사회 혁신 관점에서 본 서비스 디자인의 정책적 효용성 탐구
-서비스 디자인 적용 사례에서 나타난 방법론적 특성에 근거하여-

A Study on the Political Usability of Service Design in the Perspective of Social Innovation
-Based on the methodological characteristics in the application case studies of service design-

전명옥, 홍익대학교 국제디자인전문대학원 / 나 건(고신재자), 홍익대학교 국제디자인전문대학원
Jeon, Young Ok, International Design School for Advanced Studies, Hongik University / Nah, Keun, International Design School for Advanced Studies, Hongik University

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ABSTRACT

Keywords:
social innovation
service design
design thinking
participatory design

Recently, service design is becoming a practical strategy that reveals innovative ways to solve social issues directly related to community members’ social needs. The purpose of this research, therefore, is to study the usability of service design as a series of practical strategy to induce social integration, and this assumes that it is possible to participatory design approach of service design based on design thinking to grasp the essence of the social challenges, presenting the direction of social innovation. In the study, through the analysis of Good Gym project of Nesta, Low2No project of Sitra and Gulliver project of Sedes—Research, political usability of the service design was grasped to be expressed at the time to understand the social, economic and cultural flow of the community, macroscopically observing the social structure and the system with the attitude of embracing opinion convergence. In this case, design thinking which is a process of creative problem solving can be clues to solve specific problems that can not be solved with analytical or logical thinking alone, by observing and approaching human. Participatory design research based on proposes practical innovation methods through actively having the users and the interested parties as the joint main agents of social innovation participate and exploring their latent demands and converting the thinking paradigm. In addition to this, the possibility of social innovation success is further increased when the ability of improving the social system of government and the financial resources support of the industry build a cooperative governance system with members of the society.