

Self-assessment by Fabien Fédy

SUBMITTED ON 31 DEC 2017



I currently work as a/at:

Service Designer at Nordea

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My educational background:

MBA in entrepreneurship with major in Business Design (graduation) 2015, certification in UX design (Careerfoundry 2016), Advanced Summer course in Service Design (2016, UdK Berlin), Google Sprint bootcamp (AJ Smart, 2016), Visualisation technics for customer experience (Mauro Rego, D-school), UX strat (2016), certified UI designer (XDi Berlin), From idea to action & story telling for influence (IDEOU, 2017)

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

Double Diamond of Design Thinking, Minimum Valuable Service instead of Minimum Viable Product, value proposition design (from Osterwalder) and strongly influenced by lean start-up elements

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, Designing for Growth, Service startup, Service Design for business, Value Proposition Design

I have X years of working experience in service design:

3

I have particular experience in the following service sectors:

financial industry, Fintech, real estate, SaaS, Mobility, Publishing

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

10

My philosophy as a trainer is:

I believe that the training as such is a little part of the learning journey. Therefore, during my training, participants get the chance to get an hands-on experience on the tools and theory part I introduce. For each exercise, we have 1. Input 2. Practise 3. Reflect. Lately I have been designing a new training course in SD to my colleagues at Nordea. I suggested that each participant would apply the Service Design toolkit to their own challenge, between training sessions, participants get to try immersive research technics such as interview or observation. The training sessions are followed by an individual coaching in order to embed this way of working within the organisation and support the learning



process after the training session. I also include pre-task, meet-ups in order to pre-engage the participants. Last but not least, I use some warm-ups in order to keep a good level of energy.

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

Summer of Innovation program 2017, training & coaching of 10 students in Finland & Sweden during a 6 weeks period on Service Design running 7 design sprints in a row solving multiple challenges
Leading multi-disciplinary teams (5 to 6) on specific challenges using Service Design as a main toolkit
Designing the basic course in Service Design to 150 colleagues, which will take place in January & February 2018
Multiple workshop facilitation on customer experience, value proposition design

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

Finnish, German, English, Finnish

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

Helsinki, Berlin

I cover the following topics during my training offerings:

- Definition of service design
- Relationship of service design to agile, scrum and lean
- 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)
- Service design for cultural change

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:

Since I have become a SDN member, I try to keep myself updated on the latest case studies

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

service Blueprint, user journey mapping, persona creation, value proposition design, lean business model canvas, prototyping, testing, sometimes the google sprint methodology or Lean Service creation by Futurice

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

Understand how to apply the basics of service design to their own challenges, create persona and map user journey, create a service blueprint

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:

mainly coaching as I do not teach within an academic setting

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



I received as feedback that I should provide different kinds of exercises, not only high energetic ones as some participants needed some quiet time to reflect and digest the information. As a consequences, I have added some more quiet activities after highly energetic exercises.

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 participated as a speaker in the following events:

no speaker event

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