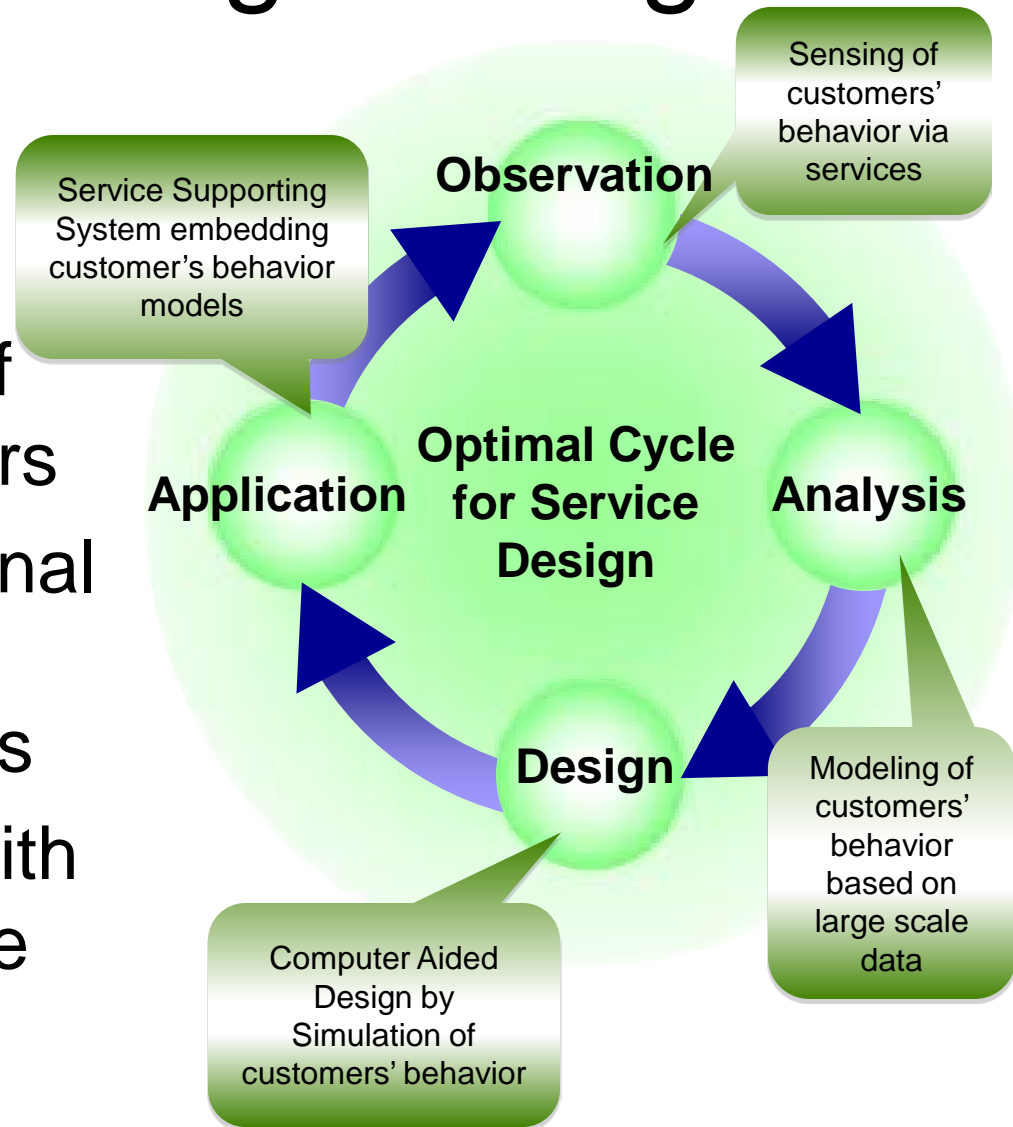


Center for Service Research

National Institute of Advanced Industrial Science and Technology

What is Service Engineering?

- Service Innovation
 - To observe and to analyze the behavior of customers and providers
 - To develop computational models of customers' behavior for design aids
 - To support providers with systems embedding the models



Research approach

- Application driven research
 - To research with real service fields
 - Healthcare, Entertainment, Retailing...etc
 - To develop common fundamental modules for service innovation
 - Cognitive Chrono-Ethnography, Behavior sensing, Bayesian network, Service process modeling
- Research teams
 - Data Based Modeling Research Team
 - Service Process Optimization Research Team