

## MA Service Design 2025-26

### Useful sources of information

This is the reading list that your course has provided for the unit you are currently studying.

You will find everything you need by searching the catalogue via the [Library webpages](#).

For more information on how to search the catalogue [watch this short video](#)

#### Required:

- Downe, L. (2020) *Good services: how to design services that work*. Amsterdam: BIS Publishers.
- Meadows, D. (2008) *Thinking in systems : a primer*. White River Junction, Vermont : Chelsea Green Publishing.
- Penin, L. (2018) *An introduction to service design: designing the invisible*. London Bloomsbury Visual Arts.
- Stickdorn, D. et al. (2018) *This is service design doing*. O'Reilly Media.
- Stickdorn, D. et al. (2018) *This is service design methods*. O'Reilly Media.

#### Recommended:

- Portigal, S. (2023) *Interviewing users: how to uncover compelling insights*. Rosenfeld Media.
- Covert, Abby (2014) *How to make sense of any mess : information architecture for everybody*. Createspace Independent Publishing Platform.  
(Also available to read online free at <https://www.howtomakesenseofanymess.com/>)
- Krug, S. (2010) *Rocket surgery made easy : the do-it-yourself guide to finding and fixing usability problems*. Indianapolis: New Riders.
- Kalbach, J. (2020) *Mapping experiences*. O'Reilly Media.

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Email: [library@norwichuni.ac.uk](mailto:library@norwichuni.ac.uk)

Course guides: <https://library.norwichuni.ac.uk/course-guides>

## Recommended Continued:

- Norman, D. A. (2013) *The design of everyday things*. Revised and expanded edition. Cambridge, Massachusetts: MIT Press.
- Stickdorn, D. et al. (2018) *This is service design thinking*. O'Reilly Media.
- Unger, R. & Chandler, C. (2023) *A project guide to UX design: for user experience designers in the field or in the making*. 3<sup>rd</sup> Edition. O'Reilly Media.
- Weinschenk, S. (2020) *100 things every designer needs to know about people*. 2<sup>nd</sup> Edition. Indianapolis: New Riders.
- Weinschenk, S. (2016) *100 more things every designer needs to know about people*. Indianapolis: New Riders.
- Yifrah, K. (2020) *Microcopy: complete guide*. Israel: Nemala.
- Yablonski, J. (2020) *Laws of UX* 2<sup>nd</sup> Edition. O'Reilly Media.  
<https://lawsofux.com/>

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