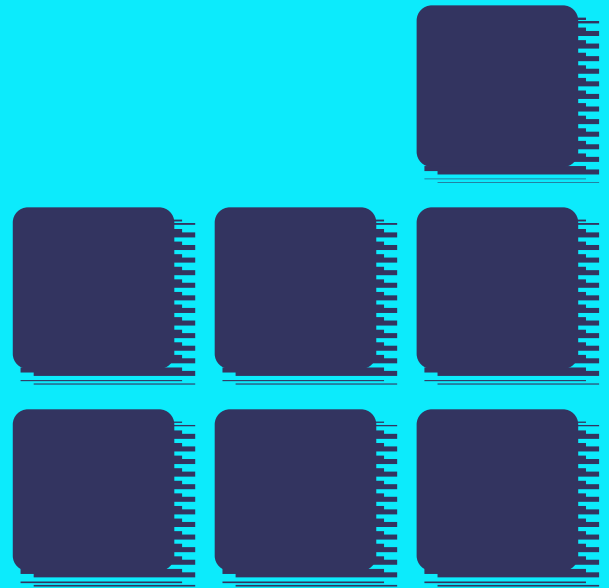


# Service design fundamentals

Course syllabus



# Introduction

## COURSE DESCRIPTION

Service design is a discipline that focuses on designing and improving the quality of services to meet both service users' and providers' needs effectively. In today's interconnected world, where employee and customer experience reign supreme, mastering the principles of service design has become increasingly crucial for businesses and organisations across various industries.

The course Service design fundamentals is a complete introduction to service design. It delves into the creative and holistic world of service design, exploring its key fundamentals and methodologies. Whether you're a seasoned designer looking to expand your skill set or a professional from a non-design background interested in understanding how to create (better) services, this course offers a comprehensive introduction to the principles and practices of service design with a strong connection with strategic design.

Throughout the course, you will embark on a journey to uncover the core principles of service design, from empathising with and understanding context and needs by conducting qualitative and quantitative research to service ideation, experimentation, prototyping, implementation, and ongoing iteration/improvement. You'll explore how to apply both well-known and new tools and methodologies to service contexts, emphasising a human-centred approach to problem-tackling.

# Course set-up

## OBJECTIVES

What sets this course apart is its practical approach. Through a combination of theoretical insights, real-world case studies, and hands-on exercises, you will gain actionable skills that you can immediately apply in your professional endeavours. Whether you're designing digital platforms, physical spaces, or customer interactions, the principles of service design are universally applicable and can drive meaningful improvements in your work.

By the end of the course, you will have developed a solid understanding of service design principles and essential methodologies, equipping you with the key tools and techniques to start tackling service encounter and ecosystem challenges. Whether you're aiming to design for better customer experiences, streamline service processes, or innovate new service offerings, this course will empower you to support positive change within your organisation.

Learn at your own pace how to unlock new possibilities for creating valuable and sustainable services, contributing to positive experiences for everyone involved. Use a variety of proven tools and methodologies to help you design services based on people's needs, and analyse and blueprint the current and improved future service of your organisation.

# Outcomes

## KEY TAKEAWAYS

- **Human-centred design** - Understanding the needs, behaviours, and preferences of service actors is paramount in designing successful services. By adopting a human-centred approach, participants will learn to empathise with all people involved and design services that truly meet their needs.
- **Holistic perspective** - Service design involves looking at the entire service ecosystem, including both frontstage interactions and backstage processes. You will gain insights into mapping out service touchpoints, identifying pain points, and designing for a lasting service experience.
- **Iterative process** - Service design is an iterative process that involves experimenting, prototyping, testing, and refining solutions and interventions based on actors' input and feedback. Participants will learn how and when to experiment, cocreate prototypes to validate service concepts, refine through iteration, improve usability and maximise effectiveness.
- **Cross-disciplinary collaboration** - Service design often requires collaboration across different disciplines, including design, business, and technology. You will understand the importance of interdisciplinary collaboration and learn how to effectively communicate and work with actors and stakeholders from diverse backgrounds.
- **Measurable impact** - Valuable and sustainable service design goes beyond aesthetics and focuses on delivering measurable outcomes. You will learn how to define key performance indicators (KPIs) and use data-driven insights to evaluate the success of service design initiatives, drive continuous improvement, and stay relevant.

# Target audience

## FOR WHOM?

- Creative professionals, such as UX/CX designers, product designers and design researchers, who want to transition into the service design field
- Brand/marketing/communication managers, product managers and business designers who would like to expand their toolbox with methods from service design
- Professionals in IT, healthcare, finance, retail, and other service-oriented industries
- Anyone interested in enhancing customer experience and service delivery and in facilitating service design workshops and supporting innovative, human-centred service design projects

# Structure and workload

## CONTENT

- Chapter 1 Introduction to service design
- Chapter 2 Empathising with service users
- Chapter 3 Co-creation and stakeholder involvement
- Chapter 4 Service blueprinting
- Chapter 5 Prototyping and iteration
- Chapter 6 Implementing and evaluating service design

## EACH WEEK NEW LESSONS UNLOCKED

You will follow a series of lessons bundled in 6 chapters. Each Monday, the online lessons for that week are unlocked. 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 explored and inspire you to think about and imagine the road ahead.

## YOUR PROGRESS MONITORED

In total, the course consists of approximately 40 to 50 hours of material. Our team will monitor your progress, support you when needed, and offer expert feedback on your exercises. Each week, one of the tutors, all experts in their field, will give a class, to let you further dive into service design. These live classes will be recorded, so you can watch them later as well. Study the content, join and watch the recorded classes, and do the exercises at your own pace. All lessons are online and can be found on the online College Campus.

# Guided 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. 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 you to progress. 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 Course Mentor.

## **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.

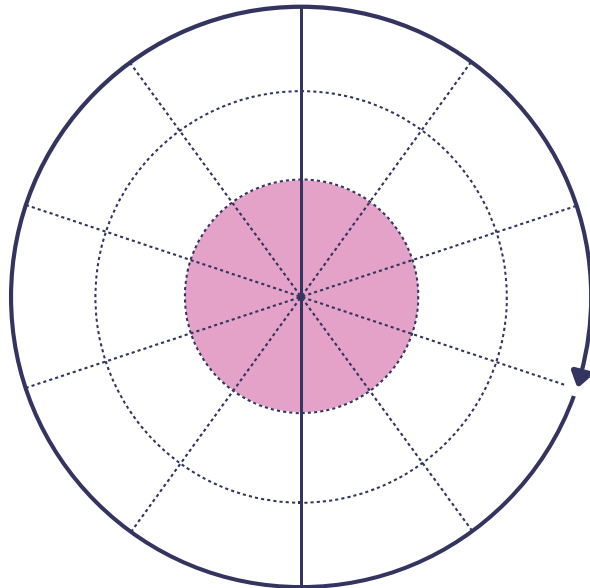
## **EMPHASIS ON PRACTICE**

The focus throughout this course is on a hands-on, practical application of service design; you will learn by doing user research and facilitating workshops, ensuring you gain real-world experience. This approach emphasises applied learning over strategic planning, equipping you with the essential skills and confidence to support service design processes effectively and build a portfolio of work that demonstrates your abilities.

# 360° design mindset

## DESIGN ABILITIES

You will develop a 360° design mindset for your own professional or personal context. The 360° design mindset is about cocreating and codesigning value holistically and continuously, anthrough dynamic and ongoing relationships with other human beings. A two-way exchange with every stakeholder involved. Developing new abilities and ways of thinking that use service design strategically and question the status-quo.



ALL ABILITIES  
LEVEL - EXPLORE



# Meet the tutors



**Silvia Lleras** (Colombia) is an independent consultant in research, service design, and product strategy, leveraging her expertise to guide businesses, design teams and individuals towards success.

Her significant roles include Head of Research at Wallapop, the used-goods marketplace, where she spearheaded the development of user research capabilities, and Service Design Lead at Designit, where she led the service design practice and the executive education programs from Cooper Professional Education in Spain.



**Gonzalo Sanchidrian** (Spain) is Senior Service Designer at Kindred, the online gambling operator, where he coordinates across global markets, collaborating with stakeholders and local teams to ensure a unified and collaborative strategy.

Employing tools such as service blueprints and ecosystem maps, Gonzalo crafts holistic approaches to development backlogs, emphasising the customer's experience while optimising employee satisfaction. He holds an MFA in Industrial and Product Design from the Academy of Art University in San Francisco.

# Meet the tutors



**Soledad Fernández** (Colombia) is a senior design strategist and researcher, currently working at tech start-up Lodgify, where she creates a safe space for sustainable innovation, service improvement, and new business opportunities.

As a service design lead and consultant she worked at consultancies as frog and NTTData, for clients such as Roche, Airbus and Inditex to design systems that support organisational culture and operational improvement. She has been a teacher in different design schools, applying her vision of design.



**Apurva Dabhade** (India) is Design Researcher at Microsoft, where she connects dots and represents users' needs in the product roadmap, while articulating her experiences and findings through words, metaphors, narratives, and spoken language.

An advocate for cultural equity in design and research, Apurva is passionate about contributing to the global design and research communities and making design and research education accessible for marginalised communities. Her current focus is on understanding users' needs around generative AI.

# Meet the tutors



**Laura Duarte** (Colombia) is a Futures & Strategy Design Lead at Scottish government, co-designing a citizen-centred, non-paternalistic and trauma informed, Social Security Department capable of responding to the challenges presented by the polycrisis.

With a background in international relations, Laura has leadership-level working experience in corporate communication, change management and employee engagement. Her work sits in the intersection of service design, design futures and government institutions design.



**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.

Inge is the Main Tutor and Mentor of this course.

# Terms and conditions

With your registration you agree to the full Terms and conditions which can be found on our website.

You agree that you are responsible for your own use of the course provided as well as for your user content and any content of others that you submit, post, contribute, publish or distribute within the course environment. 'User content' includes all content, in whatever format: submitted, posted, contributed, published or distributed by a user, including but not limited to all notes, questions, answers, comments, text, pictures, videos and file uploads. During live sessions, you may contribute by speaking or appearing on camera, and user content may include transmissions or recordings of your voice and/or image.

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.

You aren't allowed to share your user account or login credentials with others to provide them access to the course. You agree to notify us immediately upon becoming aware of or suspecting any unauthorized use of your user account or login credentials. We will not be responsible for any loss or damage arising from unauthorised access to your user account or login credentials.

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# Any questions? Reach out to us!

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