

## SDN ACCREDITED MASTER

### Self-assessment by Valentina Uralova

SUBMITTED ON 05 JUN 2020



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

<https://inex.partners>

<https://sdnrussia.ru>

<https://www.linkedin.com/company/inex-partners/>

#### My LinkedIn profile:

<https://www.linkedin.com/in/uralova-valentina-18800a40/>

#### My social media channels:

<https://www.facebook.com/vuralova;>

#### My educational background:

I received the instrument transfer from Irina Baranova, who studied at Stanford d.school. Then we taught together at corporate universities of Sberbank, Beeline and other large companies. In 2015, we founded the Service Design Academy in Ukraine - developed authoring 3 modules programs: tools - project - leader courses. Completed training advanced programs at London Future Academy (for Sberbank trainers) and This is Service Design Doing Course at Design Thinking Academy.

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

First of all, these are all models showing scenarios of human behavior - Fogg model, Hook model, Person compass. After that, everything that makes the client experience visible is system map, CJM. The next important block is the development of solutions - all the tools for generating ideas and prototyping (especially business origami, user story and future theatre). It is important to test the problem / solution fit early on. After that, there are already all the models for integration - Blueprint, Lean canvas. The difference of my approach is a collaboration with business at all stages of the development of new solutions.

#### 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.thisisservicedesigndoing.com>

I was on this course and for me it is like alma mater - the basics of service design: tools, approaches, cases, system solutions and business results.

<https://www.ideo.com/tools/> IDEO colleagues always inspire me to help make accessible, playful and simple service design for all beginners -

it's just that it's not easy, fast, bright and beautiful

<https://www.boardofinnovation.com/tools/>



New canvas all the time appear - they help to make any meeting productive and interesting + show which tasks are currently relevant to business

<https://www.service-design-network.org/touchpoint>

This is for me - as time and reason to rethink what I do as a service designer. New perspective and new questions

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

7

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

retail, telecom, finance, insurance, HoReCa, real estate, information technology, education

**These are the service design projects I have successfully delivered:**

<https://www.service-design-network.org/chapters/russia/members/valentina-uralova-15708>

<https://www.service-design-network.org/community-knowledge/the-road-to-client-service-with-russias-largest-bank>

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

7

**My philosophy as a trainer is:**

I see that the service design approach creates a transformation for the training participants by gaining new experience and insights, critical thinking and reviewing previous experience and beliefs. This changes the paradigm of business thinking - it develops a service culture, experimentation and the ability to act in unpredictable conditions and to create a new value for a person each time.

Also, the service design "delivers" a client-centric strategy to all departments of the company and creates a unified system of results metrics. Particularly encouraging are both quick successes (retaining customers and employees, increasing their satisfaction), and long-term ones (development and scale of the business)

We see that significant changes occur after 2-3 years of systemic application and integration of service design. This makes it possible to show "beginners" the path and gifts along this path.

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

All open 6 courses in our Service Design Academy (Ukraine)

<https://ideasfirst.info/events/service-design-academy-3-2/>

[https://www.facebook.com/CustomerExperienceShow/?ref=br\\_rs](https://www.facebook.com/CustomerExperienceShow/?ref=br_rs)

Skolkovo StartUp Academy - 5 days every program since September 2019

<https://startup.skolkovo.ru/ru/ssa/>

Open course in FRII (Russia) - start in July

[https://special.iidf.ru/service\\_design/](https://special.iidf.ru/service_design/)

And more then 20 trainings and service design sessions in our business project in Russia, Ukraine and Belorussia

<https://inex.partners/cases>

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

Russian and English

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

Russia, Ukraine, Belorussia, Kazakhstan in any cities (Russian, English)

Europe (English)



### 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
- Relationship of service design to agile, scrum and lean
- Service dominant logic
- User research/deep customer insights
- 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
- 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
- Working with complex service systems
- Exploration of systems
- Service design for cultural change
- Organisational development
- changing habits of human behavior through design, market and competitor analysis, trendwatching, flexible strategy, continuous innovation teams

### My training participants typically have the following level of experience:

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

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

1. <https://www.service-design-network.org/community-knowledge/the-road-to-client-service-with-russias-largest-bank>

Our case with Sberbank still inspires many companies to start and continue changes

2. <https://www.service-design-network.org/case-studies/improving-womens-maternal-health-in-nepal>

This case is doubly important for me - what can young service designers do in conditions where it is not always possible to use high technologies, but you can help people solve their problems

3. <https://www.designsingapore.org/presidents-design-award/stories/2019/changi-airport-terminal-4-behind-the-service-design-award.html>

<https://www.changiairport.com/corporate/media-centre/resources/publication/issue-11/designing-an-enhanced-changi-experience.html>

This case is about the scale of service design when it becomes a business paradigm

4. <https://uxdesign.cc/service-design-for-social-innovation-in-vulnerable-contexts-dos-don-ts-40ba0bf69b7>

I like to show simplicity of service design and social result.

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

System map

Observation and Interview guide

Service Safari

Clustering and ranking information

Metaprograms of human behavior

Compass person



Customer journey map  
Formula of insight (point of view)  
Job to be done  
Value proposition  
Idea Generation Methods  
Business origami and user story, clickable prototype for prototyping and testing hypotheses  
Blueprint  
Lean canvas  
Fogg model  
Hook model

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

Formulate the project objective in the client's language (based on the problems and tasks of the business) - for whom the solution will be developed and what experience / result needs to be changed  
Conduct customer experience research, analysis of competitors, trends  
Analyze the collected information - cluster and rank, find metaprograms of behavior, insights, contradictions, new hypotheses and questions  
Create a compass of persons and choose a key person - a model for which a solution will be developed  
Create a system map to see the tasks and connections in human life or the ecosystem of a new solution  
Create a Customer Journey Map with details of all questions, tasks, pain points, criteria and limitations in the experience at each stage  
Formulate a key task for finding new solutions  
Create a pool of new ideas and choose the ones that we will test  
Prototype Testing Solutions with Customers  
Identify key metrics for the "success" of new solutions and their impact on human experience and business outcome  
Pack a new solution in a new process scenario and start changing it  
Present solutions to colleagues and stakeholders as a story  
Run system changes in a company or 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:**

1. Quiz - in a team, participants take turns taking out cards with the name of the tools and tell each other / draw this tool / formulate a task for which they will use
2. Presentation - everyone prepares one slide / picture, which explains the essence of the tool - its meaning, steps and results.
3. Case study - compiling the architecture for solving a business problem: what tools and why participants will use.

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

1. I read a lot of information about Service Design, attempts were made to independently implement, create CJM, but the result was not always successful. For this, I wanted to structure all knowledge and clearly master the mechanics themselves. It was with such a request that I went to training. And the result exceeded my expectations.  
Frankly, since I am a Sociologist and have a great deal of experience in researching and studying client experience, it seemed to me that everything had already been studied for a long time and my main work turned into operational and monotonous. And I honestly wanted to change either direction or work. But after visiting this Academy, I directly "lit up" and believed in it very much and now I head the service design department in my bank.
2. Most of all I remembered the first module, because it was the brightest for me. It was how to open the door to new opportunities for understanding processes, how to approach competently and interestingly, which is important, to study the needs of your client, understand your client, study his pain points. All we did in the first year was just awesome and wow. And, probably, among all three courses the first module was for me and remains the brightest.



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 Masterclass
- <https://www.service-design-network.org/chapters/russia>

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

<https://sdnrussia.ru>

I have participated as a speaker in the following events:

12.05.2020 - Business design for business development and growth (Skolkovo Business School - StartUp Academy)

<https://www.youtube.com/watch?v=8FEmMu7SJb0>

7.05.2020 - MeetUp Service Design as a System of Change (SDN Russia)

[https://www.youtube.com/watch?v=HGw4uZoiK\\_Q](https://www.youtube.com/watch?v=HGw4uZoiK_Q)

November 2019 DNA Culture Service. "Less stress, more enjoyment of life." (Customer Experience Forum, Moscow)

<https://www.youtube.com/watch?v=Blk9gFPgu7E&t=7s>

14.10.2014 What is a service design? (Loyalty Forum, Kiev)

<https://www.youtube.com/watch?v=3qEKYNyNdd4&t=6s>

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

Professional blog on Medium: [https://medium.com/@business\\_design](https://medium.com/@business_design)

Professional channel in Telegram : [t.me/sdproff](https://t.me/sdproff)

<https://incrussia.ru/understand/kak-empatiya-vliyaet-na-biznes-i-pochemu-ee-tak-slozhno-vklyuchat-na-primere-rebrandinga-shokoladnitsy/>

<https://rb.ru/opinion/dizajn-myshlenie-u-brendov/>

<https://pro.rbc.ru/demo/5d8e04af9a79477895a13c88?from=newsfeed>

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