Self-assessment by
Sissi REN

I currently work as a/at:

Partner of CBi ChinaBridge

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

My educational background:

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

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

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

Touchpoit-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

I have X years of working experience in service design:

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I have particular experience in the following service sectors:

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

These are the service design projects I have successfully delivered:

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

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My philosophy as a trainer is:

1. A strong start with mindset shift when deliver trainings with non-service design backgroud
2. Diversity of the participants, from different industries, departments, with different backgroud
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 monthes after the training, to let the participants practise by themselves

These are the 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 training offerings in the following language(s):

Chinese

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

China

I cover the following topics during my training offerings:

- History of service design
- Definition of service design
- Differentiation of service design to other approaches like design thinking, service marketing and service branding
- Designing and conducting co-creation workshops
- Creativity and ideation processes
- Visualisation techniques
- Facilitation skills for service design
- Prototyping of services
- Implementation of service design concepts
- Measuring impact of service design, relating it to Key Performance Indicators (KPIs)
- Building in-house service design capabilities
- Working with complex service systems
- 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:

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

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

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

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

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

1. Add more Chinese cases

2. More practise time than talking

3. More time on prototype part

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

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

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