Two New Perspectives for Service System Design: "Seven Contexts" and "Information vs. Interaction"

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Many of the most complex service systems being built and imagined today combine person-to-person encounters, technology-enhanced encounters, self-service, computational services, multi-channel, multi-device, and location-based and context-aware services. This talk examines the characteristic concerns and methods for these seven different design contexts to propose a unifying view that spans them, especially when the service-system is "information-intensive." Information-intensive services are those in which information processing or information exchange, rather than physical or interpersonal actions, account for the greatest proportion of the co-created value.

A focus on the information required to perform the service, how the responsibility to provide this information is divided between the service provider and service consumer, and the patterns that govern information exchange yields a more abstract description of service encounters and outcomes. This makes it easier to see the systematic relationships among the contexts that can be exploited as design parameters or patterns, such as the substitutability of stored or contextual information for person-to-person interactions.

The nature and degree with which information can substitute for interaction depends primarily on the absolute and relative degree to which the service is information-intensive. A secondary consideration is the richness of the service provider's model of the service consumer (number of attributes, roles, and contexts). Important design questions about the substitution of information for interaction include whether it is done at design time or run time, whether it is coarse-grained or fine-grained, and whether it is partial or total.

About the Speaker:

Robert J. Glushko is an Adjunct Full Professor at the University of California, Berkeley where he is one of the founding faculty members of the Information and Service Design program in the School of Information. He has a PhD (Cognitive Psychology) from the University of California, San Diego and an MS (Software Engineering) from the Wang Institute.

He has thirty years of R&D, consulting, and entrepreneurial experience in information systems and service design, content management, electronic publishing, Internet commerce, and human factors in computing systems. He founded or co-founded four companies, including Veo Systems in 1997, which pioneered the use of XML and web services for electronic business before its 1999 acquisition by Commerce One. Veo's

innovations included the Common Business Library (CBL), the first native XML vocabulary for business-to-business transactions, and the Schema for Object-Oriented XML (SOX), the first object-oriented XML schema language.

He is a member of the Board of Directors for OASIS, an international consortium that drives the development, convergence, and adoption of "open standards for the global information society," and is also on the Board of Directors for the Open Data Foundation, dedicated to the adoption of global metadata standards for statistical data.