Self-assessment by
Dr. Teemu Moilanen

My educational background:

PhD, Economics and Business Administration, (Marketing), Helsinki School of Economics (Finland)

Master of Arts, Leisure, Tilburg University (Netherlands)

B.Sc. in Hospitality Management, Haaga Institute University of Applied Sciences, Helsinki (Finland)

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

Due to my background, the most influential to me have been:

DISCIPLINES: Service Marketing, Strategic Management, Brand management, Networks and emering Experience paradigm

THEORIES: Design Thinking of Stanford, the Complex paradigm of strategic management, Resource Based View, Service Branding theories of De Chernatony, and Experience theories of Pine & Gilmore

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

www.service-design-network.org

I have X years of working experience in service design:

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I have particular experience in the following service sectors:

Hospitality (Airlines, hotels, restaurants, attractions).

These are the service design projects I have successfully delivered:

I have participated in different roles (Project manager, trainer&coach, designer, user insight specialist etc) into approximately 70 SD projects. One example is the VENN Project of HOK, a large finnish restaurant operator, where the aim was to find out how digitalization could bring in added value to restaurant users. The project aimed at combining the needs of client-users, restaurant staff, storage systems, digital systems, marketing systems and CRM systems. VENN restaurant (v1.0) was opened in May 2017 in centre of Helsinki.

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:

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* There's many forms/levels of learning. One is cognitive (learning in classroom the principles of how to ride a bicycle), one is more experiential (trying out how does it feel to ride a bicycle). I believe both are useful, but the latter one is absolutely necessary. Therefore my training ALWAYS includes designing in/with real cases and real users.

* Multidisciplinary/learning from others: I always create multidisciplinary teams and try to make people to learn in contexts that are foreign to them (in projects not from their industries).

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

1) 2016 Sep-Jan 2017 ,Service Design & tuotekehitys palvelutuotteissa (10 ECTS), Haaga-Helia University of Applied Sciences (Finland), 25 participants, duration 5 months. Linkki: http://www.haaga-helia.fi/fi/palvelumuotoilu

2) 2016 Sep -Jan 2017 ,Service Design (10 ECTS), Estonian Business School (Estonia), 25 participants, duration 5 months.

3) 2016 Sep-Nov, Service Design, Finnish Bureau of Land Use Administration /IT services (Maanmittauslaitos, IT palvelut), 22 Project managers participated, duration 2,5 months.

4) 2016 Nov-March 2017 ,Service Design & tuotekehitys palvelutuotteissa (10 ECTS), Haaga-Helia University of Applied Sciences (Finland), 25 participants, duration 5 months. Linkki: http://www.haaga-helia.fi/fi/palvelumuotoilu

5) 2017 Jan-Jun 2017 ,Service Design & tuotekehitys palvelutuotteissa (10 ECTS), Haaga-Helia University of Applied Sciences (Finland), 25 participants, duration 5 months. Linkki: http://www.haaga-helia.fi/fi/palvelumuotoilu

6) 2017 May-Jun 2017 ,Service Design (10 ECTS), Paul Bocuse Institute (France), 25 participants, duration 1,5 months.

7) March 2017, Introduction to SD for top management. What and why? (Original in finnish "Johdatus palvelumuotoiluun, Mitä ja miksi?"), DIACOR health services, 2,5 hours, 8 participants.

8) May 2017, Introduction to SD for top management. What and why? (Original in finnish "Johdatus palvelumuotoiluun, Mitä ja miksi?"), Haaga-Helia University of Applied Sciences, 2,5 hours, 22 participants from 16 partner companies.

9) 2017 Sep-Jan 2017 ,Service Design & tuotekehitys palvelutuotteissa (10 ECTS), Haaga-Helia University of Applied Sciences (Finland), 27 participants, duration 5 months. Linkki: http://www.haaga-helia.fi/fi/palvelumuotoilu

10) Oct 2017, "Palvelumuotoilua, kiitos! Muotoillaan palvelukokemus uusiksi – entä viestintä?", MIF, 200 participants, 45 minutes, link https://mif.fi/inspiroidu/elonmerkki/

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

Finnish & English

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

Finland, Estonia, Latvia, Lithuania, France. Next spring in Malta and possibly also in Iran.

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
- Service dominant logic
- User research/deep customer insights
- Visualisation techniques
- Prototyping of services
- Implementation of service design concepts
- Business model development
- Measuring impact of service design, relating it to Key Performance Indicators (KPIs)
- Leadership/management of service design projects
- Building in-house service design capabilities
- Exploration of systems
- Service design for cultural change
- Organisational development

My training participants typically have the following level of experience:

- Fundamental (basic knowledge)
- Advanced (practical application)

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

I generally refer to cases close to target audiences world. When in doubt, I use Kämp Group (Luxury hotel chain) True Luxury Project as an example. The Project brief was very simple and open ended: one of the target audiences of the company are extremely wealthy people visiting Helsinki. The objective was to find out what was luxury to them, and convert that into the production processess of Kämp Group. I use that as an example to pinpoint a) fuzzy front end and open ended project briefs and b) to exemplify the need to understand the true needs of your users (champagne might represent luxury to me, but I'm not extremely wealthy...). Another story I often tell is a story of me taking my kids to an amusement park (= a Service designed by adults to amuse kids), one of them ending up feeding a trash bin that speaks, and spending rest of the day searching for trash to feed to the bin.

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

Observation, various forms of interview, Customer journey mapping, emotion mapping, affinity diagram, design drivers, user profiles/personas, probes, make tools, different types of co-creative workshops, different projective techniques, numerous ideation tools, Lego serious play, large number of prototyping tools (such as paper&pen, cardboard protos, wireframing, storyboarding, SeGaBu gamification, SAP Scenes, 3D modeling)

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

Students use and combine different concepts and theories of service design and service development and develop their own models and reference frames. His theory and terminology are precise and accurate. The student is aware of the differences and similarities of service design and traditional service planning and is able to differentiate various models, theories and perspectives.

The student is able to collect, analyze and utilize information when developing a high quality service design / service development project for the target company. Students demonstrate excellent ability to evaluate and select models, methods and reference frameworks suitable for the situation, and use them effortlessly.

The student is able to work autonomously and professionally in the development of services. He is able to utilize and apply key concepts and models on a large scale, and is able to provide development suggestions for other service concepts and service development plans that are planned. The student is able to independently identify customer needs and design an innovative service product / concept for them.

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:

Varies. Whenever possible, meaning almost always, I put the participants to perform a real SD project with real users to real target company. The participants produce two major outputs: one for the client company and a process description & self-evaluation of their SD project for me. Furthermore, the participants familiarize themselves into two projects of others and give constructive feedback in the form of an essey/report.

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

* Our SD projects are based on working in teams. Individual level support and one-to-one coaching sessions were added after some participants expressed a need.
* Prototyping sessions are now

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:

I have participated as a speaker in the following events:

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I've had large number of SD crash courses for Board of Directors (e.g. Fennia Insurance Company, DIACOR Health Care Company, TBWA Advertising Agency etc) and a lot more "What is Service Design" type of speaches in different companies. One recent example of public speaking is from last month, when I was speaking in Elonmerkki - the annual conference of communication professional (more information here https://mif.fi/inspiroidu/elonmerkki/). However, I realize now that my approach has been rather Consulting/Business/Teaching oriented, and public speaches to Academic audiences are very limited.

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

I have published a method oriented book together with two collegues (Katri Ojasalo & Jarmo Ritalahti), which includes a chapter of Service Design. The book, "Tutkimuksellinen kehittäminen. Uudenlaista osaamista liike-elämään" has become a standard method-book in Universities of Applied Sciences in Finland. The latest version of the book is 4th edition. I'm currently working with an english version of it.

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