



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

### **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: Design thinking crash course, important steps of the design process, exploration and empathy-building methods, develop new ideas, build prototypes*

#### **Design Research**

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 board

*Practical exercise: Design research methods*



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## AGENDA

### Insight, Ideation and Visualization

#### 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: Personas, customer journey mapping*

### 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: Finding ideas, affinity diagramming, design the box*



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### Prototyping, Test and Realization

#### 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: Prototyping and testing: You build and test prototypes based on your storyboard and let the feedback influence your work.*

#### Implementing service innovations

Service blueprints – requirement specifications for services (possible interactions, touchpoints, 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: Service Blueprinting*



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## NUMBERS & FACTS

### On Campus Full-time

- Standard Price: € 1.790,00
- Early Bird Fee: € 1.640,00
- Duration: 3 days | 6 h per day
- Scope: 21 h | 28 UE
- Level: Beginner | Intermediate
- Timing: Daily 09:00-16:00
- Language: English
- Trainer: 1
- Min. Participants: 3
- Max. Participants: 12

### Live Online Full-time

- Standard Price: € 1.690,00
- Early Bird Fee: € 1.540,00
- Duration: 3 days | 6 h per day
- Scope: 21 h | 28 UE
- Level: Beginner | Intermediate
- Timing: Daily 09:00-16:00
- Language: English
- Trainer: 1
- Min. Participants: 3
- Max. Participants: 12

## DISCOUNTS

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

## CERTIFICATE

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

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TRAINER



## Hanna Dahlhaus

Senior Trainer/Coach in Design Thinking and agile Methods, Service Designer, Mindful Leadership Entrepreneur

Hanna Hesse creates learning experiences filled with passion and enthusiasm, which revolve around the topics of human centricity with empathy, creativity and the joy of experimenting. In recent years she has taken on the creative role in projects as a service designer in a Berlin agency and has accompanied clients in various industries (e.g. insurance and financial services) in product and service development from the initial idea to the roll-out. As an independent coach and trainer, she combines her project experience with her passion to pass on her knowledge.

TRAINER



## Josef Winkler

Strategic Designer, Agile Coach & Facilitator

“Planet. People. Profit. And a lot of Passion and Purpose.“

That is my understanding of the triple bottom line and our “new” working and living environments. As a strategic designer, agile coach and facilitator, I work in very different corporate and industry contexts: always with a focus on people, the (eco) systems surrounding them and their immediate environments. I bring experience and expertise, especially in the areas of strategic design, agile transformation and cultural work, sustainable innovation management and futures thinking.



# Certified Service Design Thinker

## INCLUDED SERVICES

- XDi-certificate “Certified 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

## 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 practicals exercises in small groups.



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## CERTIFICATIONS



## REVIEWS



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## FEEDBACK

*“I found the training really great and I will take away an incredible amount of input. The variety between content and exercises was really great. I can't remember ever having been to such a great online event. So really big compliments.“*

**Lena Hees , Development engineer in the field of Future Inside Systems, Mercedes-Benz AG**

*„A demanding, intensive seminar. The training leadership could not be better - all participants are integrated and come out of the seminar with a big method box.“*

**Daniel Pott , Division Manager Customer Surveys, Consulimus AG**

## REFERENCES

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

otto group



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MENSCH

DAIMLER

BOSS  
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## MEMBERSHIPS



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