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# 1. Introduction

Service design is a process of designing and developing services that meet the needs of both the customer and the company. It involves understanding the customer, their wants, and needs, what they value, and how they interact with your company or product. Service design helps to create experiences that are seamless, intuitive, and valuable for customers.

# 2. Purpose

To ensure that services and products are designed with utility (fit for purpose) and warranty (fit for use) in mind, allowing customers to obtain the desired results.

# 3. Contribution to service value chain

Chart, diagram, funnel chart

Description automatically generated

* Plan focuses on arranging and planning for a successful service or product design.
* Improve focuses on developing services to improve their performance by changing service qualities.
* Engage focuses on engaging customers and users to provide a better experience.
* Design & Transition focuses on creating products or services that contribute to the usefulness and warranty of the service, are simple to use and maintain, and so on.
* Obtain/build is concerned with identifying and developing the service components, services, and products needed to create, distribute, monitor, and manage services.
* Deliver & support is concerned with managing the user's entire journey through the service's operation, restoration, and maintenance.

# 4. Service Design Process Activities

The service design includes the following activities:

* Design coordination- All service design efforts, processes, and resources must be coordinated. Design coordination ensures that new or altered IT services, service management information systems, architectures, technology, procedures, information, and metrics are designed consistently and effectively.
* Service catalogue- To guarantee that a Service Catalogue is created and maintained that contains correct information on all operational services as well as those that are being readied to go live. All other Service Management processes rely on information from the Service Catalogue Management process: service details, status, and interdependencies across services.
* Service level agreements- Negotiate Service Level Agreements with clients and create services to meet the agreed-upon service level goals. Service Level Management is also in charge of assuring the accuracy of all Operational Level Agreements and Underpinning Contracts, as well as monitoring and reporting on service levels.
* Capacity management- To ensure that IT services and infrastructure can meet agreed-upon service level targets in a cost-effective and timely manner. Capacity management considers all resources required to supply the IT service and makes plans for short, medium, and long-term business needs.
* Availability management- All components of IT service availability must be defined, analyzed, planned, measured, and improved. Availability Management oversees making sure that all IT infrastructure, procedures, tools, roles, and so on are up to the task of meeting the agreed-upon availability targets.
* IT service continuity management- To control hazards that could have a significant impact on IT services. By minimizing the risk of catastrophic events to an acceptable level and planning for the recovery of IT services, ITSCM ensures that the IT service provider can always offer minimum agreed Service Levels. Business Continuity Management should be supported by ITSCM.
* Supplier management- To ensure that all contracts with suppliers support the needs of the business, and that all suppliers meet their contractual commitments.

# 5. Responsibilities

* Applications analyst

1. For each significant application, there is usually one Applications Analyst or a team of analysts.
2. This function is critical in application-related areas of IT service design, testing, operation, and improvement.
3. It's also in charge of honing the skills needed to run the programmed needed to supply IT services.

* Availability Manager

1. All aspects of IT service availability must be defined, analyzed, planned, measured, and improved by the Availability Manager.
2. They oversee all IT infrastructure, procedures, tools, and responsibilities are appropriate for the agreed-upon availability service level targets.

* Capacity Manager

1. The Capacity Manager's job is to make sure that services and infrastructure can meet agreed-upon capacity and performance goals in a cost-effective and timely way.
2. He examines the resources needed to deliver the service and makes business plans for the short, medium, and long term.

* Service Continuity Manager

1. The IT Service Continuity Manager oversees addressing risks that could have a significant impact on IT services.
2. By decreasing the risk to an acceptable level and planning for the recovery of IT services, he ensures that the IT service provider can deliver minimum agreed-upon service levels in the event of a disaster.

# 6. Service Design Identification

|  |  |
| --- | --- |
| **Name** |  |
| **ID** |  |
| **Version** |  |
| **Technology** |  |
| **Service specification ID** |  |
| **Description** |  |
| **Keywords** |  |
| **Architects** |  |
| **Status** |  |

# 7. Requirements specification

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Service level requirements** | **Functional requirements** | **Information security requirements** | **Architectural requirements** | **Compliance requirements** |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

# 8. Decomposing business service to infrastructure service

## 8.1 Internal infrastructure services

|  |  |  |  |
| --- | --- | --- | --- |
| **Name of infrastructure services** | **Service owners** | **OLA (Operational level agreements)** | **Required changes to OLA** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

## 8.2 External supporting services

|  |  |  |
| --- | --- | --- |
| **Name of external services** | **Name of supplier** | **Supplier Manager** |
|  |  |  |
|  |  |  |
|  |  |  |

## 8.3 Technical changes

Technical changes that must be made to create, test, deploy, and run the service.

1. Base apps for the service are being developed/customized (e.g., if the service to be introduced is based on the SAP system or a custom application)
2. Instruments to assist
3. Migration tools development/customization
4. Testing tool development/customization
5. Customization and development of deployment tools
6. Back-out tool’s development/customization in the event of a failure release deployment
7. To create, test, deploy, and run the service, infrastructure changes are required.
8. Purchase and installation of infrastructure components
9. Components of the infrastructure will be (re-)configured.
10. Changes to facilities are required.