Service Design & Design Thinking

Duration

In Person: 2 days
LiveOnline: 3 sessions of 4.5 hours

PDUs

This course will contribute 14 PMI® professional development units (PDUs) towards your chosen certification (10 Ways of Working, 2 Power Skills and 2 Business Acumen).

Are you looking to understand and leverage service design and design thinking so that you can create better quality product and service experiences for your customers?

The best products and services emerge from a creative and iterative approach to defining, exploring and testing problems and opportunities. Our Service Design & Design Thinking course introduces the principles, tools, and techniques that underpin any successful service or product initiative. Bringing together elements of lean, agile and design thinking, this process encourages experimentation, continuous learning, adapting quickly and focusing on value so that you build the right solutions in the right way. You will interactively walk through a design thinking process and learn how to apply it in your own context.

Learning Outcomes

During this course you will learn about:

- What is service design and design thinking and how it applies across a wide variety of challenges and opportunities
- How design thinking tangibly increases your organisational value
- How to explore the needs, motivations, and behaviours of users
- Service design and design thinking tools and techniques
- How to prepare and conduct user research
- How to test your design
- Using the 5-step design sprint process and different techniques that can be applied at each step

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Intended For

This course is aimed at:
- Product managers, leaders, strategists and designers who are responsible for product and service delivery
- Product team members, including Product Owners and Business Analysts who are working on product or service teams
- Anyone interested in learning and applying service design and design thinking to their products and services

Prerequisites

There are no prerequisites for the Service Design & Design Thinking class.

Content

Topics and exercises covered in the course include:

- Service Design Defined
    - Core Service Offerings
    - Service Design Principles
- Design Thinking Explained
    - Design Terminology
    - Solving Wicked Problems
    - Mapping the Service Ecosystem
    - Design Thinking Mindsets
    - Design Thinking Process
- Research & Empathise
    - Start with the Customer
    - Personas
    - Empathy Maps
    - User Research
    - Customer Interviews
- Define
    - Initiative Canvas
    - Opportunity Pitch
    - Customer Journey
    - Service Blueprints
    - How Might We?
    - Understanding & Identifying Value
- Ideate
    - Brainstorming
    - Prioritisation
- Prototype
    - Prototype Iteration
- Validation & Test
    - Experiments
    - Assumptions Mapping
    - Prototype Evaluation

Lecturing is kept to the minimum necessary where most of the learning is achieved by applying the practices and techniques in group exercises. Our LiveOnline delivery is over three days (each four and a half hours in duration). The instructor is 100% live and interaction and learning objectives are the same as our in-person classes with the added benefit of being able to take this course from your home, your office or your home office. Since this class is delivered over half-days it allows for greater flexibility and leaves you with time each day for other work or activities.

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