



3 days

## Certified Service Design Thinker

Service Innovation, Customer Experience Design & Design Thinking



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## Description

### What is it about

Nowadays, differentiation and success on the market are not achieved by features, but by a unique customer experience, new services and connections between products and services. With special processes and methods, service design thinking helps you to identify innovation potential and to create attractive and useful services for your customers, which can be implemented efficiently by you as a provider. This seminar enables you to see the innovation and optimization potential in your own offers so that you can successfully design services and holistic customer experience.

### What to expect

When people are using a product or a service, they come in touch with various interfaces and communication channels. The design of such “touchpoints” often lays in the hands of several different teams, which not rarely lead to gaps and breaches in the customer experience. The demand for specially skilled designers, managers and consultants, who can orchestrate a consistent and successful customer experience, is increasing in private as well as in public sector.

### What you will learn

You will get to know methods and tools from human-centered design, which will help you to understand your customers better and perceive pain points and improvement potential from their point of view. From there, you will be taught to think at adaptable and innovative solutions which can be communicated and implemented effectively. The perspective of service design thinking will help you to see your own offers in an integrated way and recognize new opportunities for service expansion or enhancement in all phases, from acquisition to follow-up.

### Who should attend

This seminar was developed for people who are responsible for the conceptual and strategic development of new services and a holistic, cross-channel customer experience in organizations, agencies, institutions or NGO's. These are, for example, service planners and managers, project and product managers, marketing and sales managers, customer service managers, designers and design managers from all fields (user experience, visual design, product design) as well as architects, scrum masters, product owners, business consultants and start-ups.



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## Agenda

01

### **INTRODUCTION AND OVERVIEW**

On the first day you will receive an overview of the field of service design which will include exercise, so that you can experience the way of thinking, methods and tools, and reflect on them over the course of the seminar.

**09:00 - 09:30 Welcome, getting to know and warm up**

**09:30 – 12:45 Service Design Thinking: Basics**

#### **Definitions and disciplines**

Service design, design thinking, customer experience design, human-centered design

#### **The service perspective of design**

Customer journey, touch points, channels, experience cycle, blueprint, service ecosystem, expectation management, service and product design quality criteria for services...

#### **The necessity and use of service design**

Important trends (servitization, shared economy, experience economy,...), new requirements for companies (customer experience as USP, pressure of innovation etc.), example cases

#### **The Design process**

The double diamond process, analysis and exploration, insights, ideation, concept development, prototyping, testing, implementation

*Practical exercise (about 2h): Design thinking crash course. You will go through the most important steps of the design process, try exploration and empathy-building methods, develop new ideas, build prototypes and try them out.*

**12:45 – 13:45 Lunch break**

**13:45 – 16:30 Design Research: Analysis & exploration**

#### **Design research goals**

Understanding of user's needs, detection of latent needs, improvement of customer satisfaction, the realization of innovation potential, easier understanding of how to change customer's behavior

#### **Methods and tools**

Immersion, service safari, design ethnography, AEIOU observations, diary studies, cultural probes, extreme users, mood boards...

*Practical exercise (about 2,5h): Design research methods*

**16:30 – 17:00 Retrospective, reflection and integration**



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## Agenda

02

### **INSIGHT, IDEATION AND VISUALIZATION**

On the second day, you will learn how to analyze service offers from a customer's perspective with the help of a customer journey map. In the context of a specific design exercise, you will be taught how to identify innovation potential and to transform your insights into adaptable and efficient solutions.

**09:00 – 09:15 Preview and warm up**

**09:15 – 12:30 From data to insights**

#### **Design research synthesis**

Organizing research results, building clusters, search for patterns, interpretation, insights, modeling, problem re-framing

#### **Representing users**

Personas as an empathy tool, orientation and sources of inspiration; A-day-in-the-life, empathy mapping

#### **Customer journey mapping**

Visualizing the customer's journey, discovering potential for improvements and innovations, optimizing resources, alternatives and applications

Practical exercise (about 2,5h): *Personas, customer journey mapping*

**12:30 – 13:30 Lunch break**

**13:30 – 16:30 From insights to ideas – from ideas to a service concept**

#### **Finding und prioritizing ideas**

Brainstorming, body storming, inspiration cards, opportunity maps,...

#### **Developing and visualizing service concepts**

Sketching, concept map, storytelling, storyboarding, scenarios, offering maps, design the box, service evidencing...

Practical exercise (about 2,5h): *Finding ideas, affinity diagramming, design the box*

**16:30 – 17:00 Retrospective, reflection and integration**



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03

### **PROTOTYPING, TEST AND REALIZATION**

On the third day, you will learn how to include customer feedback during the development of a concept, in order to enhance the design and minimize risks and costs. Furthermore, you will be taught how to communicate your service concepts in your own organization effectively.

#### **09:00 – 09:15 Preview and warm up**

#### **09:15 – 12:15 Service prototyping, co-design and testing**

Forms of prototyping in service design and possibilities for including the user: experience prototyping, lofi vs. hifi prototyping, desktop walkthrough, service staging, role plays, service evidencing, co-design, service innovation labs, etc.

Practical exercise (about 2,5): *Prototyping and testing: You build and test prototypes based on your storyboard and let the feedback influence your work.*

#### **12:15 – 13:15 Lunch break**

#### **13:15 – 15:30 Implementing service innovations**

### **Developing services in detail**

Service blueprints – requirement specifications for services (possible interactions, touch-points, organizational and technical requirements...), stakeholder maps, system maps, motivation / use matrix, business model canvas for services

### **Integrating service design thinking into your own business**

Typical challenges while integrating design thinking, tips, design tools and visualizations für the organizational change, best practices...

Practical exercise (about 1,5h): *Service Blueprinting*

#### **15:30 – 16:00 Integration, conclusion and farewell**

#### **16:00 End of seminar**





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## NUMBERS & FACTS

Language: English  
Duration: 3 days  
Max.Participants: 12  
Times: 1st 2 days 09:00 – 17:00  
Last day: 09:00 – 16:00  
Participation fee\*: € 1.490,00 (early bird/10 weeks before the seminar)  
€ 1.790,00 (regular price)

## DISCOUNTS

5% for the registration of 2 employees  
10% for the registration of 3 employees  
15% for the registration of 4+ employees  
10% for self-payers

## CERTIFICATE

For completing the seminar participants receive the certificate *“Certified Service Design Thinker”* by the XDi – Experience Design Institute.

## INCLUDED SERVICES

- XDi-certificate „Service Design Thinker“
- High-quality digitized material
- Numerous templates for your day-to-day work
- Single and group work with presentations and feedback rounds
- Exchange and discussions with your fellow participants
- Photographic and filmed documentation of practical exercise
- A lot of best practices and online resources
- Special seminar locations with a creative atmosphere
- Lunch, beverages, fruit and snacks
- An alumni group for further exchange

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TRAINER



**Dr. Yanna Vogiazou**  
Service Design Lead Coach

Yanna is an international design consultant with more than 10 years of professional practice in user experience and service design, and a strong focus on customer research. She guides and supports teams in large organizations and start-ups in their innovation journey. Yanna specializes in the early stages of product or service development, designing experience concepts and validating their value proposition with target customers. She applies a range of design research methodologies to map customer needs and deliver valuable insights and strategic direction for the business.

TRAINER



**Katrin Mathis**  
Service Designer & UX Conceptor

Katrin Mathis has been designing digital solutions with added value for more than 15 years. With a BSc in Online Media and an MBA in Service Innovation & Design, she brings with her the optimal combination of skills to accompany organizations through digital transformation. With forward-looking methods, she helps to dovetail internal processes in such a way that customers and employees have good experiences.



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## YOUR BENEFITS

- First-class instructors with a strong practical knowledge
- Trainers with many years of practical experience in an international context
- Didactically prepared and creatively implemented learning content
- Practically applied and solid theoretical knowledge
- Application of recent results of brain research
- Integrated coaching and mental training methods
- Comprehensive course materials with many other tips, tricks and links
- Attractive spaces with a special atmosphere
- Personal, informal handling

## OUR ADDED VALUE

The XDi works with new and interactive education programs based on current findings in brain research. Our credo is „learning by doing“ – our participants learn the application of relevant methods and techniques using practical exercises in small groups.



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## FEEDBACK

*"I'm confident that service design and the skills learned in this seminar would be an asset for every company. There is no better way to work up this essential knowledge in three days. Again at anytime! Thanks Nicole."*

Michael Schützenhofer – Digital strategist  
STRATEGIEdesign

## REFERENCES

More references and feedback on [www.xd-i.com/referenzen](http://www.xd-i.com/referenzen)

otto group



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