

PRESS RELEASE

CIT HOSTS SERVICE DESIGNERS MEET UP

Cork Institute of Technology is hosting a Service Designers Cork Meet Up on **Wednesday April 15th** at CIT Bishopstown campus. In the first Service Design Masterclass held in CIT during Innovation Week, it was demonstrated how service design tools can help organisations to understand their customer's experience enabling them to design better services for them.

Think about two coffee shops, both selling coffee at the same price: why do customers choose one over the other? The Service Design Challenge for the Masterclass was to redesign the service of takeaway coffee. Participants observed coffee drinkers in Cork City and concluded that from Americanos to Cappuccinos to Flat whites, coffee drinkers are discerning about their coffees.

It is not just the type of coffee that concerns customers, what matters to them is the kind of cup, the type of bean, the smell of the coffee, the greeting and general 'banter' with the staff, the lid for the cup, right down to the coca dusted shape on the top. Participants then used Service Design Tools to gain insights into the consumer's experience and to explore new ideas for meeting the needs of coffee drinkers.

It's not just about coffee shops though, organisations such as VMWare, EMC, Marymount Hospice and startups GroupBooked, SUPP and Ark Platform are interested in learning about Service Design techniques. If you are interested in learning more about Service Design Tools, CIT will host a Service Designers Cork Meet Up on Wednesday, April 15th at 6pm on the CIT Bishopstown campus. You can find more details on <http://www.cit.ie/servicedesigncork>

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