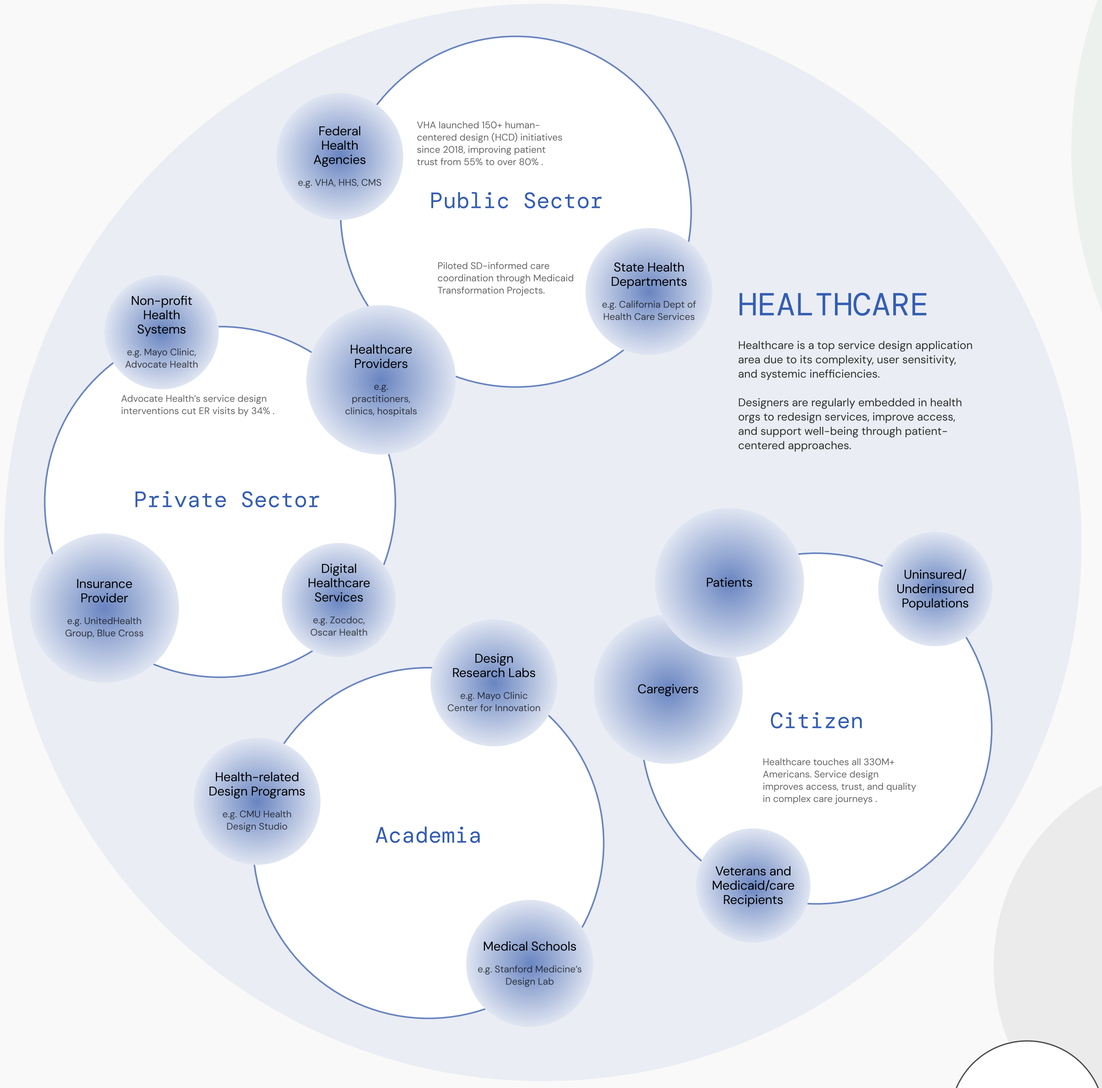
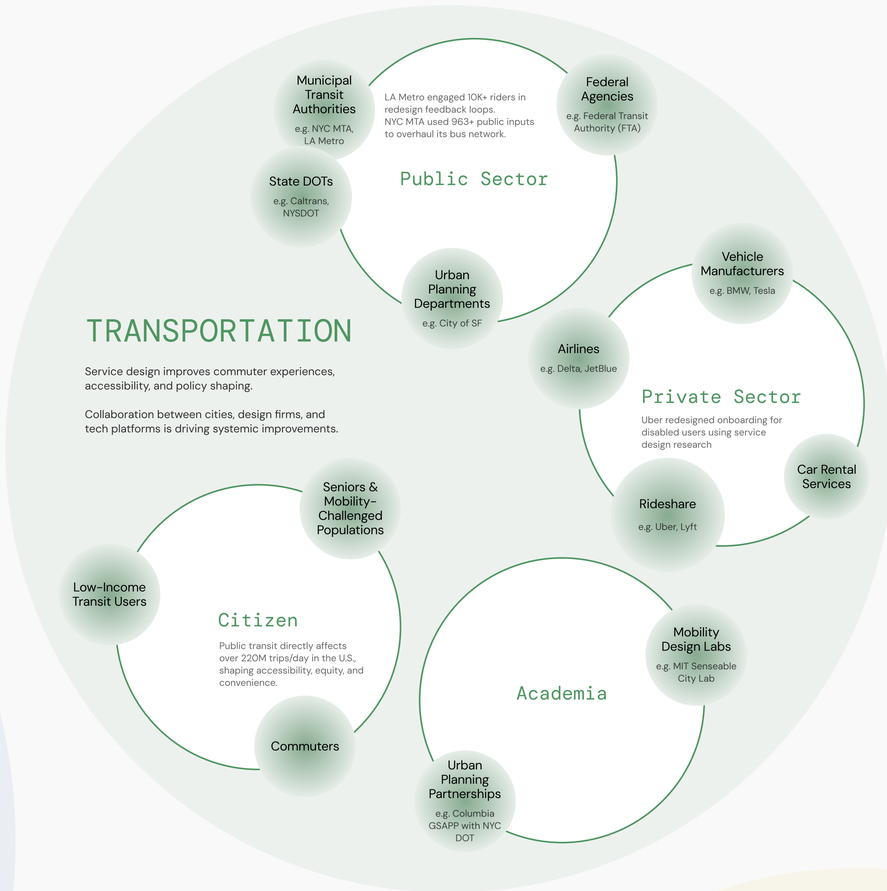
STRATEGIC INFLUENCE OF SERVICE DESIGN BY SECTOR (U.S., 2022-2025)



HEALTHCARE

Healthcare is a top service design application area due to its complexity, user sensitivity, and systemic inefficiencies.

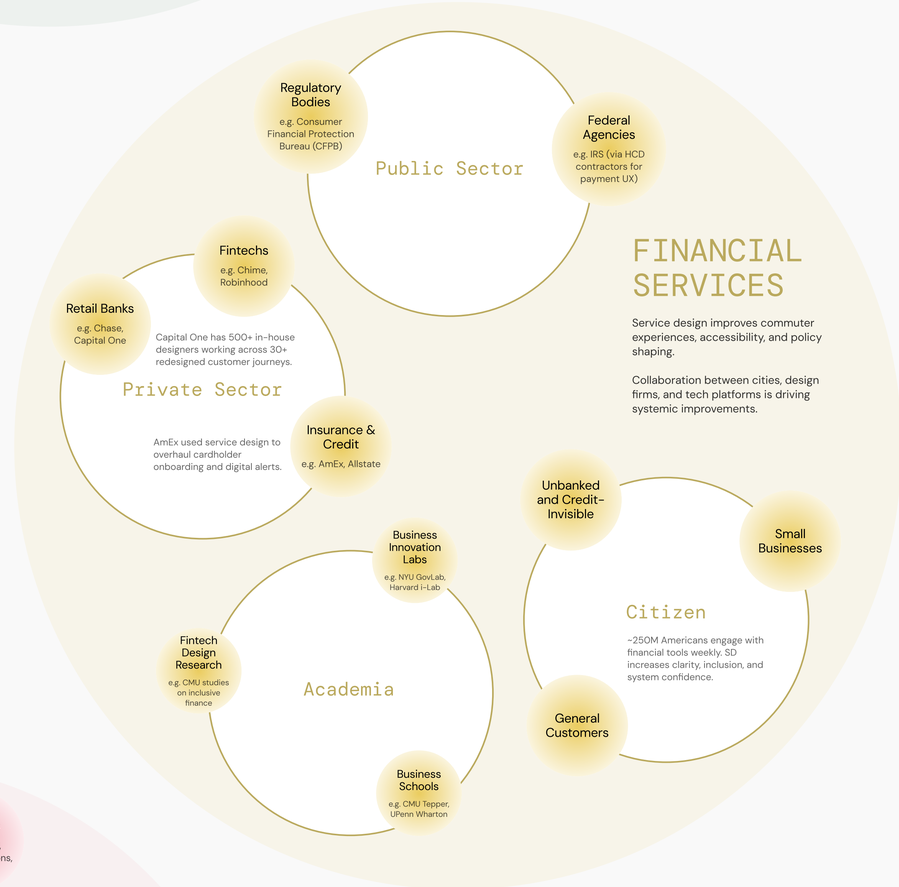
Designers are regularly embedded in health orgs to redesign services, improve access, and support well-being through patient-centered approaches.



TRANSPORTATION

Service design improves commuter experiences, accessibility, and policy shaping.

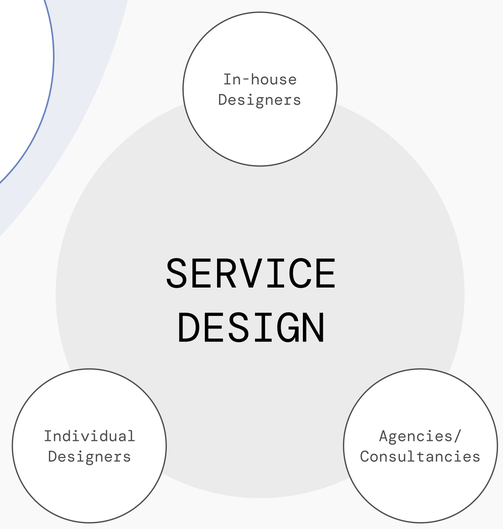
Collaboration between cities, design firms, and tech platforms is driving systemic improvements.

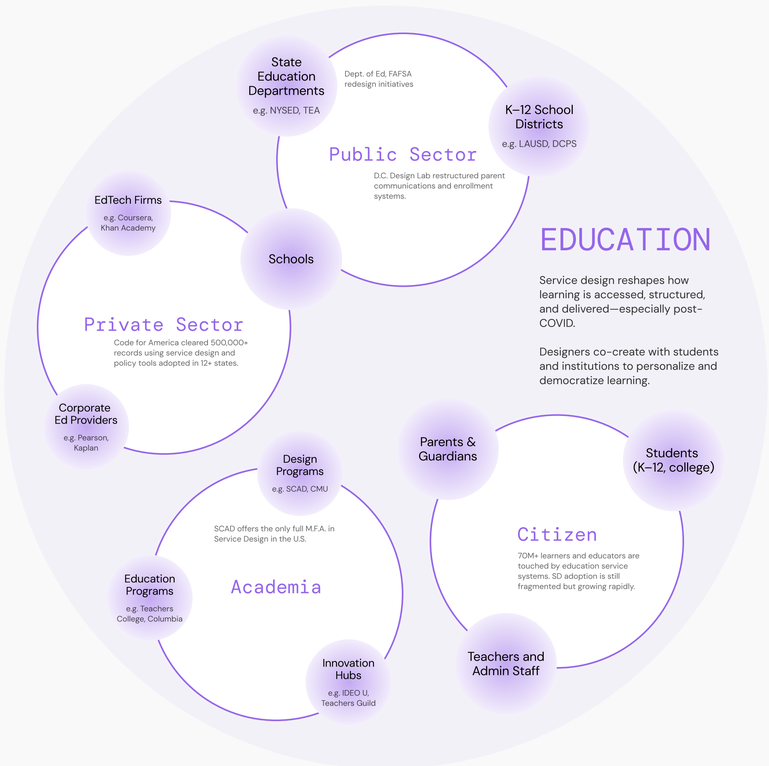


FINANCIAL SERVICES

Service design improves commuter experiences, accessibility, and policy shaping.

Collaboration between cities, design firms, and tech platforms is driving systemic improvements.

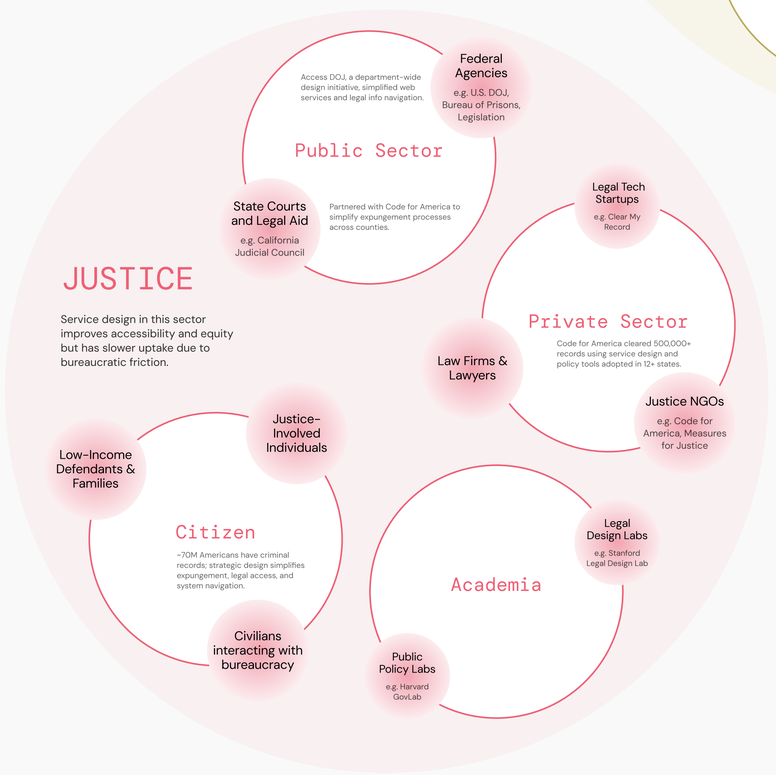




EDUCATION

Service design reshapes how learning is accessed, structured, and delivered—especially post-COVID.

Designers co-create with students and institutions to personalize and democratize learning.



JUSTICE

Service design in this sector improves accessibility and equity but has slower uptake due to bureaucratic friction.

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