Self-assessment by
Chris Muir

I currently work as a/at:

Service Design Academy (Dundee & Angus College) as a Service Design Consultant.

My LinkedIn profile:

https://www.linkedin.com/in/chris-muir-a33a4222/

My social media channels:

@sda_scot

My educational background:

My background is in Behavioural Sciences, BSc from University of Abertay Dundee. I worked in local government administration for over 15 years. First 9 years was in Community Safety where I worked on projects such as Disc Youth Initiative, Graffiti programme, Drug and Alcohol awareness. I was also nominated Chair of the Scottish Community Wardens network in 2012. All my work in the communities department applied a service design approach to tackling real life issues. Developing solutions to issues in our city required participation, empathy, collaboration and innovative approaches.

It was in 2017 that I attended GovJam and fell head over heels in love with service design. I was also in a position to relate my previous pieces of work in various roles to realise that in the main, I had been applying a service design approach to problems for many years.

My last 6 years working for Dundee City Council was in organisational development. I was the main lead on areas such as customer service, conflict management, leadership and personal safety.

In 2017 I was one of the pioneer students for the service design academy's professional development award in service design, Dundee & Angus college. Approx 14 months ago I joined SDA in a part time variable lecturer role. As one of the original pioneer students on the programme I was very interested to get more involved in the world of service design.

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

UK Design Council - Double Diamond
Marc Stickdorn - 12 commandments of service design
Scottish Government - Scottish Approach to Service Design
Horst Rittel - Work on 'Wicked Problems'
Simon Sinek - Building psychological safety

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

This is Service Design Thinking - the textbook...the starting point...a shared common language on SD.

This is Service Design Doing - pretty much the must have resource for anyone applying / using SD.

Change by Design - recommend this to others as a resource for stepping into the design thinking mindset.

https://store.swissinnovation.academy (fantastic online resource, I have started recommending this to novices and to companies new to service design)

Doing is the hard part — 12 commandments of service design. "People don't want service design, they want their problems solved"...I love this and share with as many people as possible.

I have X years of working experience in service design:

5

I have particular experience in the following service sectors:

Local Government, Education, City Development, Environment, Community Safety and Neighbourhood services.

These are the service design projects I have successfully delivered:

N/A

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

3

My philosophy as a trainer is:

For service design to be successful it requires first and foremost, the right people in the right environment from the beginning. It's about understanding people, applying empathy and co-creating solutions to different types of problems.

For me applying the full iterative process and fully discovering what the problem is can lead to great things. Challenging the status quo and asking the right questions to the right people, leads to the best experience.

The most successful service design sessions I have delivered have had 5 key ingredients:

trust / participation / growth mindset / laughter / outcomes. Be it a 1, 2, 3 or 5 day workshop, these core ingredients are vital on any successful service design session.

For delivery I like a top ratio of 1:16 (if you go above this number of delegates you need a 2nd facilitator). Lastly, people won't necessarily remember what you say or what they read. They will always remember how you made them feel and delivering on this is hugely important to me as a trainer /coach / human being!

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

Service Design Bootcamp delivery - 10 dates (wides range of clients from public / private sector 180-200 participants) User Research, Tools & Methods, Co-Design and Introduction / taster days to Service Design all been delivered.

Dundee GovJam 2018 facilitation and mentoring. (70 delegates)

DacJam Feb 2019 facilitation and mentoring (25 delegates)

World Host-Principles of Customer Service - 11 dates (109 delegates)

Employee Performance & Development Review for managers - 6 dates (49 delegates)

Conflict Management - 13 dates (164 delegates)

Courageous Conversations - 5 dates (57 delegates)

Course Lead: ILM - Leadership & Team skills qualifications. (23 delegates graduated.)

Scottish Qualifications Authority - Certification into the 21st Century (2 days - 14 delegates)

West College Scotland / Scottish Leather Group. Engineering 4.0 role of the future engineer - 3 days user research - 16 delegates)

Arbroath Academy - Curriculum of the future (Day 1 - 40 young people) (Day 2 - 25 teachers)

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

English
Scottish ;0)

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

United Kingdom (mainly Scotland at present)

I cover the following topics during my training offerings:

- History of service design
- Designing and conducting co-creation workshops
- Creativity and ideation processes
- Visualisation techniques
- Facilitation skills for service design
- Implementation of service design concepts
- Measuring impact of service design, relating it to Key Performance Indicators (KPIs)
- Service design for cultural change
- Organisational development

My training participants typically have the following level of experience:

- Novice (new to service design)
- Fundamental (basic knowledge)

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

Probably the best example in the UK of service design (McMillan Cancer Support Nurses) a service that was designed in collaboration with those receiving treatment. Constantly acknowledged across the country for supporting people at a crucial time in life.

Shimano / Ideo collaboration - exercise in design transformed into an exercise in design thinking. Looking much deeper into the users of bikes and building a far bigger understanding of why / when and how they would use a bike. The birth of the coasting bike. (Change by Design, Tim Brown 14-15)

Helsinki Design Manual (Launched in Sept 2018) - Co-design process with their citizens, how does Helsinki feel and sound? The fact that citizens are consulted on what shade of granite stone they would like to see in front of their town hall is participatory budgeting at its best.

Death to the Silver Platter by Kerry Bodine (Touchpoint 9-1) I consistently refer to the style of consulting that Kerry mentions in this short piece. As a consultant who is being true to the principles of service design, co-creation with businesses is exactly that. It's about growing a creative confidence in an organisation and applying a process to ensure that no ineffectual work takes place.

Vodafone working with Designit (Retail meets service design) 380-383 This is Service Design Doing. Completely overhauling how Vodafone interact with customers in their stores. Experiential impact on customers with regards to waiting time, people leaving without being served and overall customer satisfaction. Co-designing through prototyping and real life testing with all users was instrumental in the outcomes achieved.

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

Tools and Methods:
The Design Council UK's Double Diamond process in everything we do here at SDA (discover, define, develop, deliver)

The full list of the main tools & methods we use are:

Discovery tools
Personas (two versions – corporate and personal),
Brainwriting / brainstorming /body storming

Open User Interviews
Interview cheat sheet
Problem trees
Journey maps
Empathy maps
SDA Empathy walk
User research planning
Observations
Consent and Ethics cards
Stakeholder mapping
Design ecosystems

Define tools
Problem framer
Problem framing cheat sheet
Idea framer

Ideation & Iteration tools
ABC Avalanche
Nesta' Fast Idea Generator
Critical Friend
Quick fire presentations (30, 15, 7 seconds)
Tomorrow's news
Rip and Mix
Vox Pops
Co-design cheat sheets
SDA sunflower (our take on Phil Delaney's Lotus Blossom)

Delivery tools
Blueprinting
Backcasting
Business Model Canvas
Value Proposition Canvas
Mission Model Canvas
New Service Proposal

Collaboration tools
Make ME a plane
Rollercoaster Check-in
Stinky fish
Breaking Down Assumptions
Team Canvas
Team Values template
SDA's crazy 8,
Take 5's
Stop! Assumption
Make it Pop card game
Feedback and reflection cards

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

Main principles of service design, with a clear focus on design council's double diamond process.
See the true value of service design and how it can influence, agitate, shape and touch everyone in society.
All of our work with clients will depend on the brief that was agreed at the start. The amount of time, resources and discovery that occurs will then directly impact on the participant's experience.

With regards to the specified objectives on our PDA qualification (final project):

Taking the form of a self-directed project, this unit can be workplace or community based and will apply the knowledge and skills acquired in the three other units, J185 34 Service Design: User Research, J186 34 Service Design: Tools and Methods https://www.sqa.org.uk/files/hn/J18634.pdf and J187 34 Service Design: Co-Design of the Professional Development Award (PDA) in Service Design. In this unit you will learn how to manage a co-design project through all its stages, measure the outcomes and reflect upon the process, the tools and methods used, and finally on your own learning and professional development.
As with other units in the group award framework, this places an emphasis on practical engagement with the tools and methods chosen for the project, exploring their use in current practice, and gaining knowledge that connects with your working context through reflective practice. You will also be supported and encouraged to share your insights and reflections with fellow learners in a collaborative way.
The unit will be assessed through a portfolio of evidence which you will collate as you plan, deliver and reflect upon a co-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:

Delegates are asked to submit a portfolio following participation in our professional development award qualification . This will include a real work based project demonstrating a clear understanding of learning around service design.

After each bootcamp (User Research, Tools & Methods and Co-Design) delegates have to submit a portfolio of work once again showing a clear understanding of the topic area.
We also encourage peer learning across Slack and ask delegates to submit pieces of work for feedback during the continuous learning process.

Following on from any piece of work we carry out with clients, evaluation is taken and listened to. We use a combination of approaches to gather insights from our attendees. We use a rose-bud-thorn approach before moving into much deeper feedback and reflection. E.g from a 2 day bootcamp we will ask for 5 pieces of reflective learning and comments during that period.

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

Working with Scottish Qualifications Authority who provided feedback with regards to the Scottish Approach to Service Design. They wanted to build awareness in their company and after sharing the session-lab for the 2 day event they asked for this to be built in. Open communication and collaboration is very important to us at SDA and we want to ensure we meet our client needs.

3 out of 12 delegates on a recent bootcamp picked up on the evaluation form at the end. They noticed the colours used were contradicting each other and the box size didn't really allow that much text. Acknowledging this feedback we have re-designed and tested the new form out with more recent delegates who have positively commented on the new form.

At the Leather Group event earlier in the year, we noticed that the 'make me a plane' method for testing learning points on day 1 wasn't well received. As facilitators we changed it up, the change was a simple one, but we sit one person in the middle of the room and ask delegates to make them a plane instead. The response was much better and works well to drive home the main learning point e.g consult the user(s) before you build/design anything.

We aim for a learn by doing approach however some delegates told us they wanted more theory. We now provide optional pre-course reading & videos before arriving. For example;

We have introduced you to a small selection of an ever growing, extensive list of tools and methods that have been created to assist you in your service design journey.

There are now a number of different field guides, toolkits and templates available for you to explore.

Here are a few examples for you to have a look at:

Government's Service Toolkit: https://www.gov.uk/service-toolkit

NYC Civic Service Design Toolkit and Resource Library:

https://civicservicedesign.com/resources/home

Design for Europe – Service Design Toolkit

http://www.servicedesigntoolkit.org

Case Studies

Debrah, R. D. et al. (2017) 'Design probes and toolkits for healthcare: Identifying information needs in African communities through service design', The Design Journal, 20(1), pp. S2120-S2134. doi: 10.1080/14606925.2017.1352730.

Service Design Toolkit (2014) The Good Kitchen: Improved food service equals better life quality for elderly people. Available at: http://www.servicedesigntoolkit.org/cases-good-kitchen.html

Please be aware that these tools and methods may not be suitable for all participants and that you need to be considerate of these differences when planning any research, workshop or the use of any of the tools and methods introduced to you.

For example, you can access this Influence and Participation toolkit created by Mind, an organisation working with people suffering from mental health issues, here:

Mind (2013) The Influence and Participation Toolkit. Available at:

https://www.mind.org.uk/workplace/influence-and-participation-toolkit/

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:
• Creative

I actively support the local or national service design community through:
Attending, facilitating and supporting as many local events as possible. Unesco Dundee Design Week, Pecha Kucha nights and mentored at the last Jam in the City.

I have participated as a speaker in the following events:
Not yet, but coming to a cinema near you soon!

I have published the following books/articles on service design and related fields:
As a team we have recently started publishing blogs using Medium. Here is a recent curriculum of the future blog that I published. https://medium.com/@service_design_academy/designing-the-curriculum-of-the-future-7f589b42749c

Contact details:

Chris Muir

Gardyne Campus, Gardyne Road., DD5 1NY Dundee

Christopher.Muir2@scotland.police.uk