



Contents

Acknowledgements **2**

1 Introduction **3**

1.1 The ITIL framework 3

1.2 The ITIL core practice publications 4

1.3 What is a service? 6

1.4 What is a lifecycle? 6

2 The ITIL Service Management Model **8**

3 Principles of Service Design **10**

3.1 Key elements 11

3.2 The Service Design practice 14

3.3 The five design aspects 20

3.4 Design constraints 30

3.5 Roles and responsibilities 31

3.6 Service Design models 38

3.7 Service Design process elements 42

3.8 Service Design technology-related activities 103

3.9 Technology considerations 107

3.10 Implementing Service Design 110

3.11 Key messages 111

4 Further guidance and contact points **113**

