



# Armita SerajZahedi

Designer, Lecturer and Scholar

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## WORK EXPERIENCE

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- Since September 2017 Lecturer Professor  
Pars University, Industrial Design Dept.
- Since September 2016 Lecturer Professor  
Alzahra University, Industrial Design Dept.
- Since September 2012 Scholar  
Tehran Beautification Organization
- Since September 2011 Lecturer Professor  
Iran University of Science & Technology (IUST),  
School of Architecture and Environmental Design, Industrial Design  
Dept.
- Since September 2010 Lecturer Professor  
University of Applied Science and Technology (UAST), School  
of Culture and Art, Graphic Design Dept.
- Since May 2002 Scholar and Idea Maker  
\* Product Design and Development  
\* Service Design and Design Management  
\* Emotional Design

## EDUCATION AND TRAINING

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- 2016-2019 PhD Candidate, Economic and Management Sciences  
University of Algrave, Portugal
- 2013-2015 Doctor of Business Administration (DBA)  
Bahar Business School (Higher Education Institute), Iran
- 2007-2010 Master of Industrial Design (MID)  
Islamic Azad University (IAU), Iran
- 1997-2002 Bachelor of Industrial Design (BID)  
Islamic Azad University (IAU), Iran

## PAPERS AND PUBLICATIONS

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- \* Colour in Design, (Book), 2017.
- \* Service design challenges in Tehran sustainable tourism, (Paper for the second National Service Design Conference), 2016.
- \* Sustainability in Design, (Paper), 2016.
- \* Identification of the urban beautification with the approach of Sustainable Tourism, (Research Paper for Tehran Beautification Organization), 2016.
- \* Investigating the role of Service Design in Effectiveness of Service Marketing Performance, (Paper for the first National Service Design Conference), 2015.
- \* Visual and Analytical Study of Urban Furniture Elements, (Book-3 titles), 2013.
- \* The importance of Hedonomics, (Paper), 2012.
- \* Content Marketing, (Translated Book), 2012.
- \* From concept to consumer (Phil Baker), (Translated Book), 2012.
- \* Design Process for Industrial Design Students, (Book), 2012.
- \* A Review of Future Studies in Industrial Design, (Paper for The first national conference of new approaches in Industrial Design, Tabriz Art University), 2012.
- \* What is Mind Map, (Paper), 2012.
- \* Symbolic Values in Design, (Translated Article), 2005.
- \* What is Style, (Translated Article), 2004.
- \* Ettore Sottsass Interview, (Translated Article), 2004.
- \* The Classic Toys' Design, (Translated Article), 2003.

## Service design challenges in Tehran sustainable tourism

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### Abstract

Tourism is one of the important activities of the contemporary world, which has created dramatic changes in the face of the earth and the political, social, economic, cultural situations and nature and lifestyle of people and also has posed fundamental changes in economic, social, cultural and environmental conditions of cities. In the meantime, sustainable tourism is an attempt to make a proper balance between environmental, socio-cultural and economic aspects of tourism development; trying to minimize the impacts on the environment and the local cultures. This paper studies the challenges of providing services in the field of sustainable tourism in the city of Tehran. The purpose of this study is to identify the challenges of Tehran in design and delivery of tourism services. On this basis, in the early stages, service design process, important factors of sustainable tourism structure and tourism service quality were studied. By identifying the conditions and tourist attractions in Tehran, strengths, weaknesses, and problems, in order to provide tourism services, were determined. Then evaluation of these factors led to determination of challenges in Tehran tourism service design and the quality of services. Finally, by analyzing the results and findings, strategies to reinforce strengths, take advantage of the opportunities and overcome weaknesses were presented. In this paper, with the help of review studies, observation and free interviews, service design process, sustainable tourism structure and the present situation of Tehran as sustainable tourism destination have been identified. Based on findings, conformity of service design process, analysis of weaknesses and problems, as well as improvement in the process of tourism service design will lead to overcome the existing challenges in the field of sustainable tourism in Tehran and improve the quality of service delivery.

### Keywords

Service Design, Sustainable Tourism, Quality of Services.

## Sustainability in Design

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### Abstract

The consequences of the industrial processes, economic activities and environmental various issues, have created the necessity of major changes in the design process. Meanwhile, the concept of sustainability is one of the most extensive and at the same time, the most important topics today. Considering the role of design and its products in various aspects of economic, social and environmental sustainable development, in this study, sustainable design and its effectiveness in achieving overall sustainability were discussed as the result of the concept of sustainability. Previous studies in this context indicates that achieving sustainability is the result of a systematic approach and focusing on interaction of the different components of sustainability, including personal values, organizational culture and institutional changes, financial and economic issues, social features and natural environments. In this regard, considering the results of construction, production, supply, consumption and recycling or disposal of several products and services, in the design process, are complicated but yet inevitable challenges, because play vital roles in improving the current production and consumption patterns.

### Keywords

Sustainability, Sustainable design, Design process, Systematic approach

## Investigating the role of Service Design in Effectiveness of Service Marketing Performance

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### Abstract

Marketing is increasingly compelled to develop and implement new procedures and improve the effectiveness of the business environment. General characteristics of services such as intangibility, heterogeneity, inseparability and perishability, caused the serious challenges for marketers. Service marketing challenges require developing solutions and strategies based on these features. This paper attempts to examine the unique characteristics of services and identify the challenges of these features, determining appropriate strategies to overcome the problems in the field of services marketing, based on the methods proposed in the service design process. Hence at first marketing mix has been identified as marketing fundamental tools, then the relations between this mix and services specifications and effectiveness have been assessed. In order to understand the factors influencing the performance of marketing services, studies in this area have been investigated. This study led to identification of strategic indicators related to service operations, service experience, outcomes and value of the services and the data set which is required for planning and designing services. Based on these findings customer orientation, service-based thinking and attention to the concept of services are basic principles for marketing new approach that because of tangibility, timeliness and viability tests, will have great benefit for effectiveness of marketing performance and customer satisfaction. Meanwhile service design process can facilitate customer interaction by studying touch points, customer experience and customer behavior and plays a key role in the success of the market and more importantly the growth of service organizations. Therefore attempts have been done to make the right combination of physical and non-physical service components and their efforts to identify the solutions enhancing marketing effectiveness according to methods, tools and skills within service design.

### Keywords

Service design, Service marketing, Marketing Mix, Customer experience.