Service Design Award 2024

The purpose of the Service Design Award is to show that design is an effective way to rethink, improve or create an entirely new service. In this way, raise the interest of this design discipline in the eyes of the media, the public and, in particular, entrepreneurs and the public sector.

The award recognizes the application of service design in the development of better, more innovative and user-friendly services in Estonia, both in the physical and digital environment.

Categories:

BEST SERVICE DESIGN PROJECT IN THE PUBLIC OR THIRD SECTOR All service design projects successfully implemented in the public sector during the last 3 years are welcome to apply.

THE BEST SERVICE DESIGN PROJECT IN THE PRIVATE SECTOR All service design projects successfully implemented in the private sector during the last 3 years are welcome to apply.

Conditions for participation:

1. All companies, institutions and agencies can apply for the Service Design Award that have:

either:
- consciously or thoughtfully and plannedly designed or developed its existing service for a certain purpose (for example, increasing efficiency, improving international competitiveness, increasing accessibility, empowering communities, or environmental sustainability);

or:
- created a completely new service for the same reasons; or
- designed its internal services in such a way that the provision of services to end customers has become significantly more user-friendly, efficient and / or environmentally friendly; or
- through service design, improved service competitiveness, market share, customer or

employee satisfaction.

2. Services will be evaluated which have undergone a design process during the last three years from the time of the competition (September 2021 to April 2024) and have been offered during the aforementioned period following the design process.

Submission:

1. Introduction of the service for the development of which the service design process has been used (maximum 2 A4 pages) - in Estonian and English. Upload the introduction to Defol.io as a pdf file.

Introduction must include:

• Objectives of the work and how they were achieved, a description of the problem that was addressed, which organizations and people were involved in the design and wider development activities.

• Brief description of the design process and solution: explain and illustrate the design process from start to finish:

- What design research (incl. qualitative) has been done, what were the main insights and how were they taken into account in the development activities?
- What service design methodologies and tools were used?
- Who are the users and how have the users been involved in the process?
- How was the service concept tested with users?

• Visual examples of different parts of the process and the final service (up to 10 photos).

• Information on why and how the service is considered outstanding in terms of usability, economic impact or human interaction:

- Has the impact of the service design been measured and what was it? How has the design added value to the service?
- What is the direct customer benefit? Benefit to the organization?
- Business benefit?
- Benefit for society, environment, community?

• Customer / user feedback:

- Give a real example of customer feedback (quote, FB comment, e-mail, interview, etc.) If possible, include high-quality illustrative photos or drawings. Nominated works will also be used for communication purposes.
• A short summary of the work and its impact (in both Estonian AND English, a total of

500/500 characters). Control question: Is the depiction and description understandable to the average person in 5 minutes?

Submission fee:

Early bird - 2 May 2024 - 14 July 2024 - 40 € + 20% VAT / work
Sleepy bird - 15 July 2024 - 01 August 2024 - 60 € + 20% VAT / work

Additional information:

Ants Lusti, a representative of the Estonian Service Industry Association, will answer any questions pertaining to applying for the Service Design Award: ants.lusti@identity.ee

The application takes place in the Defol.io environment.

By applying the applicant gives the Estonian Design Center right to use (license), publish the presented designs and materials (incl. photos) via media or other means without territorial limits or time, also make all materials available in different websites of Estonian Design Centre. By applying the author/applicant states that the presented creation/designs are one's own creation and he/she has all the rights to present these designs/works to the Award.