

Service Design Immersive

Build services that bring value and solve for real needs across every interaction.



— “You will leave understanding the value of service design and armed with a methodology to do it.”

Day One

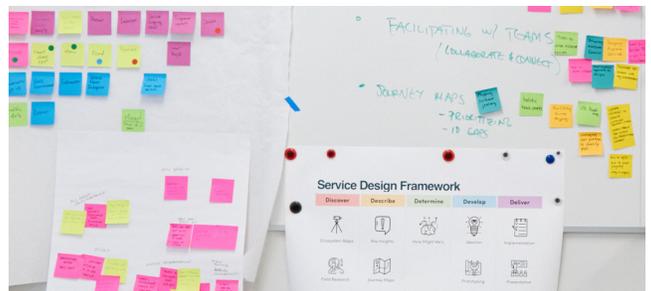
- + Understand the implications for an organization adopting a service mindset.
- + Help your organization gain a more holistic understanding of your services by leveraging design research and synthesis.
- + Research the current state of a service in order to understand your customers' current experience.
- + Learn how to create journey maps to frame your understanding of the service around your customers' activities and their emotional response.
- + Identify and pose opportunities for improving a service.



Practice prototyping tools like bodystorming to test out, humanize, and improve future service concepts.

Day Two

- + Use ideation methods to generate multiple potential solutions.
- + Practice storytelling to frame your service vision around the customer experience.
- + Use prototyping techniques like bodystorming to help evolve and refine a service concept.
- + Learn how to build a service blueprint to plan the implementation of your service vision and communicate it to your organization.
- + Discover tactics to set implementation in motion and maintain momentum.



Get ready for the implementation of your service through tools like service blueprinting.