1 WEEK TRAINING

Service Design

Workshop Goals:

Learn to analyze an existing service in order to judge its efficacy and value. This provides students with a language of criticism and evaluation.

Think about experiences as a series of designed touchpoints. This is a new perspective on products, treating them as part of dynamic ecosystems.

Understand how changes in one part of a system impact another part of a system. Systems thinking realizes that ecosystems are complex, and simple causality is hard or impossible to identify.

Tell stories of how people experience designed artifacts. The ability to craft narratives becomes one of the most fundamental ways of communicating time-based interactions.

Day	Topic
Monday	**An Overview of Service Design**. Participants will learn about the role of narrative, time, and touchpoints in the creation of services. We then explore service design with two concrete examples. **Performing a Service Audit**. A method for unpacking and exploring service design touchpoints, and breaking these touchpoints into component parts.
Tuesday	**Customer Journey Mapping**. A visual map of how a service unfolds over time. Participants learn about how to illustrate complex systems in simple ways, describing how touchpoints interact to impact experience. We will walk through a methodical way of plotting the service modules to identify frustrations, disconnects, and new design ideas.
Wednesday	**Service Slices**. A series of lenses applied to a service in order to isolate unique components and identify problem areas. We will dissect a service into these models: behavior and information exchange, power and emotion, artifacts, and environments. Participants will learn how to work from a transcription towards a specific diagram representation.
Thursday	**Goals, Flows, and Storyboards.** Identifying how someone will use a service in order to achieve their goals. First, participants learn how to articulate user goals in a concise manner, and how to identify the relationship between goals and value. Then, we will learn to author written scenarios of use that describe an optimistic future, and how to translate those scenarios into sketched storyboards.
Friday	**Prototyping.** Tangible representations of service touchpoints. Participants will identify key touchpoints from their customer journey maps, and create low fidelity manifestations of these touchpoints. We will produce visuals that can be tested and explored with people in order to assess the value of the creations.