

## Master Thesis Proposal

### Customer-oriented service design for online and mobile services

The number of companies using online or mobile services to support their customers or to relieve their operations is constantly growing. While some companies introduce a web portal, where customers can change their address, communicate their new bank account or buy additional services, other companies offer apps for mobile phones to address these issues. While the context is relatively new, the concept behind is already well established: service design has already provided guidance to find the right set and configuration of services in a traditional context and can also be used to design online or mobile services. Usually, service design can be linked to the questions of what to offer to the customer in terms of service attributes and attribute levels and how to offer these with appropriate underlying processes.

The focus of this thesis should be on the what perspective and the different methods to derive a suitable set of service attributes and the respective levels.

In specific, the objectives of this thesis are to...

- introduce the concept of service design and explain the classical what- and how-perspective,
- collect relevant research papers in the area of service design with a specific focus on online or mobile services,
- analyze suitable methods for the what perspective (conjoint-analysis, Kano-questionnaire, Design thinking workshops and / or others) and assess their usability in the context of online and mobile services (web portal or app),
- apply the most valuable method from your analysis to the practical example of a self-service app for students of the university of Mannheim. Which services should be included in such an app and what is the right service design from a students' perspective?
- provide an outlook on how your empirical results from the what-perspective can be linked to the how-perspective in order to complete the service design.

#### Basic Literature:

**Easton, F. F., & Pullman, M. E. (2001).** Optimizing service attributes: The seller's utility problem. *Decision Sciences*, 32(2), 251-276. //mainly relevant for basics of service design – optimization itself not in focus of thesis

**Edvardsson, B., & Olsson, J. (1996).** Key concepts for new service development. *Service Industries Journal*, 16(2), 140-164.

**Kim, C., Choe, S., Choi, C., & Park, Y. (2008).** A systematic approach to new mobile service creation. *Expert Systems with Applications*, 35(3), 762-771.

**Matzler, K., & Hinterhuber, H. H. (1998).** How to make product development projects more successful by integrating Kano's model of customer satisfaction into quality function deployment. *Technovation*, 18(1), 25-38.

**Pullman, M. E., Moore, W. L., & Wardell, D. G. (2002).** A comparison of quality function deployment and conjoint analysis in new product design. *Journal of Product Innovation Management*, 19(5), 354-364.