

## ACCREDITED MASTER TRAINER

### Self-assessment by **Sissi REN**

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#### My educational background is:

Co-initiated Global Service Jam in China from 2009, and practiced service design projects. Introduced Koos and Hellon to China, and cofacilitate service design trainings for business executives.

Master Degree of Design Management from East China University of Science and Technology

Bachelor Degree of Industrial Design from Tongji University

#### I currently work at/as a:

Partner of CBI ChinaBridge

<http://www.linkedin.com/in/sissiren/>

#### I have X years of experience applying service design in projects in order to improve or innovate service offerings for my clients:

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

Retail, Electricity, Real Estate, Chemical, Automotive, Finance, FMCG, Airport, ect.

#### I have successfully delivered the following service design projects for my clients:

Client: Alor Valley Resort

Explore of Ecotourism, Chinese Hospitality 3.0.

Client: Little Swan

Improve user experience for well-know Chinese Washing Machine Brand

Client: Be Better

Help an education company "product" their service.

Client: A high-end technology driven startup

Skin Whitening and Skin Enhancement Product Trial and Service Piloting In China

Client: Global leading snack company

Transfer traditional snack retail experience into a customized healthy snack digital solution.



Client: Global Top 3 Automobile Company  
Future experience of Autonomous service

Client: A Leading Wealth Management Company  
Help our client in China to improve the experience of getting new clients in China.

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

- SDN Global Conference

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

SDN Shanghai Chapter

I have participated as a speaker in the following events:

- 2015 Design Success China Conference-
- 2016 Design Success China Conference-

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

<https://www.service-design-network.org/case-studies/alor-valley-resort-a-case-of-ecotourism-chinese-hospitality-30>

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

1. User-centered
2. Co-creative
3. From surface to core
4. Holistic
5. Iteration

My philosophy as a trainer/coach is:

1. A strong start with mindset shift when deliver trainings with non-service design background
2. Diversity of the participants, from different industries, departments, with different background
3. At least 3 times iteration for the service prototype, and test with real customers
4. Tools are not the most important part, but purpose of using these tools and the logic of the whole training
5. Give an extra coach 1-3 months after the training, to let the participants practise by themselves

I have provided service design training sessions for X years:

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Here is a list of all service design training sessions and/or other educational experiences I've facilitated within the last year:

- Siasun: Service Design and Startup
- Shanghai JiaoTong University: From Product to Service
- Shanghai EastChina University: From Product to Service
- Public Service Design Training: Service Design for leaders
- Public Service Design Training: Build Prototype in Service Design
- BSH: How to build a unique experience
- Shanghai Government: Service Design for AirPlane industry
- Lenovo: Product as service



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

Chinese

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

China

I cover the following topics during my training sessions:

- Leadership/management of service design projects
- Facilitation skills for service design
- Measuring impact of service design, relating it to KPIs
- Organisational development
- Service design for cultural change
- Creativity and ideation processes
- Change management
- Prototyping of services
- Implementation of service design concepts
- Design and conduct of co-creation workshops
- SD logic
- Differentiation between service design, service marketing, design thinking, service branding
- User research/deep customer insights

My training participants typically have the following level of experience:

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

These are the most relevant resources I base my work on and I recommend to participants:

Touchpoint-SDN

This is Service Design Thinking-Marc Stickdorn

This is Service Design Doing-Schneider, Jakob

Service Design Dairy-ChaShan

What is Service Design(Video)-Fjord

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

Design research techniques, Customer interviews, Needs based profiles, Customer Profile, Persona, Experience driver, Customer journey map, 10 ways to innovate your journey, Idea generation techniques, Assumption development, Prototyping, User Testing, ect

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

1. Driven by Wu Xing, Service Design Transforms a Chinese Firm-Cathy Huang

<https://www.service-design-network.org/touchpoint/touchpoint-8-3-business-as-unusual/driven-by-wu-xing-service-design-transforms-achinese-firm>

2. People's Pharmacy-Laura Franck

<https://www.service-design-network.org/case-studies/hellon-peoples-pharmacy>

3. Weco space-Cathy Huang

4. Digital customized healthy snack solution for Nestle

5. Experience design for Starbucks Roastery



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

I will let all the participants work on a small project, and present the processes and results in the end.

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

1. Understand what is service design and related cases
2. Be able to use different tools in service design projects: customer profile, journey map, ect.
3. Get facilitation skills
4. Practice on a service design project, and understand the logic
5. Understand how to lead and measure a service design project

I always ask for feedback on my offerings and I systematically evaluate and improve. Examples of some feedback that led to improvements:

1. Add more Chinese cases
2. More practise time than talking
3. More time on prototype part

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