POLITECNICO
MILANO 1863

SCUOLA DEL DESIGN

OPEN DAY
LAUREE MAGISTRALI

PRODUCT SERVICE SYSTEM DESIGN
DESIGN PER IL SISTEMA PRODOTTO SERVIZIO

Established in 2005

First post-graduate Italian Study Course for an **international community**

Multinational and **multicultural** environment

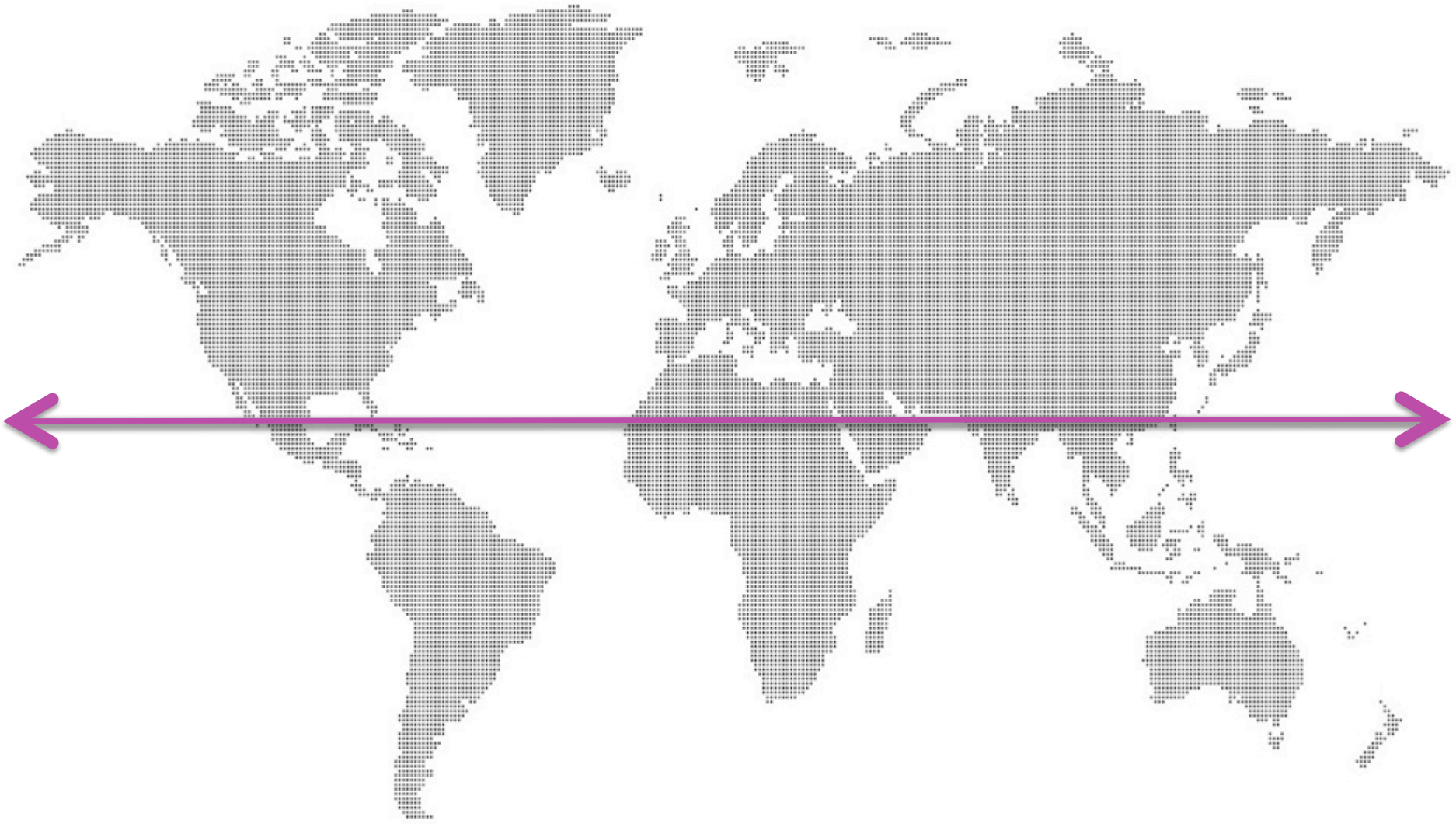
International **teachers**

80 students: 40 (IT, EU) + 40 (extra EU)

10-20 other students from double degrees

Internationally recognised qualification.

International students



What is PSSD?

"**Product-service-systems**" are blends of **services**, **products**, **communication strategies** and **spaces**, with a focus on **people** (users, suppliers, employees, stakeholders) that result from the **integration of multiple design components**.

BikeMi

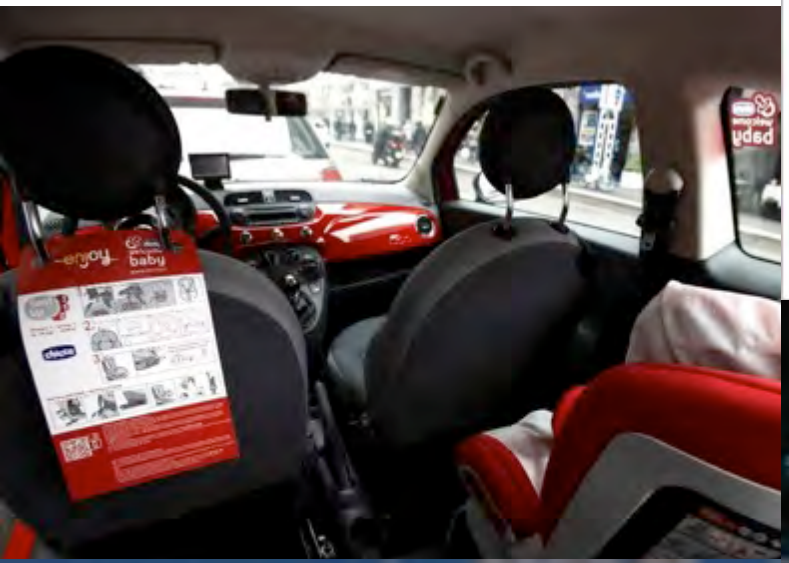
BikeMi
Italiano
Español
English

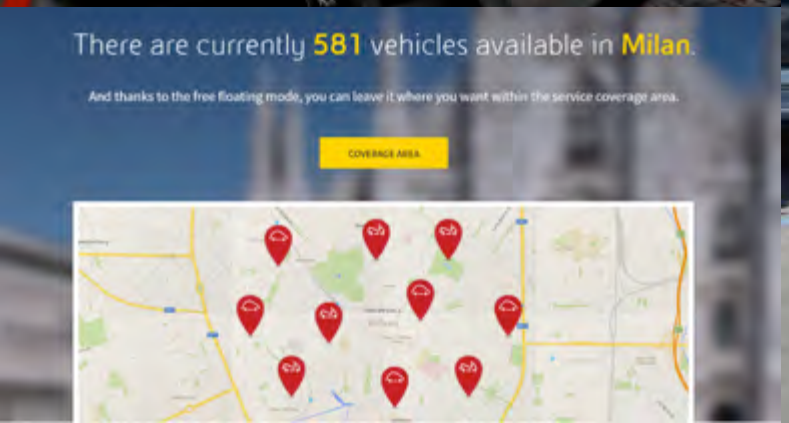
Porta Volta
Porta Nuova
Porta Tenaglia
Sempione
Milano
Sant'Ambrogio
Porta Romana

6236

SCARICA L'APP UFFICIALE GRATIS
ABBONATI
CONTROLLA IL RIASSUNTO
CONSULTA LA MAPPA
VERIFICA IL TIMER
LEGGI LE NEWS
CONTROLLA LO STORICO
CONTATTA BIKEMI
Clear Channel

Enjoy

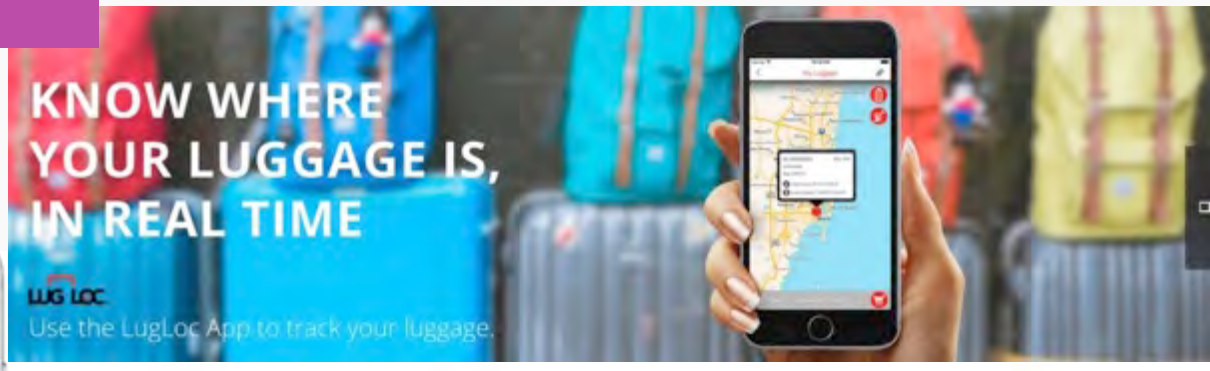



There are currently 581 vehicles available in Milan.
And thanks to the free floating mode, you can leave it where you want within the service coverage area.
COVERAGE AREA

Auto selezionata: Fiat 500
Dove si trova
Via Maurizio Gonzaga, 6,
20123 Milano
Distanza
Indirizzo di partenza
non selezionato
Livello serbatoio
91%
enjoy

Image Credits: enjoy.eni.com

Bag Track – Lug Lock



Conceive Business Models

Conceive innovative business models that create value for people and society.

Visualize Business Models

Visualize and narrate those business models so that they can be effectively shared and communicated to other people in an organization: partners, stakeholders and, of course, customers.

Create value

Create value for business, so that your vision is both good for the user and for the organization that creates it (its shareholders, its management and everyone contributing to it).

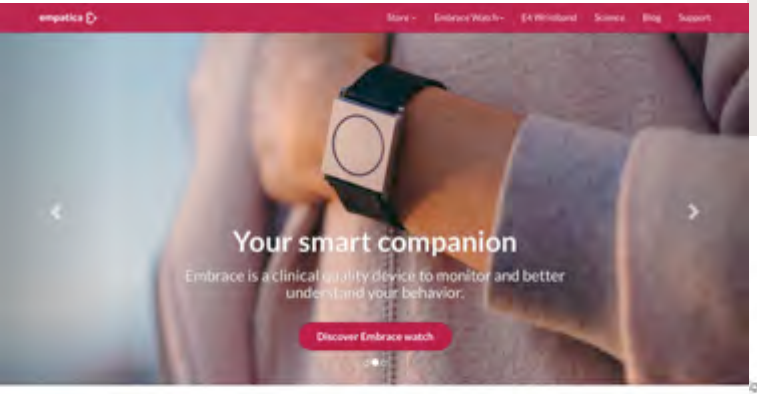
Lead the development

Lead the development and implementation process, by engaging other players, so that your vision becomes realized and has a real impact in business and society.

Image Credits: shop.lugloc.com

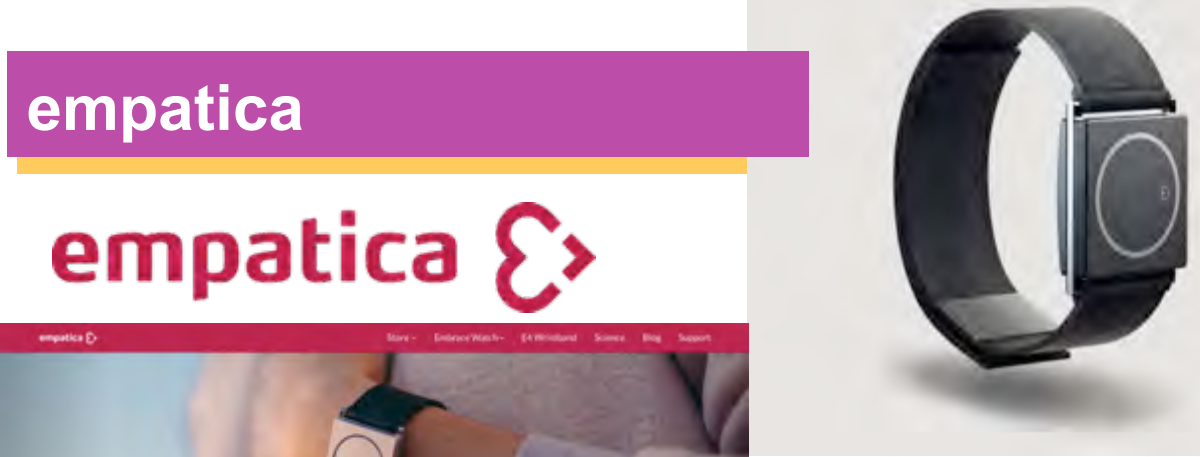
empatica

empatica



Understand easily your day with the Embrace

Understand easily your day with the Embrace



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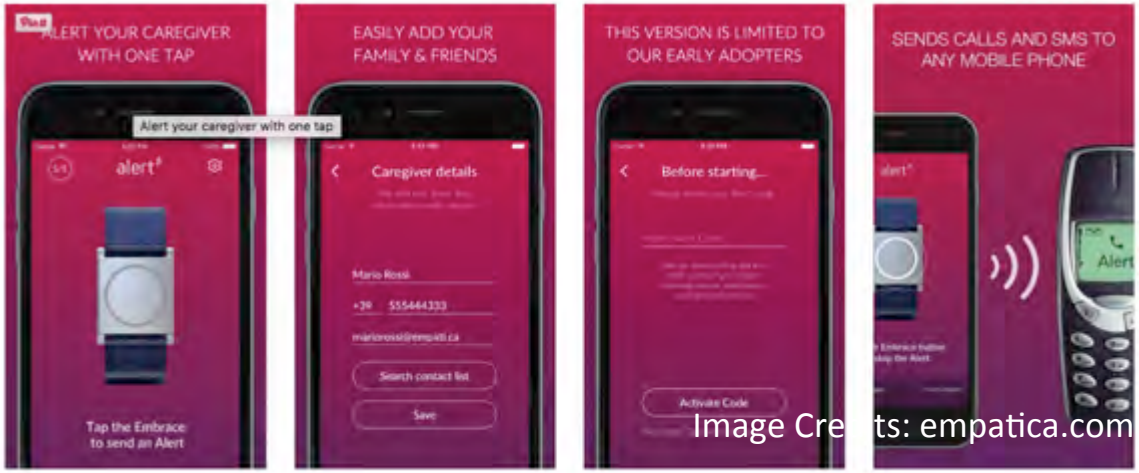


Image Credits: empatica.com

Alessi

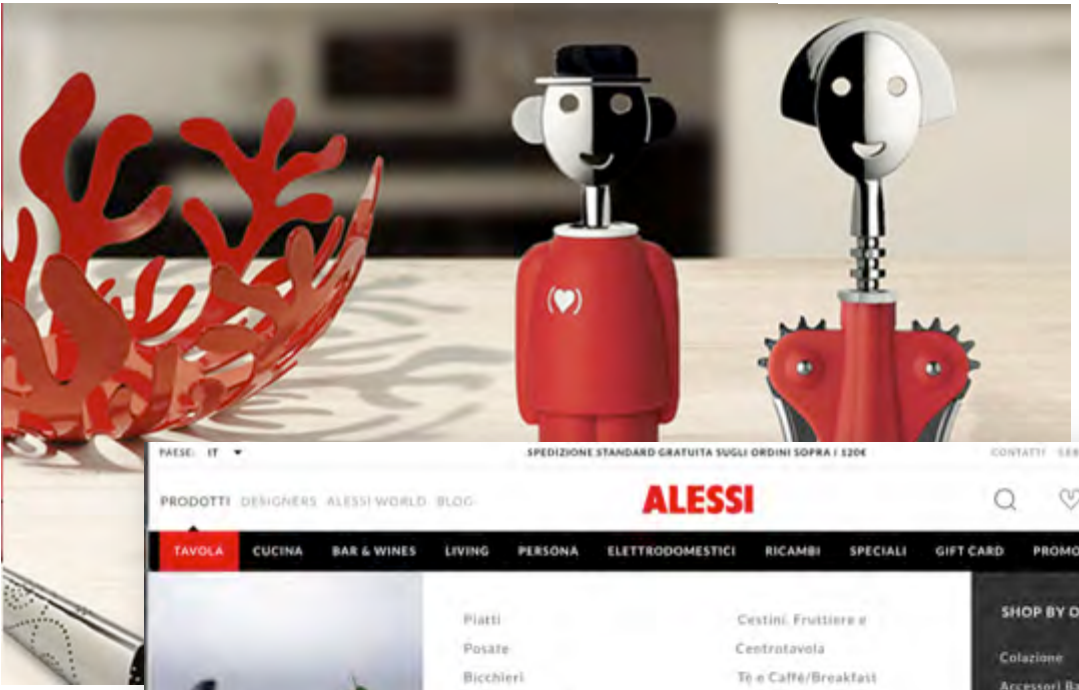
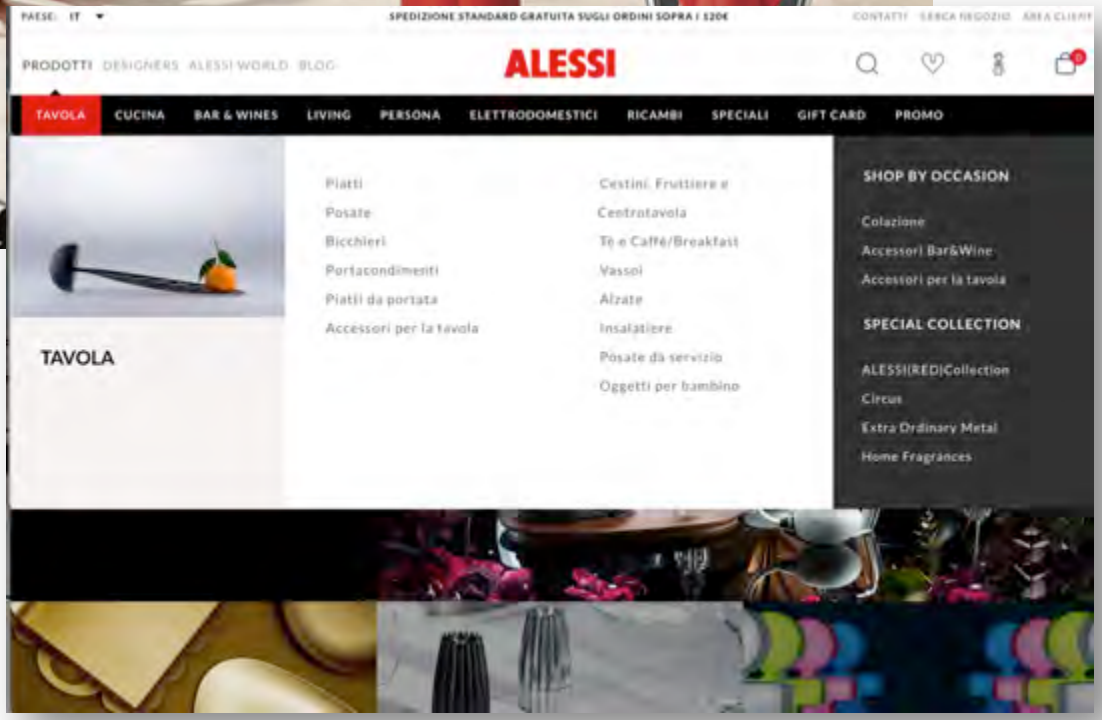


Image Credits: Martì Guixe


PAESE: IT
SPEDIZIONE STANDARD GRATUITA SUGLI ORDINI SOPRA I 120€
CONTATTI
CERCA NEGOZIO
AREA CLIENTI
PRODOTTI
DESIGNERS
ALESSI WORLD
BLOG
ALESSI
TAVOLA
CUCINA
BAR & WINES
LIVING
PERSONA
ELETTRODOMESTICI
RICAMBI
SPECIALI
GIFT CARD
PROMO
TAVOLA
Piatti
Posate
Bicchieri
Portacondimenti
Piatti da portata
Accessori per la tavola
Cestini, Fruttiere e
Centrotavola
Tè e Caffè/Breakfast
Vassoi
Alzate
Insalatiere
Posate da servizio
Oggetti per bambino
SHOP BY OCCASION
Colazione
Accessori Bar&Wine
Accessori per la tavola
SPECIAL COLLECTION
ALESSI(RED)Collection
Circus
Extra Ordinary Metal
Home Fragrances

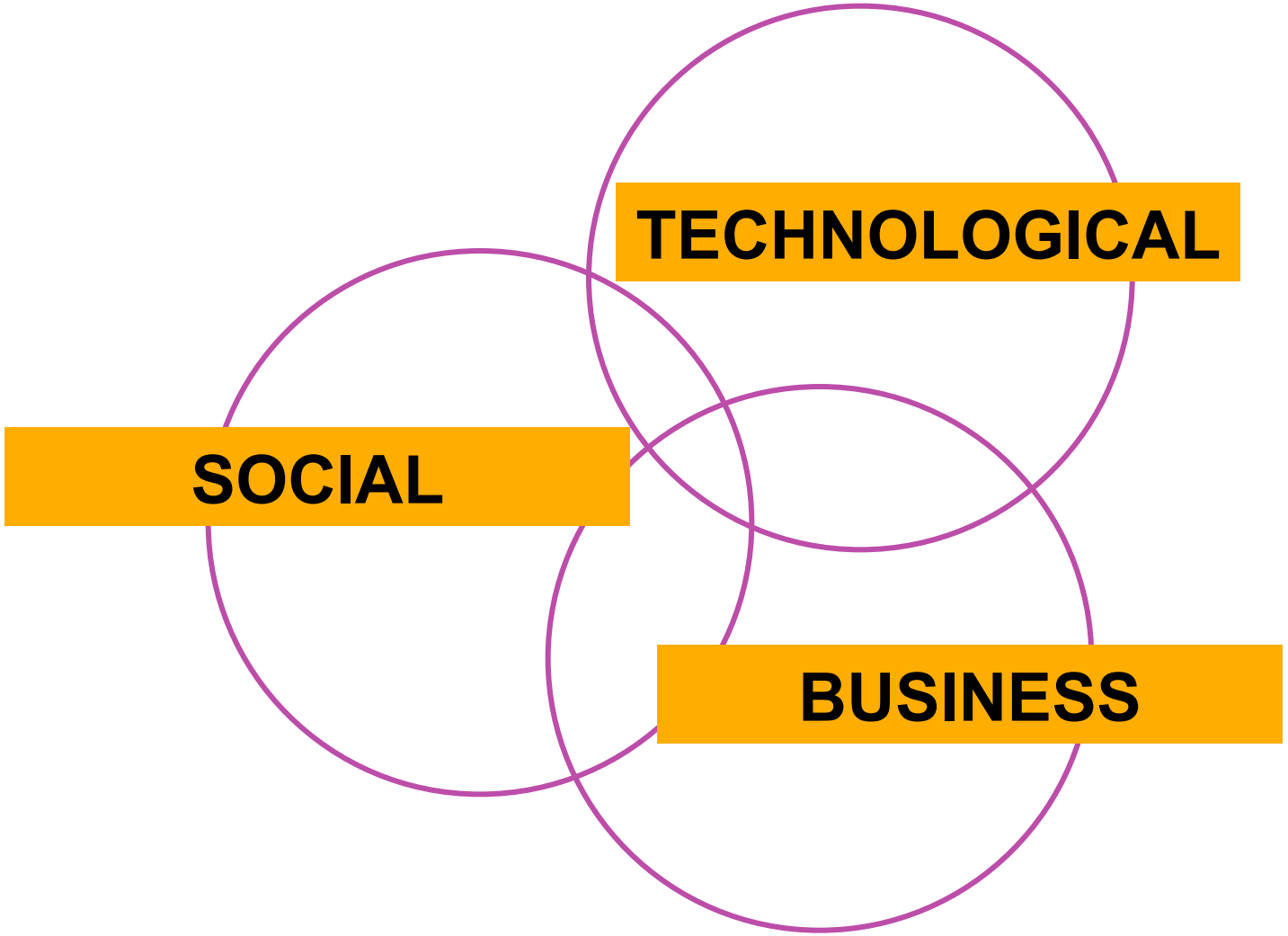
ALESSI
Image Credits: Alessi.com

Banca Intesa

Image Credits: Intesasanpaolo.com

Sustainability: Triple Bottom Line

Innovation



Interdisciplinary approach

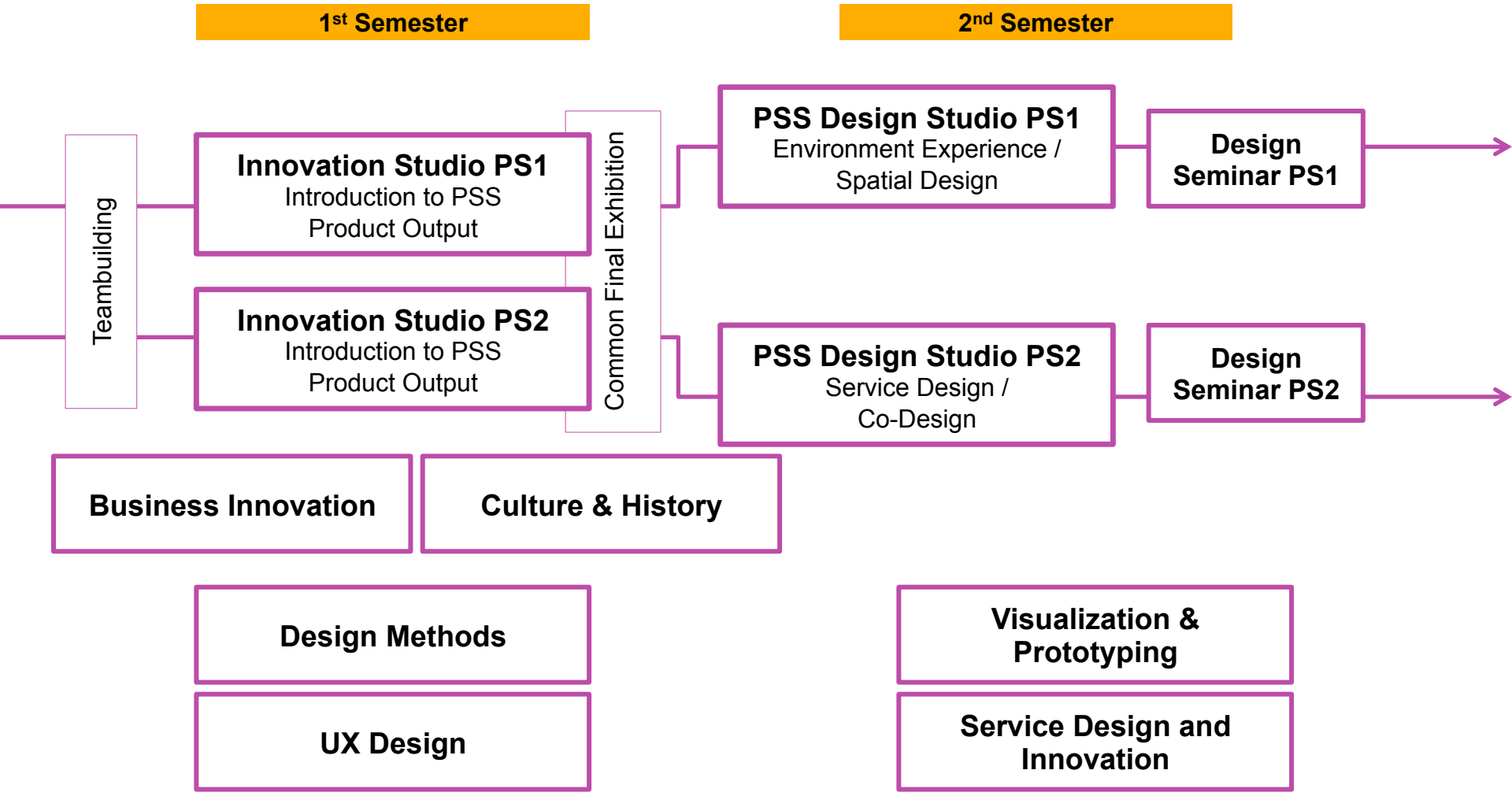
Interdisciplinary design approach:

actionable knowledge in different **design fields** (**product**, **service**, **space**, **interaction**), an extended **design toolkit**, **basics** of **project management**, **supply chain management**, **sustainability**, **anthropology/ ethnography**, **communications/media**.

Career Opportunities

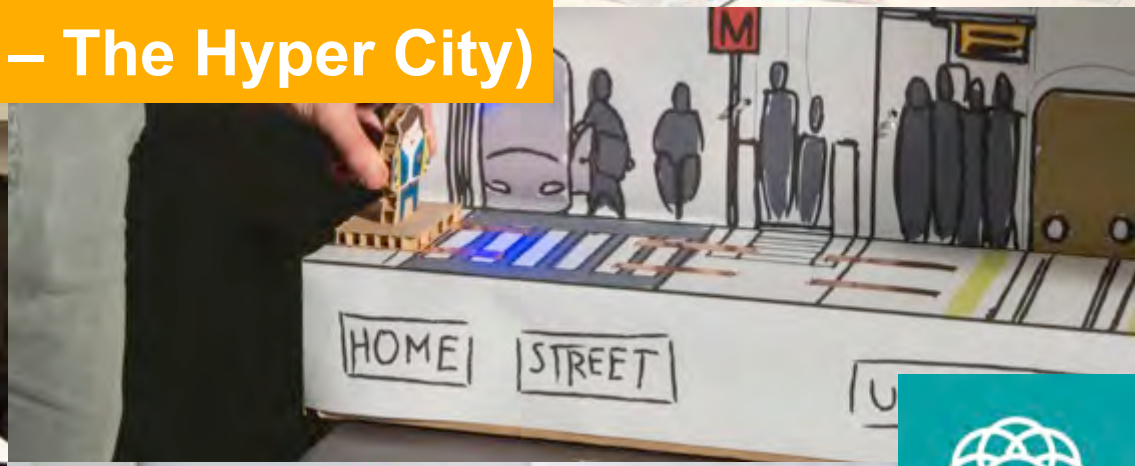
Career opportunities are within the **traditional design industry**, as well as in **service design**, in **retail design**, in **brand design**, in **art direction**, in **trend analysis**, in **UX research and design** in **HR consultancies**…

1st year


1st Semester
2nd Semester
Teambuilding
Innovation Studio PS1
Introduction to PSS
Product Output
Innovation Studio PS2
Introduction to PSS
Product Output
Common Final Exhibition
PSS Design Studio PS1
Environment Experience /
Spatial Design
PSS Design Studio PS2
Service Design /
Co-Design
Design
Seminar PS1
Design
Seminar PS2
Business Innovation
Culture & History
Design Methods
UX Design
Visualization &
Prototyping
Service Design and
Innovation

Innovation studio

PS1 (2016/17 – The Hyper City)

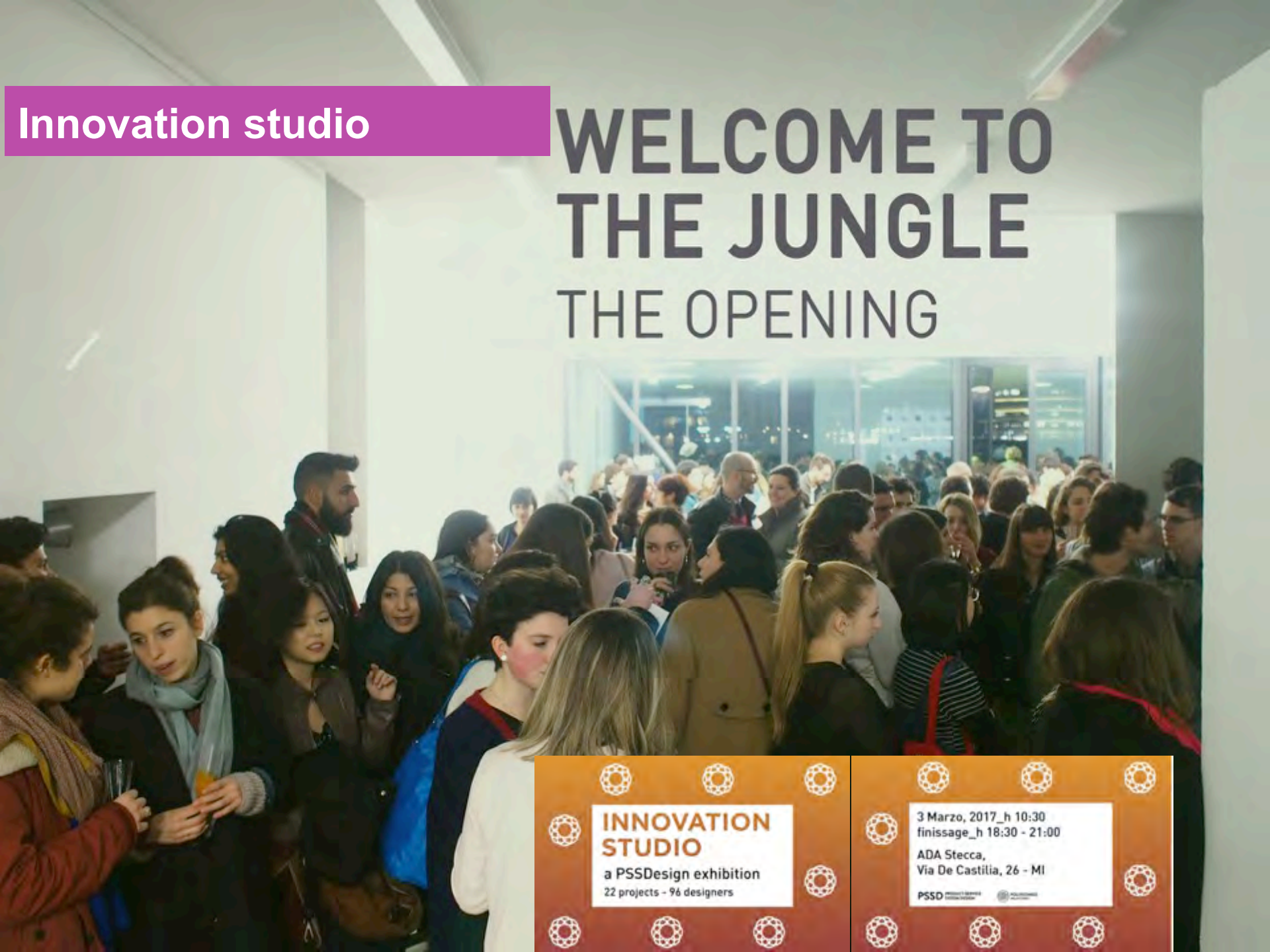


PS2 (2016/17 – Health and Wealth)

Innovation studio

PS1-PS2 (2017/18 Health and Wealth)

Innovation studio



Innovation studio

PS1-PS2 (2017/18 Health and Wealth)

Innovation studio

PSS Studio PS1
(2015/16: The Last Supper Museum)

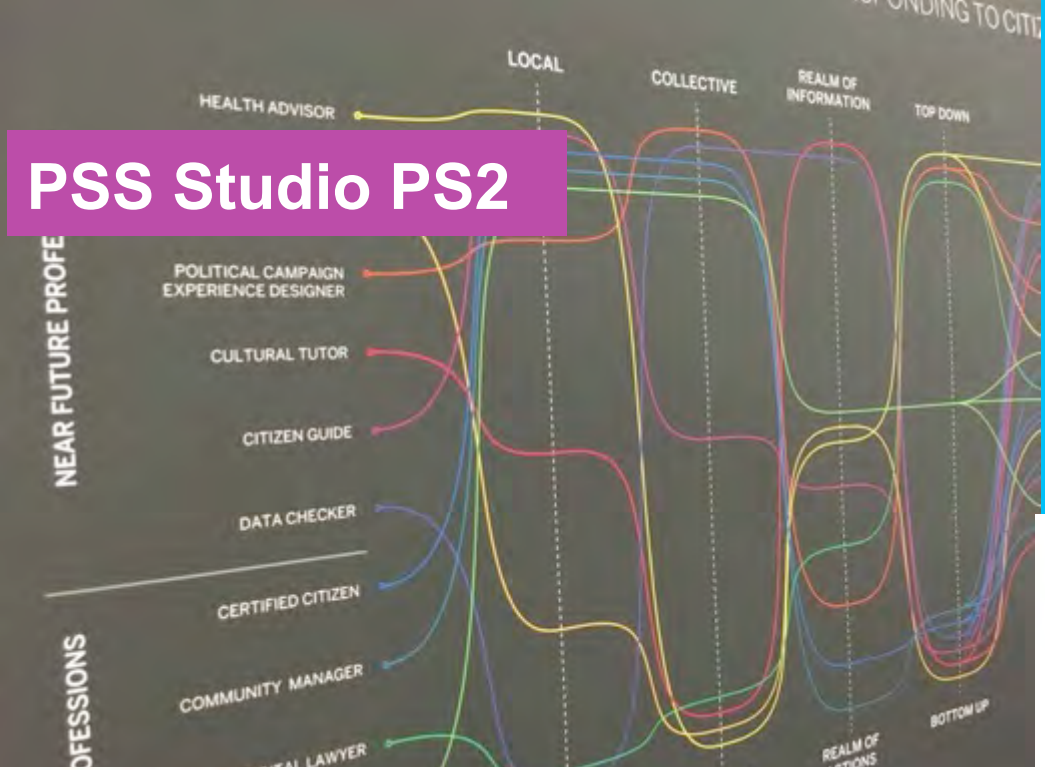
PSS Studio PS1

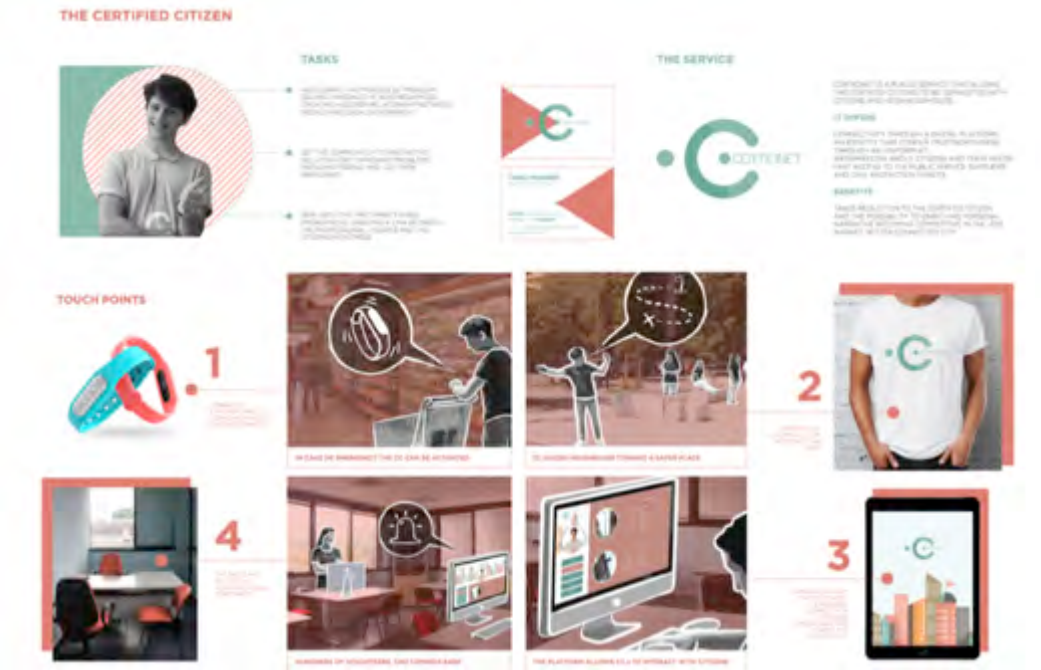
(2016/17: The POLIMI Residences)

PSS Studio PS1

(2017/18: An incubator in Villa Arconati)

PSS Studio PS2

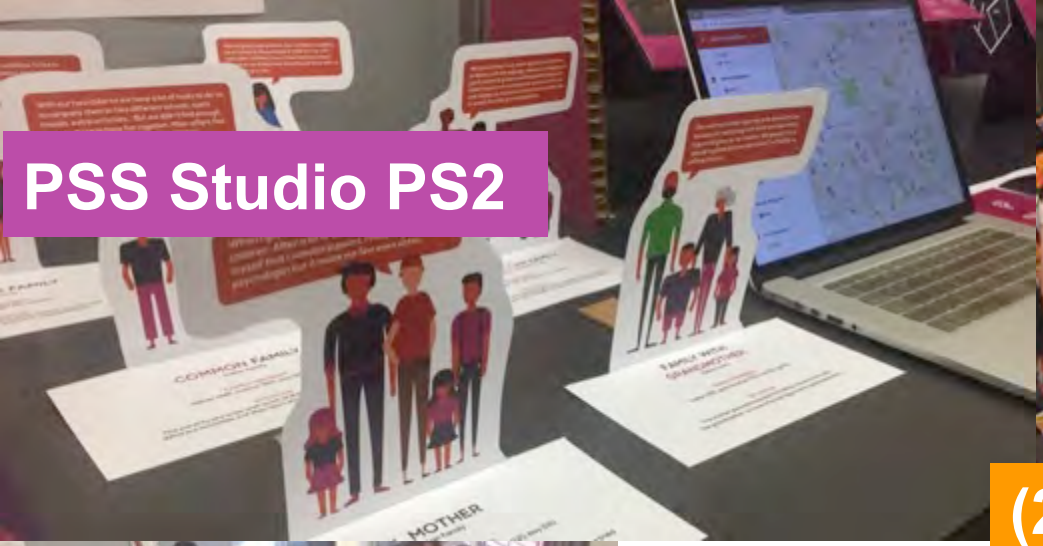




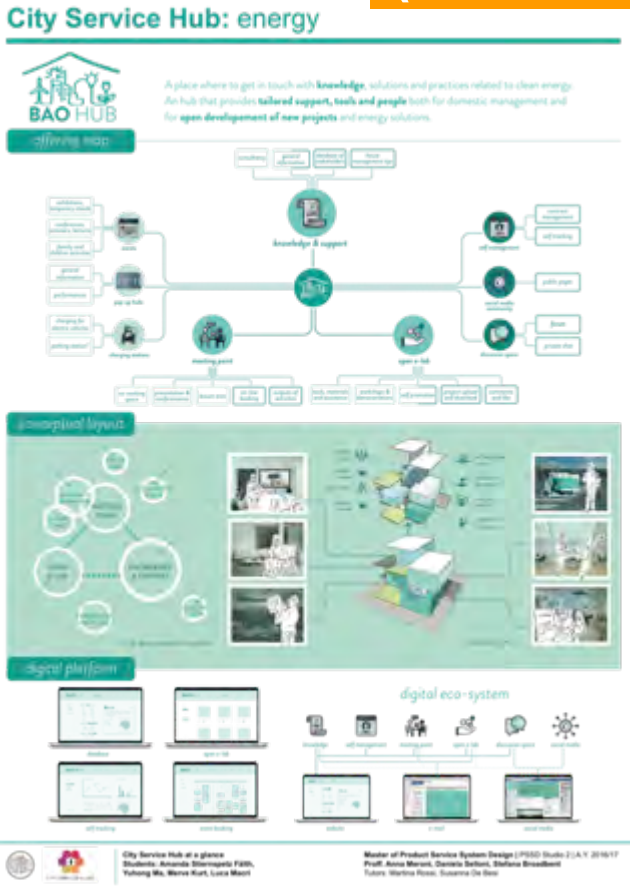
JOB DESIGN

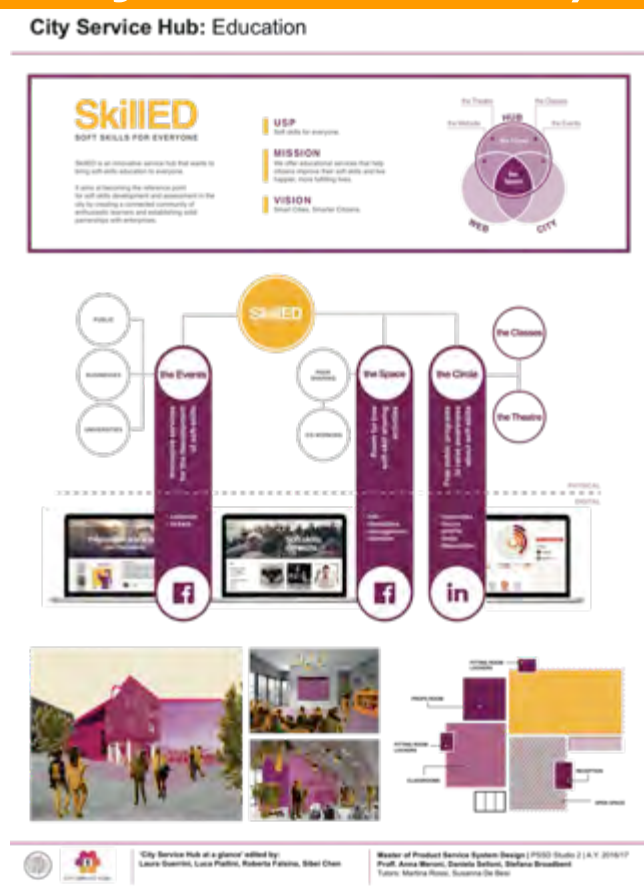
(2015/16: Job Design)

PSS Studio PS2

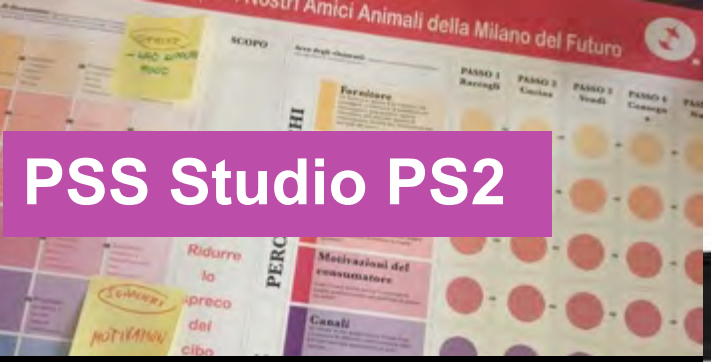


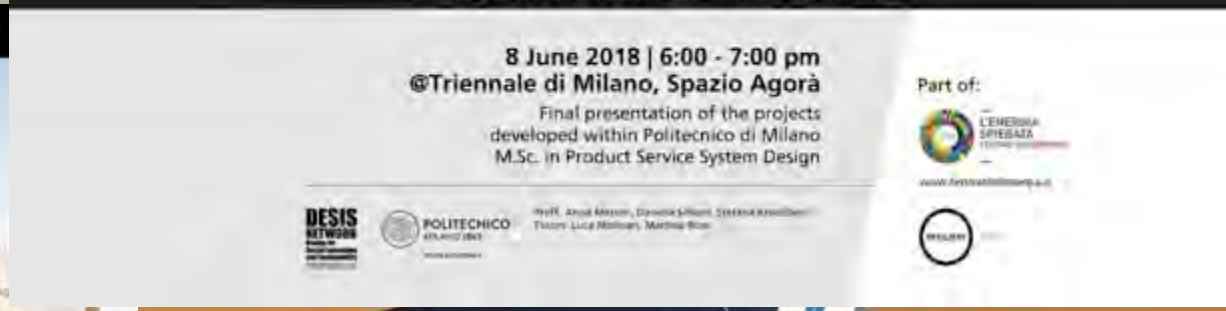
(2016/17: City Service Hubs)





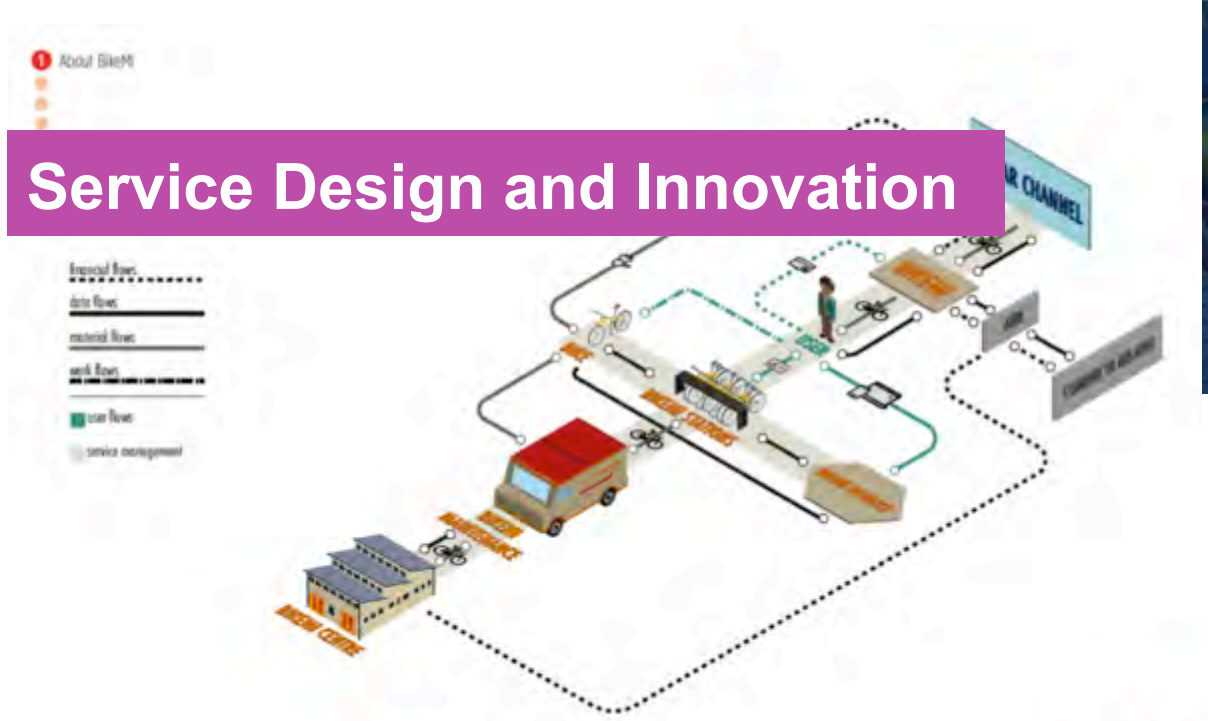
PSS Studio PS2

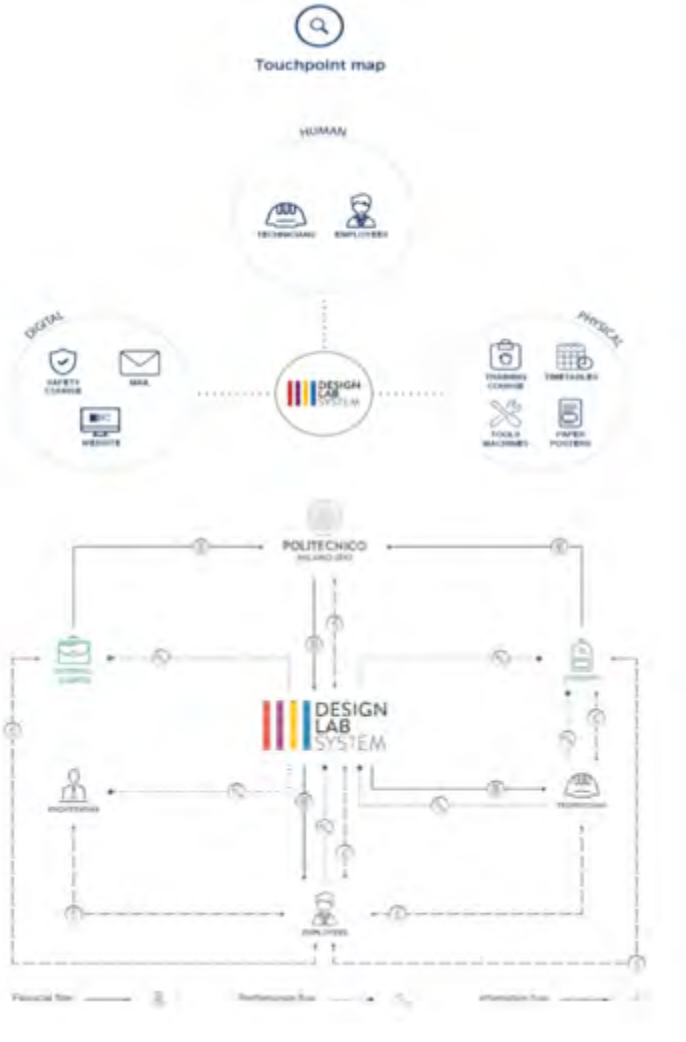


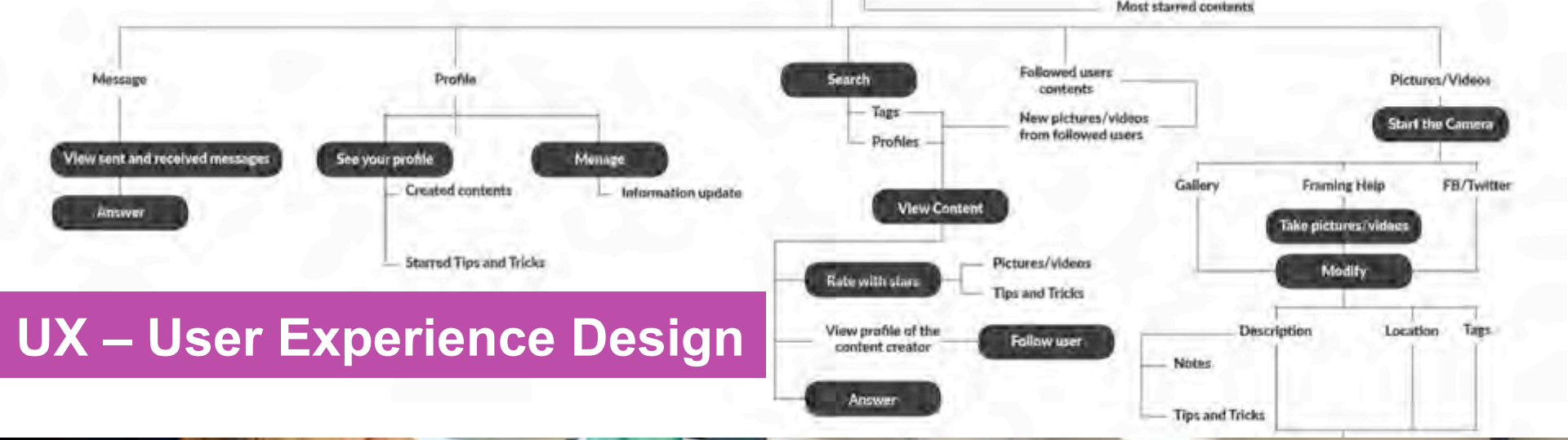


(2017/18: A Resilient City)

Service Design and Innovation



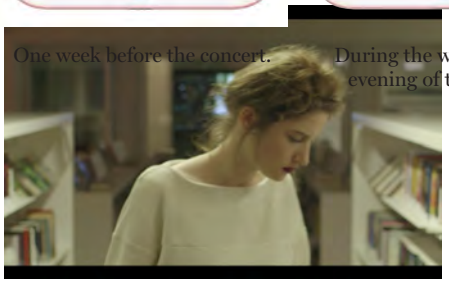


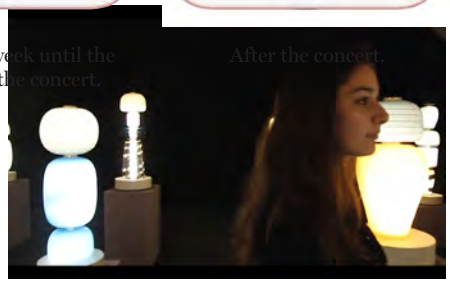


UX – User Experience Design

Visualisation and prototyping

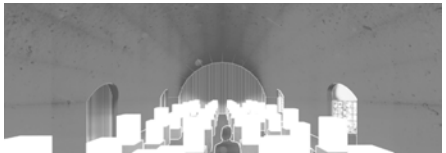
FILMLIVE An Innovative Immersive and Interactive Cinema Experience



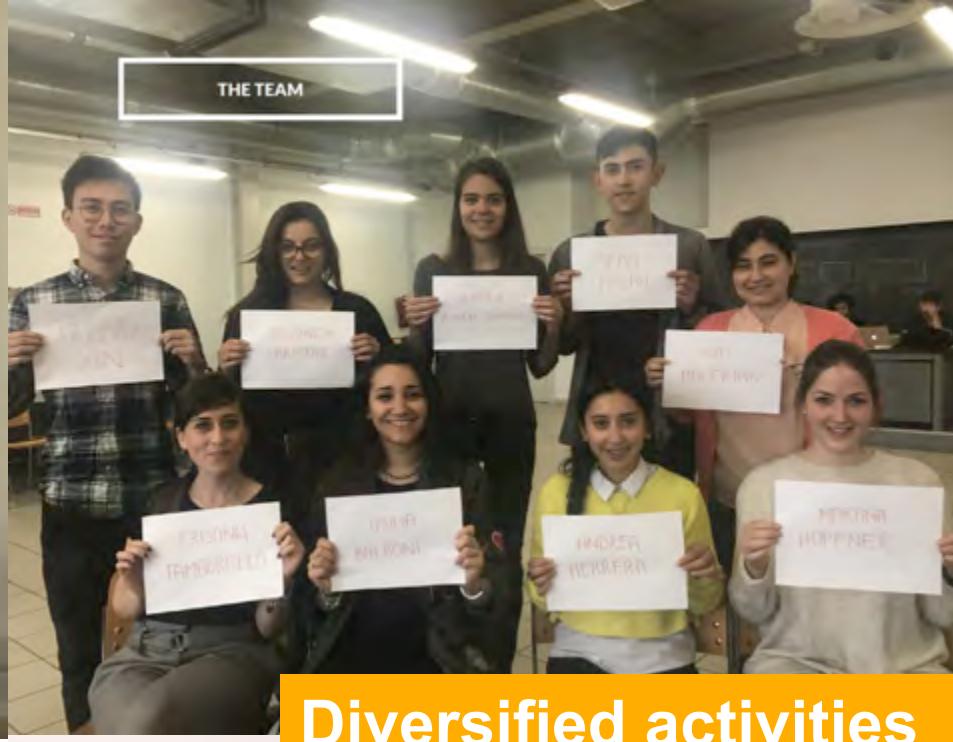


3D MODELLING LOCATION VIDEO

STORYBOARD



Design Seminars (one week)



Diversified activities

Design Seminar (One Week)

2nd year

1st Semester

Final Synthesis Design Studio PS1
Entrepreneur/Start-up Oriented

Final Synthesis Design Studio PS2
Place/Community Oriented

Elective Courses

- Digital User Innovation
- User and Social Innovation
- Others...

2nd Semester

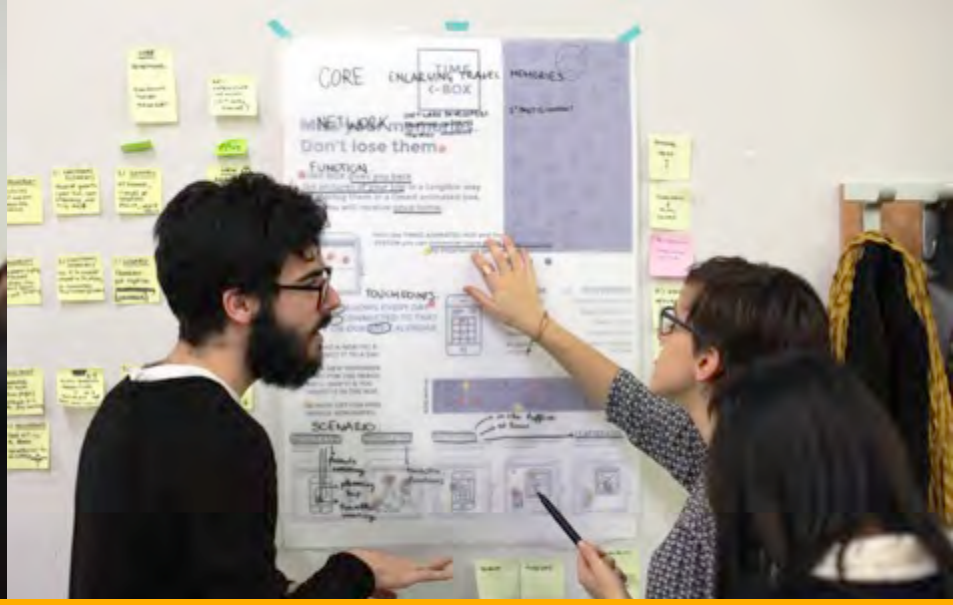
Professional Workshop

Internship

Exchange Program / Double Degrees

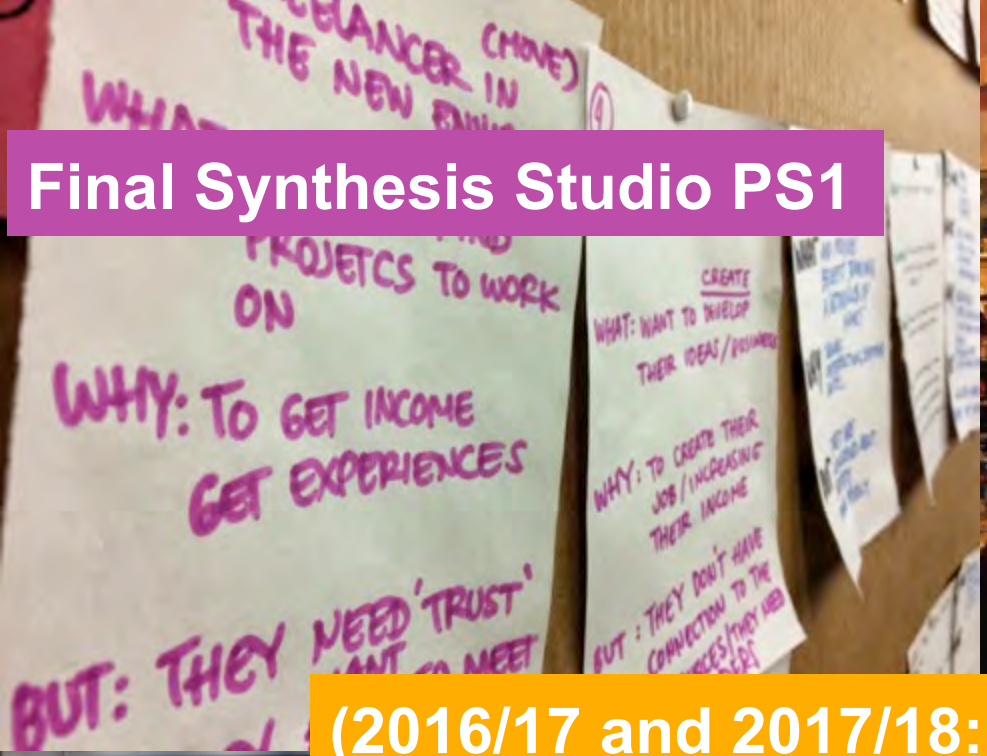
Final Thesis
Individual work

Final Synthesis Studio PS1



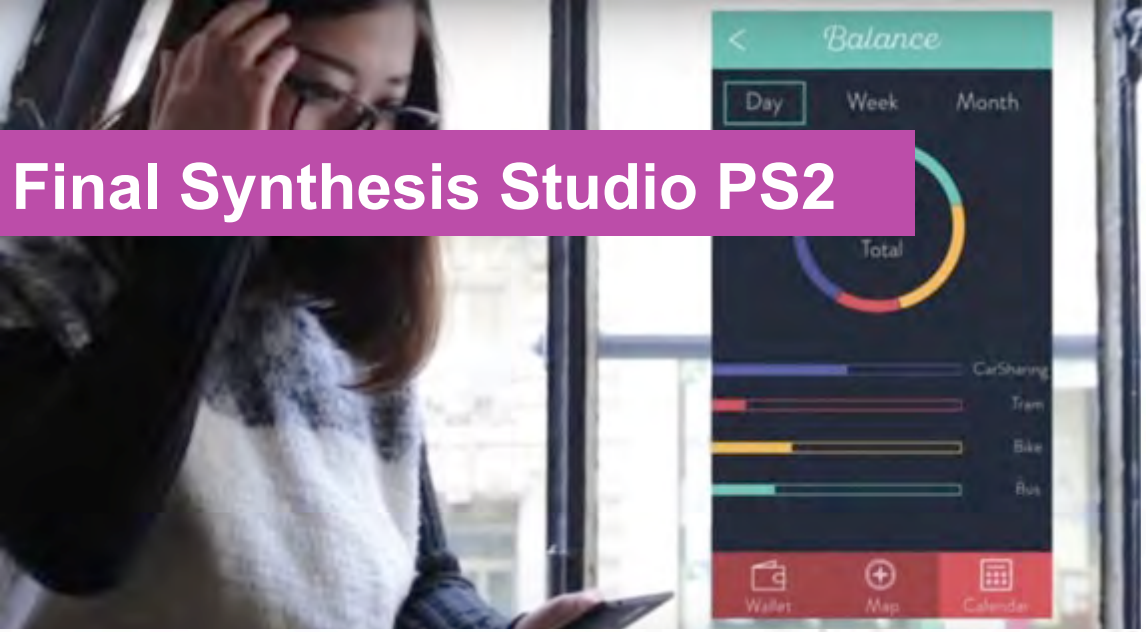
(2016/17 and 2017/18: Design Intensive Start-ups)

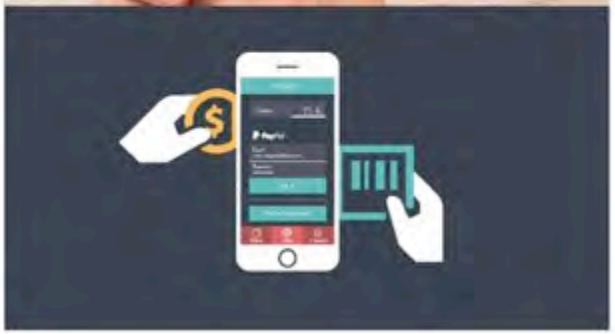
Final Synthesis Studio PS1



(2016/17 and 2017/18: Design Intensive Start-ups)

Final Synthesis Studio PS2





(2016/17 and 2017/18: Do it Cultural)

Final Synthesis Studio PS2

(2016/17 and 2017/18: Do it Cultural)

Professional Workshop 2016/17

A DIGITAL STRATEGY FOR THE MUNICIPAL SERVICES OF THE CITY OF MILANO

Deloitte. Digital

&

Milano

Comune di Milano

SERVICES SUPPORTING PATIENT'S COMMUNITES OF CENTRO MEDICO SANTAGOSTINO

experientia

PUTTING PEOPLE FIRST

&

CentroMedico Santagostino

Professional Workshop 2017/18

SCENARIOS & SOLUTIONS PROJECT

ABB

&

TWIG®

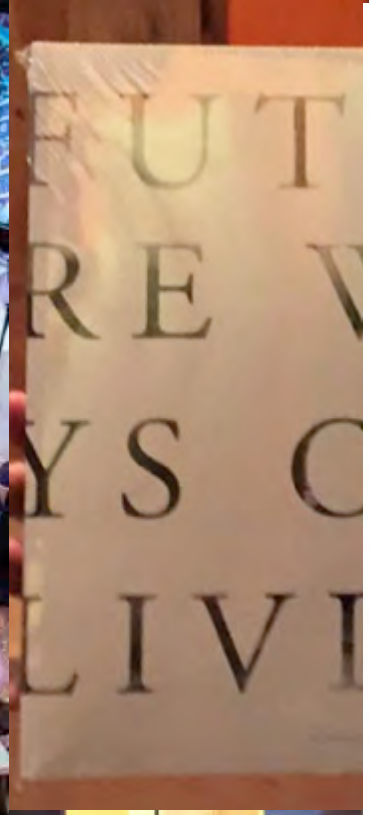
RETHINKING THE SHOPPING CEREMONY: WHERE ONLINE AND RETAIL MEET THE USER EXPERIENCE

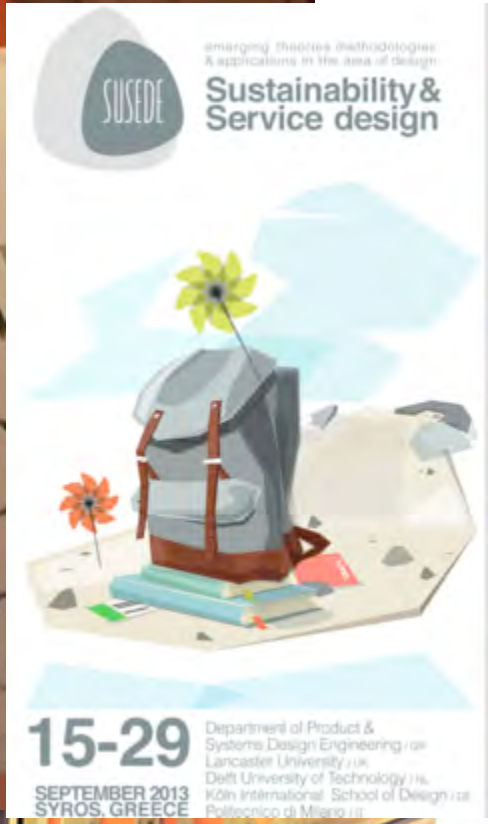
ANTREEM

&

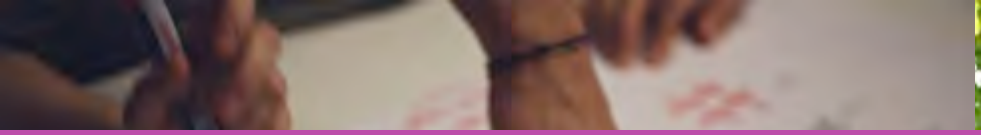
CALZEDONIA

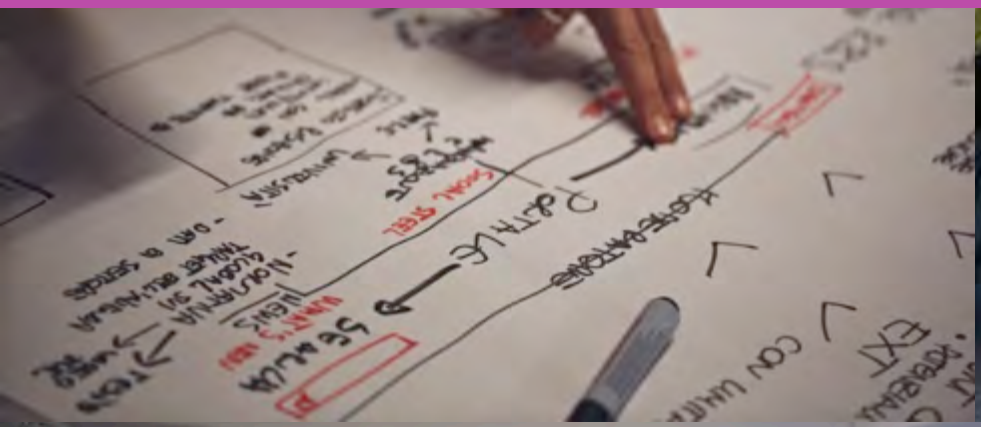
Summer Schools





Participation to special initiatives: i.e. Hackathons





Service Design Jams

Service Design Drinks

Alumni and Experts Talks

Double Degree | Tongji University

Tongji University, China

PRODUCT SERVICE SYSTEM DESIGN STUDENTS

Double Master Degree: 150 CFU (China)
2 diplomas (Polimi + Partner school)
Selection during first year of Master Degree
Max. 10 students IN e 10 students OUT

	POLIMI STUDENTS	TONGJI STUD. (PSSD)
Sem 1	Italy	China
Sem 2	Italy	China
Sem 3	Italy	Italy 1st LM
Sem 4	China	Italy 1st LM
Sem 5	China + Thesis	China
		China

POLITONG
DESIGN

From 2007, more than 110 Students

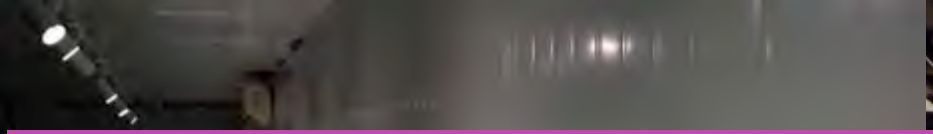
Shanghai!

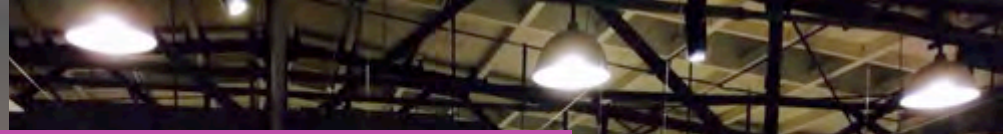
JAPAN 9%
+8%
+13%
+5%
CHINA IS THE SECOND LARGEST LUXURY MARKET
REST OF THE WORLD 18%
2.2.2 EASTERN MARKET

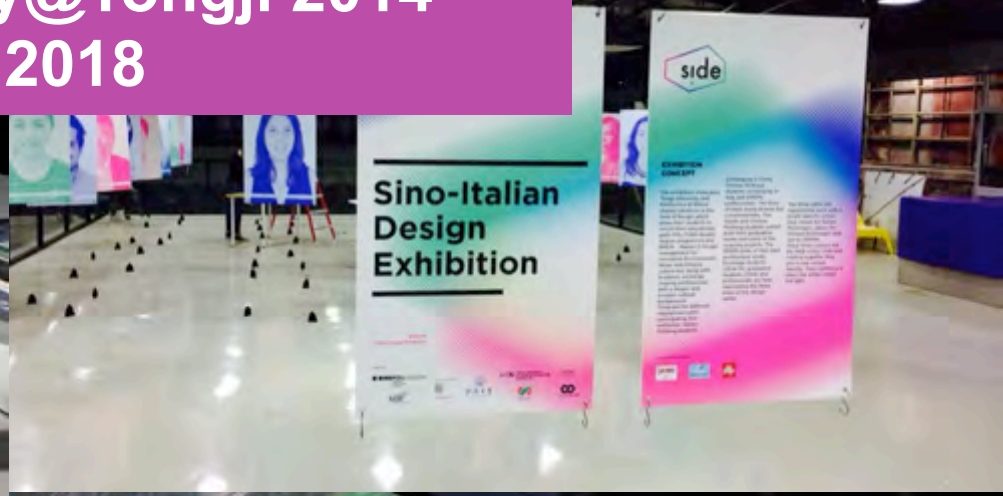
vibram
vibram
vibram
vibram

step
3

SIDE - Sino Italian Design Day@Tongji 2014
Polimi Pavillon @WIEE 2018 2018







www.politongers.org

PoliTongERS | Design on the go

A platform for design students attending the PoliTong program

Home People Search

UX INTERN @ WILDDESIGN

Pubblicato il 2017-16-05 da ottlaarrigoni

WILDDESIGN is a german design agency even though while I was working there, no one was german. It has an international environment and vibes with people from all over the world. I did the first internship from October 2016 to February 2017, choosing the 4 months internship instead of 6 (the other possibility they offered me), but then I extended to June with the part-time modality. I did not chose the 6 months at the beginning, worried about how much time I would need for the thesis but then with the part-time it was more then enough to keep learning and finishing the thesis (just in case you ask your self).

I would define my experience at Wild as a learning place where I could experiment really

Search

Archivi

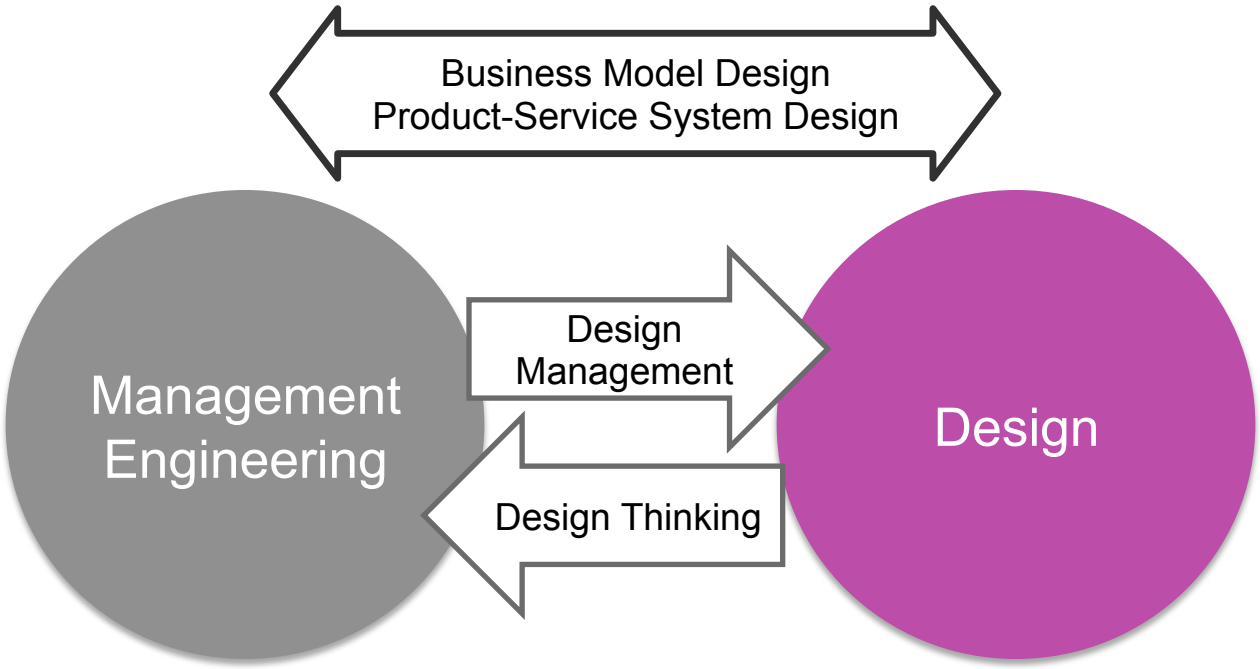
- May 2017
- January 2017
- December 2016
- April 2016
- March 2016
- October 2014
- June 2014
- April 2014
- July 2013
- March 2013
- January 2013
- November 2012
- August 2012

Double Degree: PSSD & ME

Double Master Degree:
180 CFU
2 Diplomas from Politecnico

Max 10 PSSD Students
+
Max 10 Management Engineering Students

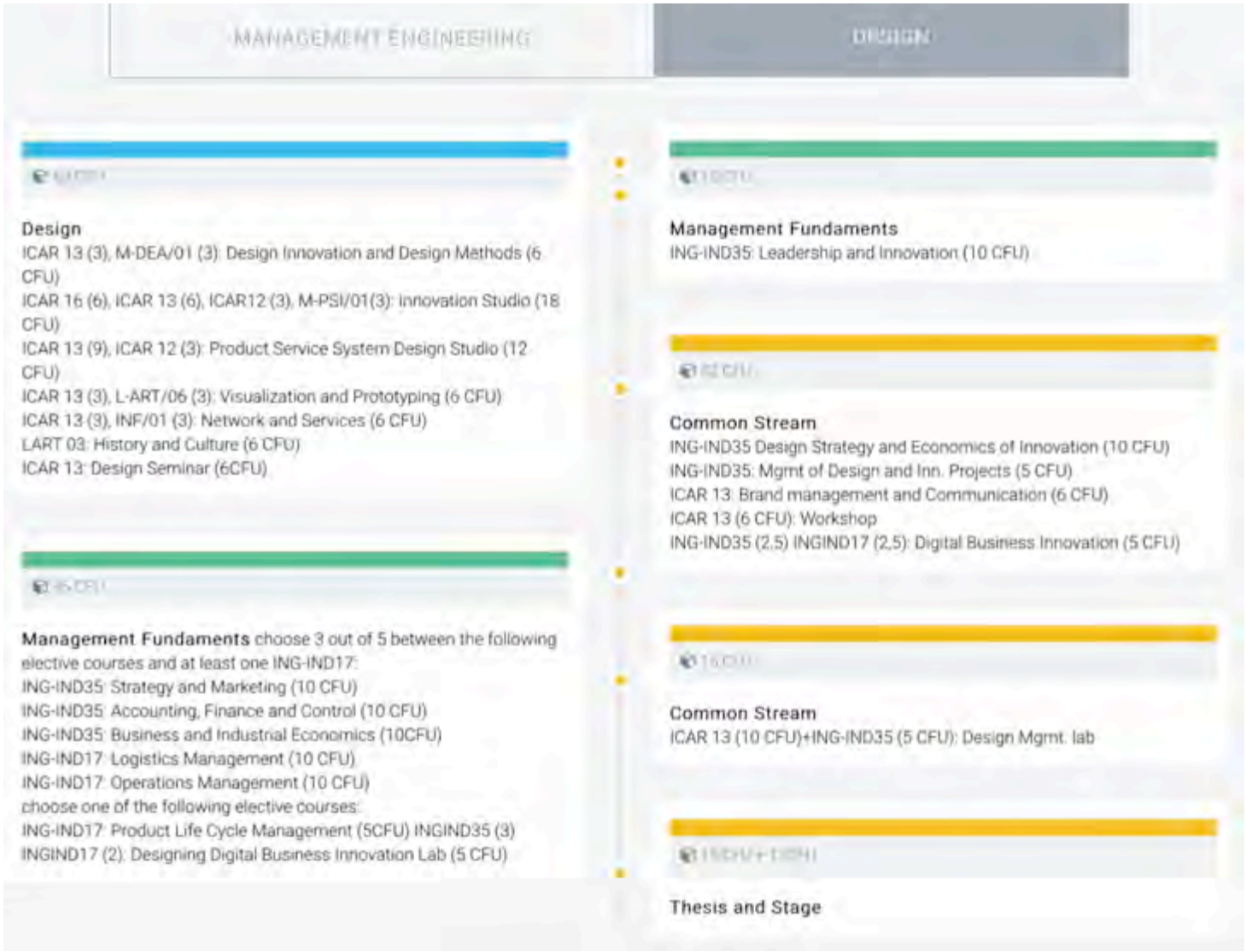
Selection during first year of Master Degree



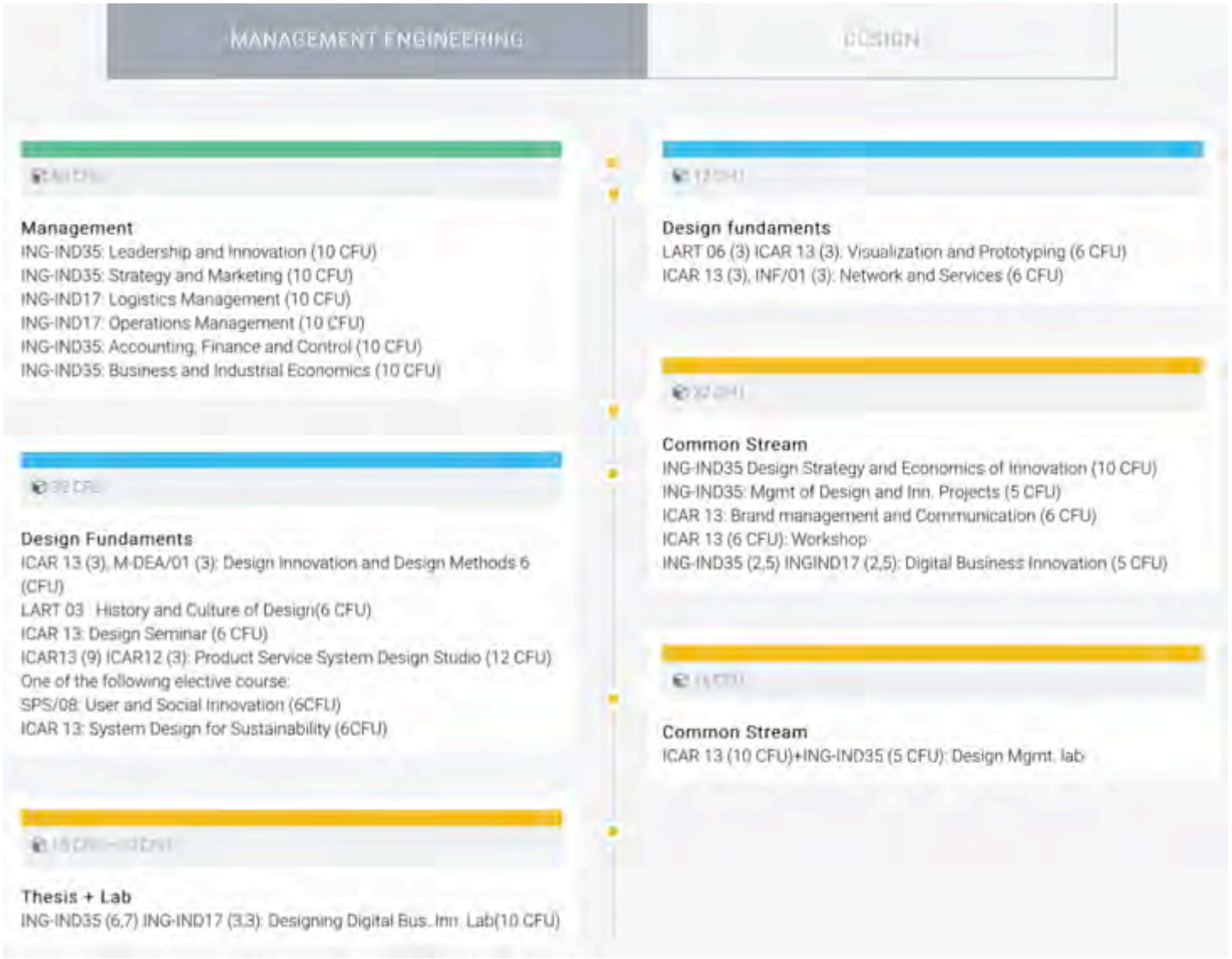
DOUBLE DEGREE
PSSD&ME

From 2014, 40 Students

Double Degree: PSSD & ME



Double Degree: PSSD & ME



Job Profiles

Conceive Business Models

Conceive innovative business models that create value for people and society.

Visualize Business Models

Visualize and narrate those business models so that they can be effectively shared and communicated to other people in an organization, partners, stakeholders and, of course, customers.

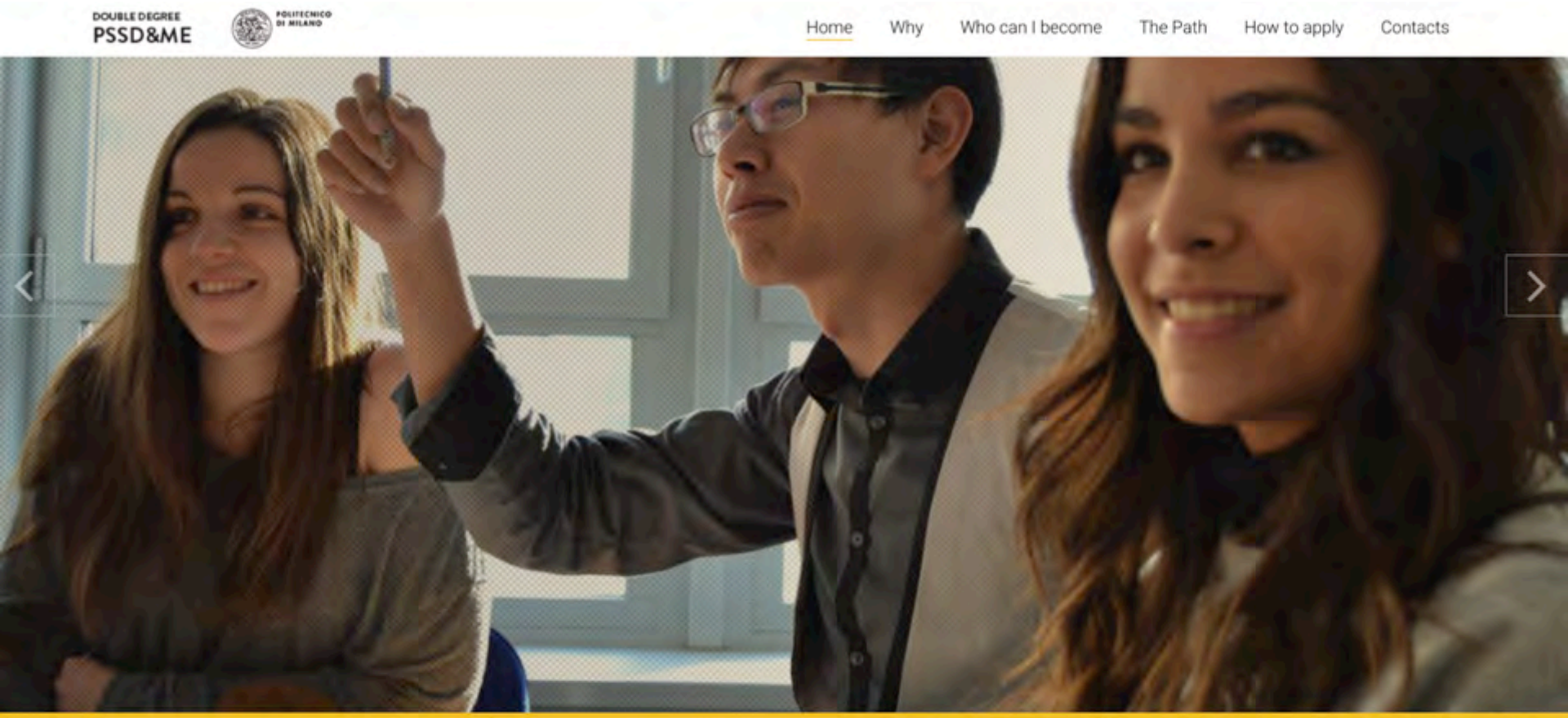
Create value

Create Value for business, so that your vision is both good for the user and for the organization that creates it (its shareholders, its management and everyone contributing to it)

Lead the development

Lead the development and implementation process, by engaging other players, so that your vision becomes realized and has a real impact in business and society

www.ddpssdme.polimi.it



POLITECNICO
MILANO 1863

SCUOLA DEL DESIGN

OPEN DAY
LAUREE MAGISTRALI

JOB OPPORTUNITIES AND PROFILES

PRODUCT SERVICE SYSTEM DESIGN
DESIGN PER IL SISTEMA PRODOTTO SERVIZIO

Advisory Board

The PSSD Advisory Board counts more than 40 members

3M | *6ZERO5* | BASE Milano | Fifth Beat | Wise | Antreem | MIDA

Autogrill | INAREA | Cibic & Partners | Doing | H-Farm | Imapct HUB

Vodafone | FabriQ | ISKO | Logotel | Mare Culturale Urbano

Digital Academia | Fjord | Spark Reply | BASE Milano | Deloitte

Frog | Cariplo Factory | DESIS | Fondazione Bassetti | United Venture

MGM Digital | Dot dot dot | Future Concept Lab | Experientia

Why an Advisory Board?

To provide inputs, opportunities and feedbacks from the job context, in order to better define the profile of the graduate student and therefore of the training programme we provide

What Skills for a PSSD designer?

Job Titles (from Linkedin, May 2017)

Brand Designer

Visual Merchandising Designer

Digital PR

Design Thinking Expert

Visual Designer

Entrepreneur

Interior Designer

Interaction Designer

Managing Director

System Designer

Service Designer and UX Researcher

PhD

Motion Graphic Designer

Social Media Manager

Packaging Designer

Researcher

Strategic Designer

Art Director

Service Designer

User Experience Designer

Product & Experience Designer

Product Designer

Product & Brand Designer

Product Manager

Project Manage

Service and Interaction Designer

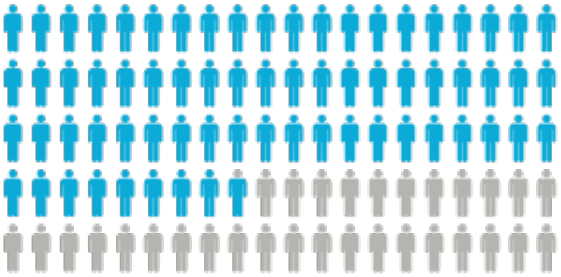
Marketing Manager

Observatory on employment

Laureati Magistrali intervistati a 12 mesi dalla laurea

I Laureati Magistrali in Product Service System Design presso il Politecnico di Milano nel 2015 risultano essere 83.
Le interviste complessivamente realizzate sono 57 pari al 68,7% del totale.

Campione analizzato



Laureati Magistrali totali

83

Laureati Magistrali intervistati

57

Situazione occupazionale

Tasso di occupazione	87%
Tasso di disoccupazione	13%

In quanto tempo trovano lavoro

13,0%	**50,0%**	**11,1%**	**18,5%**	**7,4%**
Disoccupati / In cerca di prima occupazione	Già occupati al momento della laurea	Entro 2 mesi dalla laurea	Entro 6 mesi dalla laurea	Dopo 7 mesi e oltre

Observatory on employment

Retribuzione mensile media netta

€ 1679

Tipologia di attività

Dipendente	89,1%
Autonomo	10,9%

Tipologia di contratto (dipendenti)

Tempo indeterminato	53,7%
Tempo determinato	22,0%
Apprendistato	9,7%
Stage	4,9%
Altro	9,7%

Dimensione azienda (nr. addetti)

1 - 49	51,1%
50 - 499	31,9%
> 500	17,0%

Come hanno trovato lavoro

Enti di intermediazione	0,0%
CareerService	14,9%
Stage di iniziativa personale	14,9%
Contatti diretti / iniziativa personale	70,2%

Ha svolto attività di tirocinio

Sì, durante gli studi universitari	74,5%
Sì, dopo il conseguimento del titolo	19,1%
No	6,4%

Contacts

www.design.polimi.it/pssd/
www.pssd.polimi.it

FB: Master of PSSD
Linkedin Group: PSSD Master Degree PoliMi

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CIAO!

PRODUCT SERVICE SYSTEM DESIGN
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