



 boxology

# Service Design

Frederik Haentjens



## 1. Overview

The Service Design course is a comprehensive one-day program that equips participants with the skills and knowledge necessary to design innovative, user-centered services. Through a blend of theory, practical exercises, and case studies, this course covers the essential aspects of service design, from understanding customer needs and behaviors through empathy and personas to prototyping and launching viable service solutions. Participants will learn to apply design thinking methodologies to real-world service design challenges, fostering innovation within their organizations.

## 2. Benefits



- Gain a thorough understanding of service design principles and their application in creating innovative services.
- Learn to effectively use empathy and user research to inform service design decisions.
- Acquire skills in prototyping and testing to iterate and refine service concepts.
- Enhance collaboration and problem-solving abilities within teams.
- Develop competencies to drive and implement innovation within an organization.
- Understand how to launch and evaluate the success of a new service in the market.

### 3. Methodology

This is a 3-day course that can be delivered in 3 ways,



#### Virtual

A complete online delivery mode that uses platforms like Mural and Menti, to deliver on teamwork and collaboration during case studies and exercises.



#### In Person

A complete in-person delivery mode that encourages face-to-face interaction and hands-on learning.



#### Hyflex

A mix of virtual and in-person delivery mode that includes the option of attending workshops face to face or enjoying the benefits of a fun virtual class.

### 4. Outcomes

1. Understand the Fundamentals of Service Design: Comprehend the core principles of service design and how it integrates with innovation to enhance user and customer experiences.
2. Employ Empathy and User Research: Master techniques to empathetically understand customer needs and apply this knowledge in designing services.
3. Prototype and Test Services: Learn how to create minimum viable products (MVPs) for services, test them with users, and iterate based on feedback.
4. Collaborate Effectively: Enhance skills for working collaboratively within teams to leverage diverse insights and create innovative service solutions.
5. Launch and Evaluate Services: Understand the steps necessary for a successful service launch, including pre-launch activities, launch strategies, and post-launch evaluation.



### 5. Equipment

1. Laptop/Computer with internet connection
2. Book with pen/pencil for notes

Using the latest technology and Augmented class exercises using AI

M U R A L



DALL-E



GPT-3

## 6. Attendees

This service design and innovation course welcomes a diverse range of professionals. It's ideal for those directly shaping services, like product designers and customer experience specialists, who will gain the tools to craft user-centric experiences. Business leaders, entrepreneurs, and anyone interested in user-centered design will also find the course valuable. They'll develop a foundational understanding of service design, allowing them to make informed decisions, collaborate effectively with design teams, and appreciate the power of user-centered design in driving business success.

## 7. Course Instructor

Frederik Haentjens is a Human Capital & Organisational Transformation author, keynote speaker and executive with a focus on Organization Design (OD), Design Thinking, Employee Experience, Digital transformation, innovation and disruption. He blends 20 years of expertise providing a customer-centered yet technologically advanced approach to Digital Transformation.

He helps Middle-Eastern, African and Asian organizations in the public and private sectors to achieve their business challenges and provides coaching to them and their staff in various theories to help achieve long-term goals. Digitalization is one such course, where in Fred dives deep into the technical aspects as well as behavioral elements to develop a sense of transformation among organizations. With his multi-industry experience, Frederik ensures that his clients are capable and prepared to execute current and future organisational strategies and meet business goals.

He is a strategic professional who works directly with senior executives to align leadership vision, behaviors/practices, culture, measures, strategic workforce planning, performance, and organisation development. He is a creative thinker, designer, problem solver, and decision-maker. He has strong communication, interpersonal relations, coaching/mentoring, change management, and collaborative skills.

A portrait of Frederik Haentjens, a man with short grey hair and a goatee, wearing blue-rimmed glasses, a white button-down shirt, and a grey blazer. He is sitting and looking towards the camera.

Frederik Haentjens

## 8. Course Outline

### Module 1: Empathetic Service Design

DAY 1

This service design module dives into creating customer-centric services. Participants learn the importance of empathy, explore real-life service examples (like the Robinhood App), and participate in exercises. The focus is on design thinking, customer experience, and the future of service design. Key topics include:

- What is a Service?
- Innovating Service with Design
- Keep the customer experience in the center
- No one size fits all
- Mindset for design
- Desire vs Need
- Hear a good story
- Empathy: What, Why, How?
- Bringing Design to the Organization
- Tell a Story
- Share inspiring Stories
- Dual perspective of empathy
- Design thinking result
- Your company in 2030
- When does the future start?
- Examples of Future Thinking
- Dreams and Nightmares
- Futures Thinking Types and Skills
- Signals
- Collect and analyze a signal
- Trend Scanning
- Future Thinking



### Module 2 : Defining & Ideating

DAY 1

Module 2 focuses on building empathy for customers. Participants learn to create detailed customer personas and empathy maps to understand needs and motivations. Through exercises, they map customer journeys and translate insights into actionable "how might we" statements to prepare for the ideation stage.

- What are Personas?
- Think "Customer"
- Analyze Personas
- Persona Map
- Empathy Map
- Humans- a COMPANY perspective
- Customer Experience environment
- Customer Journey Touchpoints
- Point of View
- Customer persona
- Persona storyboard
- Dual perspective of Empathy
- How might we statements
- Dreams and Nightmares Revisited
- Needs & Insights
- Shortlist Needs
- Understand the problem
- Design Thinking Result
- How to Ideate
- Generate Ideas
- Design Insights
- Describe your Idea



### Module 3 : Service Prototyping, Testing, & Going Live

DAY 1

The final module tackles turning service design ideas into reality. Participants explore creating Minimum Viable Products (MVPs) for testing, the power of prototyping for refinement, and successful service launch strategies. The focus is on iterative innovation, encouraging experimentation and continuous improvement.

- Minimum Viable Products
- Visual Thinking
- Prototype: What?
- Prototype for Empathy
- Prototype to Explore
- Prototype to Test
- Prototype to Inspire
- Why Prototype?
- Finding opportunities to Innovate
- Developing Innovative Service Models
- Business Use Case
- Design Thinking Result
- Launching your Service
- Innovation comes from Iteration
- How to Sell Innovation
- Fostering a culture for Innovation
- 3M policy
- Steps to great Customer Service Experience
- Cover Story Canvas
- Added Value
- Waves of Digital Disruption
- Q&A and Conclusion

