



## **10X-Service Design Lab**

### **An accelerator for business development**

*Automotive industry is going through a digital transformation and striving to expand its business models into new mobility solutions.*

*Their core product-driven business is expanding to service-orientated business models which requires a new set of expertise and capabilities. In his talk, Linus examines the possibilities to use service design in business development for human-centered accelerated decision-making by application of digital co-creation.*

*Service Lunch: „Essen, Lernen, Netzwerke“*

*30. September 2021, 11.45h – 12.30h*

*Online by Microsoft Teams, Participants get an access link after registration*



### **Key Speaker**

**Dr. Linus Schaaf**

**Senior Service Designer**

**Volkswagen Commercial Vehicles**



**Anmeldung:** <https://ch.xing-events.com/10X-ServiceDesignLab>

- Number of places limited
- Brown bag lunch  
(Please bring your own food)

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data**booster**



an initiative of

**d+i**

data innovation alliance

**Organizer: Expert Group Smart Services**

Our mission is to discover and apply best practice methodologies for designing data-intensive services that create personal and business value of data for users in their specific context.

A structured abstract of the talk will be published in a book (pdf format)