

spatial seduction

figure3 at Service Design Conference

In a world where the product is often no longer a tangible object, but is an intangible service, the design of those services is fast becoming an industry in itself.

From figure3's interior design perspective, a successful spatial solution must first consider the user experience. Service design - or the strategic development of the full customer experience - is integral to our design process.

Using best practice examples, Jennifer Young and Andrew Gallici will demonstrate how service design thinking applies to two commoditized and challenged industries – retail banking and telecom – to create distinct points of differentiation to improve customer retention and satisfaction.

The International Service Design Conference will be held in San Francisco on October 21 + 22, 2011.

Visit the Service Design Network site for more information: www.service-design-network.org.



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