

# Service Design - bringing the humanity back to services

14.-15.04.2015

Rantasipi Airport Congress Center, Vantaa

Masterclass organized by Ratekoulutus



Creating and delivering services is complex and difficult and it is easy to lose the human perspective in organisations divided into silos. Service Design is a practical approach to designing services that work for people. It offers powerful insights, methods, and case studies to help you design, implement, and measure multichannel service experiences with greater impact for customers, businesses, and society. Service Design brings the humanity back to service experiences.

In this workshop you will learn the following approaches and methods that you can implement back at your workplace:

- How to gather and work with customer and user insights
- How to innovate, ideate and improve services
- A deeper understanding of the context in which you are designing and the elements that make or break the experience
- How to move between different levels of thinking, from micro to macro
- How to bring mixed project teams together to understand each other's needs and roles
- How to rapidly make service concepts tangible through scenario building, sketching and experience prototyping

## Target audience

This masterclass is ideal for those involved in innovation, developing and delivering services. Participants may have backgrounds in service design, user- and customer-experience design, interaction design, I.T., strategy, marketing and innovation. Being an intermediate/advanced level masterclass, prior knowledge on the topic is advised.

## The instructor

**Andy Polaine**, PhD. is a service and interaction design consultant, writer and educator. He is co-author of the Rosenfeld Media book, [Service Design: From Insight to Implementation](#) and a [Rosenfeld Expert](#). Andy is also a lecturer and researcher in Service Design at the Lucerne School of Art and Design, Switzerland. He has worked commercially with clients such as Telenor, Optus, Three UK, VW Germany, Proto Partners and live|work, helping them understand their businesses from the customer point of view and to develop innovative new service experiences. As a [Rosenfeld Expert](#), Andy regularly speaks at industry events and has access to an enviable network of expertise. He can be found online at [polaine.com](http://polaine.com) and Twitter as [@apolaine](#).

The masterclass will be hosted by **Markku Nurminen**. Markku Nurminen is a service design and human-oriented methods expert, who has worked in dozens of development projects for companies and public entities.

**Sami Naalisvaara** is Service Design Lead at Fjord, Accenture service design consultancy. He has over 20 years of experience in the design, marketing, and service design.

## PROGRAM

### 09:05 Service Design Introduction - multichannel services for human experiences

- The shift from products to services and the nature of service design
- Designing for people's lives rather than their lives lived out on screens
- Guiding principles for the creation of coherent multichannel service experiences

### 10:00 Starting with insights – design from the bottom up

- Capturing insights into people's needs, motivations and behaviours—their messy lives
- Using insights to develop services from the outside in
- Synthesis – from data to insights
- Why qualitative data can be more useful than numbers and how to turn it into actionable design tasks
- Aligning brand values with customer needs

### 10:45 Break

### 11:00 Service blueprinting I - Getting started mapping the ecosystem

- Using service blueprinting to map and describe a service's omnichannel ecosystem
- How blueprints can be used to generate insights into the pain and fail points as well as the positives.

- Blueprints versus customer journey maps

### **11:45 Blueprinting II - Developing a multichannel service concept**

- Using blueprints and customer journeys as a tool for brainstorming and innovation based on the insights gained from insights research into opportunities and challenges for both staff and customers.
- Generating multichannel service concepts

### **12:30 Lunch**

### **13:30 Connecting the service proposition to the business proposition**

- Based on insights and the analysis of blueprints and customer journeys, what are the “brilliant basics” that we can design? Tempting as it is to go for hero “wow!” moments to surprise and delight customers, which is useful, but no good if the fundamentals are still irritating them. In fact, spending effort and money creating and marketing wow! moments can backfire—customers view them very cynically if the basics do not even work.
- This approach helps to align business goals with customer needs and highlight where internal targets/KPIs and behaviours work against the customer experience.
- Developing the service or brand proposition from the outside in, not inside out
- Moving between micro (specific touchpoint elements) to macro (the business model and service proposition).
- How to turn these concepts into a set of design specifications for others to work on and deliver and ensure they are coherent across all channels, not just classic marketing and communications.

### **14:15 Break**

### **14:30 Guest case study & discussion**

## **DAY 2**

### **9:00 Scenario building and storyboarding**

- Storyboarding customer journeys
- Sketches and paper prototypes

### **10:00 Iterating prototypes and pilot projects**

- Taking an iterative approach to experience prototyping services across multiple channels
- Building up internal confidence that the service touchpoints are clear and coherent experiences across time and channels.
- Moving to more extensive, refined prototypes.
- Pilot projects, that help build a bridge between the business and design assumptions

### **10:45 Break**

### **11:00 Developing and aligning the business and service propositions**

- Iterating the service proposition
- Zooming back and forth between macro and micro
- Connecting the service blueprinting to a Business Model Canvas
- A look at some ways to measure services using an aggregate of different quantitative and qualitative metrics.

### **12.15 Lunch**

#### **13:15 Guest case study:**

3 SWEDEN, Creating a service to demystify the phone bill (presented by Sami Naalisvaara, Service Design Lead at Fjord)

### **14:00 Coffee Break**

#### **14:15 Design to the power of ten**

- What is the future of service design and UX?
- How these skills and approaches scale to tackle complex or “wicked” problems in the world

### **15:00 Discussion**

#### **Price:**

1350 eur / person.

Public sector 995 eur / person.

Includes course materials and refreshments.

#### **Discounts:**

Participants from the same organization: 2 people 1200 eur / person.

Three or more - please ask for a group discount! Contact [anu.kelasalmi@ratekoulutus.fi](mailto:anu.kelasalmi@ratekoulutus.fi)

#### **Cancellation policy:**

Cancellations must be made no later than 14 days prior to the start of the course. Subsequent cancellations will be charged 50% of the price of the training event.

Otherwise, You may transfer the registration to persons working in the same organization at no cost.

**Online Registration at <http://ratekoulutus.fi/koul/3961>**