

RESEARCH THEME

Title of the doctoral research Speculative Services. Anticipatory strategies for designing services

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Abstract

Speculative Design describes an approach that uses the design of products, services and scenarios within a long-term perspective. The approach aims to speculate on how solutions *could be*, taking into account future socio-economic and environmental changes. Dunne and Raby (2013) describe the approach as 'critical design', through which defining desirable future according to the cultural, social, and ethical implications. The approach does not aim to define specific solutions, it helps to problematize emerging phenomena, using future projection to improve the present, at the service of society. In this context, the services innovation in the public and private sector acquires a central role. As we have observed, in times of crisis, the main elements for the vital maintenance of society are services. Within unprecedented scenarios, the methods of interaction, processes, skills, as well as the quality of performance must be rethought. At the same time, the design practices also need to be reviewed. In a strategic scenario that considers different possible futures and a wider adoption/diffusion of new technologies, human-centered processes, collaborative approaches such as co-design (Sanders and Strappers, 2014), participatory design for the design of services (Holmlid, 2009) can be rethought through approaches related for example to design fiction (Bleecker, 2009; Lindley and Coulton, 2015; Sterling, 2009) and speculative design (Dunne and Raby, 2013). It is, however, necessary to understand how the approaches that involve speculation, criticism, fiction or provocation can be considered different from 'Just Design' (Tonkinwise, 2015). In accordance with strategic plan of the Department of Design, the aim of the research program is to identify how and if speculative approaches support innovation in organizations and what competences, practices, skills, tools, and technologies (will) characterize these practices.

Keywords Speculative Design, Service Design, Design for social and public sector innovation