

What we'll cover in this course

MODULE 1

Overview of the
Programme

MODULE 2

Discover and Understand

MODULE 3

Observe and Define

MODULE 4

Ideation & Concept
Development

MODULE 5

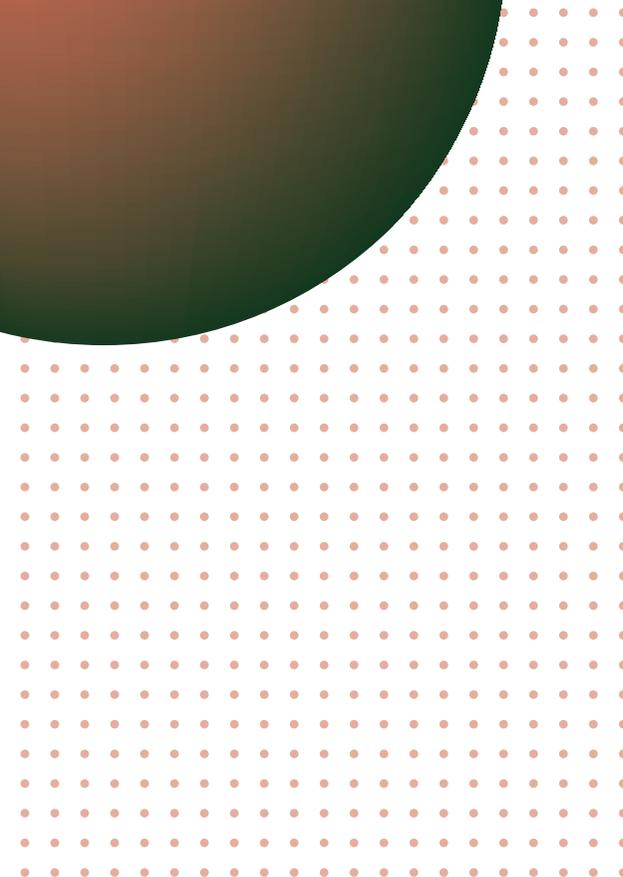
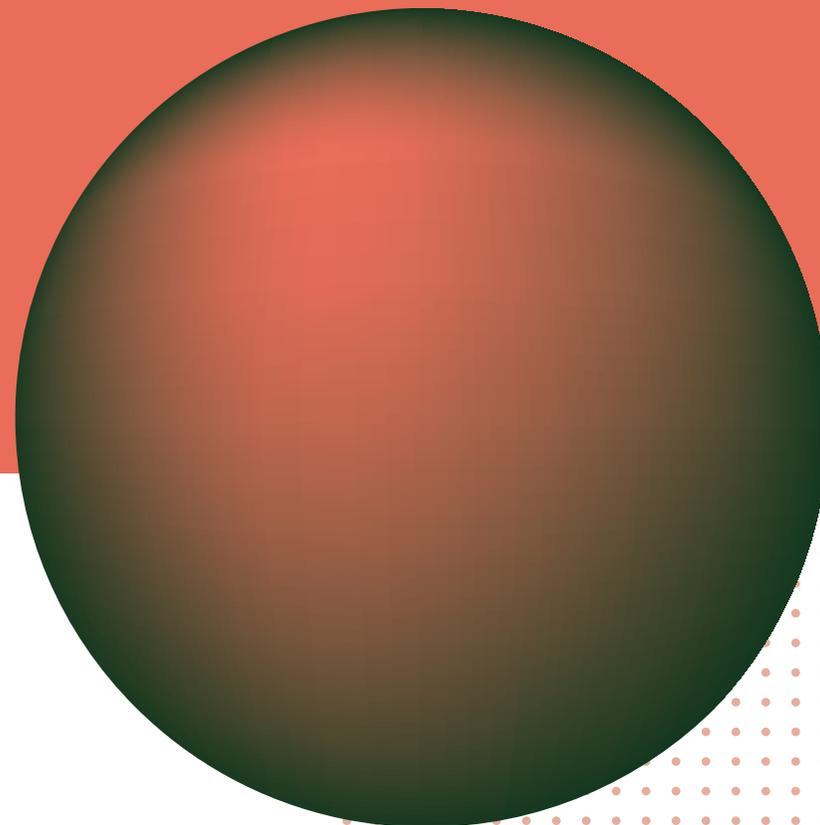
Prototype & Test

MODULE 6

Service Blueprinting

MODULE 7

Packaging Solutions and
Presentation



MODULE 1

Overview of the Programme

1.1 Getting Started

An opportunity to introduce everyone and go over what the course will cover

1.2 Introduction to Service Design

Gives a broad overview of what Service Design is, it's principles and methods

1.3 Panel Discussion

This is a discussion about what it takes to be a Service Design practitioner

1.4 Design Thinking

Introducing design thinking as a general theory of problem solving and giving an overview of the process and tools to prepare for the design activity

1.5 Design Thinking Sprint

A Design Thinking activity that introduces the participants to Design Thinking in short space of time

MODULE 2

Discover and Understand

2.1 Challenge Briefing

We'll introduce the different challenges and prepare for the first stages of process

2.2 Setting the stage

Begin to understand and research what has already been done and start to navigate the greater context

2.3 Unpacking challenge

This is the opportunity of unpack all assumptions, questions and terms

2.4 Apply Research Methods

Apply selected research methods to understand more about the challenge

MODULE 3

Observe and Define

3.1 Talk to people

Go out and interview people, to understand what their desires are, what frustrates them ect

3.2 Unpack interviews

Unpack the interviews to identify things that were surprising, that may have caused a tension or may have created a hunch

3.3 Journey mapping

Understanding the current journey of the customer and framing this with empathy in mind

3.4 Persona Development

Draw up personas profiles to understand their needs, influences and roles and responsibilities

3.5 Framing insights

Making a diagnosis on a need and how this is associated with an insight with a HMW statement

What we'll cover in this course

MODULE 4

Ideation & Concept Development

4.1 Introduction to Facilitating a workshop

Understanding the fundamentals of running a workshop and facilitating ideation

4.2 Idea Generation

Apply various ideation methods to lateral brainstorms and methods to go for quantity

4.3 Idea selection

Start synthesising ideas, by clustering, pairing, idea blossoming and voting

4.4 Building concept

Framing the main features of the concept, its main function, forms and the behaviours it induces understand more about the challenge

MODULE 5

Prototype & Test

5.1 Low fidelity prototyping

Working hands on with basics materials to create fast and feedback effect prototypes

5.2 Plan testing strategy

Plans the most effective way to get feedback from user and various stakeholders

5.3 User testing

User integrated testing to understand more about the concept

5.4 Unpack testing

Understand what the user didn't liked and didn't like, questions they may have had and new ideas they may have had

MODULE 6

Service Blueprinting

6.1 Service Blueprints

After many iterations, it's time to build in a practical and technical blueprint of what the operations will be both for the front and backstage

6.2 Feasibility and Business processes

Building from the Service Blueprint, a higher level business process map will help understand the business and organisational logistics

MODULE 7

Packaging Solutions and Presentation

7.1 Package document

Wrap up concept, process and blueprint in a report format from the template provided

7.2 Presentation

Present your concept in picture format and enjoy a social with the group