Self-assessment by
Mário P. Ascenção

My educational background:

I began my studies in my native Portugal where I graduated with a B.A. in Hospitality Management and subsequently, a D.E.S.E., Diploma of Specialised Higher Education, in Marketing (majoring in tourism). In 1999 I achieved an M.A. in Marketing at the University of Ulster in Northern Ireland and in 2005, I was awarded a Doctorate of Philosophy (D.Phil.) in Marketing. I also holds the Vocational Teacher Education Programme diploma from Helia - Helsinki Business Polytechnic, and I am a CHE - Certified Hospitality Educator by the American Hotel & Lodging Educational Institute.

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

my service design approach is influenced by service marketing theories (e.g. Grönroos), consumer behavior theories (e.g. Holbrook), innovation (e.g. Christensen), Experience Economy (Pine & Gilmore) combined with Stanford d.school, Köln International School of Design, and Design Council UK service design process.

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

*Brown, T. (2009). Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation. HarperBusiness. New York.

*Miettinen, S. & Koivisto, M. (Eds.) 2009. Designing Services with Innovative Methods: Perspectives on Service Design. Kuopio Academy of Design. Kuopio.

*Miettinen, S. & Valtonen, A. (Eds) 2013. Service Design with Theory. Discussions on Value, Societal Change and Methods. Lapland University Press. Rovaniemi.

*Mager, B. (2004). Service Design: A Review. Köln International School of Design. Köln, GE.

*Moritz, S. 2005. Service Design: A Practical Access to an Evolving Field. Köln International School of Design. London.

*Polaine, A., Løvlie, L. & Reason, B. 2013. Service Design: From Insight to Implementation. Rosenfeld Media, Brooklyn.

*Rowe, P. G. 1987. Design Thinking. MIT Press. Cambridge.

*Stickdorn, M. & Schneider, J. 2011. This Is Service Design Thinking - Basics, Tools, Cases. BIS Publishers, Amsterdam.

*www.service-design-network.org

*www.designcouncil.org.uk/

I have X years of working experience in service design:

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I have particular experience in the following service sectors:

hospitality, tourism, leisure, retail, education, healthcare, transport

These are the service design projects I have successfully delivered:

As part of my current job, we are commissioned Service Design projects for industry clients. One such example was HOK-Elanto Helsinki, S-Group's largest cooperative, which runs slightly over 100 restaurants and over 200 retail outlets. The project aimed to understand international customers' journeys (from need stage to after using a service), and to develop a service concept for 4 existing restaurants - Kappeli, Zetor, Kaarna, and Salve.

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:

Generally, I positioning myself as 'Embodied Phenomenologist'. So, I favour embodied 'design doing' to purely thinking design. In addition, to me, spaces are one pervasive component of service design. Generally, services include encounters with space. Encounters with other people and material things, imagination and memory occur in spaces. Creativity, as a central element in service design, is shaped by the spaces we inhabit. We shape our spaces and in turn those spaces shape us. And lastly, I acknowledge that unconscious thought can improve creativity and the quality of complex decisions, which ultimately should contribute to 'better' service concepts.

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 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
4) 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
5) 2017 May-Jun 2017 ,Service Design (10 ECTS), Paul Bocuse Institute (France), 25 participants, duration 1,5 months.
6) 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

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

English, Portuguese

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

Finland, Estonia, Latvia, Lithuania, France, Malta, Portugal

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
- Creativity and ideation processes
- Visualisation techniques

- Prototyping of services
- 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
- 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)
- Advanced (practical application)

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

Here are 5 of my favourites:

*Finavia Travellab project, https://www.hellon.com/project/we-made-passengers-want-to-change-planes-at-helsinki-airport/

*People's Pharmacy, https://www.service-design-network.org/case-studies/hellon-peoples-pharmacy

*Kitchen 2025, http://conceptkitchen2025.ideo.london/

*FHOT (Finnish Hotel of Tomorrow), http://fhot.fi/index.php?lang=english

*Virgin Atlantic's new customer experience at Heathrow Terminal 3, https://www.virginatlantic.com/gb/en/virgin-experience.html

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

Different projective techniques, different types of observation, various forms of interview (includes focus groups), customer journey mapping, empathy maps, stakeholder maps, affinity diagram, design drivers, customer profiles/personas, probes, different types of co-creative workshops, ideation tools, Lego Serious Play, and various prototyping tools (e.g. storyboarding, SAP Scenes)

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

*Participants use and combine different concepts, theories of service design and service design processes to develop their own frameworks.

*Participants are aware of the differences and similarities of service design and traditional service planning and is able to differentiate various models, theories and perspectives.

*Participants are able to collect, analyze and utilize information when developing a service design project for the target client-company.

*Participants demonstrate ability to evaluate and select models, methods and reference frameworks suitable for the situation, and use them effortlessly.

*Participants are able to understanding customer needs, the market and the client-company

*Participants are able to independently identify customer needs and design an
innovative service product/concept for them.

*Participants are able to organise and run ideation workshops

*Participants are able to prototype and present their services concepts

*Participants are able to work autonomously and professionally in the development of services.

*Participants are able to provide development suggestions for other service concepts and service development plans that are planned.

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:

Generally, participants to perform a real SD project with real users and real client-company. The participants produce two major outputs: 1) Concept book for the client-company, and 2) a SD process description + self-evaluation of the SD project for me.

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

SD projects are based on working in teams. This means that individual level support and one-to-one coaching sessions are added after some participants expressed a need.

I have participated as a speaker in the following events:

I have participated as speaker in small and large events in the last 15 years. 3 examples are listed below:

*Hospitality: A Stage of Dreams. Unión Hotelera del Principado de Asturias. III Congreso Nacional de Innovación en el Sector Hotelero. 6 November 2013. Oviedo, Spain.

*Experiential Learning. Teaching Academy Workshops at EuroCHRIE 2012 Annual Conference. 24th October 2012. Ecole hôtelière de Lausanne. Lausanne, Switzerland.

*Experiential Tourism: From Finland with Love. AMFORHT World Forum, World Association for Hotel and Tourism Education Congress (Fórum Mundial AMFORHT, Associação Mundial para a Formação em Turismo e Hotelaria). "Experiential Tourism and Professional Education" ("Turismo de Experiência e Formação Profissional"). Convention Center at Senac University Center. São Paulo, Brazil. September 22nd-24th 2010.

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

Tuominen, P. P., & Ascenção, M. P. (2016). The hotel of tomorrow: A service design approach. Journal of Vacation Marketing, 22(3), 279-292.

Weijsschede, J., Van Dongen, J., Ascenção, M. P., Marée, G., Lub, X., Bernasco, B. & Groen, B. 2017. Research and design thinking as synergy for innovation; exploring up to date approaches in hospitality and tourism management education. Theoretical/Academic paper presented at the 35th EuroCHRIE Annual Conference (EuroCHRIE 2017) - "Reach the unreached – touch the untouched". October 23rd–25th. Nairobi, Kenya. http://eurochrie17.org/

Lub, X., Hover, M., Tuominen, P., Neveu, V., Marée, G., Ouwens, F., Sievers, K., Moilanen, T. & Ascenção, M. P. 2017. Santa gets a new Office: A case-study in using storytelling and service design to redesign a brand anchor. Paper presented at the 4th World Research Summit for Tourism and Hospitality – "Innovation, Partnerships, and Sharing". December 8th–11th. UCF Rosen College of Hospitality Management, Orlando, FL, USA. http://www.tourismandhospitalitysummit.com/

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