

Self-assessment by Abdalla Elbadawy

SUBMITTED ON 09 NOV 2018



I currently work as a/at:

I'm currently the Head of the Customer Experience Department at HUED, the first Design and Innovation Consultancy in the MENA region. After around 8 years in Marketing and Digital Marketing related positions I've started my career in service design as a Service Design Consultant in 2014 then promoted to a Senior Service Design Consultant in 2015. I've tried the entrepreneurial spirit by cofounding the first Customer Experience Company in Saudi Arabia between 2016 and 2017 then back to the corporate world to establish the Customer Experience Department at HUED as mentioned above.

Here's my LinkedIn profile: <https://www.linkedin.com/in/abadawy/>

My educational background:

In 2010 I've completed my Professional Certificate in Marketing then in April 2011 I've earned my certificate as a Professional Certified Trainer from the American University of Cairo. I've started my Service Design journey in 2012 by attending ServDes 2012 during the celebration of Helsinki as a World Design Capital where I've learned about the Service Innovation and Design Masters program at Laurea University of Applied Sciences. So, I've started my service design masters studies in September 2012. In 2015 I've completed the Service Excellence Program at W. P. Carey School of Business, Arizona State University. At the end of 2015, I've become a CCXP, Certified Customer Experience Professional. In 2018 I've acquired the certificates of Service Experience Management from Arizona State University and the Operational Customer Experience Management Certification levels 1 & 2 from Medallia Institute.

The following theories are the key components of my approach to service design:

- The progression of Economic Value "The Experience Economy"
- Design Thinking /Human Centered Design Process
- Business Value of Design as a concept "aspects of ROI, profitability, analytics and metrics"

These are the most relevant resources I base my work on and I recommend them as a body of knowledge in service design:

Books: Experience Economy - Services Marketing: Integrating Customer Focus across the Firm - Service Startup - The Service Innovation Handbook - This is Service Design Thinking

For articles and professional membership: SDN Touchpoint

Website: servicedesigntools.org

Videos: Service Design Show by Marc Fronteijn

I have X years of working experience in service design:

5



I have particular experience in the following service sectors:

Healthcare, Public Sector, Digital/Internet, Charity

I have provided service design training sessions and/or other educational experiences for X years:

4

My philosophy as a trainer is:

I categorize the training experience into four aspects:

- 1 - Context: where I understand the ultimate objective of the training on the group level as in the case of the company training and on the individual level. I tend to know the background of each attendee, and how the Service Design as an approach would support them in their daily work/life activities. I differentiate between the attendees who are required by their organizations to attend the training and by the ones who chose to attend by themselves. This would help me better design for the training experience and decide on the concepts and activities to be involved
- 2 - Concepts: Service Design is an approach of solving problems innovatively, a different logic of looking at business models and business offerings so I make sure to put the service design in its larger context by looking at the progression of economic value and how it's related to the experience and then the transformation stages. I focus on bringing in the tangibility aspects by explaining some tangible benefits and statistics that can support the case for embedding service design at the heart of the How side of doing business.
- 3 - Tools: the tool box of service design is very rich and I make sure to cover the essential tools per stage of the Human Centered Design process from the Insights gathering, ideation, analysis and prototyping.
- 4 - Post training activities: I make sure to give the attendees the key to continue updating their knowledge in their service design adoption journey and I refer them to other resources such as books, professionals and or professional organizations to follow.

These are the service design training sessions and/or other educational experiences I've facilitated within the last year:

Most of my training sessions are part of the awareness and capability building activities we embed in our Service Design projects. During the past 5 years I've facilitated many service design training sessions as on project basis with many clients such Ministry of Health, Ministry of Economy and Planning, Ministry of Labor and Social Development, Ministry of Commerce and Alrajhi Foundation in Saudi Arabia.

Aside from my on project training, I have hosted or organized the following SD events:

- 1 - Host and organized Cairo Service Jam 2012 and 2013 where I've trained the jammers on the Human Centered Design process and facilitated the application of the tools and concepts to the jam process. Here is a link for the prototype video of the output of Cairo Service Jam 2012: https://www.youtube.com/watch?v=JkjX_r5kK3s

A link to the Cairo Service Jam page on Facebook that documented the moments of 2012 and 2013 jam activities:

https://www.facebook.com/cairoservicejam/?_tn_=%2Cd%2CP-R&eid=ARBUt70N7nvTUTm-S4r-NKsJ70WARFI4XVM_0sVvVw976DcA9w1HqenS5rqfcw-DF_QS_RKLgBfJOxVQ

- 2 - I was part of the organizing team of Riyadh Gov Jam 2015 where we had around 50 attendees from the government agencies in Saudi Arabia, trained them on some essential tools of Service Design and facilitated their activities to come up with prototypes for citizen solutions.
- 3 - I was part of the organizing team of Riyadh Jam 2018 with 150 attendees, co facilitated the jam activities and delivered a keynote about Customer Journey Mapping. Here is a link for my talk: <https://www.youtube.com/watch?v=xG1bryCfDHI&t=363s>

I mostly provide my training offerings in the following language(s):

English - Arabic

I mostly provide my training offerings in the following countries/cities:

Egypt - Saudi Arabia - United Arab Emirates

I cover the following topics during my training offerings:

- History of service design



- Definition of service design
- Relationship of service design to agile, scrum and lean
- Designing and conducting co-creation workshops
- Visualisation techniques
- Prototyping of services
- Implementation of service design concepts
- Leadership/management of service design projects
- Building in-house service design capabilities
- Working with complex service systems
- Service design for cultural change
- Organisational development

My training participants typically have the following level of experience:

- Novice (new to service design)
- Fundamental (basic knowledge)
- Advanced (practical application)

These are my favourite cases I use to inform participants about the impact and value of service design:

The IDEO shopping Cart project: <https://www.youtube.com/watch?v=W6EgoiPxNDs>

These are the service design methods and tools that I use during my sessions:

Personas - Customer Journey Mapping - Service Blueprints - Stakeholder Mapping - Affinity Diagrams - Sketching - Ecosystem Mapping - Designing a wallet - User Interviews - Drivers of Change Visualization

After successfully attending my training sessions, participants will typically be able to:

Develop personas
Conduct user interviews
Create a Customer Journey Map
Create a Service Blueprint
Create a stakeholder Map
Create an Ecosystem Map
Create an affinity Diagram

I apply the following evaluation tools to make sure the participants have understood the content of my sessions and gained the expected competencies and skills:

Discuss the ideas and solutions they came up with

I have participated in the following service design-related activities in order to stay up to date, share my experiences with peers and receive their supervision within the last 12 months:

- Riyadh

I actively support the local or national service design community through:

I've started an initiative in 2017 to spread the Human Centered Design concepts in the MENA region. So, I've launched the initial platform for the initiative: www.designformena.com and started a communication channel on Slack for the community members to communicate and collaborate.

I have participated as a speaker in the following events:

1 - Riyadh Service Jam 2018 - My talk: Customer Journey Mapping



Self-assessment by
Abdalla Elbadawy

2 - Fnar Cafe in Dammam, Saudi Arabia 2018 - May talk: Service Innovation and Design

3 - HUED Talks October 2018 as part of celebrating the CX Day 2018 - My talk: Art and Science of Customer Experience

I have published the following books/articles on service design and related fields:

<https://www.linkedin.com/pulse/towards-experience-transformation-road-map-gulf-elbadawy-ccxp/>

<https://www.linkedin.com/pulse/vision-gcc-experience-transformation-road-map-where-elbadawy-ccxp/>

<https://www.linkedin.com/pulse/my-12-cx-tips-reflections-12th-tell-all-abdalla-elbadawy-ccxp/>

Contact details:

Abdalla Elbadawy

Riyadh, 12252 Riyadh

hey@abdallaelbadawy.com