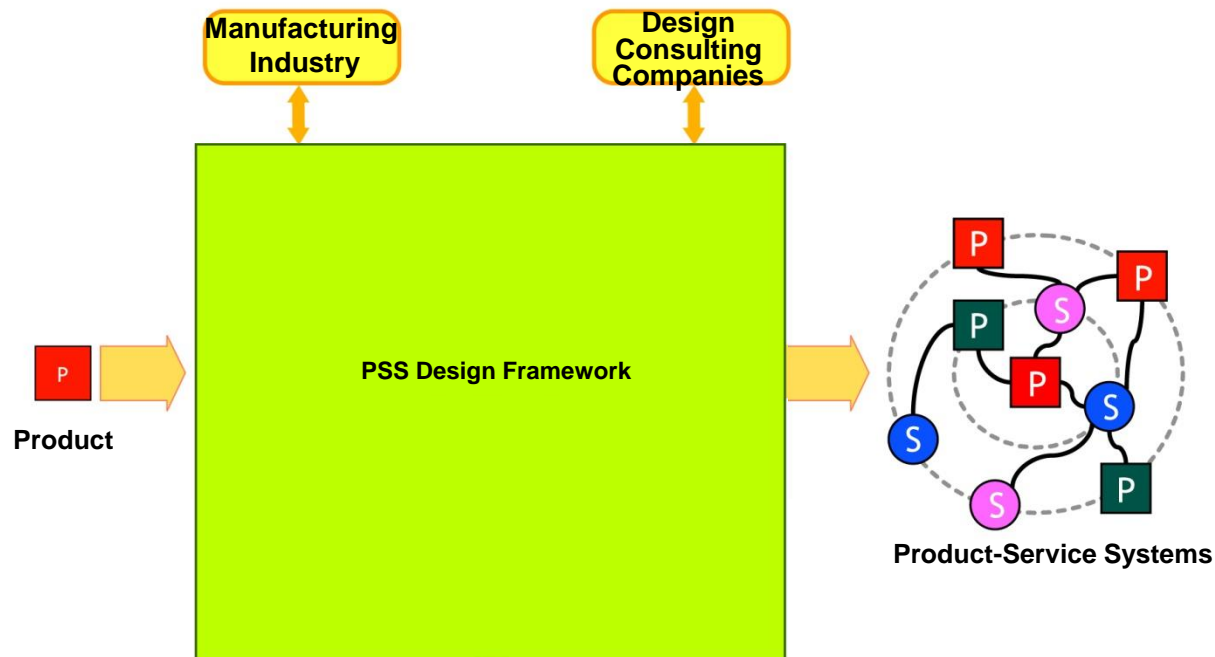
Research

PSS Design Strategy Design

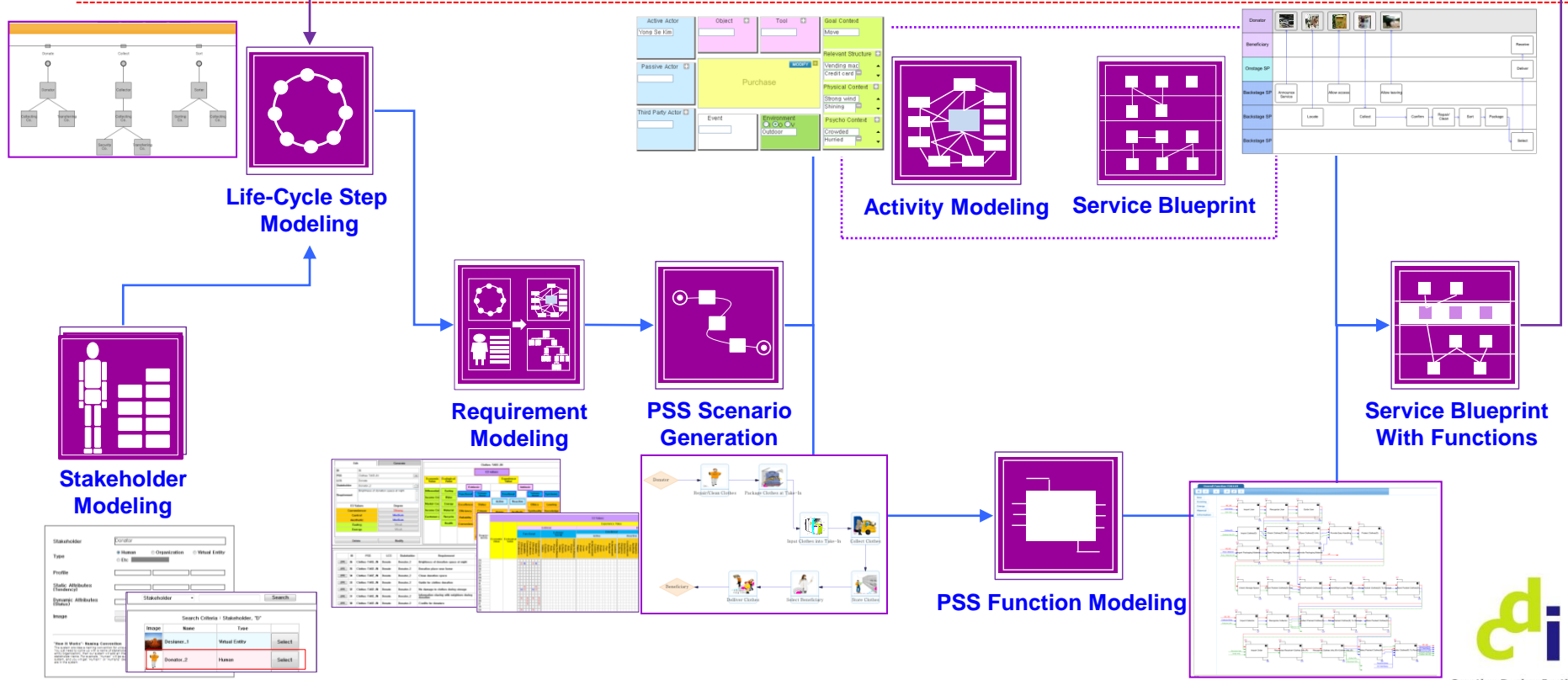
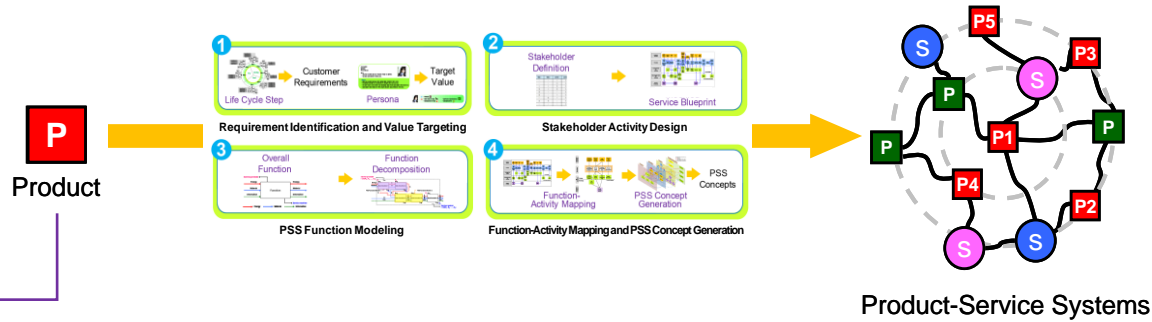
PSS Design based on Use Information

PSS Design Process Innovation

Intelligent PSS Design Framework



Design Support Tools for PSS



Service Design Software

<http://servicedesignsoftware.com>

Service Design Software

소개 Introduction
문의답하기 Q&A
사용설명 Manual
Service Blueprint

ActivityModeling

ServiceBlueprint with ActivityModeling

PSSD ServiceBlueprint with ActivityModeling

Project Name : PSS
SBP Name : PSSD 2013-050 (14-1) Co-Creation

SBP ID	SBP Name	SBP Type	SBP Status	SBP Category	SBP Sub-Category	SBP Description	SBP Detail	SBP Action	SBP Comment
SBP_001	SBP_001	SBP_001	SBP_001	SBP_001	SBP_001	SBP_001	SBP_001	SBP_001	SBP_001
SBP_002	SBP_002	SBP_002	SBP_002	SBP_002	SBP_002	SBP_002	SBP_002	SBP_002	SBP_002
SBP_003	SBP_003	SBP_003	SBP_003	SBP_003	SBP_003	SBP_003	SBP_003	SBP_003	SBP_003
SBP_004	SBP_004	SBP_004	SBP_004	SBP_004	SBP_004	SBP_004	SBP_004	SBP_004	SBP_004
SBP_005	SBP_005	SBP_005	SBP_005	SBP_005	SBP_005	SBP_005	SBP_005	SBP_005	SBP_005

Service Canvas

Service Canvas

Service Canvas

Service Canvas

Product-Service Systems Design Software



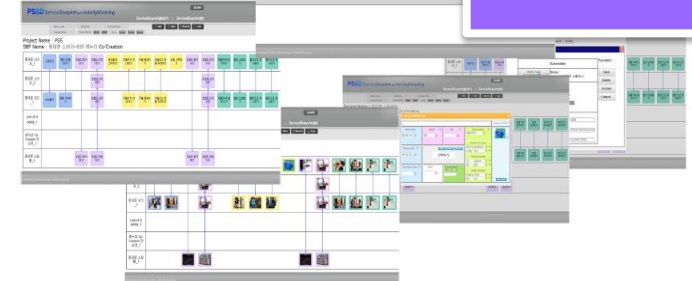
**Biz Model
Generation & Evaluation**



**Customer Experience
Sampling and Analysis**

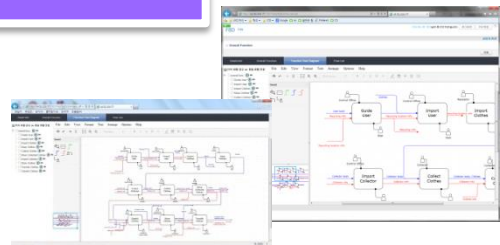
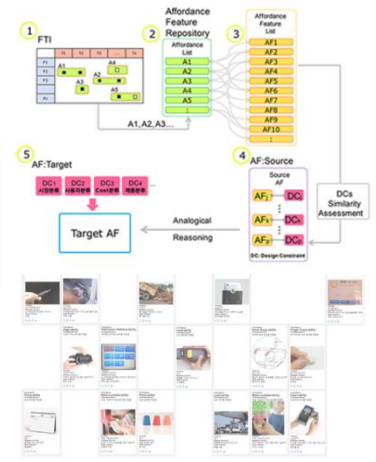


**Activity Modeling and
Service Blueprint**



**PSS Function
Design System**

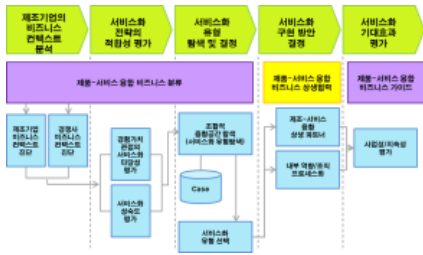
**Design for Affordance
Framework**



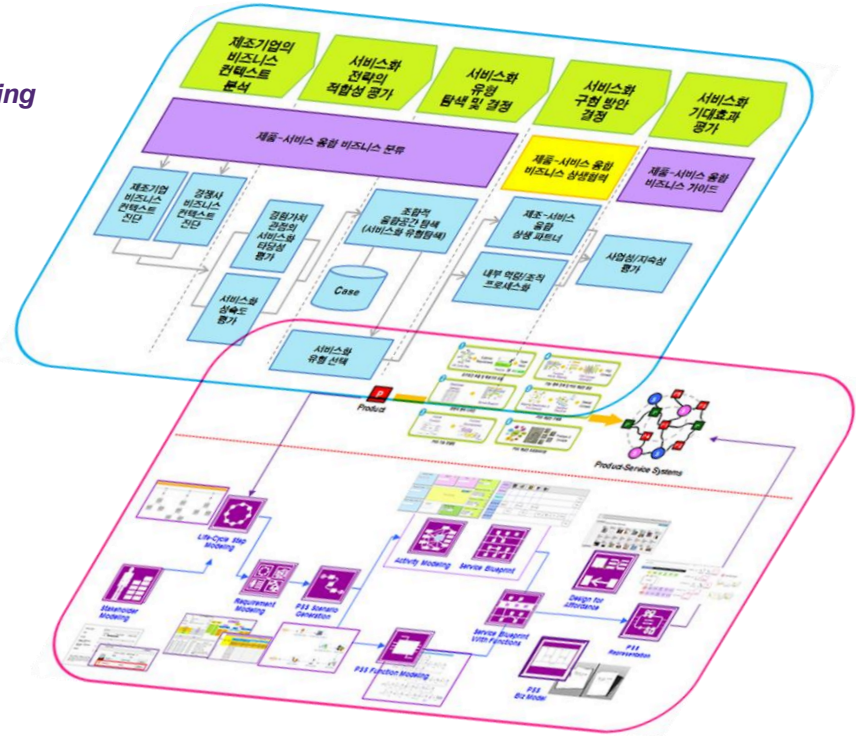
Manufacturing Servitization Support Framework

Supported by Korean Ministry of Industry, Trade and Energy

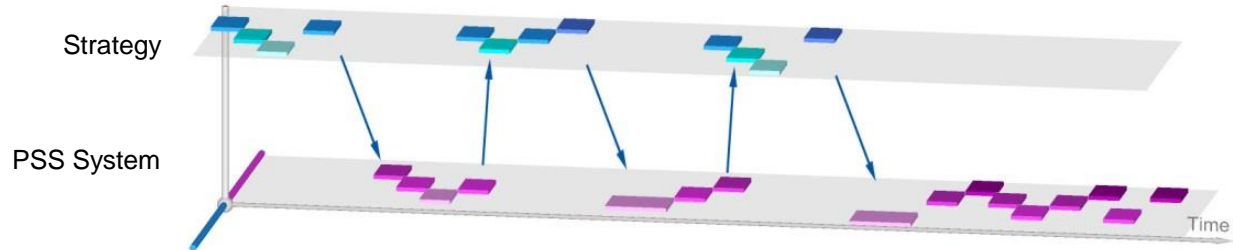
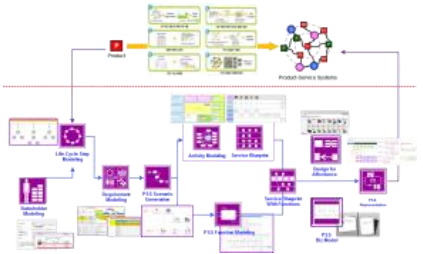
2013 - 2016



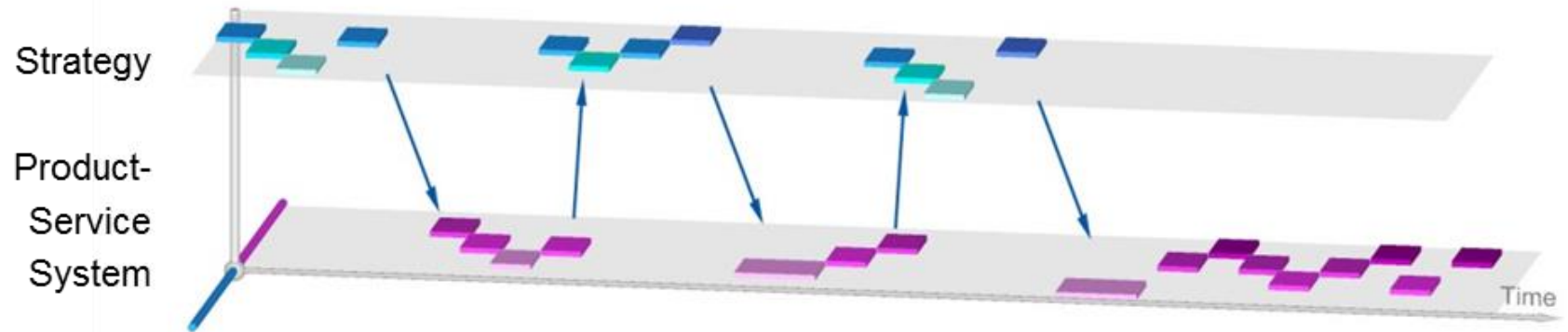
Manufacturing
Servitization
Support
Framework



Product-
Service
Systems
Design

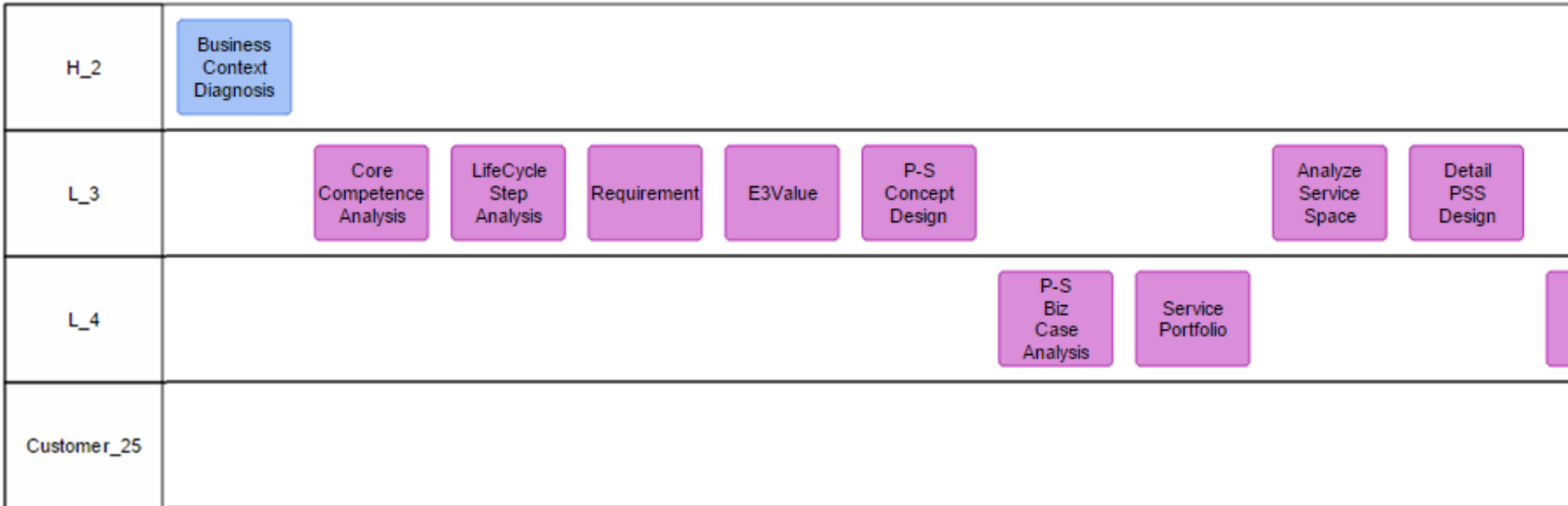


Double-Deck Servitization Process



Servitization Process

Small Furniture Company Top Plan DNC



Top Plan DNC Business Positioning

경기도 남양주시 화도읍 가곡리

설립: 2007년, 매출액: 20억원 내외, 직원수: 15명 (생산 10, 디자인 3, 총무/관리 2)

사업 개요: 가구 디자인/설계, 가공/조립, 도색, 설치

주요상품 : 패션 브랜드 매장에 사용되는 주문형 디스플레이 가구 (진열장)

핵심역량 : 신속 현장 세팅 공정, 디자인 및 시공, 신속 제작 (필요시 매장에 직접 설치)

니즈: 비수기를 활용한 디자인 인력(대표 포함 4명)의 역량 활용에 대한 니즈 강함

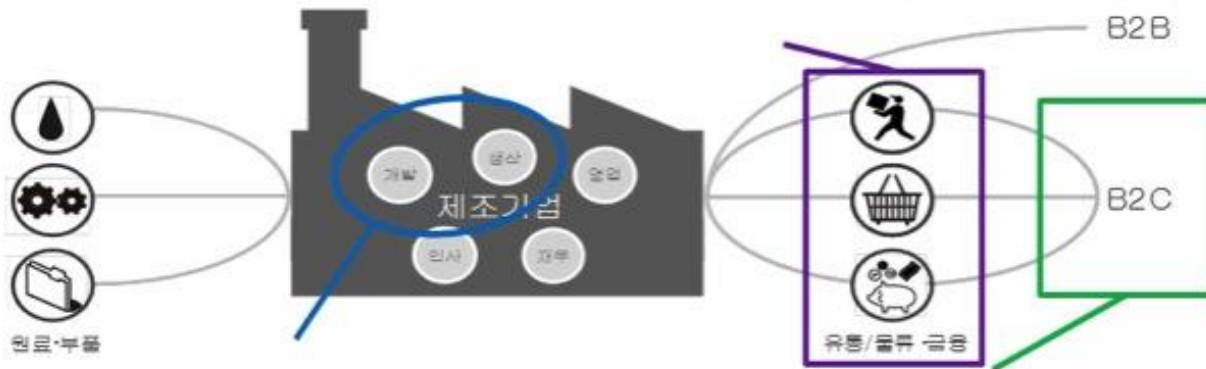


Business Context Diagnosis of Top Plan DNC

■ Fashion Store Furniture Manufacturer

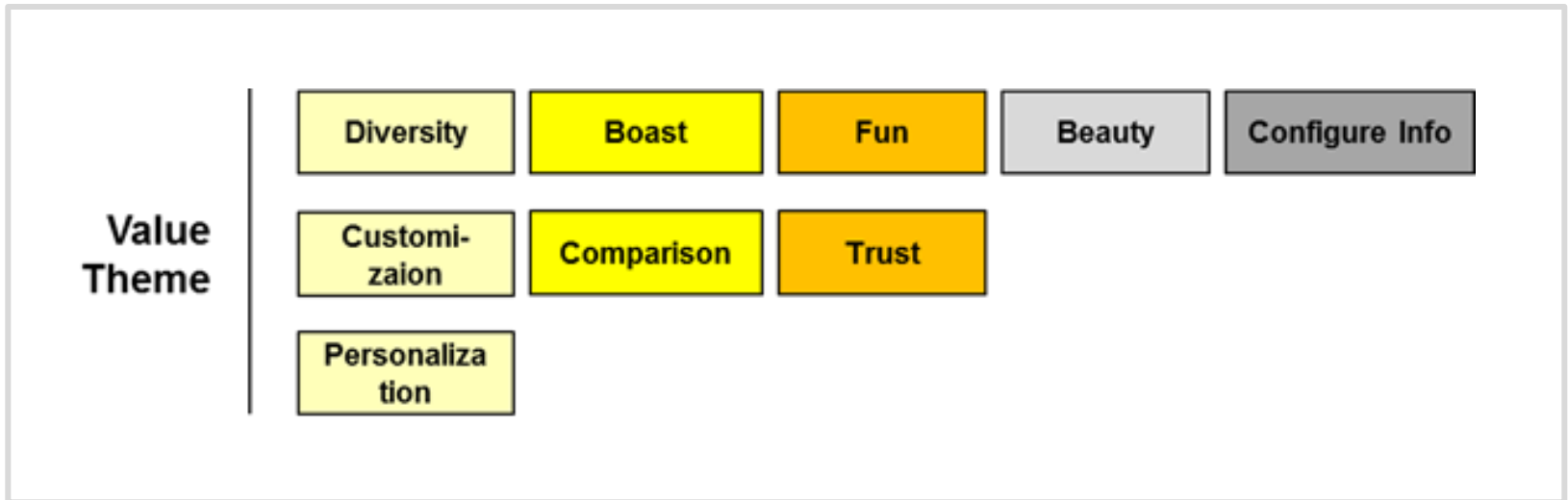
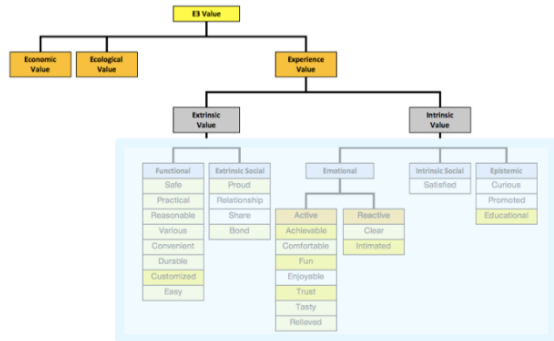


• Weak Customer Channel

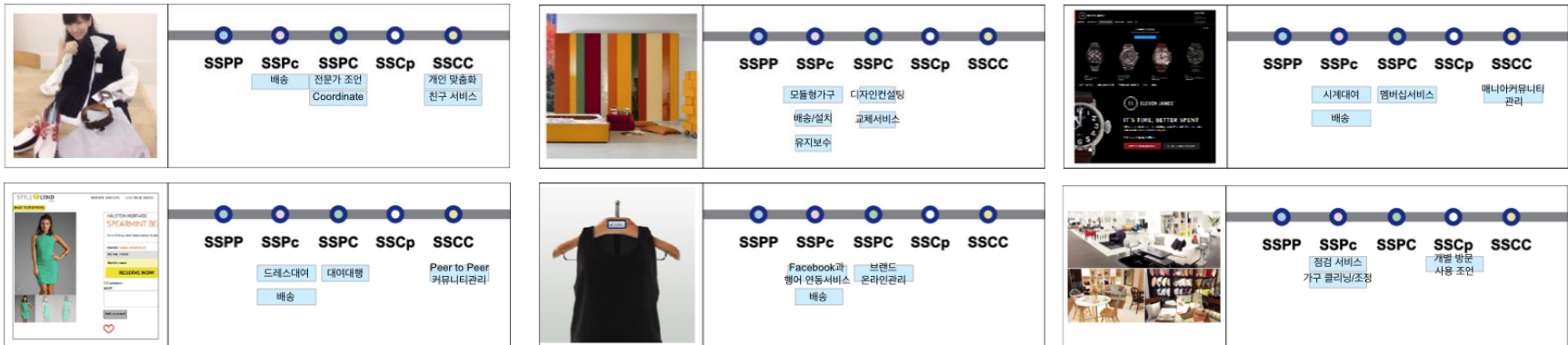


- Design/Installation Capability
- Customization Needs
- Off-Season Needs

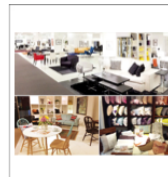
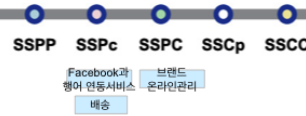
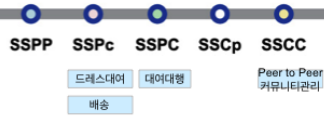
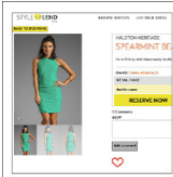
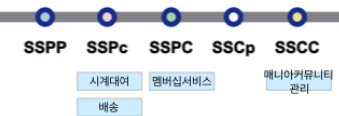
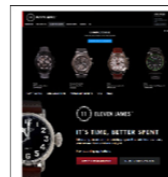
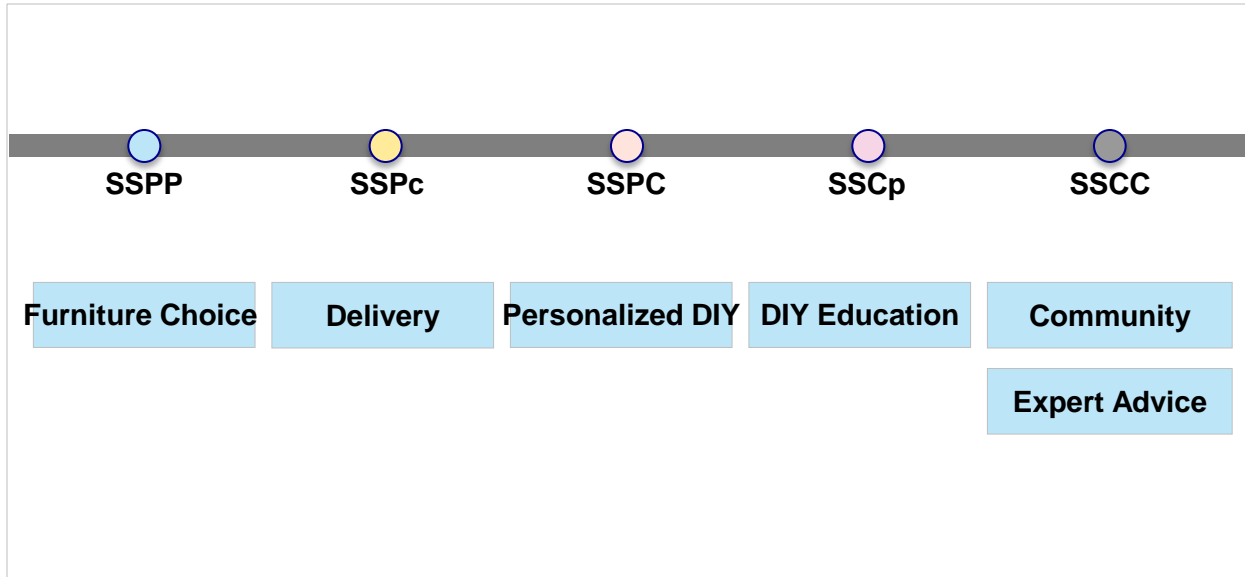
Value themes



Service Space of Personalized DIY

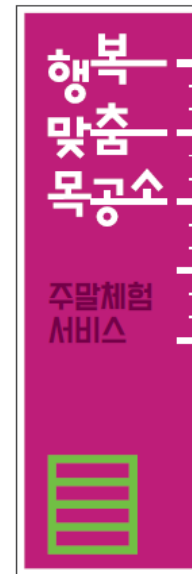


Service Space of Personalized DIY



Service Brand Identity

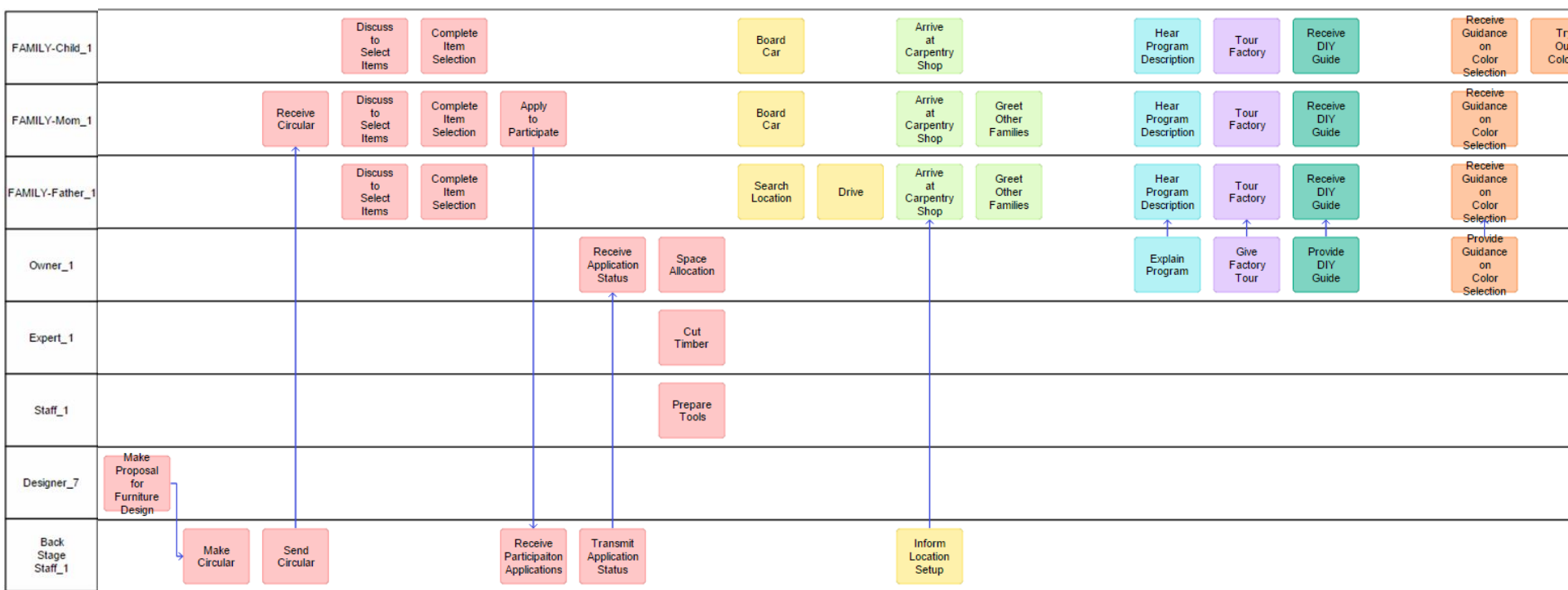
“Make Your Own Customized Happiness”



Journey Map



Service Blueprint of Personalized DIY



Prototyping

행복맞춤목공소

Arrival



소개하기

Intro



색상결정하기

Color Selection



DIY하기

DIY



DIY하기

DIY w/ Expert



DIY하기

Paint



마무리하기

Photo



차에싣기

Loading



Context-specific Experience Sampling and Analysis



Context-Specific
Experience
Sampling &
Analysis

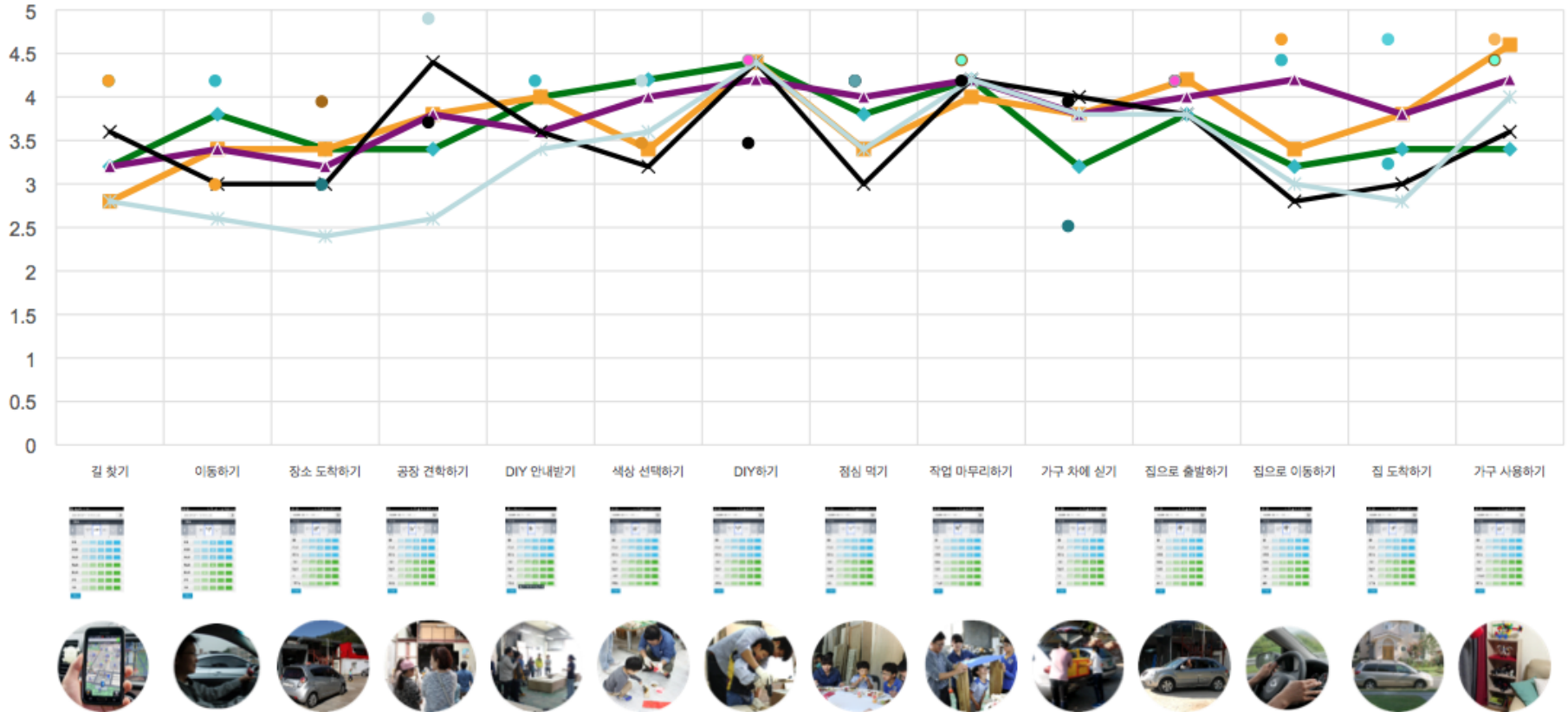


Experience Evaluation

CESA_ ALL PARTICIPANTS

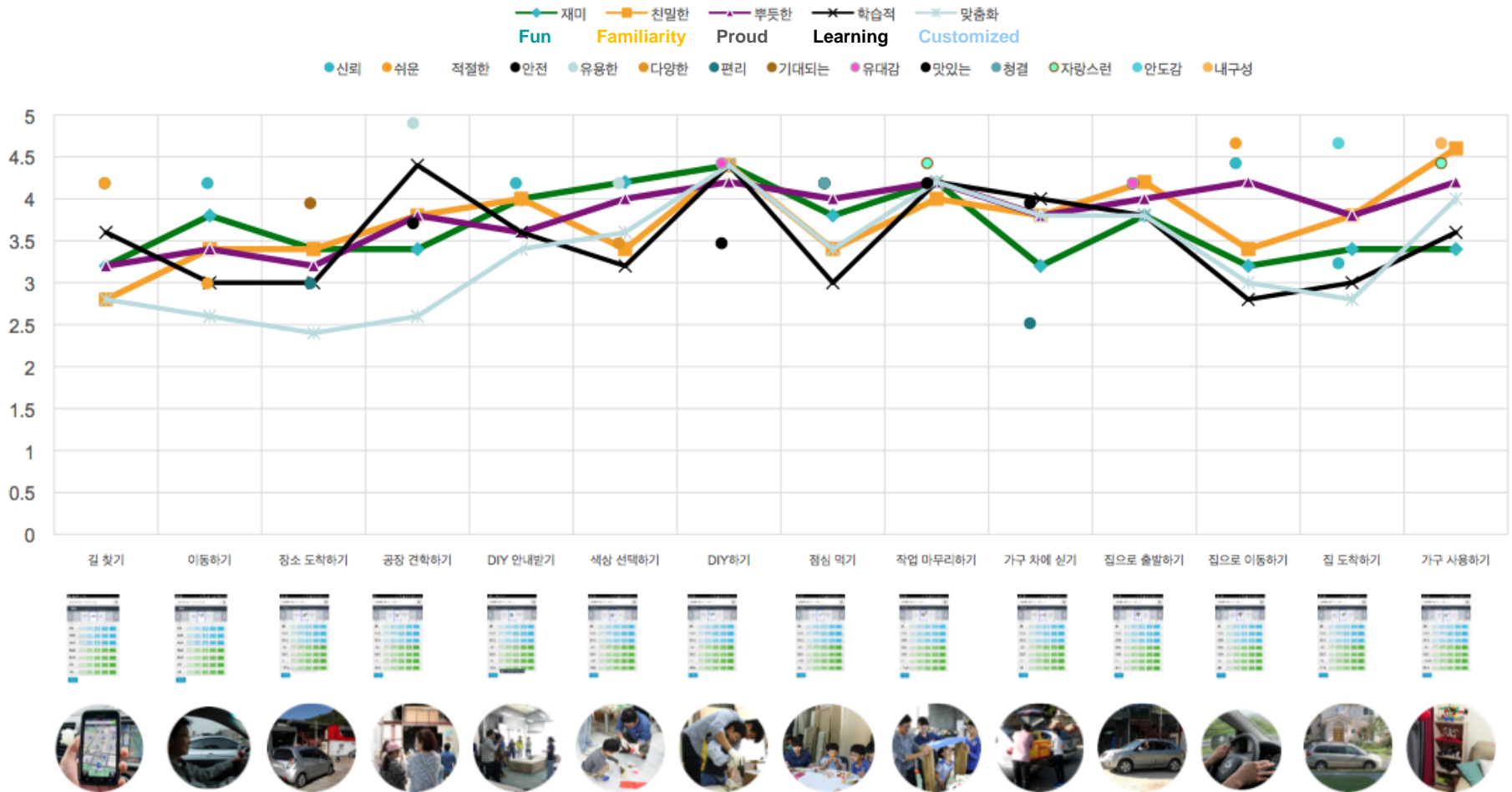
— 재미 — 친밀한 — 뿌듯한 — 학습적 — 맞춤화

● 신뢰 ● 쉬운 적절한 ● 안전 ● 유용한 ● 다양한 ● 편리 ● 기대되는 ● 유대감 ● 맛있는 ● 청결 ● 자랑스런 ● 안도감 ● 내구성

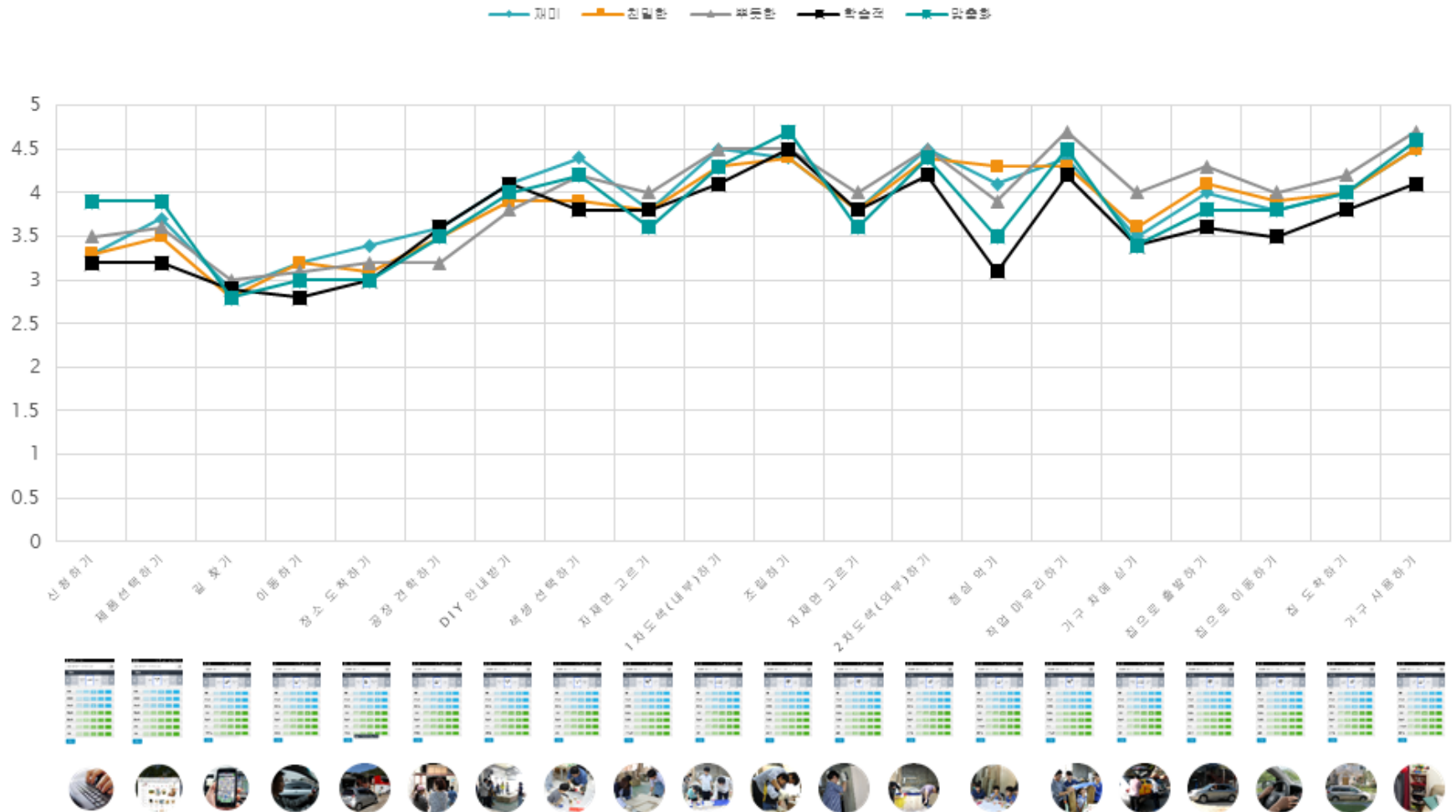


Experience Evaluation

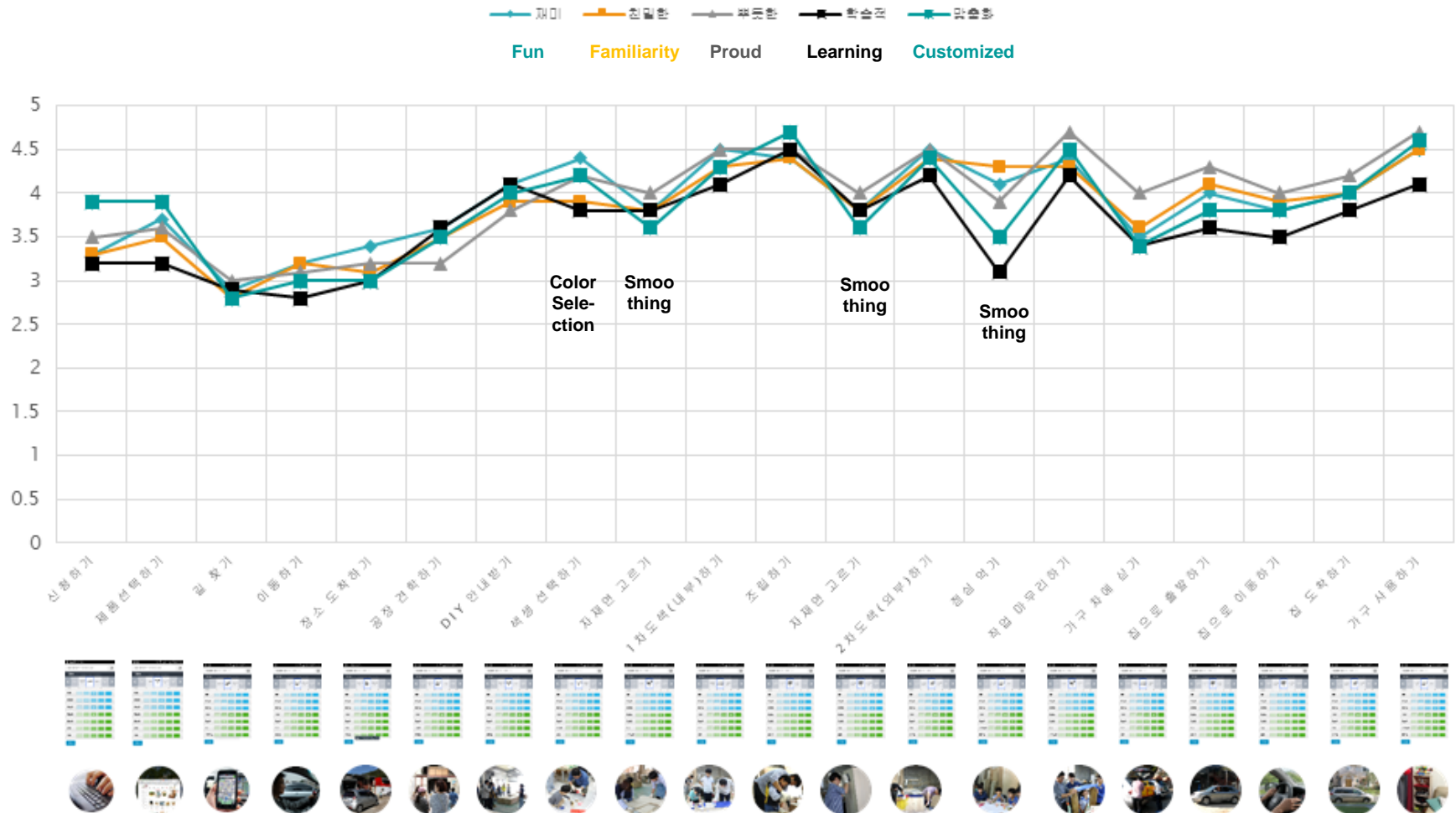
CESA_ ALL PARTICIPANTS



Experience Evaluation of the Second Prototyping



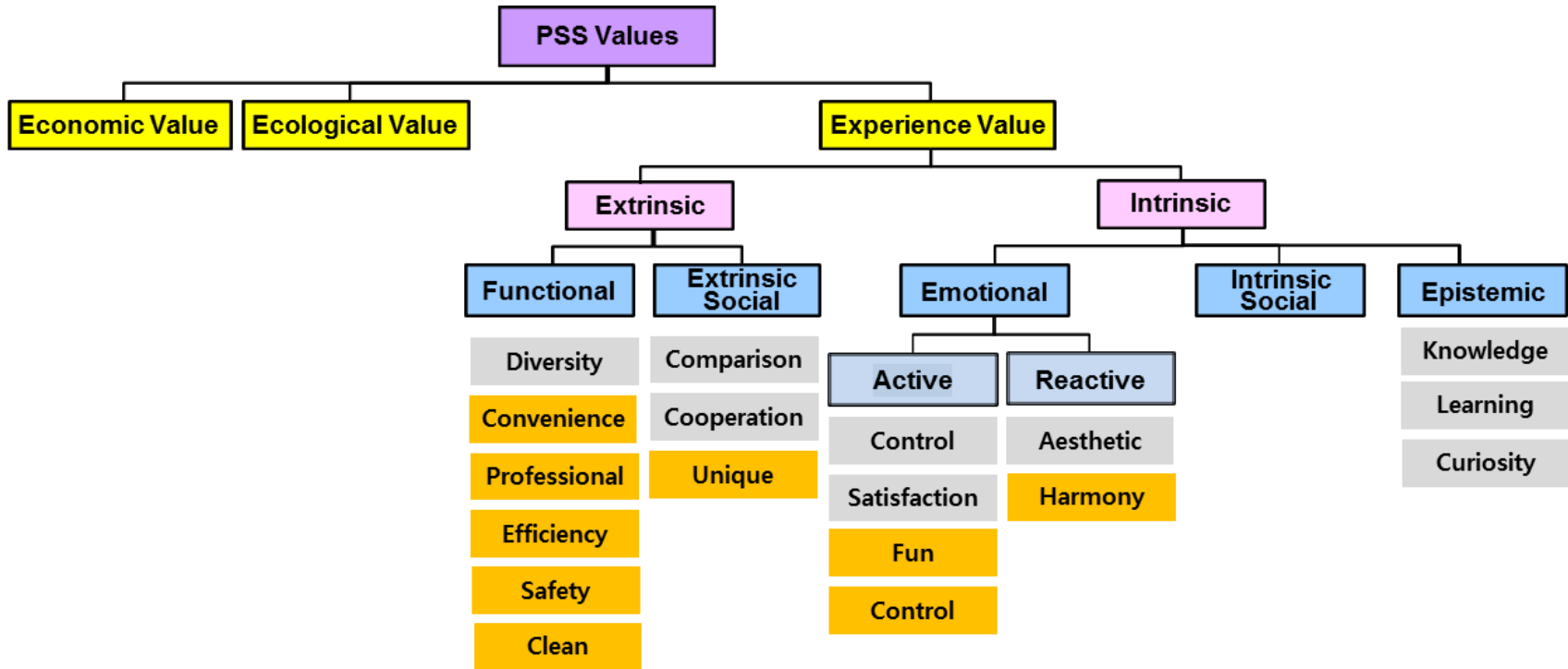
Experience Evaluation of the Second Prototyping



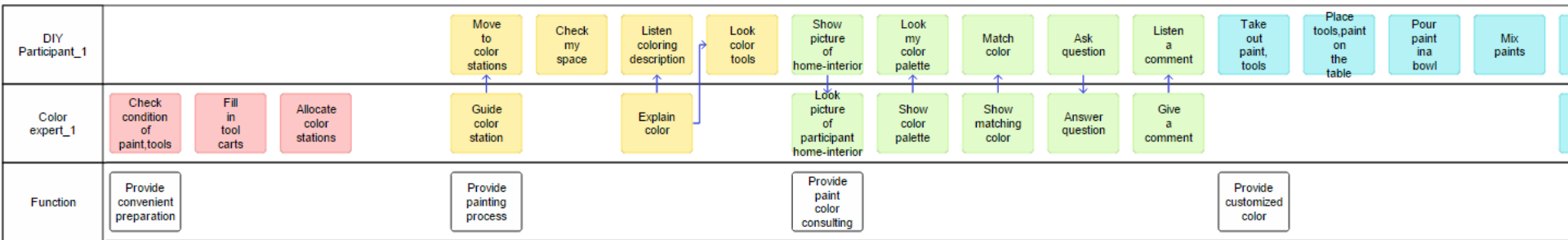
Color Selection



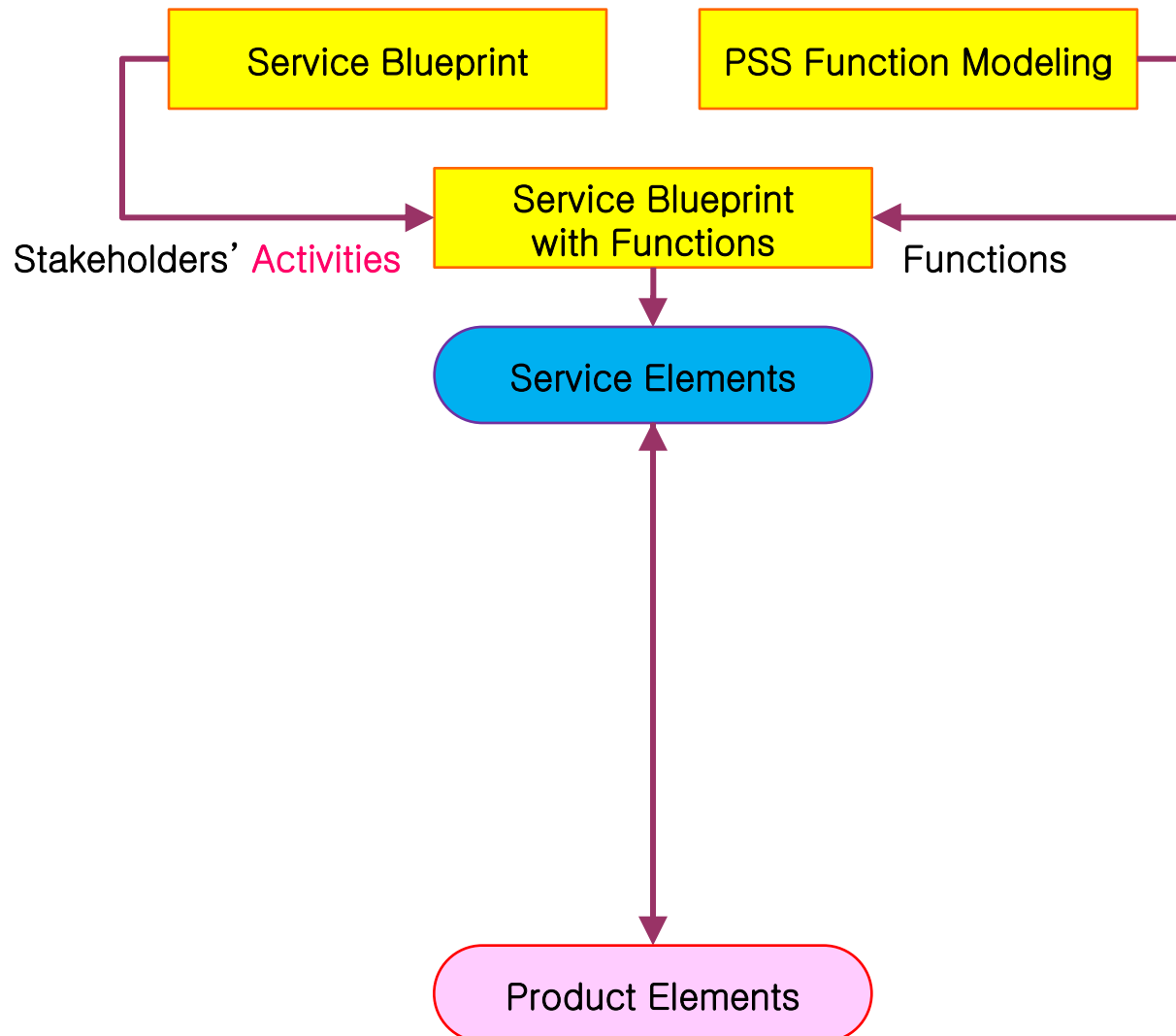
E3 Values for Color Selection Service



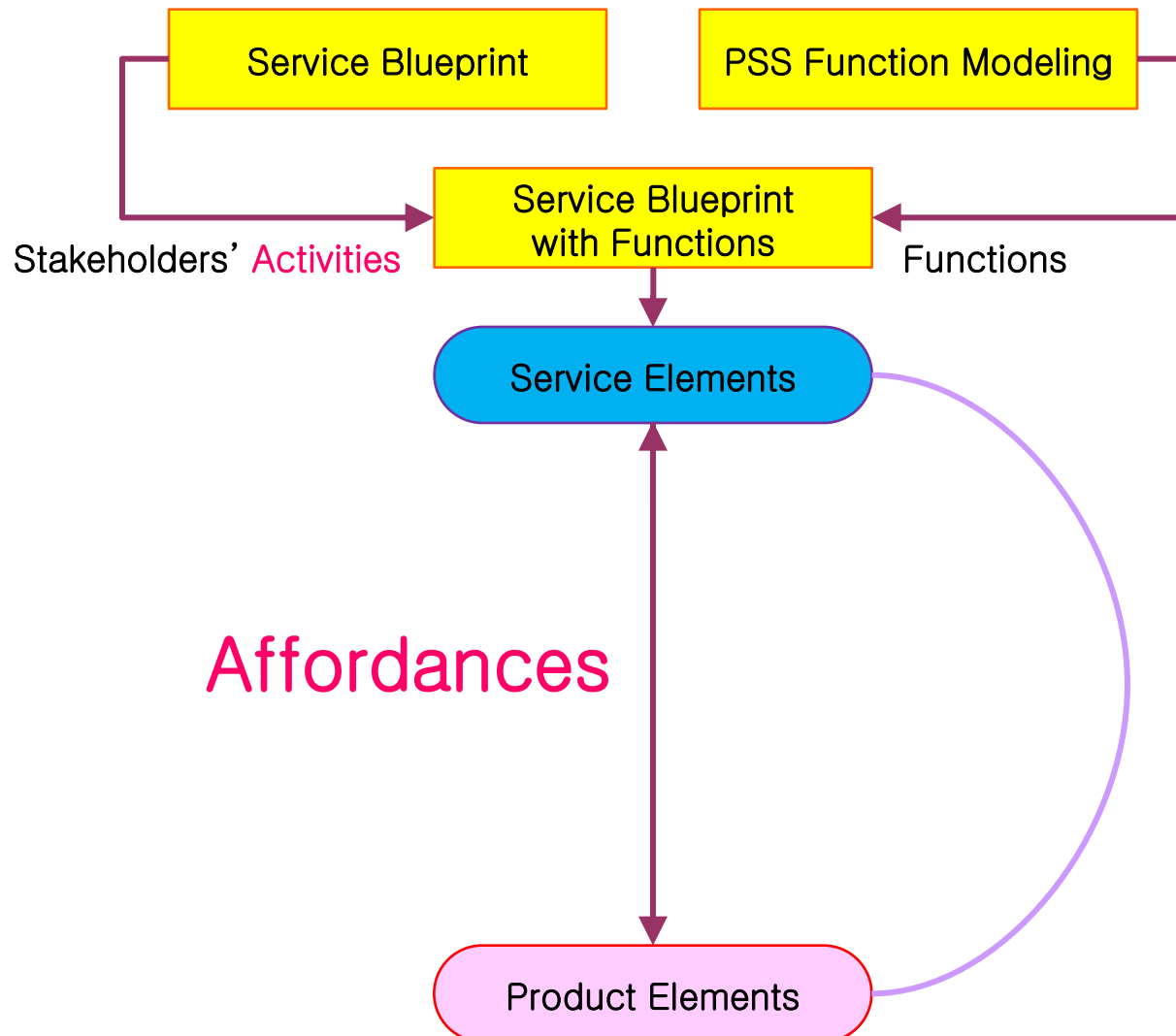
Service blueprint



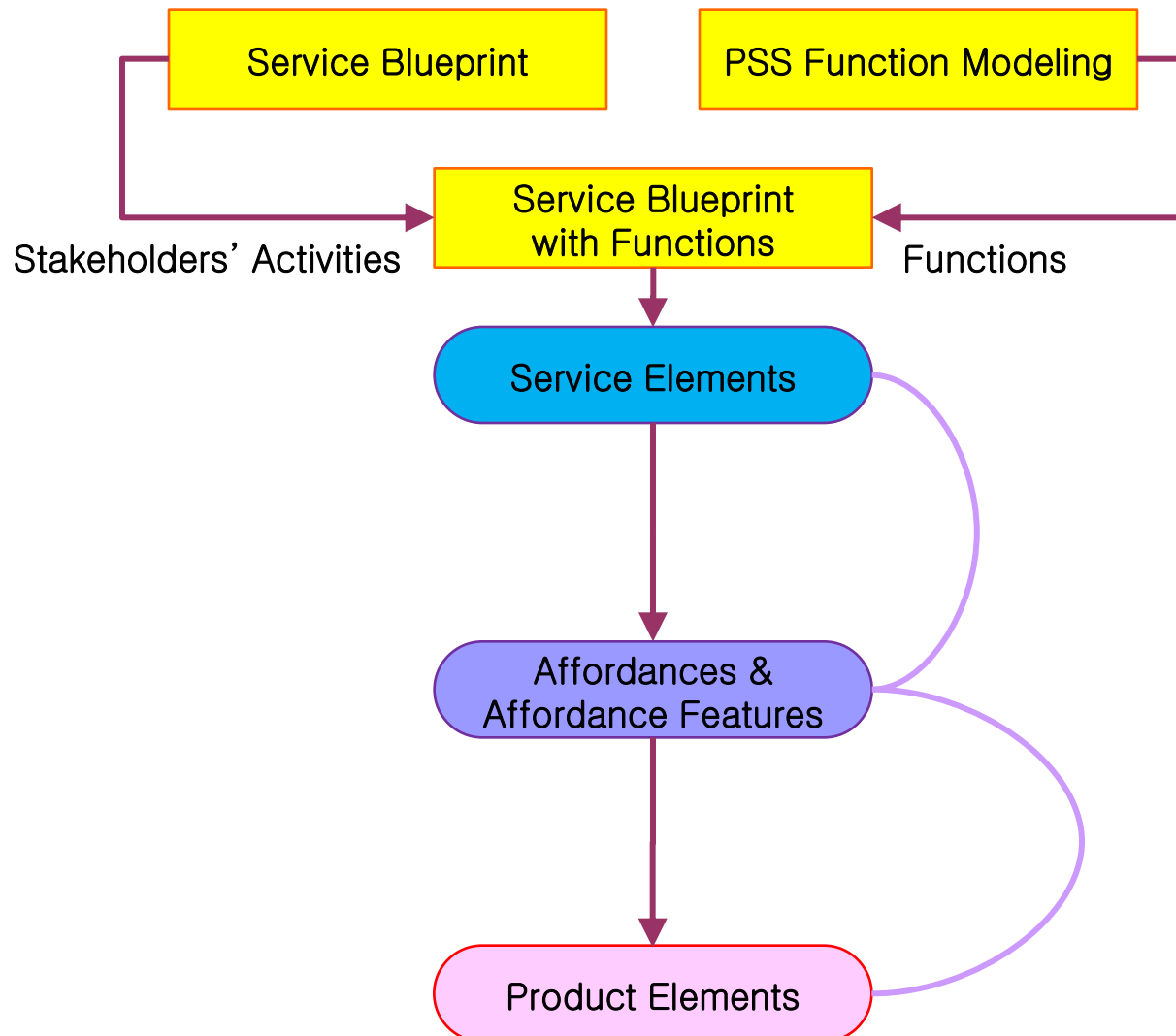
Framework for PSS Design



Framework for PSS Design

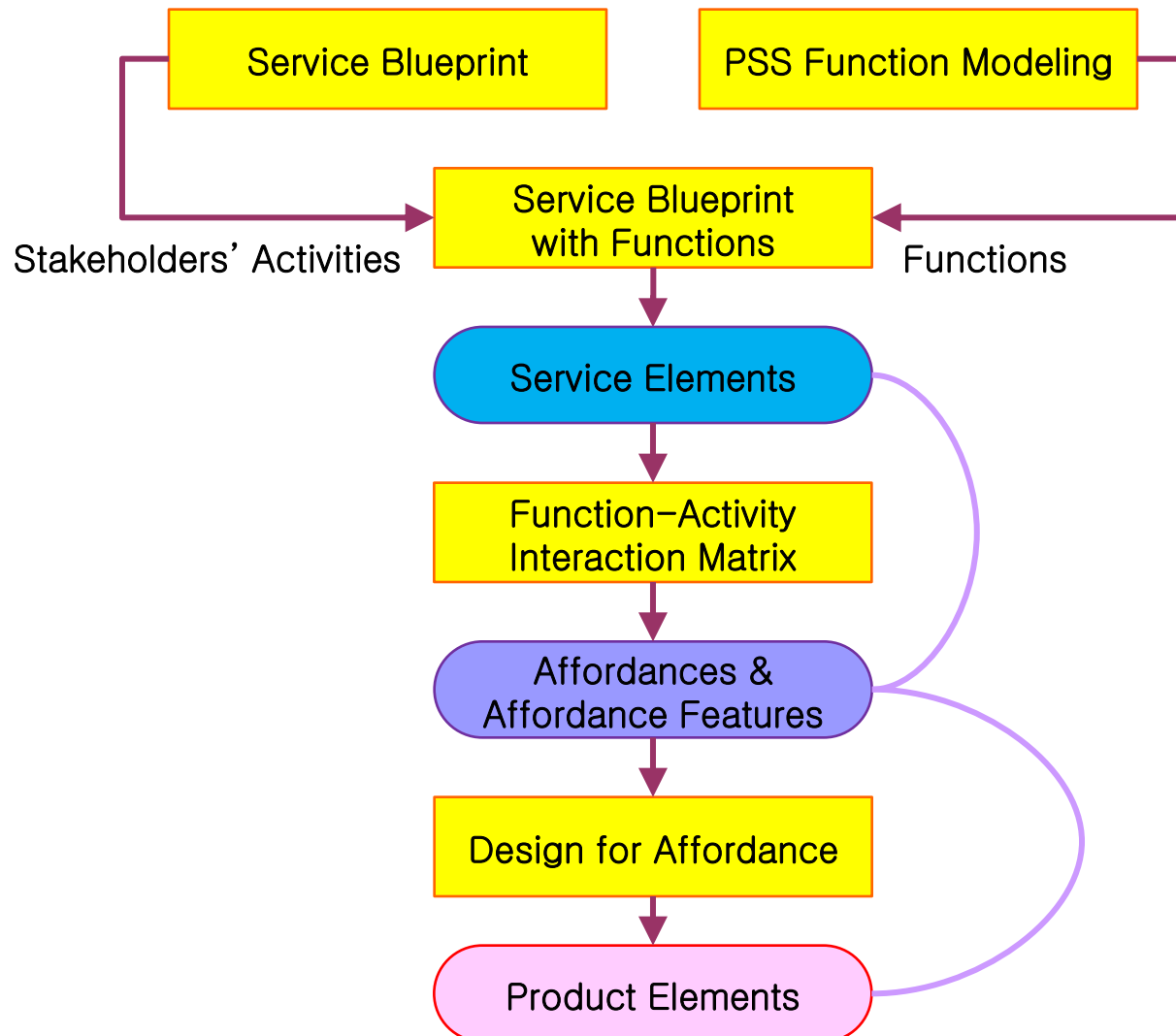


Framework for PSS Design with Affordances: **Service Driven Approach**



PSS Design Using Affordances

Framework for PSS Design with Affordances: Service Driven Approach



- Scheme of PSS Representation**
 - PSS Function & PSS Structure
 - PSS Structure: Service elements + Product elements

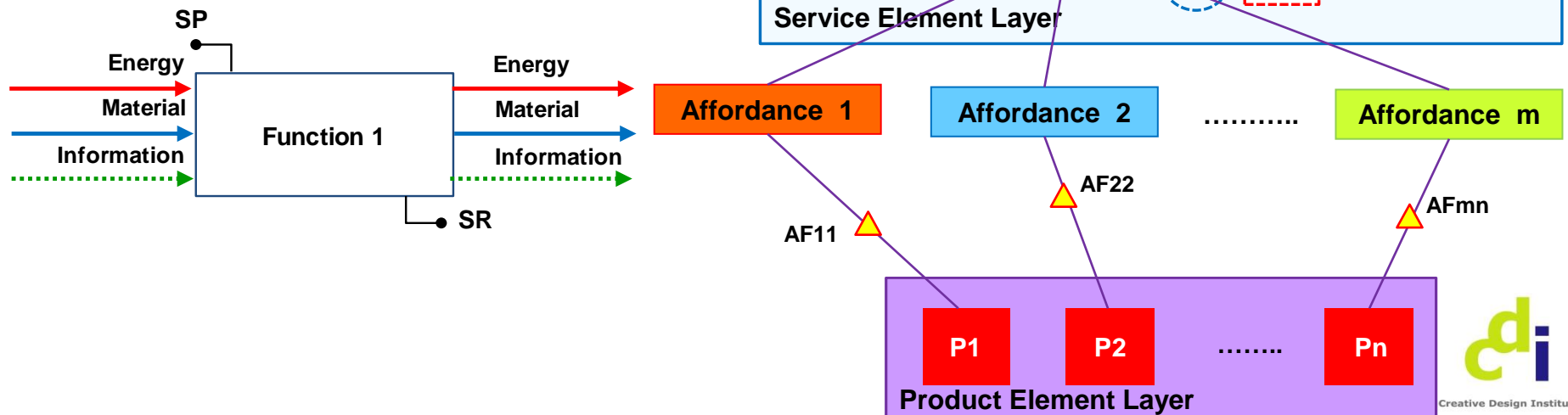
***Service element**

: Stakeholders (SP/SR)

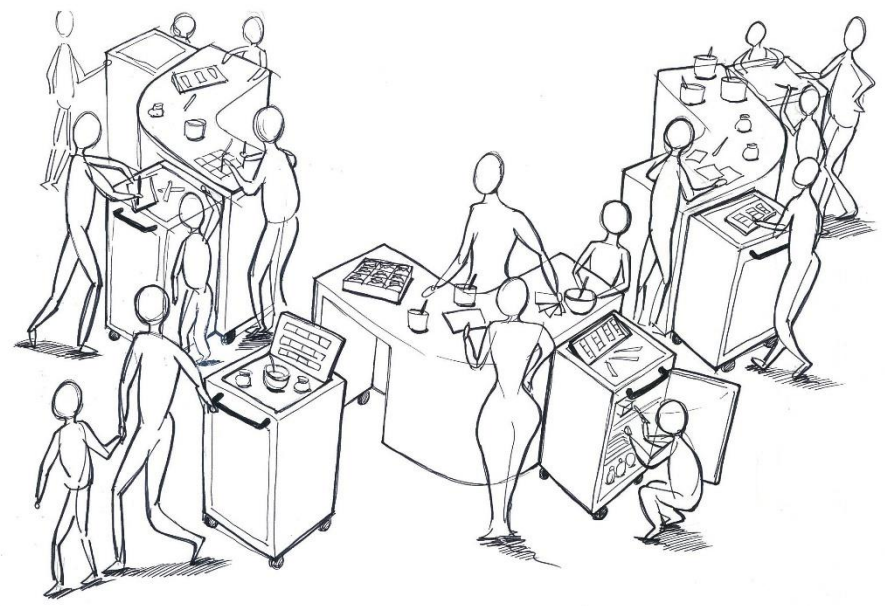
: Activities

***Product element**

: Affordance Features
that provide affordances
for activities

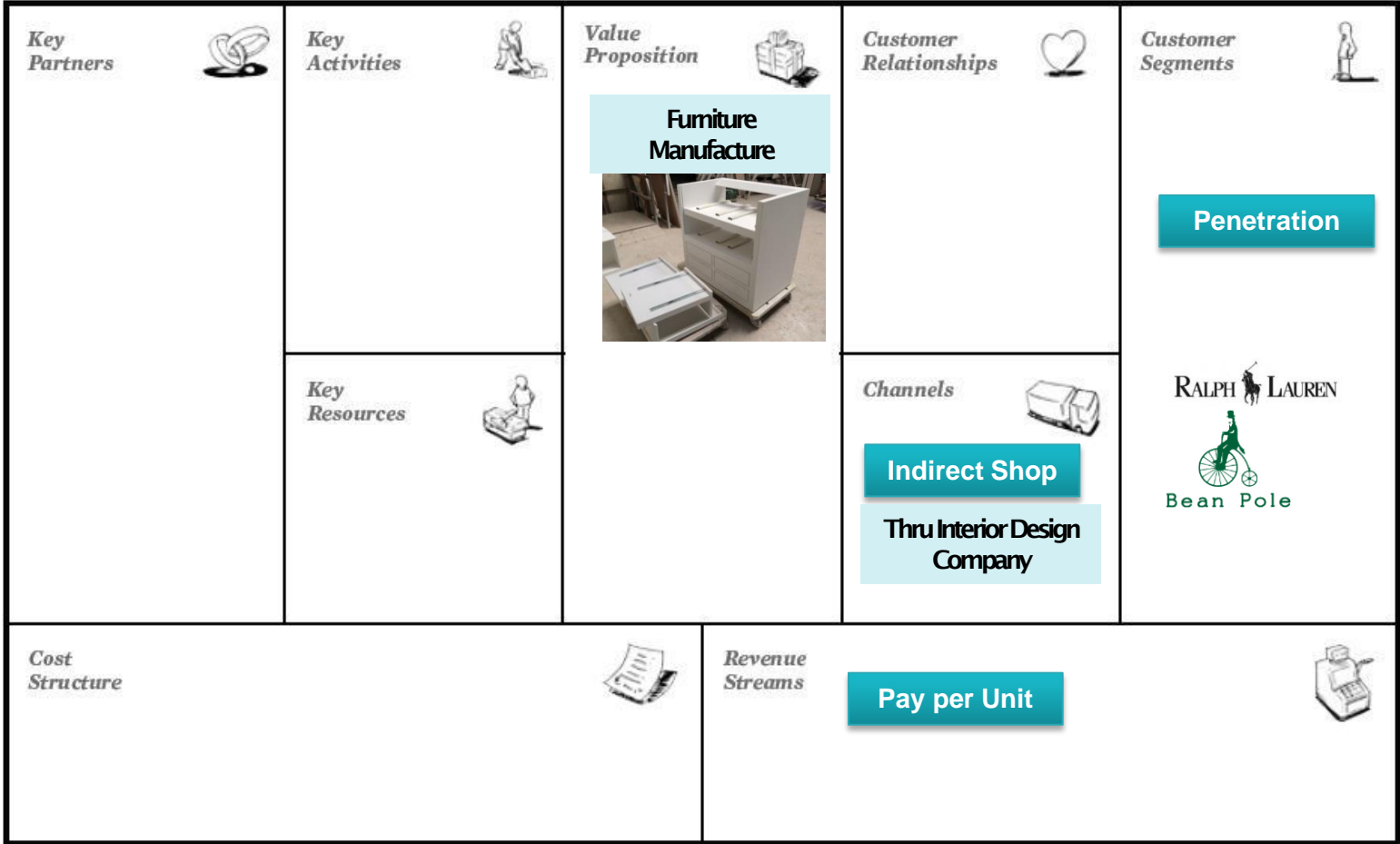


Product-Element Design for Customized Color Selection



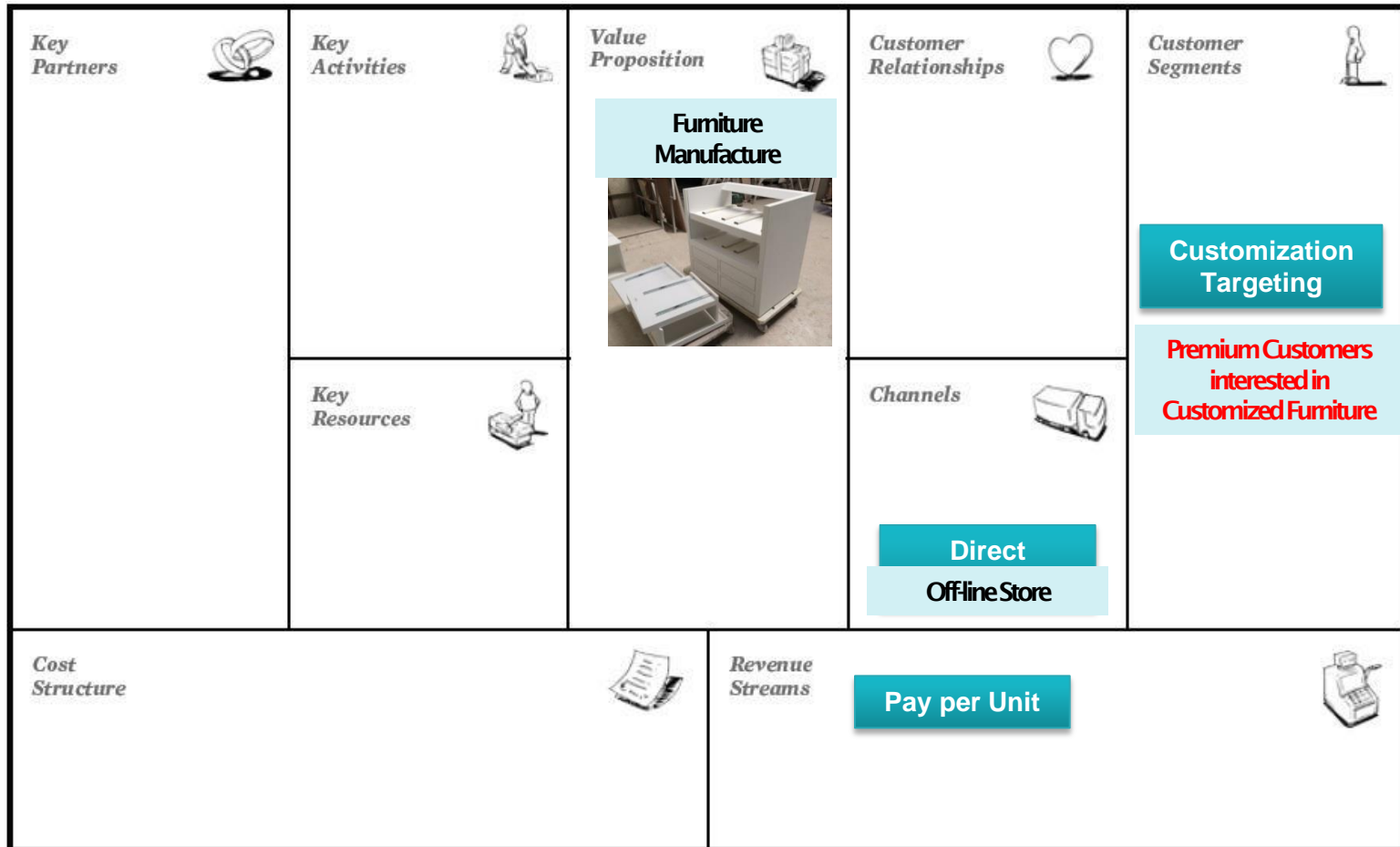
Current Business Model

- B2B

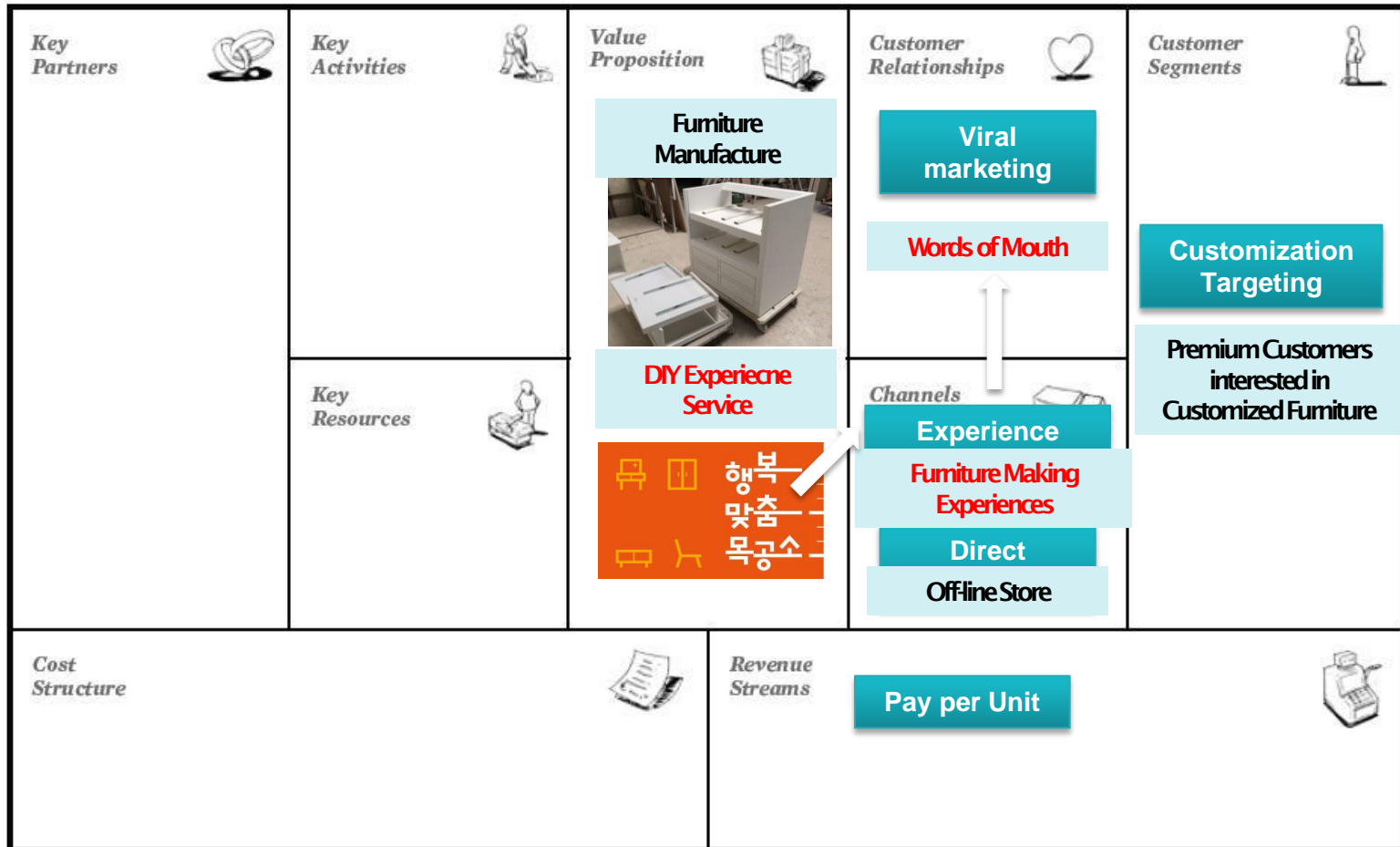


Customized Furniture (Customer Target Change)

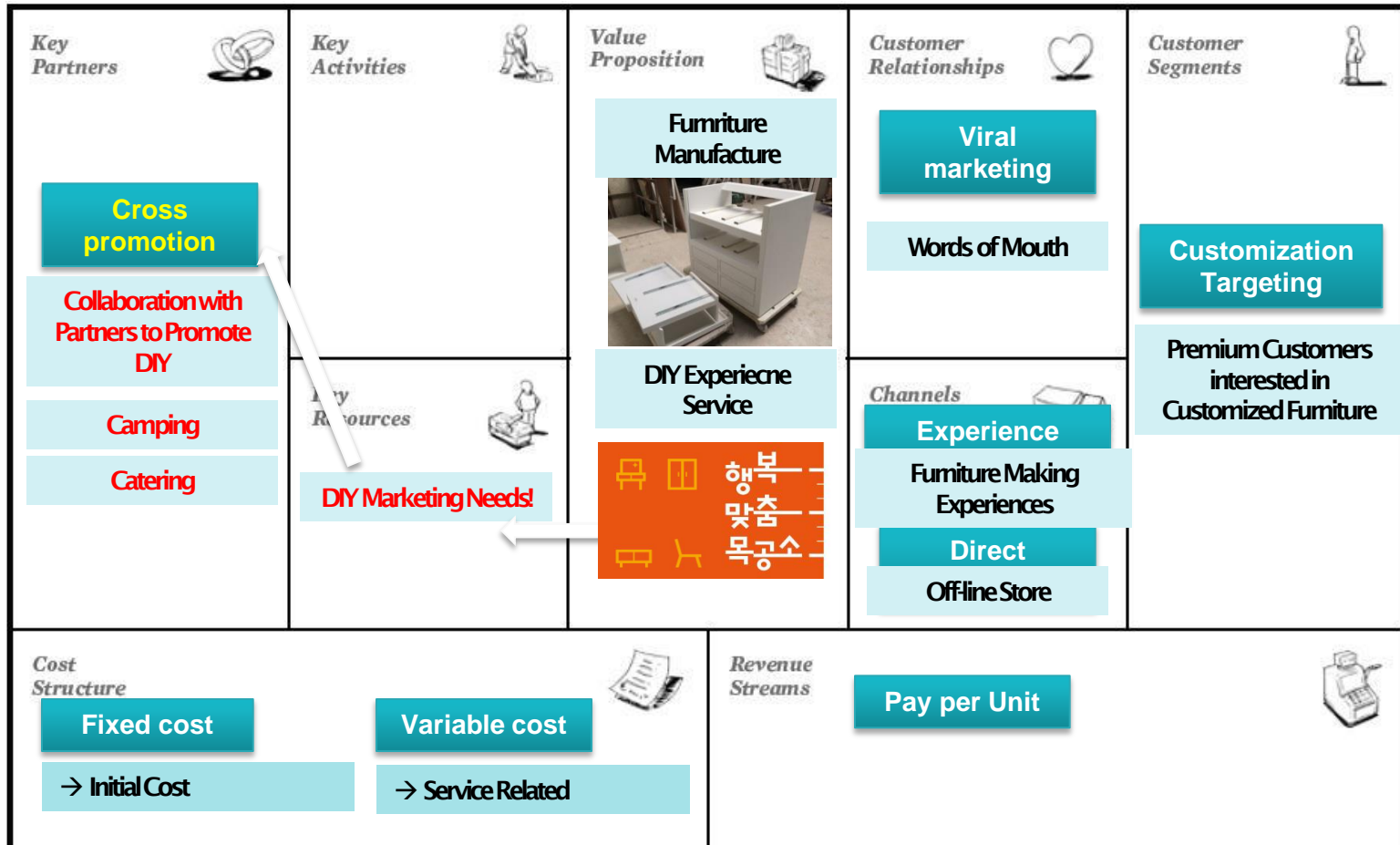
- B2C



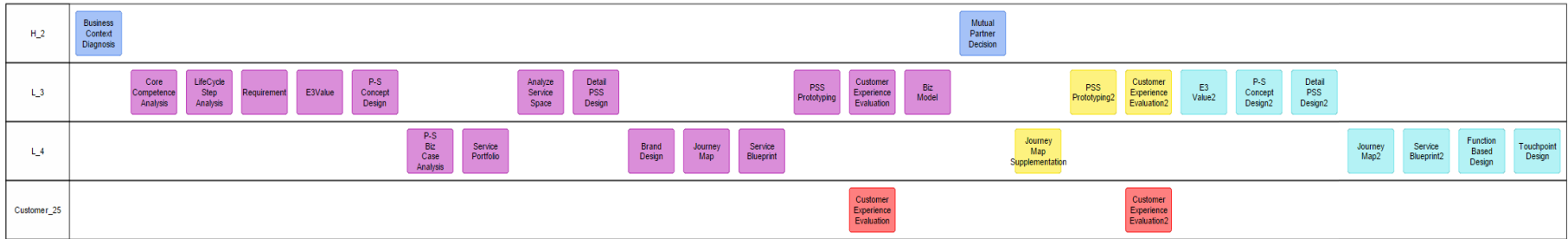
DIY Experience Provision Service



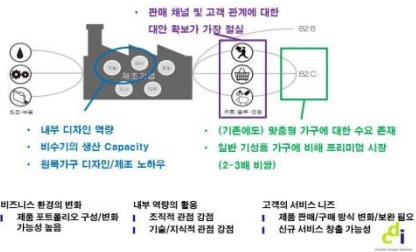
Partnering



Servitization Process of a Small Furniture Manufacturer



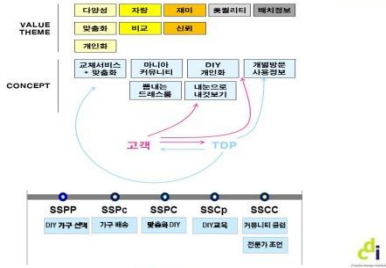
Top Plan DNC Business Positioning



Requirements => Values



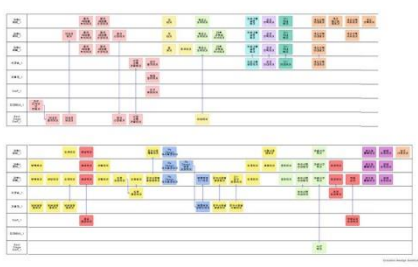
Service Concepts



서비스 설계: Experience Journey Map



서비스 설계: Service Blueprint



형태맞춤서비스



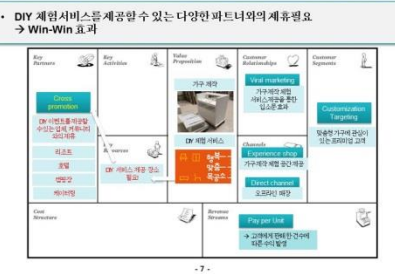
위무리하기



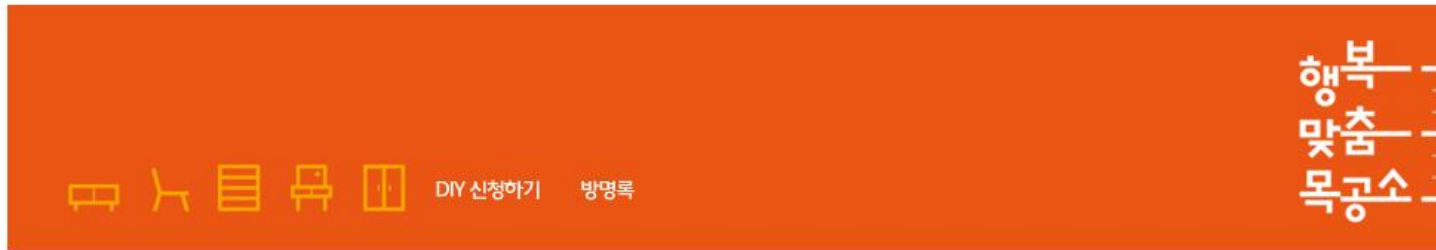
상황변형 실시간 경험평가



Biz Model 2: 상생협력방안



Business Launching



행복맞춤목공소

행복을 담아내는
DIY 가구 공방
프로필 >



카테고리

- 전체보기 (45)

행복맞춤목공소 신청

- DIY 신청 (1)
- DIY 신청 팁 (4)

행복맞춤목공소

- 행복맞춤목공소 안내 (1)
- 주변 볼거리 (3)
- 찾아오시는 길 (1)

행복맞춤목공소 DIY

- DIY 테마별 (4)
- DIY 아이템별 (24)
- DIY 과정 (1)

행복맞춤목공소 모습

- DIY 모습 (3)
- DIY 가구 활용기 (3)

행복맞춤목공소 이야기

- DIY 가구 생각 (0)
- 행복맞춤목공소 가구 (0)

행복맞춤목공소 안내 (1)

목록보기 | 요약보기 | 펼쳐보기

행복맞춤목공소 | 행복맞춤목공소 안내

행복맞춤목공소 2015.03.05 18:38

http://blog.daum.net/happydiy_/2 **블로그**

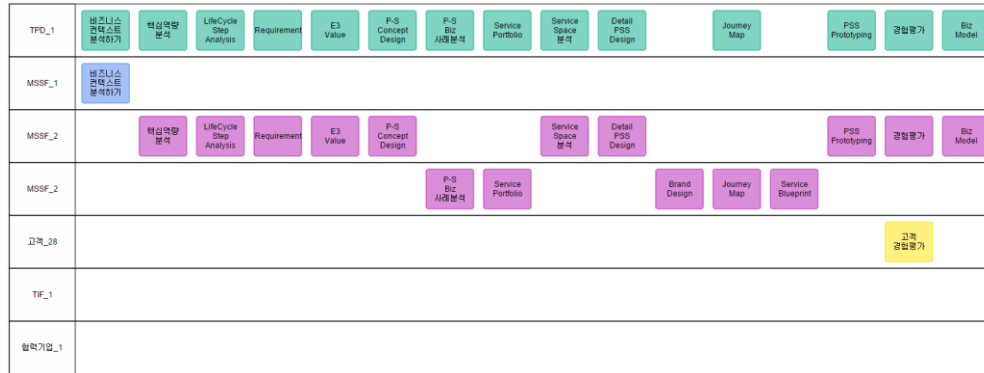


Servitization Process: Design, Development, Operation

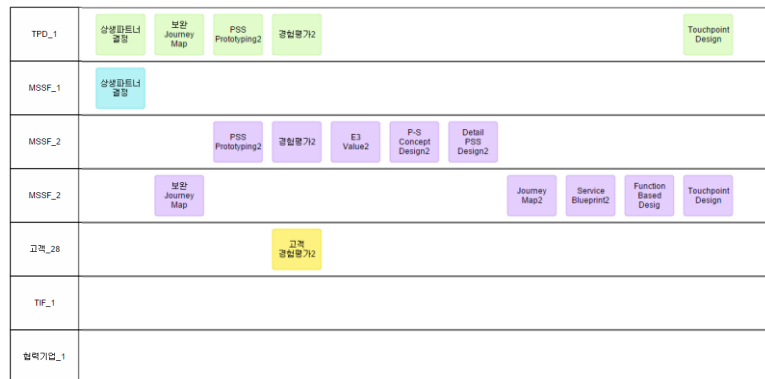
TPD_1	비즈니스 컨텍스트 분석하기	핵심역량 분석	LifeCycle Step Analysis	Requirement	E3 Value	P-S Concept Design	P-S Biz 사례분석	Service Portfolio	Service Space 분석	Detail PSS Design	Journey Map	PSS Prototyping	경험평가	Biz Model
MSSF_1	비즈니스 컨텍스트 분석하기													
MSSF_2		핵심역량 분석	LifeCycle Step Analysis	Requirement	E3 Value	P-S Concept Design			Service Space 분석	Detail PSS Design		PSS Prototyping	경험평가	Biz Model
MSSF_2							P-S Biz 사례분석	Service Portfolio			Brand Design	Journey Map	Service Blueprint	
고객_28													고객 경험평가	
TIF_1														
협력기업_1														

Servitization Process: Design, Development, Operation

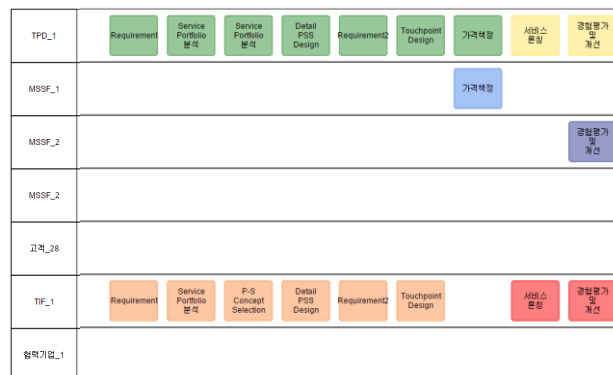
Design



Design



Development Launching Operation ?



Product-Service Business Design Case

제조업 서비스화를 통한 새로운 비즈니스 런칭 : 행복맞춤목공소

행복
맞춤
목공소

幸福木器園

웹사이트 www.happydiy.co.kr
 페이스북 facebook.com/happydiy3651
 문의사항 070-7872-3170
 주 소 남양주시 화도읍 가곡리 389



서비스 컨셉



비즈니스 모델 캔버스

Key Partners Cross Promotion DIY 이벤트를 제공할 수 있는 업체, 커뮤니티와의 제휴	Key Activities DIY 서비스 설계 온라인 마케팅 구축	Value Proposition 가구제작 DIY 체험 서비스	Customer Relationships Viral Marketing 가구제작 체험 서비스 제공을 통한 입소문 효과	Customer Segments Customization Targeting 맞춤형 가구에 관심이 있는 프리미엄 고객
Cost Structure Fixed Cost 서비스화를 위한 초기 투자비용 Variable Cost 서비스 제공과 관련된 재료비, 인건비	Key Resources DIY 서비스 제공 장소	↓ 행복맞춤목공소 주말체험 서비스	Channels Experience Shop 가구제작 체험공간 제공 Direct Channel 오프라인 매장	Revenue Streams Pay per Unit 고객에게 판매한 건수에 따른 수익 달성

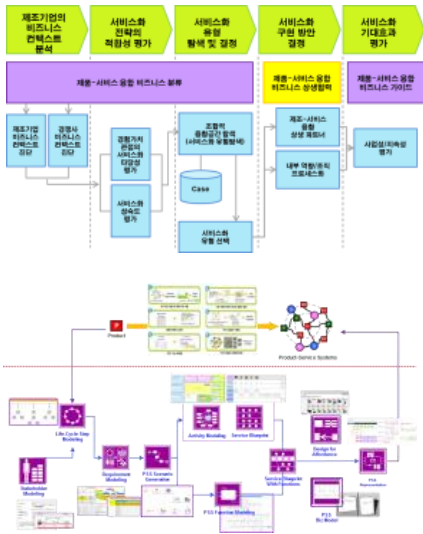
제조업의 서비스화 지원
프레임워크 개발 컨소시엄

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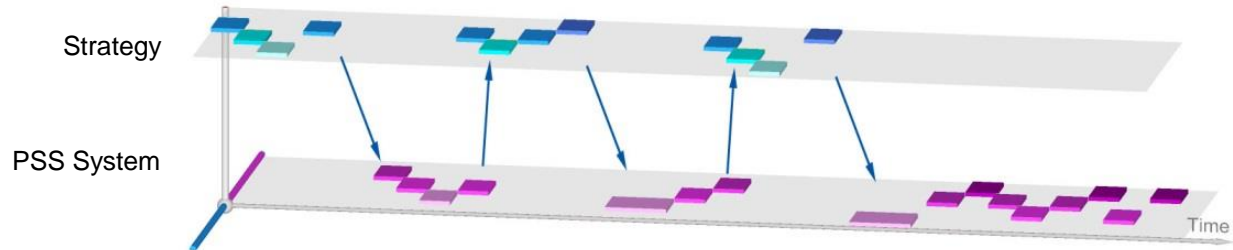
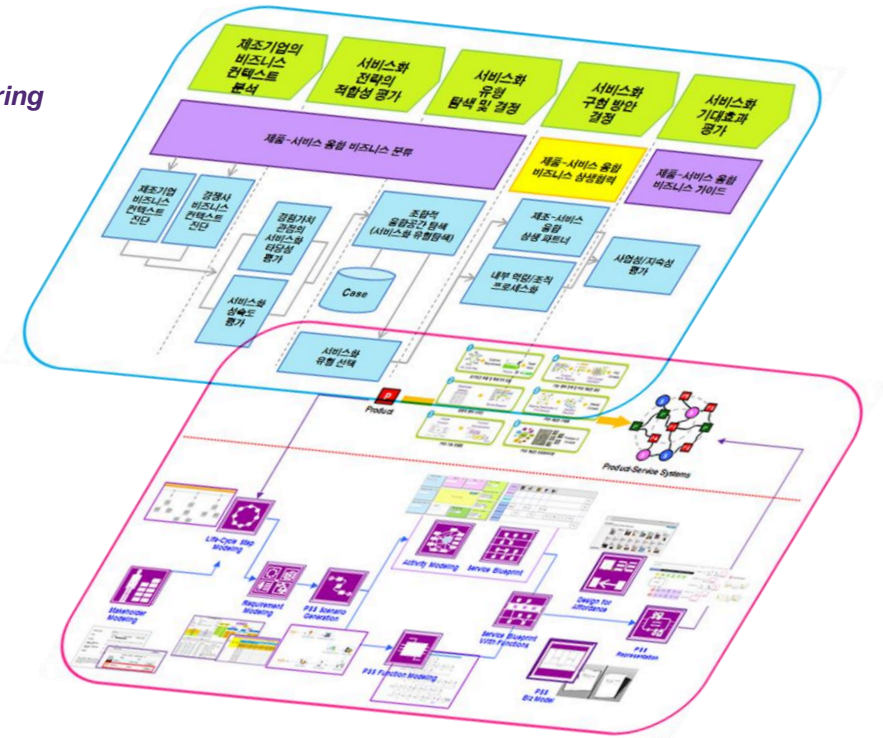
**Manufacturing
Servitization
Support
Framework**

Double-Deck Servitization Process



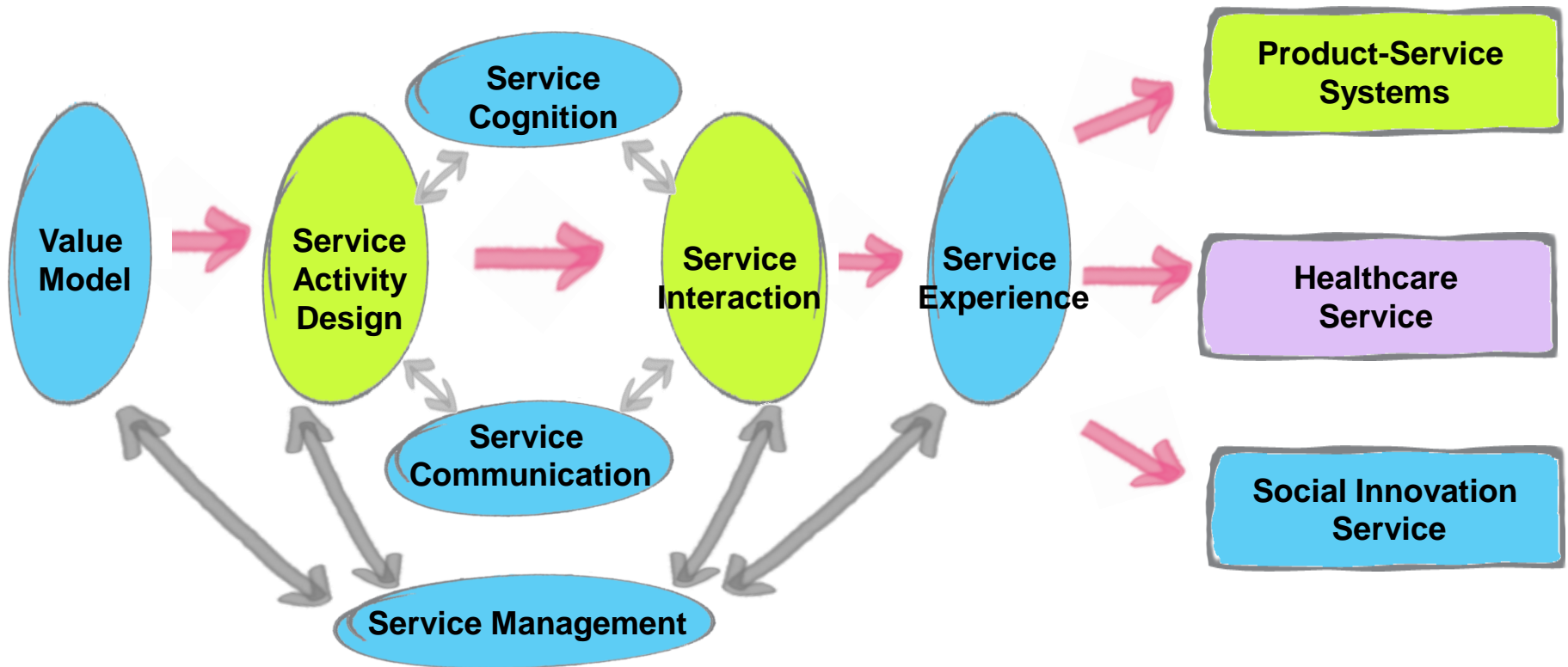
**Manufacturing
Servitization
Support
Framework**

**Product-
Service
Systems
Design**



SKKU Service Design Graduate Program

(2013 –)



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