

Errata

Edit no.	Page no., Line no.	Type of change	Original text	Changed text
1	5, 12	Changed sentence meaning by replacing the word 'answers' with 'addresses'	The research as a whole answers three inter-related questions.	The research as a whole addresses three inter-related questions.
2	12, 26	Changed sentence meaning by replacing the word from 'aid' to 'facilitate'	Here, mixed, qualitative methods were used to aid and underpin the reflexive process, to offer multiple approaches for reflection.	Here, mixed, qualitative methods were used to facilitate and underpin the reflexive process, to offer multiple approaches for reflection.
3	22, 12	Changed sentence by replacing word 'transfer implications' to 'transferable implications'	As this implies it was built through practice and has transfer implications and potential for engagement and impact.	As this implies, it was built through practice and has transferable implications and potential for engagement and impact.
4	33, 7	Clarification of sentence. by replacing word 'it' to 'this view'	Despite this expansion, it is still fully located within an existing paradigm of service design	Despite this expansion, this view is still fully located within an existing paradigm of service design
5	53, 12	Changed sentence meaning by replacing words 'for aiding in' to 'to facilitate'	Clatworthy (2013) creates touchpoint cards as a tool for aiding in this activity.	Clatworthy (2013) creates touchpoint cards as a tool to facilitate this activity.
6	68, 4	Clarification of sentence. by replacing word 'pose' to 'propose'	Parallel to her take on formation, design and technology, we may pose one that concerns service-culture under development.	Parallel to her take on formation, design and technology, we may propose one that concerns service-culture under development.
7	91, 4	Changed sentence meaning by replacing words 'methodological' to 'methodology'	This chapter addresses the methodological , research design, research methods and design tools, techniques and activities that have informed the study.	This chapter addresses the methodology , research design, research methods and design tools, techniques and activities that have informed the study.
8	96, 18	Changed sentence meaning by adding word 'promote'	However, to maintain the required rigour for knowledge production, the research is supported by mixed methods of reflection, evaluation and interpretation, which avoid ambiguity of results and transparency of data.	However, to maintain the required rigour for knowledge production, the research is supported by mixed methods of reflection, evaluation and interpretation, which avoid ambiguity of results and promote transparency of data.
9	101, 26	Changed sentence meaning by replacing the word 'when' with 'if'	Valgård and Fernaeus (2015) suggest that a bricolage approach can lead to suboptimal design solutions when the designer or bricoleur is not open to all potential material and is constrained by what they assemble in their inventory, the limitations of their experience as designers and the context of study.	Valgård and Fernaeus (2015) suggest that a bricolage approach can lead to suboptimal design solutions if designers or bricoleurs are not open to all potential material and are constrained by what they assemble in their inventory, the limitations of their experience as designers and the context of study.
10	102, 3	Clarified sentence. Reordering. changed 'A' to 'To ensure this rigour'. added 'is'. 'There follows below presentation' to 'What follows therefore is a description'	A 'taking stock of the results' (Louridas, 1999) was therefore supported through a mix of design research methods. There follows below presentation of how the research progressed through several design iterations, supported by first-, second-, and third-person perspectives and mixed methods toward the production of new, transferable knowledge embedded in the final artifact of the <i>Sacred Services Approach</i> .	To ensure this rigour , 'taking stock of the results' (Louridas, 1999) was supported through a mix of design research methods. What follows therefore is a description of how the research progressed through several design iterations, supported by first-, second-, and third-person perspectives and mixed methods toward the production of new, transferable knowledge embedded in the final artefact of the <i>Sacred Services Approach</i> .

11	107, 10 (Figure text 3.4)	Changed sentence meaning by replacing the word 'understand from' with 'facilitating understanding of'	This would help in the understanding of how assemblies of differing concepts might be categories for use in a design inventory as well as understand from where the sacred experience is generated	This would help in the understanding of how assemblies of differing concepts might be categories for use in a design inventory as well as facilitating understanding of where the sacred experience is generated.
12	110, 5 (Figure text 3.8)	Changed word from 'representing' to 'included'	Presenting the findings from the football project to 300 strong audience, representing business leaders, designers and researchers from across several disciplines. At the 2016 Norwegian Center for Service Innovations annual conference	Presenting the findings from the football project to an audience of 300 that included business leaders, designers and researchers from across several disciplines at the 2016 Norwegian Center for Service Innovation's annual conference (Image with permission: Beate Anderson)
13	129, 20	Changed word from 'fit' to 'adapt to'	This guided our selection of materials, existing experiences and aesthetics with which to design with and, in turn use, as a guide for further development of myths that tell the story of and fit with the local context.	This guided our selection of materials, existing experiences and aesthetics with which to design and in turn use as a guide for further development of myths that adapt to and tell the story of the local context.
14	161, 3	Changed word from 'understand' to 'determine'	This material must be sorted and prioritized first to understand what of this material is most important and uniquely readable for the brand community being designed for.	This material must first be sorted and prioritized to determine what of this material is most important and uniquely readable for the brand community being designed for.
15	166, 18	Changed word from 'onto' to 'to encompass'	Broadening the focus onto the larger cultural space.	Broadening the focus to encompass the larger cultural space.
16	169,30	Clarified sentence. changed 'who' to 'whose'. added 'is'.	Having gathered the cultural material, it is read and understood in terms of what this is saying about the communities who cultural spaces being opened up for investigation	Having gathered the cultural material, it is read and understood in terms of what this is saying about the communities whose cultural space is being opened up for investigation
17	178,17	Clarification of sentence meaning. Changed 'and this' to 'as an'.	Balsamo merges what have been seen as two separate domains of technology and culture in the concept of techo-culture and this imperative to drive technological innovation	Balsamo merges what have been seen as two separate domains of technology and culture in the concept of techo-culture as an imperative to drive technological innovation
18	178, 34	Changed sentence meaning by removing words 'For practice'	For practice the emerging concepts from Sacred Services introduce general notions for the design of sacred customer experiences in service provision.	The emerging concepts from Sacred Services introduce general notions for the design of sacred customer experiences in service provision.
19	179, 28	Clarification of sentence meaning change, 'one' to 'service design'.	Further research should consider the concepts that relate to other aspects of service design, not at least one that is more culturally located or one that engages with question of ExSD	Further research should consider the concepts that relate to other aspects of service design, not at least service design that is more culturally located or one that engages with question of ExSD
20	182, 15	Changed sentence meaning by adding words 'sharpens the'	Within this perspective of cultural innovation the Sacred Services Approach also raises the importance and focus on the symbolic and social value of services towards sacred customer experiences.	Approach also raises the importance of and sharpens the focus on the symbolic and social value of services for sacred customer experiences.
21	184, 32	Changed sentence meaning by replacing words from 'was realized' to 'became apparent'	During the project with the Norwegian Football Association this shift in perspective was realized ;	During the project with the Norwegian Football Association, this shift in perspective became apparent ;
22	189,29	Clarification of sentence. Changed 'need positioning' to 'identified as a need'	Just as this has been a need positioning in interaction design,	Just as this has been identified as a need in interaction design

23	188, 16	Changed word from 'predominant' to 'most prominent'	I have referred to the predominant discussions on the nature, approaches, processes, material qualities, thematic, methods in current research and practice from service design, as an initial analytical framework to investigate and examine the potentiality and relatability of concepts on the sacred for their utilisation in service design.	I have referred to the most prominent discussions on the nature, approaches, processes, material qualities, thematic, methods in current research and practice from service design, as an initial analytical framework to investigate and examine the potentiality and relatability of concepts on the sacred for their utilisation in service design.
24	189, 29	Changed word from 'delivered' to 'held'	During the pandemic I have delivered several online webinars in regards to the design of rituals.	During the pandemic, I have held several online webinars dealing with the design of rituals.
25	190, 18	Changed word from 'argued' to 'postulations'	During the pandemic much media has argued that we will never work the same way again and that we will be working remotely for some time to come.	During the pandemic, there have been many media postulations that we will never work the same way again, and that we will continue to work remotely for some time to come.