

Service environment design

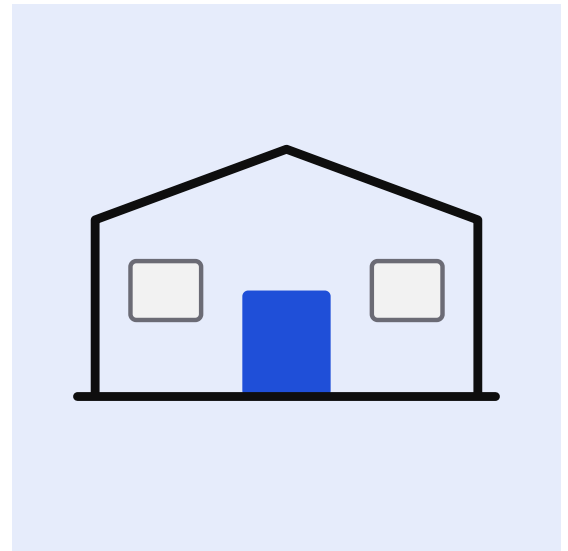
Designs the physical setting in which a service is delivered (the space, light, sound, signs) because it affects how customers and employees experience it.

In Spanish

Diseño de entornos de servicio

Origin

Bitner (1992)



What problem it addresses

In a service, the space is part of the experience: an uncomfortable wait or a confusing place changes how everything else is judged.

Principles

Ambience

Light, noise, temperature and smell.

Space and function

How it is laid out and whether it makes the tasks easier.

Signs and symbols

What the place communicates without words.

Applications in design

✓ Use it like this

Walk through the space as a customer and as an employee.

✗ Avoid

Designing the space only for the photo.

👁 Don't fall for it

The setting also affects those who work there all day.

Connections

Builds on

■ Service evidence

Related to

■ Retail design

■ Spatial design

■ Wayfinding design

Authors and works

1992

Mary Jo Bitner

Showed that the physical setting of a service influences the behavior of customers and employees.

Sources

Original sources

- Bitner, M. J. (1992). Servicescapes: The impact of physical surroundings on customers and employees. *Journal of Marketing*, 56(2), 57–71. [View source \(https://doi.org/10.1177/002224299205600205\)](https://doi.org/10.1177/002224299205600205)

Last reviewed: October 22, 2026

Atlas público de diseño, de Adriana Ojeda. Texto e ilustraciones bajo licencia CC BY 4.0.