Self-assessment by
Usamah Jan

I currently work as a/at:

Innovation & Academy Partner @ HUED Innovation & Design Consultancy Company: https://www.livehued.com/design-studio/services-design/

My LinkedIn profile:

https://www.linkedin.com/in/usamahjan/

My social media channels:

https://twitter.com/usamahjan

My educational background:

I entered the field of Business Innovation Management in 2010, once I worked in the Innovation Department @ Elm company (https://elm.sa/en/Pages/default.aspx) in Riyadh, Saudi Arabia - One of the local elite companies who works closely with the government bodies to enhance their services offered to the public – as Innovation Executive Manager. During my journey, I encountered the Design Thinking concept, Human Centered Design, Customers First, ... etc. I was looking for a practical implementation of Design Thinking in our field, as services provider till I meet Mr. Mahmoud Abdulrahman (Founder of SDN Chapter in KSA-Riyadh I think: https://www.linkedin.com/in/mahmoudarahman/) in 2016 and he told me about the Service Design & SDN. Since then, I'm practicing it and training others on implementing the concepts of service design. Recently, I joined HUED (https://www.livehued.com/) as a partner of the academy & innovation and I'm training the employees of our clients on the Service Design methodology (Last course were given on 23-25 Apr 2020, where I used the remote work challenges as a domain to apply & practice the service design methodologies to come up with effective solutions that would be suitable to the client's environment).

Also, it worthy to mentioned that I formed a whatsapp group on 2017 to gather all Innovation professionals in Saudi Arabia to discuss the related topics & challenges, and by end of 2019 it is published as an official Innovation & Technology Association.

I attended different courses in Innovation: Train the Trainers in Critical & Creative Thinking, Creative Problem Solving, "The Effective Facilitation" training course from Leadership Strategies (https://www.leadstrat.com/), "Principles of Graphical Facilitation" training course from The Grove (https://www.thegrove.com/), "Design Thinking for Business Innovation" from University of Virginia – through Coursera, "Certified Innovation Professional" from GINI (Global Innovation Institute: https://www.gini.org/certification/professionals/CInP), Successfully passed an exam from GIMI (Global Innovation Management Institute: https://www.giminstitute.org/) and deserved the title: Innovation Catalyst (https://drive.google.com/open?id=0B3AqZGJbw3KrY213SkY3MmJPRIU), and finally I deserved the title Innovation 360 Licensed Practitioner (https://licensed.innovation360.com/usamah-a-jan/) with Innovation Management Yellow Belt (IMYB) level.

SDN∞
SERVICE DESIGN NETWORK

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

Double Diamond: Problem/Solution Spaces, Divergent/Convergent, Human-Centric, Iterative process - not linear, Assumptions Based Approach, Discover: (Research, Interviews, Observation, Empathy, Experience Map, Insights, Journey Map), Define: (Persona, Problem Reframing, Design Criteria/Principles, Trigger Questions), Develop: (Ideation, Brainstorming, Brainwriting, Concept Development, Prioritization, Prototyping, Testing), Deliver: (Service Blueprint, Implementation, Training)

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

1. This is Service Design Doing book: referring to the tools
2. Good Services – How to design services that work (Lou Downe): referring to the basics
3. SDN Touchpoint: reading and adding to my own knowledge
4. https://www.linkedin.com/in/marcfonteijn/: following his posts and discussion add a lot to my experience
5. Service Design Academy (https://sda.ac.uk/): anyone ask me for accredited training courses on SD

I have X years of working experience in service design:

6

I have particular experience in the following service sectors:

Information Technology, Banking, Education, Telecommunication, & Public Services

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

4

My philosophy as a trainer is:

- I usually start with explaining the 5 steps of the innovation process: Setup, Diverge, Emerge, Converge, Implement
- Then, I talk about the Human Centric Innovation and design thinking, and it is different than the general Innovation Process
- After that, I explain the Service Design Double Diamond, detailing each phase: Discover, Define, Develop, & Deliver
- Finally, I ask the trainees to apply these steps (except the deliver, because of the nature of the training courses and its duration limits – usually 2 to 3 days maximum) on real challenges that their corporates are dealing with currently

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

1. 23-25 April 2020, "Remotes E-Lab", Saudi Industrial Development Bank (SIDF: https://www.sidf.gov.sa/en/Pages/default.aspx), 30 participants, 3 days from 10 a.m. to 2:00 p.m. : https://drive.google.com/file/d/1xWW6H9KbpRvOM4Zty0RAc9dfTxcmBmg8/view?usp=sharing
2. 13 Feb 2020, "Offsite Hike", Communications & Information Technologies Commission (CITC: https://www.citc.gov.sa/en/Pages/default.aspx), 40 participants, 1 day from 8:30 a.m. to 6:30 p.m. : https://drive.google.com/file/d/1pPhxxr7IYyJ8P4jZBCTXlDRZ9jzmNhGe/view?usp=sharing

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

English, Arabic

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

Saudi Arabia - Riyadh

I cover the following topics during my training offerings:

- Definition of service design
- Visualisation techniques

- Prototyping of services
- Implementation of service design concepts
- Business model development
- Building in-house service design capabilities
- Working with complex service systems
- Exploration of systems
- Organisational development

My training participants typically have the following level of experience:

- Novice (new to service design)
- Fundamental (basic knowledge)

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

Methods:
- Desk Research
- Ethnography
- Co-Creation
- Developing Insights
- User Stories
- How Might We
- What If
- 6-3-5 Brainwriting
- Dot Voting
- Decision Matrix
- MoodBoard
Tools:
- Persona
- Journey Map
- Experience Map
- Stakeholder Map
- Low & High Fidelity Prototyping
- Service Blueprint
- Business Model Canvas

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

Interview Others, Observe Behaviors, Reframe the problem/challenge, Prepare trigger questions, generate ideas, prototype ideas, present prototypes using storytelling

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:

Participants Evaluation Questionnaire, Managers Post-Sessions Followup Questionnaire

I systematically evaluate and improve my offerings based on feedback. These are examples of feedback that have led to improvements:

- The duration of the training sessions, I used to offer it in 2 days, but based on the feedbacks I offered it in 3 days last time
- a lot of feedback received was on how to implement what we learned in our day to day work, and so I changed my technique to ask for a real challenge from the trainees environment and ask them to apply what they learned as we covered the topics one by one

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:

- WCIW "World Creativity & Innovation Week)

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

Coaching
Training
Knowledge Sharing Sessions - especially in Arabic

I have participated as a speaker in the following events:

I provided many talks and awareness sessions on the Creativity & Innovation in the business and within corporate, especially on the World Creativity and Innovation Weeks. Here are some links:

**Oct 2017 - Creativity & Innovation: https://youtu.be/px6ZQsSn7_o (Public Event)

**April 2020 (During the WCIW) - Business Innovation (Delivered it to 10 different clients targeting their employees as an Internal Events, where I explained the Service Design as part of the services our company HUED would deliver):

https://www.linkedin.com/posts/usamahjan_innovation-activity-6661391089490022400-pPva

https://www.linkedin.com/posts/usamahjan_innovation-activity-6658682072401534976-NTi3

https://www.linkedin.com/posts/usamahjan_wcid-innovation-activity-6658329161309962240-Lcb5

https://www.linkedin.com/posts/usamahjan_stayhomestaysafe-wfh-innovation-activity-6658306120819490816-6a6m

Also, here you can find my slides that I'm presenting to my audience - in Arabic - where I'm explaining to them the Service Design Double Diamond - Slides 17-23: https://drive.google.com/file/d/1vXr3yPCQc3-WS5JxNqWZY9I1kXl54Lwc/view?usp=sharing

**May 2020 - Business Innovation: https://youtu.be/OAygpvcezfk (Public Event)

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