

# Mastering service design

Course syllabus



# Introduction

## COURSE DESCRIPTION

In the past decades, there has been a transition in focus from aesthetics and product-orientation to understanding why customers buy a particular service solution. That is why for organisations, service design has grown in importance and has become a crucial capability to stay relevant in this service- and experience-dominant economy.

This course focuses on services as ecosystems for value generation in which value is co-created by all actors and stakeholders involved, not only customer-facing staff and customers but also other organisations who serve the customer as well. The course takes a systems approach to the design of services, looking at the relationships between individual elements and at the service as a whole. To help you gain this all-encompassing perspective, fields like social science, organisational design/design operations and business design are included in different lessons throughout the course.

Closely looking at how to combine a service's frontstage and backstage, the course will teach you how to take a holistic view of an organisation's interactions and their unique contexts, processes, systems, metrics, people, and tools involved.

# Outcomes and target audience

## KEY TAKEAWAYS

- Understand what services and servitisation are all about
- Build a vision on the strategic value of service design
- Get to know (and practice) what specific skills and tools service designers can bring to the table
- Understand the challenges and barriers to putting service design into practice
- Build confidence and increase your ability to manage service design projects
- Widen your horizon and get ready to face future challenges by mastering a real-world project and designing a service for a well-known organisation
- Create lasting impact with service design far beyond the customer
- Pitch the service to the client and learn how to question and visualise your service design standpoints enabling others to understand your vision

## FOR WHOM?

- For decision-makers, entrepreneurs and business owners in service industries who like to know more about service design and how it can bring value to their organisation or business
- For creative professionals, such as UX designers, product designers and design researchers, who want to transition into the service design field
- For brand/marketing/communication managers, program managers and senior business designers who'd like to expand their toolbox with methods from emerging design fields
- For engineers, consultants and agile/lean experts looking for a new approach towards innovation and a holistic understanding of product/service development/processes
- For anyone who wants to lead innovative, human-centred service design projects

# Structure and workload

## CONTENT

- Chapter 1 Service logic
- Chapter 2 Service design process & principles
- Chapter 3 Systems & futures thinking
- Chapter 4 Service operationalisation & management
- Chapter 5 Service prototyping and experimentation
- Chapter 6 Triple bottom line and regenerative design
- Chapter 7 Service business strategy
- Chapter 8 Group assignment, pitches and evaluation

## 1 CHAPTER = 1 WEEK

Mastering service design is a *semi-self-paced course* consisting of 30 to 40 hours. You will follow a series of lessons bundled in 8 chapters; one chapter per week. Each week, you will be able to access new course content and will be responsible for completing the exercises in that time frame. In each chapter, you will find lessons, videos, papers, articles, ebooks or other resources. Each chapter includes reflection questions and various exercises that put into practice the concepts exposed and inspire you to think about and imagine the road ahead.

## GROUP ASSIGNMENT

You will work in small groups on a creative brief by the client, an organisation that introduces you to a real-world case; their challenge to be solved. You will be guided by a team of design experts from fields like anthropology, design research, experience design, and of course, service design.

# Peer-to-peer learning

## LEARNING PLATFORM

The course is offered via our online Campus, a community-based peer-to-peer learning platform that offers professionals the opportunity to learn and (re)think, charge, and reset in a supportive environment. You will be supported by fellow participants making the experience an investment not only in yourself and your career, but also in contributing to the growth of others. You will share your reflections and answers on questions and exercises with fellow participants and comment and discuss the outcomes.

In addition to the study materials, you are able to book 1:1 video calls with a tutor of your choice. How long and how many times, that's up to you; select your tutor, look at the availability, and book a time slot by paying the tutor fee. All lessons are online, and live sessions will take place via Zoom.

## MENTORING

A group of seasoned experts will provide support and guidance on the course content. As you complete the exercises, they will check them out, comment and encourage debate among participants. It is essential to share, look at others' exercises, comment and promote discussion in order to make the most of the learning experience. The interaction in this course is led by you, the participants.

# Support and certificates

## **GROUP ASSIGNMENT GUIDANCE**

Group assignments are among the most valuable and rewarding learning experiences. The aim is to practise and make use of the power of service design as a catalyst of change and renewal, by addressing a current, complex issue. Together with your team, you will work on a unique real-world case. Each week, you will have a virtual session with a tutor to guide you through the group assignment.

## **DAILY SUPPORT AND OFFICE HOURS**

During the 8 weeks, you will receive support from the Course Team regarding access to content, logistics, general questions, technical issues, etc. There are live office hours every week for the duration of the course to answer practical questions or discuss any issues you have encountered. You can chat (and if needed: virtually meet) with our Program Manager who will help you to resolve any problem or convey content questions to the tutors.

## **CREDITS AND CERTIFICATES**

This course is worth 40 SDC study points. Service Design College offers study points for participants who have satisfactorily demonstrated mastery of the course material. The decision to award any such points to a given participant will be solely within the discretion of Service Design College. You will receive a certificate of completion.

# Meet the tutors & teachers: Júlia and Anna



**Júlia Fort Muñoz** (Spain) is an experienced design researcher and leader focused on driving product and business decisions. Currently in a journey of making human-centred insights influential and impactful at the Swiss scale-up Smallpdf.

Fuelled by curiosity, she is specialised in analysing people's behaviour through ethnography, surveys, diary studies, journey mapping, user tests and more. Enabling evidence-based design changes of new and existing service concepts in sectors like mobility and finance.



**Anna Kirah** (Norway) is a design anthropologist and psychologist, internationally known for her pioneering methods within people-centred innovation and, currently, Assistant Professor at Kristiania University College.

Much of Anna's work relates to the impact of rapid change on companies and organisations and the subsequent challenges in how to meet the increasing demands of both employees and customers. In the last 10 years, Anna has increasingly focused on planetary-centric perspectives and design activism.

# Meet the tutors & teachers: Maja and Ariel



**Maja Grakalić** (Croatia) is an independent foresight strategist, UX and service designer and PhD candidate at Central Saint Martins in London. Her design work merges strategic foresight with the human-centred collaborative approach. Her academic work explores omitted histories of speculative and critical design.

She believes design fiction can help us challenge the status quo and build desirable futures together. She worked at the BBC and co-facilitated the BBC's Future Casting workshops with the aim to teach ethical innovation through speculative futures thinking. As a teaching assistant at MA Material Futures and MA Narrative Environments, she mentors students about future-facing design approaches.



**Ariel Guersenzvaig** (Argentina) teaches and writes about the philosophy and ethics of design and technology. He is professor of design theory at ELISAVA Barcelona School of Design and Engineering, where he also heads the MA in User Experience.

He's the author of the book 'The Goods of Design: Professional Ethics for Designers'. His areas of inquiry is the ethical impact of machine intelligence on society, with a focus on autonomous weapons, health, and algorithmic justice. As a design consultant, he has led projects in service design, innovation, and ethical digital transformation for non-profit and for-profit organisations.



# Meet the tutors & teachers: Bassam and Noortje



**Bassam Jabry** (UK) is a seasoned designer, systems thinker, and managing director of Chemistry, an independent strategic design consultancy that helps organisations deliver human-centred solutions that drive positive change.

He is passionate about uncovering what makes people tick and helping to tackle the challenges our world faces by bringing together critical and creative thinking and using design as a strategic tool to help companies generate impactful solutions. His favourite topics are circularity and humanising tech.



**Noortje Küppers** (The Netherlands) is a service design consultant at Livework studio, where she focuses on bridging urban design and service design. Her key driver is to design for wellbeing and a sustainable future.

Noortje has a background in industrial design engineering and design for interaction at TU Delft and has demonstrable experience in the media industry, developing digital products. However, her strength and interest lie in design research, deep-diving into the lives of the people to be served.

# Meet the tutors & teachers: Diane, Majid and Itziar



**Diane Seaver** (United States) is a Senior Service Design and Experience Lead at Philips working on service innovation projects specialising in business model innovation and go-to-market implementation.

She has been the lead designer on several first of kind propositions launches that are now being scaled global. Prior to Philips, Dee held a similar position at the YMCA of USA, supporting development of service programs for the more than 2,700 Y locations across the country.



**Majid Iqbal** (India) is advisor, teacher and founder of Structural, a stealth startup building a platform for designing contracts and agreements, based on an expansive library of building blocks.

Designing new thinking and tooling for solving extremely hard problems in industry and government, is what Majid more broadly works on. He has also had fun writing the book 'Thinking in Services'.



**Itziar Pobes** (Spain) is strategic designer and researcher, specialised in service design and innovation with 20+ years of experience in interdisciplinary design, creativity, design research and cultural studies.

She is passionate about understanding people and organisations, supporting them when services, products or policies need re-steering, exploring a variety of opportunities and uncovering hidden aspects that need to be questioned and designed. Former co-founder of service design agency We Question Our Project and coordinator of the Master in Service Design at IED.

# Terms and conditions

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By participating in this course, you agree to complete all work, including any exercises or exams, with your own original work, and you agree not to engage in any activity that would dishonestly improve your results, or

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# Any questions? Reach out to us!

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