Service Design

A WIL Digital Initiative

Presented by the Information and Communications Technology Council

Welcome to ICTC's WIL Digital: Service Design

ICTC's WIL Digital is an innovative Work Integrated Learning (WIL) program that helps students gain insight and skills to advance learning and meaningful work experience.

COURSE OVERVIEW

The course has been designed to support the development of the next generation of service design (SD) talent. It has been driven by a network of service design experts whose career focus is finding solutions to complex problems, designing a more cohesive customer-centric experience, and ultimately transforming organizations.

Service design is a complex topic. The skills to deliver it effectively need to be built iteratively.

- In this course, we'll explore:
  - How to use core service design skills and tools
  - How to identify opportunities to apply service design skills in your placement
  - How these skills may be applied in the real world, and broader environmental factors that will impact your service design practice

This six-module online course will serve to introduce post-secondary students and recent graduates to a set of cognitive, strategic, and practical processes by which design concepts are developed. Using real-world use cases, the course will support learners in combining prior knowledge with industry-backed systems so they can contribute actively to a service design process.

Upon completion of this course, students will understand the key challenges businesses face today, the need for change, the phases of a design thinking approach, and the roles in a service design process. This course is a guide to the iterative processes in service design and will encourage further investigation and understanding of this complex field through supplemental readings, online resources, and on-the-job learning.

TARGETED AUDIENCE

This course is designed for post-secondary students who are interested in understanding the logics and processes while developing foundational and transferrable skills surrounding the subject of service design. Students who are proficient in this subject matter are encouraged to take another of the WIL Digital courses available, which provide an excellent lateral understanding of the concept associated with this course. If you are interested in studying a more in-depth version of this subject, please contact your course facilitator for options available.

ABOUT THIS COURSE

ICTC's WIL Digital Service Design e-learning course introduces students to the practice of service design and its critical role in the digital transformation of all types of organization. Students will understand the need for innovation, key challenges and phases of a design thinking approach.

Modules		Learning Objectives
1	**Service Design for Customer Experience (SD)**	• Understand fundamental aspects of Service Design: mindset, process, toolset, cross-disciplinary language and approach • Critically explain how a service design approach is used in organization • Gain basic understanding of skills required to succeed in SD projects
2	**Making Changes in an Organization**	• Describe the different types of innovation • Gain a basic understanding of the adoption of technology, S-curves and Rogers • Describe the innovator's dilemma
3	**Discovery and Problem framing**	• Identify skills in user research (interviewing, assessing, UX) • Understand the importance of how people experience designed artifacts • Basic understanding of representational and creative techniques
4	**Ideation**	• Explore the techniques used to generate ideas, add depth and diversifying ideas • Understand and apply practices to consolidate ideas, identify personas and create journey maps, and plan scenarios
5	**Prototyping and Testing**	• Understand the advantages and relevance of prototyping • Explore the process in developing a service prototype that incorporates key artifacts • Developing a Future-state Service Blueprint
6	**What Happens Next?**	• Explore the service design and product management

WORK-INTEGRATED WIL DIGITAL LEARNING

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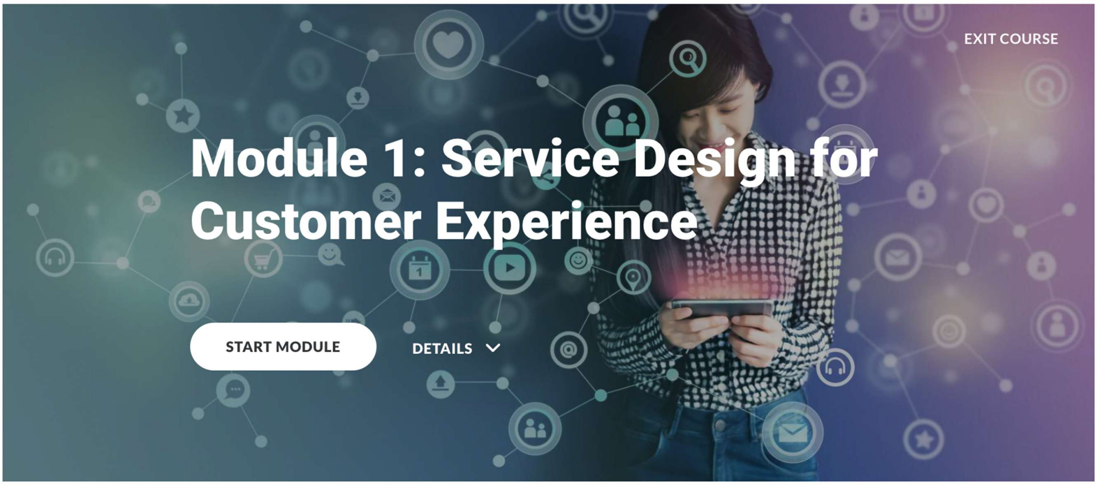

Module 1: Service Design for Customer Experience

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Welcome to Module 1!

In this introductory module, we explain what service design is, how it improves customer experience, and the skills you need to succeed in service design. We also consider examples of good and bad service design and give you an opportunity to reflect on how you might apply service design in real-life situations.

🕐 60 Minutes

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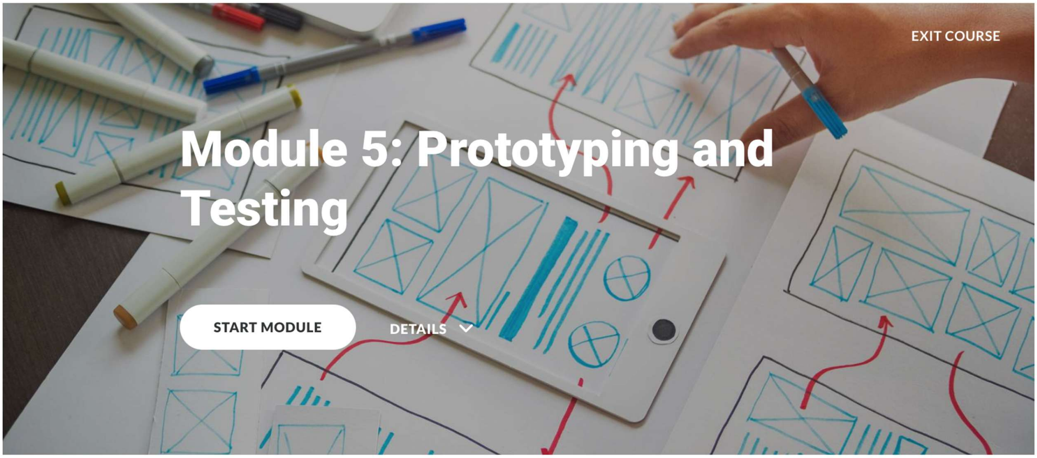

Module 5: Prototyping and Testing

Welcome to Module 5!

In this module, we explore prototyping and why it’s an important step in the service design process. We cover the concept of fidelity and what the basic characteristics of low-fidelity prototypes are. We highlight popular prototyping tools and techniques and explain how to choose one, depending on what you’re prototyping, where you are in the design process, your goals, and the resources available. Lastly, we look at prototype testing approaches, along with designing a service touchpoint prototype.

🕐 60 Minutes

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7.1 Professional Profile

[Media description: A white woman facing the camera. She has shoulder length brown hair and is wearing a navy blue blazer over a red top and light blue jeans. Behind her is a window to the right and a multicolored wall to her left.]

Susan Bartlett has been a service design practitioner since 2011, working with Fortune 500 and public sector clients across North America. Susan's work focuses on embedding service design capabilities in large organizations and integrating practical project delivery with best practices in organizational change.

Susan is the founder at Workomics, where she uses service design to create customer-centric cultures and design employee experiences that are equitable and meaningful. Previously, she was the CEO of Bridgeable, a leading service design firm, and a strategy consultant at IBM.

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7.2 Problem Statement

Case study set-up_final.mp4
from Digital Pulse
Digital PULSE
Susan Bartlett
Founder
02:37
vimeo

[Media description: Susan Bartlett sat in her home office talking to the camera.]

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