

ON A METHODOLOGY FOR SERVICE INNOVATION STRATEGY AND ITS GAMIFICATION

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ABSTRACT

We developed a methodology for service innovation strategy formulation and used it for more than five years. The methodology is called soft innovation architecture (soft IA, for short). In this research, we develop a gamification of soft IA, by showing its prototype on SNS. Furthermore, we investigate how human gaming can be combined with this gamification in the case of service innovation. As the planners of a service business, players can play a bakery-platform game to get insight for the business operation so that they can make necessary improvement of their respective service innovation architecture. The gamification and gaming of this research provides us with operational intelligence. Measuring of the effectiveness has remained as future topic.