

論文題目：以預測市場理論為基礎之服務概念設計工程

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關 鍵 詞：服務科學、概念設計、預測市場、概念工程、服務設計

論文提要內容：

本研究將原有概念工程的服務設計方法，結合預測市場的理論，設計出一套新的概念設計流程，就是因為服務業的特性與傳統製造業的模式大不相同。過去單方面的由公司或是廠商設計產品，顧客只能從現有產品中挑選買單的狀況將越來越不復存在。在未來服務業的世界中，越發重視與顧客間的互動，在設計的过程中就與顧客有高度的互動，強調服務是與顧客共同創作的成品，服務永遠沒有最後的完成版本，只有不斷因應環境與顧客需求改變的 beta 測試版本。就是因為加入人這樣極度不安定的因素，造成整體服務在設計上的困難，除此之外，也由於需要顧客的高度參與也導致設計時間成本的激增，環境的瞬息萬變，無法即時掌握顧客的需要並快速做出反應，無論是在現在與未來都將是嚴重的致命傷，也因此組織與個人都將面臨嚴峻的考驗。如何在服務水準與開發成本之間取得一個平衡點，正是本研究所希望能提供的。

Abstract

Keywords: Service Science, Concept Design, Predication Market, Concept

Engineering, Service Design

In service exchange, both providers and customers are involved in shaping the continuum of value co-production. Combining the concepts of prediction market and concept engineering, service concept design engaged by providers and customers can become much efficient and economical. The providers and customers in service industry are changing all the time. In this industry, there are many uncertain factors to consider and it is important for a design team to establish the relationship with their customers and unfold a service concept design process which can meet consumers' expectations and needs. This study proposes an IT-enabled process of new service concept design grounded on the analytical model of precision market to achieve the design goal while minimizing the concept development cost by collective customer involvement. This IT-enabled service concept design process comprises four parts (Collecting the voice of the customers, Requirement rater, Concept generator and Concept selector) unfolding the customer-based design of new service concepts in order to meet the customer needs and potentially improve customer satisfaction in light of the uncertainty and the dynamics in what the customers want for services.