



POLITECNICO  
MILANO 1863

SCUOLA DEL DESIGN

# PRODUCT SERVICE SYSTEM DESIGN - DESIGN PER IL SISTEMA PRODOTTO SERVIZIO

OPENDAY  
LAUREE MAGISTRALI

# Who we are?

Prof. Anna Meroni

Head of the MSc program

Saniela Sangiorgi

Executive coordinator of the MSc program

Established in 2005

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

Multinational and **multicultural** environment

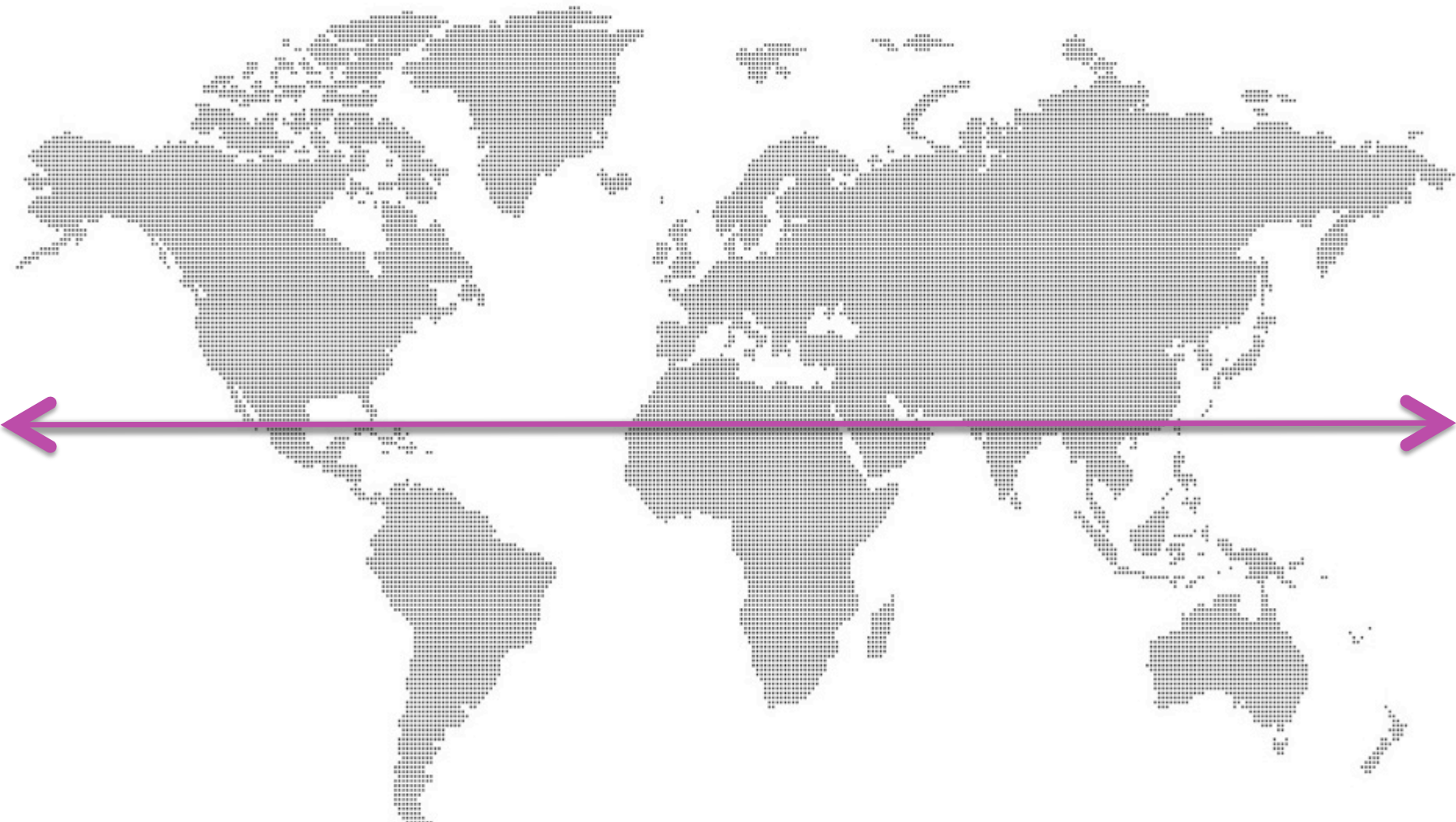
International **teachers**

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

**20** other students from double degrees and special programmes

**Internationally recognised** qualification.

# International students: more than 50 nationalities



## 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



# Enjoy



Auto selezionata: **Fiat 500**



Dove si trova  
Via Maurizio Gonzaga, 6,  
20123 Milano



Distanza  
Indirizzo di partenza  
non selezionato



Livello serbatoio  
91%



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



Image Credits: [enjoy.eni.com](http://enjoy.eni.com)

# Moleskine

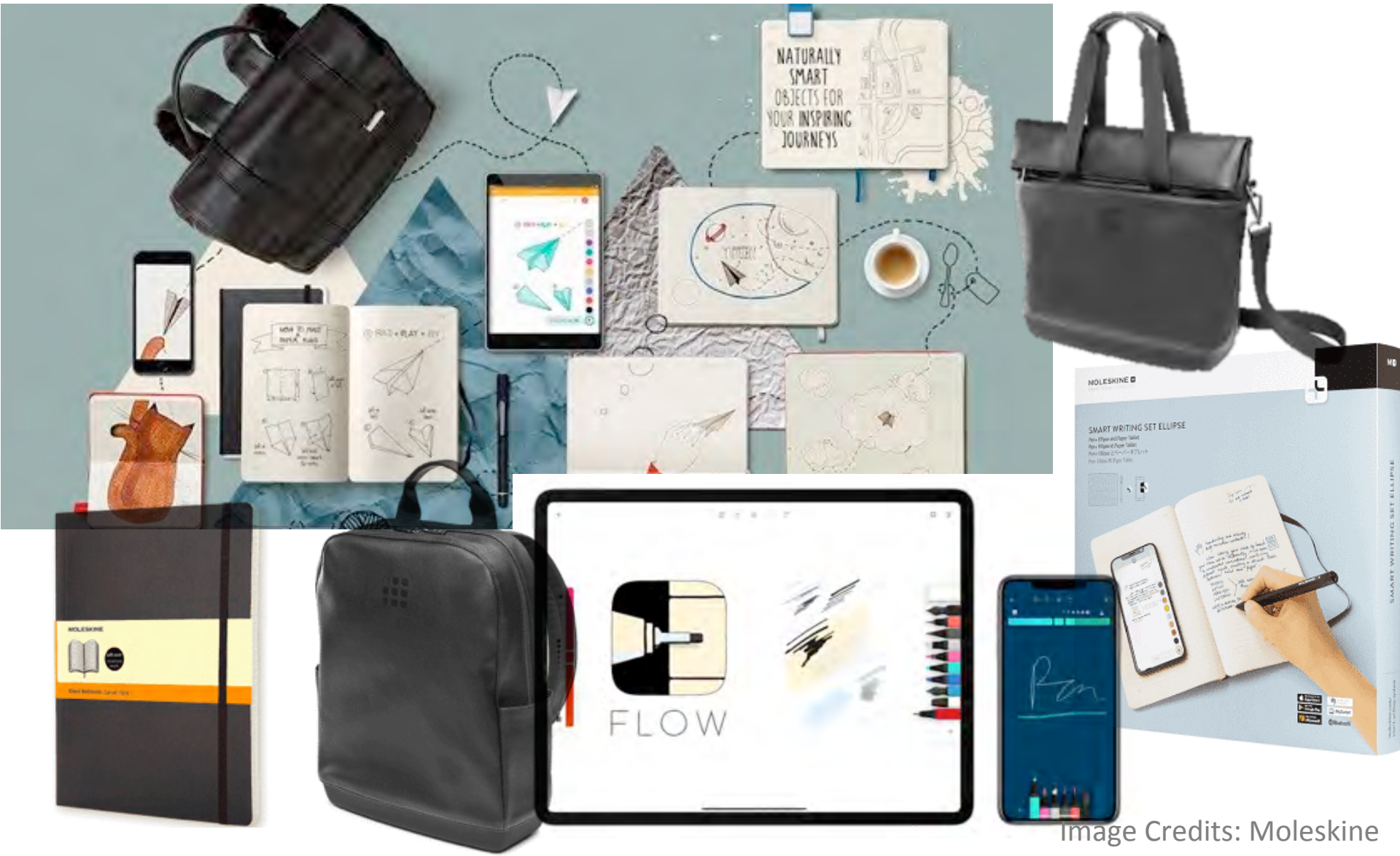


Image Credits: Moleskine



empatica



embrace

Monitor physiological stress, arousal, sleep and physical activity.

Order My Embrace Now

Your smart companion

Embrace is a clinical quality device to monitor and better understand your behavior.

Discover Embrace watch

Understand easily your day with the Embrace



Designed to save lives

People that live with epilepsy can participate in our clinical trial on seizure characterization.

Discover Embrace watch

Understand easily your day with the Embrace



Conceive Business Models

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



Visualize Business Models

Visualize and rewrite 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

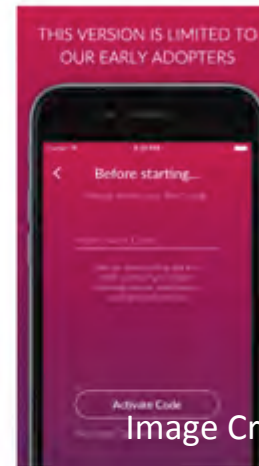
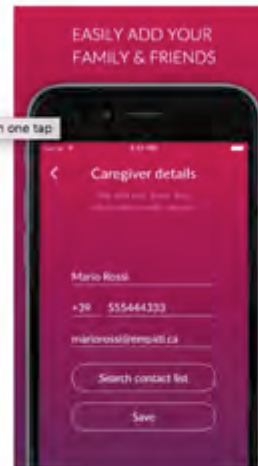


Image Credits: empatica.com

# Alessi

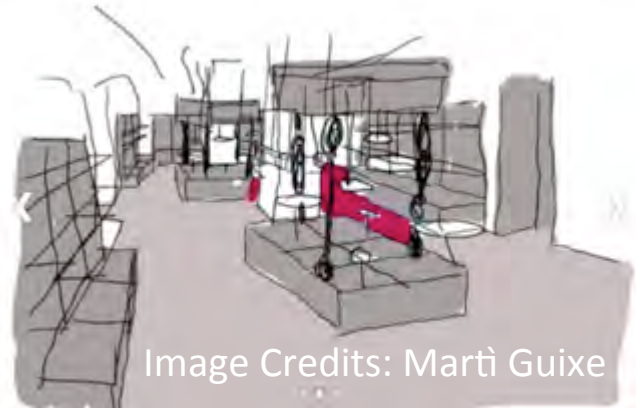


Image Credits: Martí Guixé

A screenshot of the Alessi website. The page is titled 'TAVOLA' and features a navigation menu with categories like 'CUCINA', 'BAR &amp; WINES', 'LIVING', 'PERSONA', 'ELETTRODOMESTICI', 'RICAMBI', 'SPECIALI', 'GIFT CARD', and 'PROMO'. The main content area displays a list of products under the 'TAVOLA' category, including 'Piatti', 'Posate', 'Bicchieri', 'Portacondimenti', 'Piatli da portata', 'Accessori per la tavola', 'Cestini, Fruttiere e Centrotavola', 'Tè e Caffè/Breakfast', 'Vassoi', 'Alzate', 'Insalatiere', 'Posate da servizio', and 'Oggetti per bambino'. There is also a 'SHOP BY OCCASION' section with sub-categories like 'Colazione', 'Accessori Bar&amp;Wine', and 'Accessori per la tavola'. The website has a clean, modern design with a white background and red accents.



Image Credits: Alessi.com

# Eataly

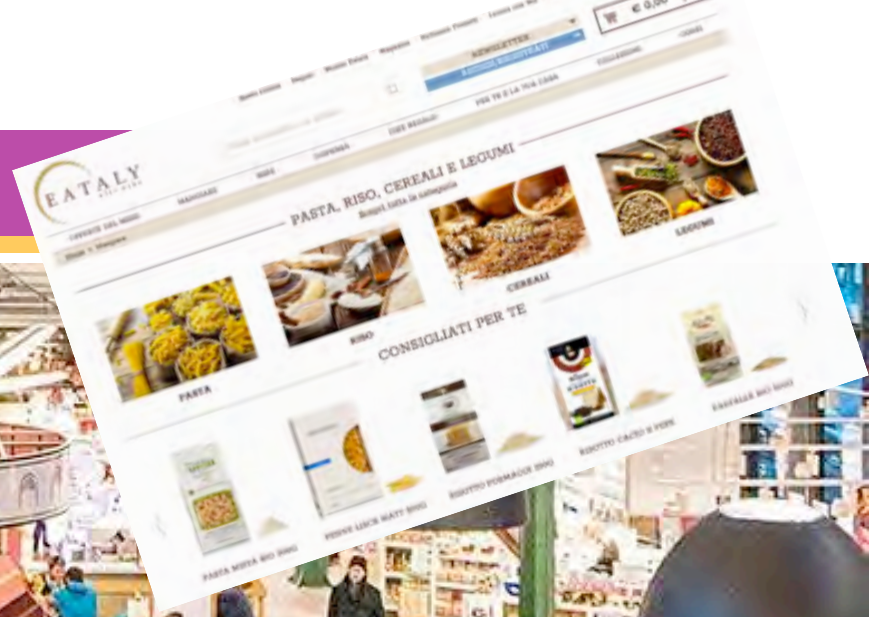


Image Credits: Eataly

# Banca Intesa



Una nuova esperienza digitale per tutti: il nuovo sito e la nuova app

Scopri di più

Con noi puoi:



Comprare una nuova casa



Realizzare i tuoi desideri



Risparmiare ogni giorno



Investire con serenità



Proteggere la famiglia



# Sustainability: Triple Bottom Line



# Innovation



**TECHNOLOGICAL**

**SOCIAL**

**BUSINESS**

## 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**...

# 1<sup>st</sup> year

1<sup>st</sup> Semester

2<sup>nd</sup> Semester

Teambuilding

## Innovation Studio PS1

Introduction to PSS  
Product centric PSS

## Innovation Studio PS2

Introduction to PSS  
Product centric PSS

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

History of Design

Design Methods

UX Design

Visualization &  
Prototyping

Service Design and  
Innovation

# Teambuilding



# Design Methods



# Innovation studio



# Innovation Studio: Exhibition 2018/19



# PS1-PS2 (2018/19 Health and Wealth)



# PSS Studio PS1



## (2017/18: An incubator in Villa Arconati)



**ACTIVITIES**

Entrance path	Lunch	Theater	Class	Breakfast	Lunch	Export
Interactive path	Burgas Food Shack	Sleeping system	Burgas Food Shack			

**LEVEL OF INTERACTION**

**PERFORMANCE** (blue square) **WORKSHOP** (orange square)

**INTERIORS AND SPACES**

- Entrance path from the bottom:** Best started by Villa Arconati. The initial intervention of the public space from the Villa Arconati.
- Public:** A public space for an artistic experience of participation and sharing in the public. The architecture design the scene through the entrance of the theater for an artistic performance.
- Performance:** The building structure is transformed between the floor and the roof to create an interactive system during the public festival. The circular stage allows visitors to interact.
- Workshop:** An interior space for a workshop of the Villa Arconati. The workshop is a space for a workshop of the Villa Arconati.

**EXTERIORS AND SPACES**

- Workshop:** An interior space for a workshop of the Villa Arconati. The workshop is a space for a workshop of the Villa Arconati.
- Performance:** The building structure is transformed between the floor and the roof to create an interactive system during the public festival. The circular stage allows visitors to interact.
- Workshop:** An interior space for a workshop of the Villa Arconati. The workshop is a space for a workshop of the Villa Arconati.



8 June 2018 | 6:00 - 7:00 pm  
@Triennale di Milano, Spazio Agora

Final presentation of the projects developed within Politecnico di Milano M.Sc. in Product Service System Design

Part of:

Prof. Anna Alessio, Daniela Silvestri, SERENA RIZZI  
Tutor: Luca Molteni, Martina Biondi



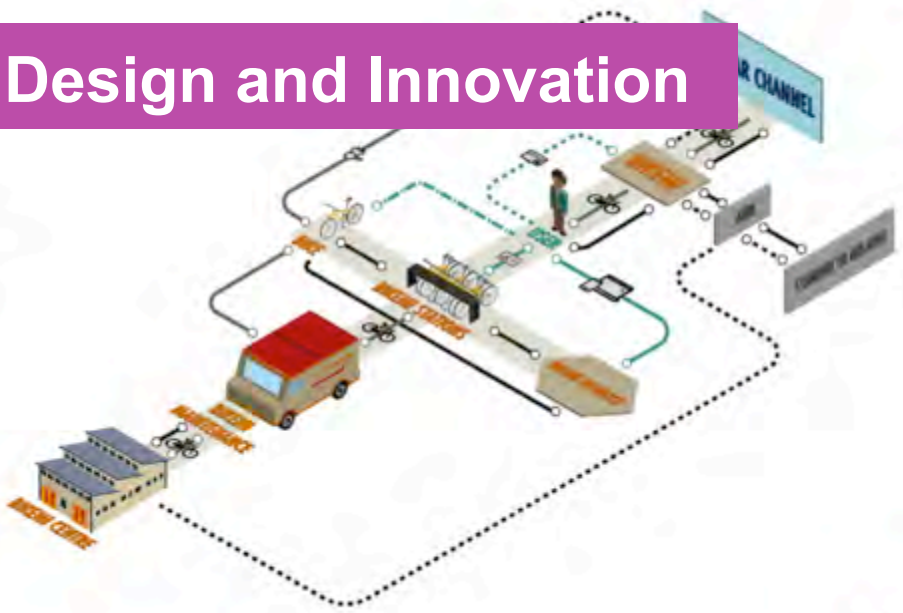
(2017/18: A Resilient City)



1 About BikeMi

# Service Design and Innovation

- financial flows
- data flows
- material flows
- work flows
- user flows
- service management



Polimi Laboratories  
Service Redesign

5 Ideas Generation

## TAKE/RETURN THE BIKE

INSERT CODE AND USER NAME

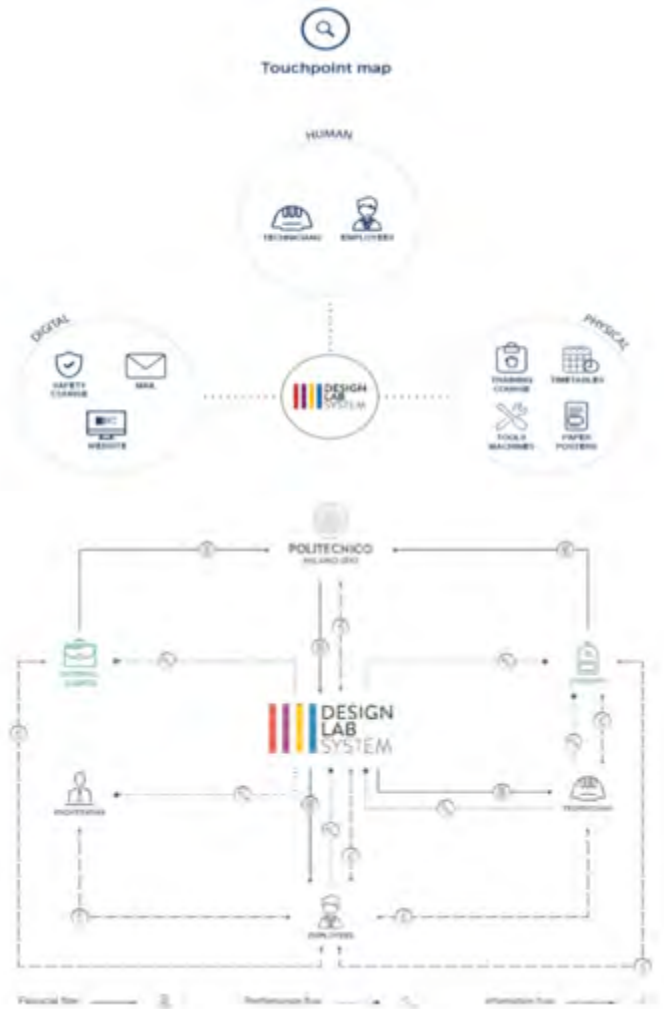
MOVE THE BIKE TO THE EMPTY STATION

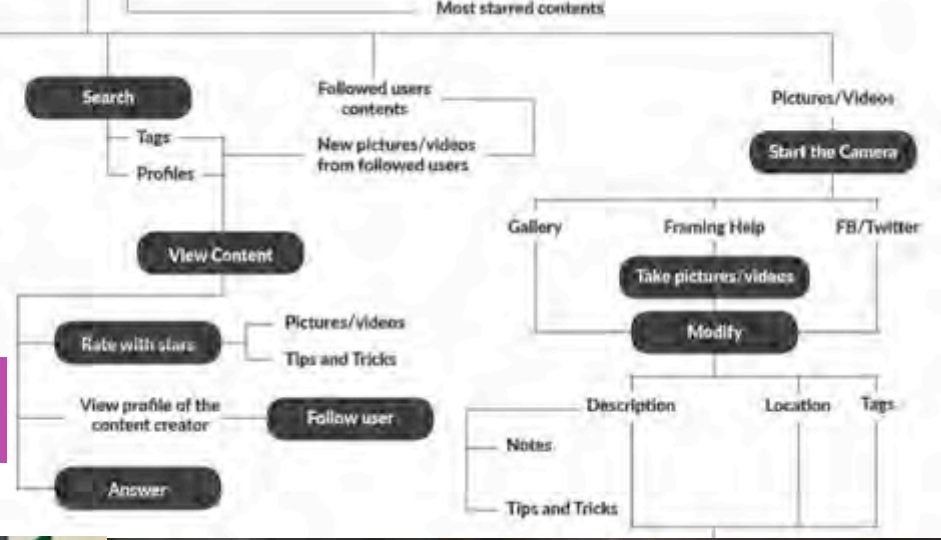
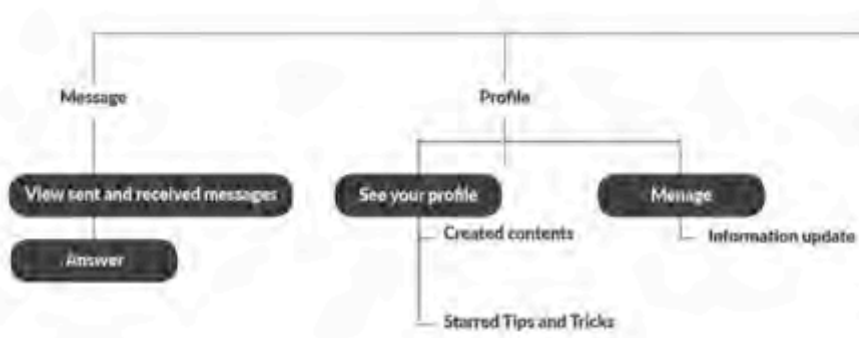


- TIME
- MEDIA
- EST COST

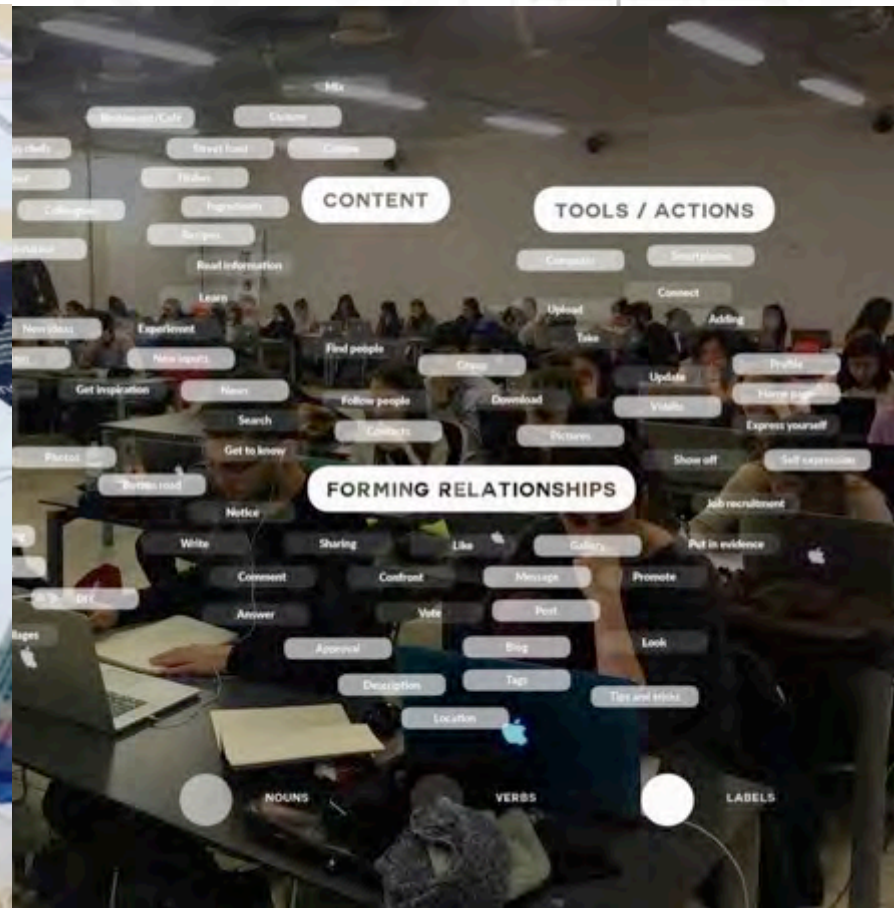
BikeMi redesign

BikeMi redesign



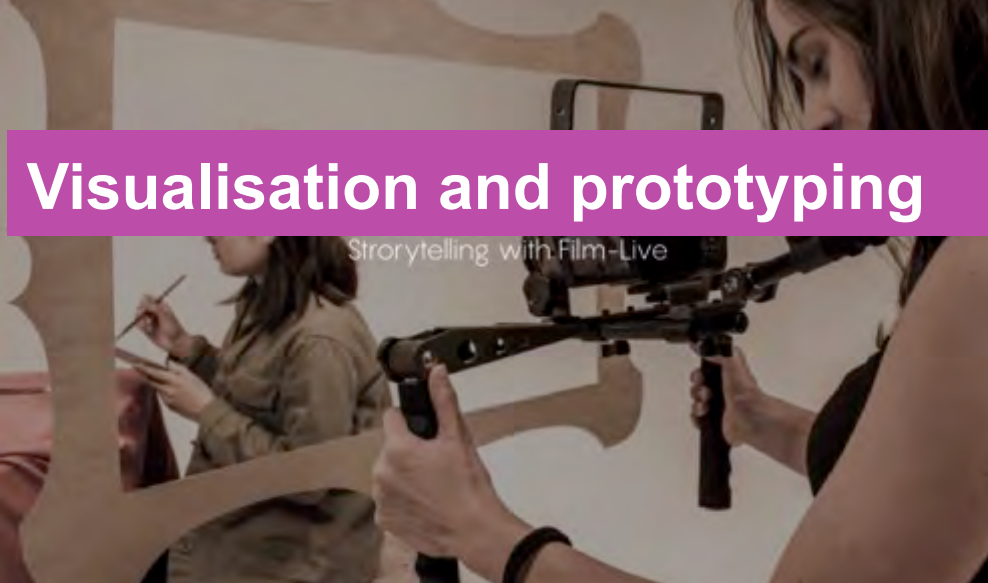


# UX – User Experience Design



# Visualisation and prototyping

Storytelling with Film-Live



## Design Seminars (one week)

**Diversified activities/Guest teachers**  
2017/18

Lara Penin + Eduardo Staszowski  
Elena Pacenti + Roberta Tassi



# 2<sup>nd</sup> year

## 1<sup>st</sup> Semester

## 2<sup>nd</sup> 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

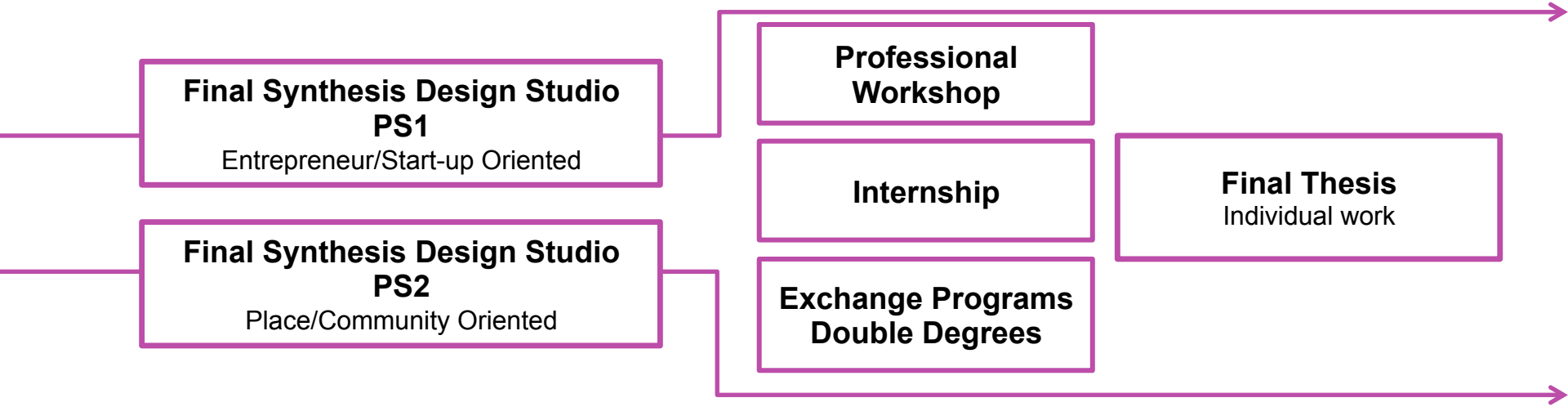
Others...

**Professional  
Workshop**

**Internship**

**Exchange Programs  
Double Degrees**

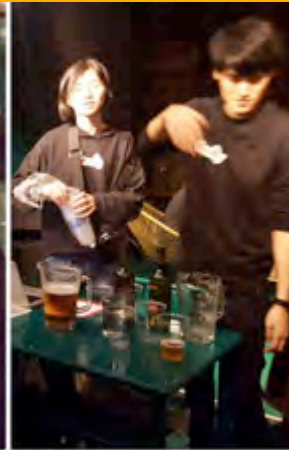
**Final Thesis**  
Individual work



# Final Synthesis Studio PS1



## 2018/19: Design Intensive Start-ups



Ad.Dergano

# Final Synthesis Studio PS2



## 2018/19: Social Innovations 4 Milano neighbourhoods.



# 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 COMMUNITIES OF  
CENTRO MEDICO  
SANTAGOSTINO

**experientia**  
PUTTING PEOPLE FIRST

&



CentroMedico  
Santagostino



# Professional Workshop 2017/18

## SCENARIOS & SOLUTIONS PROJECT

TWIG®

&

ABB

## RETHINKING THE SHOPPING CEREMONY



&

CALZEDONIA

## THE DENIM SECTOR

ISKO™

# Professional Workshop 2018/19

## SCENARIOS & SOLUTIONS

TWIG®

&

ABB

## CAST ALPINE MUSEUM: PATHWAYS OF WILDERNESS SONDRIO - VALTELLINE

Fondazione  
CARIPLO 

&

CAST

# **COLLATERAL INITIATIVES**

# Alumni and Experts Talks

Powered by  
PRODUCT SERVICE SYSTEM DESIGN / PSSD  
SPECIALIZING MASTER IN SERVICE DESIGN / MSD  
SPECIALIZING MASTER IN STRATEGIC DESIGN / MDS

## ALUMNI DESIGN TALKS

NOVEMBER 23<sup>rd</sup> 2018 / 1:15 pm—2:15pm

**ROOM: B2.1.16**  
School of Design, Bovisa Campus, Politecnico di Milano  
Via Candiani 72, Building B2, 1<sup>st</sup> floor

Service Design at Digital Entity:  
making emerge latent needs

MATTONELLA PAPAPELLA is an experienced and service-oriented Product Designer at PCT ITALIA design group. Her career is Capital Entry & Innovation and growth by leveraging the traditional work patterns (designing, prototyping, and testing) and the final goal: building the best (and lowest cost) product possible. Her professional experience includes 10 years in the IT industry, 10 years in the design industry, and 10 years in the service industry.

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## ALUMNI DESIGN TALKS

30 p.m.

ANKING:  
ATION

ntesa Sanpaolo's  
on designing a  
of 4 subsidiary

management for  
relations.  
ke part of the  
and afterwards

TECNICO ■ POLI.DESIGN  
01863

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SPECIALIZING MASTER IN STRATEGIC DESIGN / MDS

## EXPERT DESIGN TALKS

MARCH 15<sup>th</sup> 2019 / 1:15 pm—2:30pm

**ROOM: B2.1.15**  
School of Design, Bovisa Campus, Politecnico di Milano  
Via Candiani 72, Building B2, 1<sup>st</sup> floor

Establishing a service design practice in large organizations

MARZIA ARICO is a service design researcher and practitioner. She is Lead Service Designer and Head of Insight at Livework Studio in Rotterdam. Marzia recently concluded her PhD on the adoption of service design by large organizations at Copenhagen Business School, Denmark. She has ten plus years of consulting experience, dedicating her career to help organizations understand, embedded and use design to innovate and thrive. She will share insights into how organizations can establish a service design practice and how managers, as well as designers, can play a role in facilitating this transition. She will present a maturity model framework and roadmap of improvement, through several cases from industry.

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# SUGAR NETWORK



Connecting industry and students  
to create real impact.

Want to know more?

[CONTACT US!](#)



# Participation to special initiatives: i.e. Hackathons



# Service Design Drinks



# Service Design Jams







**PROOF**  
**CONCEPT**  
**ServDes.2018**  
 POLITECNICO DI MILANO

ORGANISERS

 **POLITECNICO MILANO 1863**  
 SCUOLA DEL DESIGN  
 DIPARTIMENTO DI DESIGN

**POLIMI DESIGN SYSTEM**

**POLI.DESIGN**  
 FOUNDER BY  
 POLITECNICO DI MILANO

WITH THE PATRONAGE OF

International

 **cumulus**  
 creative thinking

**DESIS NETWORK**  
 Design for Social Innovation and Entrepreneurship

National

 **Regione Lombardia**

Milano  
 Comune di Milano

**ADI** ASSOCIAZIONE PER IL DESIGN INDUSTRIALE

**T** Triennale Design Museum

MAIN PARTNER

**Deloitte.**  
 Digital

CHAMPING

**Digital Entity**  
 an MIT Data Design studio

**TWIG**

STRATEGISTS

**ANTREEM**

attoma

**Logotel**  
 making together

**ZEHUS**

TECHNICAL SUPPORTERS

openKNOWLEDGE

**SDD**  
 Milano

**LAGO**

[www.servicedesignmap.polimi.it](http://www.servicedesignmap.polimi.it)

# SERVICE DESIGN LANDSCAPE

Explore

a project developed by:



**POLITECNICO**  
MILANO 1863

SCUOLA DEL DESIGN  
DIPARTIMENTO DI DESIGN

**POLI.DESIGN**

FOUNDED BY  
POLITECNICO DI MILANO

**POLIMI**  
**DESIGN**  
**SYSTEM**



# Rethink. Service Design Stories

**RETHINK!**

Service Design  
Stories

**10 e 11 Aprile**  
Milano Design Week 2019

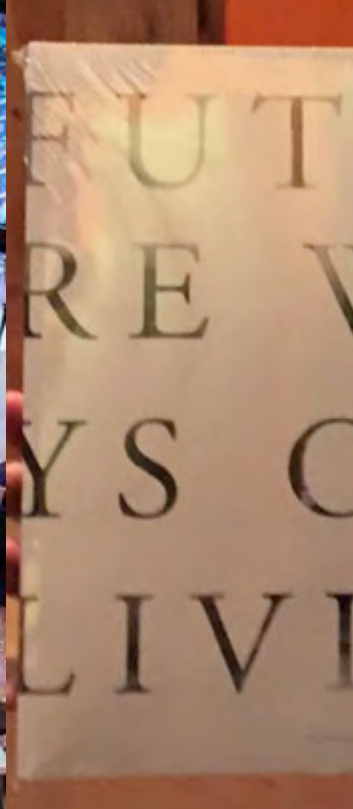
**What  
services  
are good  
for.**

Better services for better futures

**What  
services  
are good  
for.**



# Summer Schools



emerging theories, methodologies & applications in the area of design

**SUSEDE** Sustainability & Service design

**15-29** Department of Product & Systems Design Engineering (UK) Lancaster University (UK)  
Dept. of University of Technology (IT) KTH International School of Design (SE) Politecnico di Milano (IT)

SEPTEMBER 2013 SYROS, GREECE



# **DOUBLE DEGREE PROGRAMS**

# Double Degree | Tongji University

- Double Master Degree:
- 150 CFU
- 2 Diplomas from Politecnico and from Tongji University
  
- Max 8 PSSD Students
- +
- Max 8 Tongji Students
  
- Selection during first year of Master Degree

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

# Shanghai!

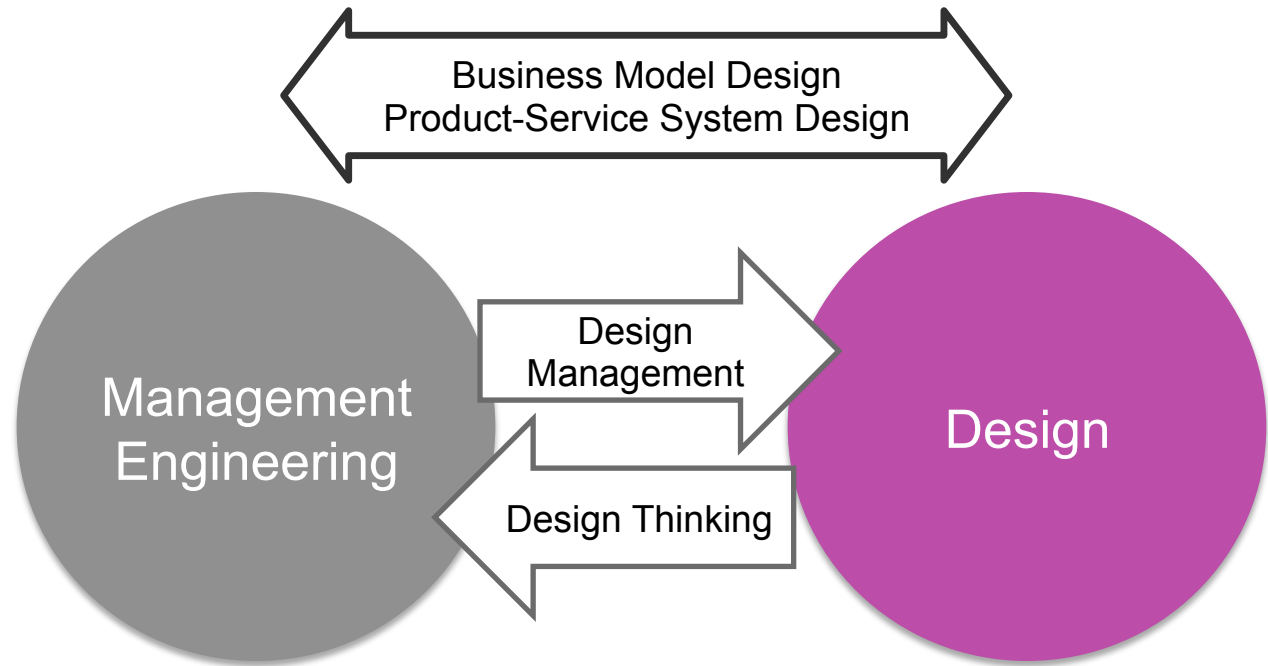


# Double Degree: PSSD & ME

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



[Home](#)

[Why](#)

[Who can I become](#)

[The Path](#)

[How to apply](#)

[Contacts](#)



Double Degree in Product-Service System Design and Management Engineering



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MILANO 1863

SCUOLA DEL DESIGN

**OPENDAY**  
LAUREE MAGISTRALI

# JOB PROFILES AND OPPORTUNITIES

# What Skills for a PSSD designer? AB 2017/18

## *Must have*

**TEAMWORK / CREATIVITY AND INNOVATION / COMMUNICATION / ANALYTICAL SKILLS / ADAPTABILITY AND FLEXIBILITY / PROBLEM SOLVING / LEARNING TO LEARN / SELF-AWARENESS / MEDIA (AND NEW MEDIA) LITERACY / MULTIMEDIA COMMUNICATION / LEADERSHIP / DIGITAL CONTENT CREATION / VIRTUAL COLLABORATION / DIGITAL PROBLEM SOLVING / UNDERSTANDING OF NEW AND DISRUPTIVE TECHNOLOGIES / CRITICAL THINKING / NEGOTIATION / CURIOSITY / HACKING ATTITUDE / FORESIGHT / ENTREPRENEURIAL THINKING / UNDERSTANDING THE OPPORTUNITIES THAT DIGITAL TECHNOLOGY CAN CREATE WITH HUMAN FACTORS / TO KNOW HOW TO "DISRUPT AND INTEGRATE" ON ORGANIZATIONAL AND TEAM DYNAMICS LEVEL / MANAGE THE PROJECT FROM STRATEGY TO LIFE OF THE PROJECT (NOT ONLY CONCEPT) / UNDERSTANDING OF NEW AND DISRUPTIVE TECHNOLOGIES / BEING OPEN MINDED AND CURIOUS / UNDERSTANDING OF CODING AND PROGRAMMING / DESIGN THEORY + METHODOLOGY / MEDIA (AND NEW) LITERACY / CREATIVITY AND INNOVATION / ORIGINALS IDEA DESIGN / TEST AND MENSURATION / CONFLICT MANAGEMENT / ANALYTICAL SKILLS / BUSINESS MODELS / ANALYTIC SKILLS / TEAM DYNAMICS / PROTOTYPING / RESILIENCE / AESTHETICS / COMPASSION / COURAGE / TRENDS**

## *Should have*

**LEADERSHIP / CONFLICT MANAGEMENT / SELF-AWARENESS / VIRTUAL COLLABORATION / PROBLEM SOLVING / COMMUNICATION / ENTREPRENEURIAL THINKING / UNDERSTANDING OF NEW AND DISRUPTIVE TECHNOLOGIES / MEDIA (AND NEW MEDIA) LITERACY / DIGITAL PROBLEM SOLVING / NEGOTIATION / TEAMWORK / DIGITAL CONTENT CREATION / ANALYTICAL SKILLS / FORESIGHT / MULTIMEDIA COMMUNICATION / LEARNING TO LEARN / CREATIVITY AND INNOVATION / UNDERSTANDING OF CODING AND PROGRAMMING / WORKING KNOWLEDGE OF TECHNOLOGY / ADAPTABILITY AND FLEXIBILITY / DIGITAL CONTENT CREATIVITY / HARD DIGITAL COMPETENCE / STRENGTH OF CHARACTER / PRESENTATION SKILLS / GOOD MAKING SKILLS / HACKING ATTITUDE / WRITING RESEARCH / SELF KNOWLEDGE / VALUE CREATION / HUMAN FACTORS / PSYCHOLOGY / AESTHETICS / SOCIOLOGY**

## *Would like to have*

**HACKING ATTITUDE / NEGOTIATION / UNDERSTANDING OF CODING AND PROGRAMMING / UNDERSTANDING OF NEW & DISRUPTIVE TECHNOLOGIES / ENTREPRENEURIAL THINKING / FORESIGHT / MANAGE THE COMPLEX DESIGN PROJECT / ADAPTABILITY / FLEXIBILITY / COMPLEXITY / VIRTUAL COLLABORATION / CONFLICT MANAGEMENT / ORGANIZATION DESIGN / EMPATHY AWARENESS / TEACH OTHERS / WHO KNOWS? UNDER CONSTRUCTION / TO BE PRESENT AND PATIENT**

## *Could have*

**UNDERSTANDING OF CODING AND PROGRAMMING / DIGITAL CONTENT CREATION / NEGOTIATION / MULTIMEDIA COMMUNICATION / LEADERSHIP / UNDERSTANDING OF NEW AND DISRUPTIVE TECHNOLOGIES / MEDIA (AND NEW MEDIA) LITERACY / DIGITAL PROBLEM SOLVING / CONFLICT MANAGEMENT / HACKING ATTITUDE / ENTREPRENEURIAL THINKING / VIRTUAL COLLABORATION / SELF-AWARENESS / KNOWLEDGE OF LITERATURE AND BIG BASIC HUMAN ISSUES (HUMANITIES) / UNDERSTANDING OF NEW DISRUPTIVE TECHNOLOGIES / UNDERSTANDING OF CODING AND PROGRAMMING / ENTREPRENEURIAL THINKING / HISTORY OF SCIENCE / LEARNING TO LEARN / IMPROVISATION / FORESIGHT / CODE WELL / PASSION**

## **Job Titles (from LinkedIn)**

**Product Manager**

**Project Manager**

**Design Thinking Expert**

**Visual Designer**

**Entrepreneur**

**Interior Designer**

**Interaction Designer**

**Managing Director**

**System Designer**

**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**

**Digital marketing manager**

**Service and Interaction Designer**

**Marketing Manager**

# **CAREER SERVICES AND EMPLOYMENT DATA**

# Observatory on employment

 **employed**

**87,7%**

 **time to find a job**

**92,2%** | **7,8%**  
within 6 months\* | 7-12 months

\*including graduates who have found an employment at the time of graduation



 **salary**

**€ 1.606**

net monthly average

 **where they work**




Italy **59,6%**   
Abroad **40,4%** 

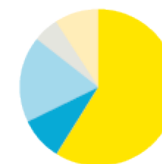
*26,3% italian graduates working abroad*  
*31,6% international graduates working in Italy*

 **employer size**



+500 employees **25%**   
50-499 employees **39,3%**   
1-49 employees **35,7%** 






 **contract type**



Permanent **58,9%**   
Temporary **8,9%**   
Apprenticeship **17,9%**   
Internship **0%**   
Other **5,4%**   
Self-employed **8,9%** 



**employment sector (top 5)**

Strategy and Business consulting	<b>33,4%</b>	
Interior design	<b>22,2%</b>	
Information Technology, Internet	<b>22,2%</b>	
Graphics, Communication and Advertising	<b>13,9%</b>	
IT Consulting	<b>8,3%</b>	

# Observatory on employment

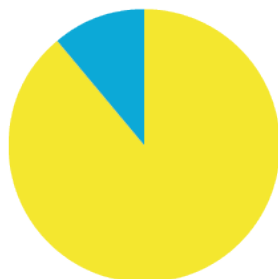
## CAREER OPPORTUNITIES FOR: PRODUCT SERVICE SYSTEM DESIGN - 2017

How many: 567



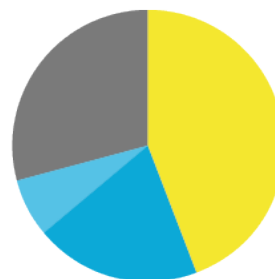
Job: 327 **57,7%**  
 Internship: 240 **42,3%**

Where



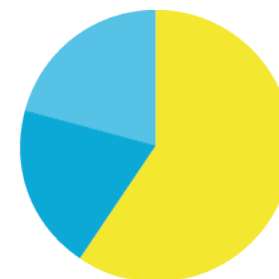
Italy **88,9%**  
 Abroad **11,1%**

Employment contract



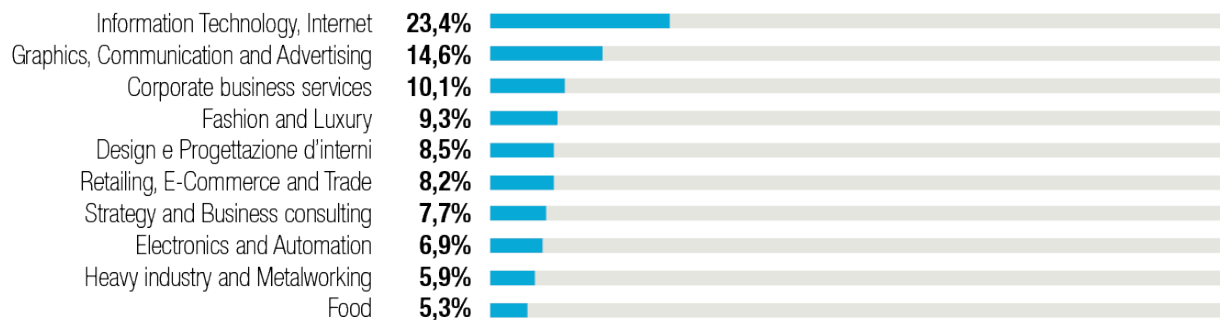
Permanent **44,3%**  
 Temporary **19,6%**  
 Apprenticeship **7%**  
 Other **29,1%**

Employer size<sup>1</sup>



1 - 50 **59,6%**  
 51 - 500 **19,9%**  
 > 500 **20,6%**  
<sup>1</sup>(n. of people)

### TOP 10 SECTORS



# The PSSD Advisory Board counts around **50 members**

**Digital Entity**

**BASE Milano**

**Fifth Beat**

**Wise**

**Antreem**

**MIDA**

**Autogrill**

**Nesta**

**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**

**DEGIS**

**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**

# Contacts

[www.design.polimi.it/pssd/](http://www.design.polimi.it/pssd/)

[www.pssd.polimi.it](http://www.pssd.polimi.it)

FB: Master of PSSD

Linkedin Group: PSSD Master Degree PoliMi



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LAUREE MAGISTRALI