# Self-assessment by
# Ruben Ocampo

## My educational background:

Bachelor's degree in Industrial Design
Master's degree in Human-centered design
Master's in Business Administration

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

My approach to service design is guided by the following principles:

* All service design work should have a direct link to the organization/business strategy.
* Service blueprints are outputs, the real outcome and ultimate measure of value for service designers should be the tangible impact made in the user's life and in meeting the organization's goals.
* Service design metrics should balance impact on user experience and loyalty with operational measures such as efficiencies reached through better experiences and business measures such as impact to revenue or business growth.
* Service design work should have consideration for its impact in wider socio-economic ecosystems, beyond user experience and business goals.
* Ultimately, service design is about understanding, visualizing, clarifying and/or designing large, complex service ecosystems. Where they differ most from traditional customer experience efforts is that they are not only interested in grabbing people's attention and selling to them but in providing seamless and satisfying end-to-end experiences that combine services, products, spaces, humans, messages, etc.

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

https://www.service-design-network.org/
http://www.servicedesigntools.org/
"This is Service Design Thinking" by Schneider and Stickdorn
"Service Design for Business" by Reason, Løvlie and Flu
"Value Proposition Design" by Smith, Osterwalder, Bernarda, Bernarda, Papadakos, and Pigneur

## I have X years of working experience in service design:

9

## I have particular experience in the following service sectors:

Banking and financial services, durable consumer products, professional services, academia (setting up entrepreneurship & innovation hubs), native digital & tech start-up's

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These are the service design projects I have successfully delivered:

* Facilitated several efforts for Discover, a leading brand in the banking and credit card space, to cut across silos and leverage organization wide capabilities in more powerful ways.
* Consultant to Kohler Co. – a leading brand in plumbing fixtures and faucets – for the past 5 years. I've facilitated the creation of a strategy and testing of value propositions in end-to-end bathroom design, remodel services and product customization. Link to a Touchpoint article inspired by this work: https://www.service-design-network.org/touchpoint/touchpoint-8-2-design-thinking-and-service-design-doing/in-a-world-of-products-service-is-king

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

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My philosophy as a trainer is:

I find that teaching any type of design methodology, particularly to clients, has to demonstrate immediate application and value to their business. This can be achieved by providing relevant examples and case studies from within their company and/or industry, and by being very clear about what they can expect to get from each method in the context of their organizational circumstances.

I also believe that less is more. I have experience teaching as an adjunct for other organizations, and in some instances the focus is on the amount of methods taught rather than their full comprehension by the participants. However, over and over the feedback I receive from participants favors more time and iteration given to the practice of specific methods to ensure that they a) fully understand how to use it properly and b) arrive at the expected outcome, knowing what a quality output is supposed to be.

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

LUMA - Introduction to design methods:
- Accenture, Jan 23 - 25, USA, 16 participants
- Owens Corning, Feb 8 - 9, Mexico, 12 participants
- Accenture, Feb 20 - 22, USA, 16 participants
- Accenture, Mar 13 - 15, Argentina, 20 participants
- Accenture, Apr 26 - 28, Canada, 20 participants

LUMA - Advanced course for design facilitators and instructors
- Accenture, May 22 - 24, USA, 16 participants
- Accenture, June 26 - 27, Argentina, 11 participants
- Accenture, June 28 - 29, Argentina, 10 participants
- Accenture, August 23 - 25, USA, 16 participants

Grupo Bimbo - Innovation methodology in practice
- March 30 - 31, USA, 12 participants
- May 16 - 17, USA, 12 participants

ISACA
- Facilitation of current user journey diagnosis, USA, May 3
- Facilitation of desired user journey design, USA, Dec 6

Kohler Co.
- Insights Training for product development teams. July, September & November. 15 participants per class.
- Facilitation of the strategy, value proposition design, and identification of key backstage enablers/internal capabilities for Product Customization.

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

English and Spanish

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

United States

Latin America (including Mexico, Colombia and Argentina)

United Kingdom

Australia

## 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
- User research/deep customer insights
- Designing and conducting co-creation workshops
- Visualisation techniques
- Facilitation skills for service design
- Prototyping of services
- Implementation of service design concepts
- Business model development
- Measuring impact of service design, relating it to Key Performance Indicators (KPIs)
- 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)

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

eIAC / Intensive Ambulatory Care program- Philips Design

https://www.service-design-network.org/case-studies/intensive-ambulatory-care-program-proeiac

One of my specialties is in helping companies that have traditionally in the product space to see services as new sources of revenue and relevance, rather than just a means to sell and support more products. I believe Philips has done a phenomenal job in this space, and this case study is of great help in that space.

I am very inspired by good service design in government. Particularly I use the design guidelines created by the UK government for the design of citizens for services, and refer to them in sessions with clients both within and outside of the government sector. Another great example in this space is the work done by Golsby-Smith & Associates (now 2nd Road, part of Accenture) to help transform the Australian Taxation Office into a citizen-centered entity in the 1990's.

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

* Various ethnographic and nethnographic methods to assess the current experience and identify pain points
* Actors/stakeholder map
* Affinity diagrams/clusters
* Mind maps
* Personas/user profiles
* Concept posters

* Customer Journey Map (to map out the current experience diagnosis)
* Prioritization tools, such as Impact vs. Effort Matrix and Roadmapping
* Service strategy
* Service Blueprints (to design the future/desired journey)
* Storyboarding
* System mapping
* Prototyping (rapid and not-so-rapid) and testing

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

Introductory training: be engaged participants in the design process.
Intermediate training: conduct qualitative interviews and affinity clustering; draft insight statements; draft user journeys; participate in idea generation and refinement; create visual and physical prototypes of solutions; propose methods and protocols for concept testing; identify internal capabilities and/or partnerships required to implement their proposed solutions.

## 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:

Written feedback forms with a 0 to 10 rating and two fields for written comments.

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

I turned the delivery of an Insights Training program from 2 consecutive days to a program taught over several weeks, with 2 separate in-person sessions with a 4-week window between them, ongoing phone and email check-in's, and a final video conference check-in 4 weeks after the second in-person session to provide final feedback. This allowed the teams to actually do the work required to complete some research activities, craft insights and produce different outputs. This, in turn, allowed the second in-person and the final video check-in to focus on giving them feedback on their work rather than just focusing on theory and small activities.

## 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:

- SDN Global Conference
- SDN National Conference
- Local

## I have participated as a speaker in the following events:

Service Design in Manufacturing - talk for SDN St Louis chapter, November 2016.
TedX OakPark Women 2016: "Our brain, a powerful time travel machine" - https://www.youtube.com/watch?v=nNCeSbcvpnE
IIT Institute of Design Strategy World Tour 2016: "The Future of Cities" - https://vimeo.com/180636010 (note: the link is for an interview I gave in the context of the 2016 tour stop in Detroit)
Project Management Advisors annual conference, 2014: "4th order design"
Schlechty Center annual conference for school principals and superintendents, 2013: "How Design can be a force of change for education"

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

My most recent articles can be found on LinkedIn using this link: https://www.linkedin.com/in/rubenocampo/detail/recent-activity/posts/
These include:
"Want a culture of innovation? Get rid of 20th century mindsets"
"Turn your competitive threats into strategic opportunities"
"A useful Metaphor to guide conversations about Innovation and Culture"
"Riding the Internet of Things wave"
"Divergent vs. Chaotic Thinking"
"Lessons in Design Principles from the 606"

In addition, I've published the following articles in Touchpoint Journal:

"In a World of Products, Service is King" - Volume 8, No. 2

"Reflecting on the First SDN US National Conference's student competition" - Volume 9, No. 2

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