

From Service to Ritual: Preliminary Development on Conceptual Framework for Designing Ritual

Authors : Yi-Jing Lee

Abstract : Prior to the development of ritual design tool and framework, this paper establishes a systematic review on the studies related to ritual and ritual design across anthropology, consumer culture, marketing, and design. It is found that following symbolic anthropologists, the ethnographic approach was adapted by consumer culture researchers to study modern rituals and marketers to enhance consumption. In the domain of design, although there are already designers aware of the importance of ritualistic dimension of human interaction, there are little frameworks for conceptualizing and developing rituals. The conceptualized framework and developing tools is proposed and suggestions of applying it is made in the end of the paper.

Keywords : ritual, ritual design, service design, symbolic interaction

Conference Title : ICSM 2018 : International Conference on Service Management

Conference Location : San Francisco, United States

Conference Dates : June 06-07, 2018