

## Social and Digital Transformations in Service Design

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### Abstract:

In recent decades, the world has undergone profound social and digital transformations that have reshaped how services are designed and delivered. Through digital technologies, such as Artificial Intelligence (AI), the Internet of Things (IoT), and Cloud Computing are redefining public service systems, user experiences, and social structures in key sectors like healthcare, education, and transportation.

This study analyzes the impact of digital and social transformations on service design within social contexts, aiming to propose a unified framework that ensures effective, inclusive, and socially responsible service delivery. It emphasizes the importance of integrating social ergonomics to enhance user satisfaction, well-being, productivity, and collaboration within service environments.

This research adopts a descriptive-analytical methodology, supported by an in-depth study of digital transformation and its social impacts, to illustrate service design as a transformative force for building more just and humane digital societies, in line with the principles of social work environment. The findings reveal that digital transformation not only changes service delivery mechanisms but also reshapes patterns of social interaction, gender roles, cultural identity, family dynamics, community engagement, and the nature of work. This calls for design models that are fully aligned with social and cultural contexts. Therefore, integrating social ergonomics into service design promotes well-being and social responsibility, enhances trust, belonging, equality, and balances human-technology interactions. Ultimately, the study concludes that service design must go beyond technical efficiency to include ethical, cultural, and social dimensions. By adopting socially responsible design principles rooted in a social work environment and contributing to collective well-being.

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Social Ergonomics, Service Design, Digital Transformation, Societal Change, Socially Responsible Design.

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