

Self-assessment by Dr. Tina Weisser

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My educational background:

Engineering Degree Architecture (Dipl. Ing, KIT Karlsruhe),
3,5 years studies in Psychologie (University of Hagen),
Business Coaching degree (2008),
Organisational systemic consulting course (2016, Zentrum für systemische Forschung und Beratung, Heidelberg)
Phd in Service Design (in progress). Prof. Birgit Mager (KISD) and Prof. Dr. Wolfgang Jonas (HBK Braunschweig)

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

Human centred design process (DIN ISO 9241-210)
Service dominant logic
Systemic consulting (sociological systems theorie, personal systems theorie)
Change theories/models (Lewin, Streich, Kotter...)
Constructivism Theorie

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

Service Design for Business (Brand Flu, Melvin, Lavrans Løvlie, Ben Reason)

Service Design (Birgit Mager, Michael Gais)

This is Service Design Thinking: Basics – Tools – Cases. (Stickdorn, Marc und Jakob Schneider)

Change Management: Den Unternehmenswandel gestalten (Doppler, Klaus, und Christoph Lauterburg)

Digital Innovation Playbook (Dark Horse)

101 Design methods (Vijay Kumar)

I have X years of working experience in service design:

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I have particular experience in the following service sectors:



Mobility, healthcare, telecommunications

These are the service design projects I have successfully delivered:

- 1) Human-centred design research lead (planning, exploration and definition phase) for EU funded research project MyCyFAPP (Horizon 2020): „E-health - Design for behaviour change.“ Development of a complex service system to improve self-management for cystic fibrosis patients. Rated with Excellence by EU review committee.
- 2) Facilitation and Moderation of a 3 week co-creation Design Thinking Sprint at a german airline as lead facilitator / service design & change consultant
- 3) Various new digital service developments/facilitations of cross departmental workshops for BMW Group

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:

Ideally service design training will enable participants and employees to integrate their new service design process skills within their own work processes and daily tasks. Ideally they will slowly adapt to a human-centred mindset. A successful service design training will provide them with a theoretical fundament (process, methods, impact, outlook) combined with lots of practical doing/exercises. If working inhouse the training should ideally be customized to their real projects and challenges. It should last over a substantial period of time and integrate employees from all relevant departments.

Being in a role of a trainer I would like to pass on/emphasize:

- ensuring a holistic understanding of the service design process and its various methods
- there is not the "one method" nor the "one right approach," nor "only one possible solution" - everything depends on the context
- service design as the meta layer (displaying the difference between ux, ui, cx)
- providing examples of service design impact/benefits for organizations, users and business
- to enable/empower employees or participants to start working in co-creative settings
- to enable/empower employees to gain outside-in perspectives
- to help employees or participants to gain new perspectives and getting familiar with a human centred mindset
- emphasizing that service design is a team sport
- service design implementation starts from the beginning
- service design is dealing with complexity
- embedding service design within organizations will lead to resistance
- service design is an approach to organisational development

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

Service Design (cooperation with Airbus, University of applied sciences Munich, Bachelor product design, WS 2017/18, 7 participants, 60h),

Design Methods and Research (Macromedia University of applied science, Master Designmanagement and Design Thinking, Munich WS 2016/17 and SS 2017, 12 participants, 40h),

Service Design Thinking (XDI Institut, Amsterdam, 10/2017, 3 participants, 20h), The essentials of Service Design and Implementation

User Research (Joanneum FH Graz, Austria, Master Eco Design, Product Design, WS 2016/17, 14 participants, 30h)

Various internal workshops on Service Design Process, Customer Journey Mapping, Scenario development (BMW Group, 2016-2017 ongoing, cross departments, different scopes)

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



german & english

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

Germany, Netherlands

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
- Service dominant logic
- 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
- 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:

Oslo Uni Hospital, Breast Cancer Diagnosis Progress (<https://designit.com/cases/reducing-the-waiting-time-for-breast-cancer-patients>)

Travellab Hellon (<https://www.service-design-network.org/case-studies/travellab-improving-the-customer-experience-for-transfer-passengers>)

Intensive ambulatory Care, Philipps..... (www.service-design-network.org/case-studies/intensive-ambulatory-care-program-proeiac)

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

User Research Methods (Contextual or in-depth Interviews, Stakeholder Map, Shadowing, Cultural probes/Diary, Servicescape, User Research Canvas, Bags of stuff)

Customer Journey,

Experience Mapping

Blueprint

Empathy Map

Business Model Canvas

Prototyping

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

- think of service design as a holistic, multidisciplinary and iterative approach based on human centred process (DIN)
- know the difference between service design, design thinking, ux, cx, ui..
- be aware that service design integrates digital and analogue
- know service design phases and possible methods used in each phase
- know about user research theory (e.g. that persona is not based on fiction but on real data, quantitative vs. qualitative data, cognitive biases...)



- use different user research methods depending on project / context
- use basic conversation & interview techniques
- create customer journeys
- create blue prints
- use various materials to do prototyping
- iteratively test and learn ("fail fast")

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:

At university: written exam or presentations.

Open trainings: project work and presentations.

Inhouse: presentations

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

Phd (will be released in 2018): „Systemic perspectives on successfully embedding complex product and service design systems within organizations“, supervised by Prof. Birgit Mager (KISD) and Prof. Dr. Wolfgang Jonas (HBK Braunschweig)

Contact details:

Dr. Tina Weisser
Jahnstr. 40, 80469 Munich
t@feedyourmind.eu