



Course Specification

(Bachelor)

Course Title: **Service Design**

Course Code: **HCI4803**

Program: **BSc in Human Computer Interaction**

Department: **Software Engineering**

College: **Computing**

Institution: **Umm Al Qura University**

Version: **1.0**

Last Revision Date: **22/04/2025**



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A. General information about the course:

1. Course Identification

1. Credit hours: (3)

2. Course type

- A. University College Department Track Others
- B. Required Elective

3. Level/year at which this course is offered: (3rd year/ 6th level) or (4th year/8th level)

4. Course General Description:

This course explores the theory and practice of service design. Through lectures, studio projects, and collaborative work, students will learn to identify and design services and product service systems. By the end of this course, students will be able to identify and design services and product service systems, using appropriate models to represent their components.

5. Pre-requirements for this course (if any):

None

6. Co-requisites for this course (if any):

None

7. Course Main Objective(s):

By the end of this course, students will be able to:

1. Identify and articulate the components of services and product-service systems.
2. Design and represent services using standard models and tools in service design.
3. Demonstrate how a service unfolds through effective design and communication strategies.
4. Critically evaluate their own work and that of others to draw actionable insights.

2. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	60	100%
2	E-learning		
3	Hybrid <ul style="list-style-type: none"> • Traditional classroom • E-learning 		
4	Distance learning		

3. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
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1.	Lectures	30
2.	Laboratory/Studio	30
3.	Field	
4.	Tutorial	
5.	Others (specify)	
Total		60

B. Course Learning Outcomes (CLOs), Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Code of PLOs aligned with the program	Teaching Strategies	Assessment Methods
1.0	Knowledge and understanding			
1.1	Understand the components of services and product-service systems.	K1	Lecture, exercise, and group discussion	Quiz, exams, assignments
1.2	Learn methods for mapping customer journeys and service blueprints.	K1, K2	Lecture, exercise, and group discussion	Quiz, exams, assignments
2.0	Skills			
2.1	Develop and represent services using tools like customer journey maps and service blueprints.	S1	Lecture, exercise, and group discussion	Quiz, exams, assignments
2.2	Communicate service concepts effectively through storytelling and presentations.	S3	Lecture, exercise, and group discussion	Quiz, exams, assignments
2.3	Prototype and test services using iterative design techniques.	S4	Lecture, exercise, and group discussion	Quiz, exams, assignments
2.4	Value collaboration and teamwork in addressing complex service design challenges.	S5	Lecture, exercise, and group discussion	Quiz, exams, assignments
3.0	Values, autonomy, and responsibility			
3.1	Appreciate the role of empathy and customer-centric thinking in designing effective services.	V5	Lecture, exercise, and group discussion	Quiz, exams, assignments



C. Course Content

No	List of Topics	Contact Hours
1.	Introduction to Service Design	4
2.	Understanding Services and Product-Service Systems	8
3.	Service Design Models and Tools	8
4.	Design Service Experiences	8
5.	Communicating Service Concepts	4
6.	Midterm Project Presentations	4
7.	Service Prototyping and Testing	8
8.	Evaluating and Improving Services	8
9.	Advanced Topics in Service Design	8
Total		60

D. Students Assessment Activities

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1.	Assignments	3-14	10
2.	Project	3-14	30
3.	Midterm	7-8	20
4.	Final Exam	16-17	40

*Assessment Activities (i.e., Written test, oral test, oral presentation, group project, essay, etc.).

E. Learning Resources and Facilities

1. References and Learning Resources

Essential References	Polaine, A., Løvlie, L., & Reason, B. 2013. <i>Service Design: From Insight to Implementation</i> . Rosenfeld Media, Brooklyn, NY.
Supportive References	Stickdorn, M., & Schneider, J. 2011. <i>This is Service Design Thinking: Basics, Tools, Cases</i> . Wiley, Hoboken, NJ. Kimbell, L. 2015. <i>The Service Innovation Handbook: Action-oriented Creative Thinking Toolkit for Service Organizations</i> . BIS Publishers, Amsterdam. Reason, B., Løvlie, L., & Flu, M. B. 2015. <i>Service Design for Business: A Practical Guide to Optimizing the Customer Experience</i> . Wiley, Hoboken, NJ.
Electronic Materials	
Other Learning Materials	





2. Required Facilities and equipment

Items	Resources
facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.)	Traditional Classroom
Technology equipment (projector, smart board, software)	Multimedia Projector
Other equipment (depending on the nature of the specialty)	

F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
Effectiveness of teaching	Students	Direct: Survey at the end of the course
Effectiveness of Students assessment	Instructor and quality assurance committee	Indirect: Course Report
Quality of learning resources	Instructor and quality assurance committee	Direct: Survey at the end of the course
The extent to which CLOs have been achieved	Instructor and quality assurance committee	Indirect: Course Report
Other		

Assessors (Students, Faculty, Program Leaders, Peer Reviewers, Others (specify))

Assessment Methods (Direct, Indirect)

G. Specification Approval

COUNCIL /COMMITTEE	SOFTWARE ENGINEERING DEPARTMENT COUNCIL
REFERENCE NO.	THE 17TH MEETING FOR THE ACADEMIC YEAR 1446H
DATE	22/04/2025

