Mastering service design

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

EACH WEEK NEW LESSONS UNLOCKED

Mastering service design is a *semi-self-paced course* consisting of 60 to 80 hours. You will follow a series of lessons bundled in 8 chapters. 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. Through weekly live sessions, you will be guided by a team of tutors; 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 and weekly live session, a series of recorded lectures will help you move on. All lessons are online, and live sessions will take place via Zoom.

MENTORING

The Course Team and Course Mentor 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 10 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: Diane and Silvia

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 branches throughout the United States.

Silvia Calvet (Spain) is an experienced design strategist with a strong foundation in Information Sciences and an MBA in e-business. With a track record spanning diverse sectors, she is recognised for instilling customer-centric mindsets and strategies.

Previously Associate Director of Experience Design at King, Silvia has currently set her sights on the social sector, where she's committed to driving impactful change. Her expertise in research, design, and strategy positions her as a driving force for innovation and scalability in social projects. Silvia's mission is to apply her skills and experience to create positive, meaningful transformations in the social sector.

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: Inge and Itziar

Inge Keizer (the Netherlands) is a senior service design consultant specialised in business design, strategic innovation, customer experience and entrepreneurship with 20 years of experience.

She is a conceptual thinker, and an experienced design researcher. In 2015 she co-founded the Service Design Days and later the Service Design College; growing a global service design network and supporting organisations, teams and individuals in becoming human-centric, with a primary focus on designing valuable and relevant services based on qualitative insights and successful business models.

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.

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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 improve or hurt the results of others. In addition, unless otherwise stated, you agree that any exercises, exams, quizzes or questions provided in connection with the course are for your individual use only.

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Any questions? Reach out to us!

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