Self-assessment by
Omar Vulpinari

I currently work as a/at:

Currently working as an independent strategist, designer, trainer, coach and facilitator in the fields of innovation design, service design and brand communication.

Also teaching service design, as an adjunct professor, at the Alma Mater Studiorum University of Bologna, the University of the Republic of San Marino, the Bologna Business School, the Istituto Tecnico Superiore of Verona, and design thinking methods at the University of Ferrara.

www.omarvulpinari.biz

My LinkedIn profile:

https://www.linkedin.com/in/omarvulpinari/

My social media channels:

https://www.facebook.com/servicedesigninnovationdelights/

My educational background:

Omar Vulpinari, born in the Republic of San Marino, raised in the United States, living in Rimini Italy.

Thirty years of international interdisciplinary design practice, highlighted by an intense and awarded (AIGA, ADI, D&AD, Good Design, Graphis) social design commitment. Sixteen of which at Fabrica (Benetton Group) as head of the Visual Communication department and chief of the Expanded Media area leading projects for organizations and corporations like United Nations (UNESCO, UNICEF, UNWHO), Teachers Without Borders, The Nippon Foundation, United Colors of Benetton, Samsung, and Sky.

Since 2005 also dedicating to design education, teaching service design at the University of the Arts London - London College of Communication, the Alma Mater Studiorum University of Bologna, the University of the Republic of San Marino, the Bologna Business School, and design thinking methods at the University of Ferrara.

Under expert supervision, in the late 2000s the acquisition of design thinking skills starts during a 7-year service as Vice President ICO-D (International Council of Design). Soon after comes the first applications of service design processes in social design projects at Fabrica. Service design education becomes a central occupation in 2015, in the roles of course leader and tutor of the MA in Service Experience Design Innovation at the University of the Arts London - London College of Communication.

SDN∞

SERVICE DESIGN NETWORK

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

Systemic thinking

A service experience often involves numerous contexts, natural and built environments, artefacts, technologies and people over time. Conceiving a valid and sustainable service requires a holistic, systemic approach considering all these factors.

People centeredness

A service experience must firstly respond to the needs and desires of the users, not those of the organization. A people-centered service will address the needs of all stakeholders.

Co-creation

There can be true value only when all stakeholders are involved in the design process from beginning to end.

Value exchange

Value creation is the priority objective of all service innovation efforts, whether it is for the improvement of an existing service experience or the ideation of a new one. A service must offer a fair value exchange between the user and the supplier and be of benefit to all stakeholders by responding to real needs and by being delightful, functional, technically and economically feasible.

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

For general introduction:
- Tassi, Service designer, Franco Angeli, 2019 (in Italian)
or
- Klar, How to Have your Cake and Eat It Too, BIS, 2014

For broad study:
- Stickdorn, Hormess, Lawrence, Schneider, This is Service Design Doing, O'Reilly Media, 2018

For a vertical study of tools:
- Kalbach, Mapping Experiences, O'Reilly Media, 2016
- www.toolboxtoolbox.com

For a selection of instructive project cases:
- Polaine, Lovlie, Reason, Service Design: from Insight to Implementation, Rosenfeld, 2013

For in depth readings:
https://www.unibo.it/it/didattica/insegnamenti/insegnamento/2019/434798

I have X years of working experience in service design:

10

I have particular experience in the following service sectors:

Education, healthcare, public and social, and retail are the most experienced sectors.

These are the service design projects I have successfully delivered:

October-December 2019
Design Thinking and Service Design for the CERN CBI Programme and the Oper-CBI Initiative
—
As a university live project, this is both a training activity and a service design project.
For the Università di Ferrara – Postgraduate in Innovation Design (two-year postgraduate), Design Thinking Methods Lab unit.

The Lab works for two live projects: the CERN CBI programme (Challenge Based Innovation for 6 major regional companies) and AlmaCubes's Oper-CBI initiative.

Clients: 6 major regional companies; AlmaCube (incubator of the University of Bologna)

Design thinking methods educator: Omar Vulpinari

Across 3 months, in a 90-hour unit entitled "Design Thinking Methods", 20+ students are supported along two real innovation design projects.

http://www.unife.it/architettura/lm.design/pages/courses-prof/courses-programmes-and-professors-2019-20

September-December 2019

Service Design to Enhance the Emilia-Romagna Region's Attraction and Retention of International Students and Researchers in the Fields of Innovation

—

As a university live project, this is both a training activity and a service design project.

For Alma Mater Studiorum Università di Bologna – Postgraduate in Advanced Design (two-year postgraduate in Service Design), Service Design unit.

Client: ART-ER, the Emilia-Romagna region's consortium for innovation and knowledge

Project lead and service design educator: Omar Vulpinari

Across 13 weeks, in a 70-hour unit entitled "Service Design", 20+ students are steered along a real assignment requested by ART-ER. During the unit, students also meet numerous professionals coming to the classroom and take field trips to top agencies in northern Italy. In this live project students are conceiving services to enhance the Emilia-Romagna region's attraction and retention of international students and researchers in the fields of innovation.

https://www.unibo.it/it/didattica/insegnamenti/insegnamento/2019/434798

May-December 2019

Co-design Facilitation, Coaching and Service Design Training for Youth Orientation Services for the Emilia-Romagna Region

—

As a corporate training live project, this is both a training activity and a service design project.

Client: ART-ER, the Emilia-Romagna region's consortium for innovation and knowledge

Co-design facilitation lead, coach and service design trainer: Omar Vulpinari

18 workshops (20+ participants each) of co-design activities and service design training for youth career orientation services with the policy-makers of the nine province capitals of the Emilia-Romagna region. The workshops are held at the technology hubs of Bologna, Ferrara, Forlì-Cesena, Modena, Parma, Piacenza, Ravenna, Reggio Emilia and Rimini.

http://www.omarvulpinari.biz/#/new-gallery-35/

February-June 2019

Service Design to Enhance Youth Attraction and Retention for the City of Rimini

—

As a university live project, this is both a training activity and a service design project.

For the Università degli Studi della Repubblica di San Marino – Undergraduate in Industrial Design, Communication Design unit.

Client: Piano Strategico di Rimini, the innovation lab of the city of Rimini

Project lead and service design educator: Omar Vulpinari

In a 100-hour unit across 16 weeks, 50+ students were steered through a real service design assignment given by the Piano Strategico di Rimini (Rimini's innovation lab) to conceive services able to improve the city's capability to attract and retain youth with high innovation skills.

http://disegnoindustriale.unirsm.sm/it/didattica/insegnamenti-docenti/laboratorio-design-comunicazione-4_87_47.htm

11-14 February 2019

Service Design to Improve the Impact of the Educational Activities of the Fondazione Edulife.

—
As a university live project, this is both a training activity and a service design project.
Client: Istituto Tecnico Superiore Verona
Project lead and service design educator: Omar Vulpinari
A 4-day workshop based on a live project for 20+ students of the ITS - User Experience Specialist course on the fundamentals of design thinking and service design adoptable in UX design.
http://www.omarvulpinari.biz/#/design-thinking-and-service-design-for-user-experience-bootcamp/

November-December 2018
Future Envisioning and Co-design for the In-House Service Innovation Lab of the Romagna Region's Public Healthcare System
—
As a university live project, this is both a training activity and a service design project.
For Alma Mater Studiorum Università di Bologna – Postgraduate in Advanced Design (two-year postgraduate in Service Design), Service Design unit.
Client: AUSL Romagna, the public healthcare system of the Romagna region
Project lead, coach and service design educator: Omar Vulpinari
A 6-week live project that conceived innovative service models and user scenarios for the in-house service innovation lab.
https://www.unibo.it/it/didattica/insegnamenti/insegnamento/2019/434798

September-October 2018
Service Design to Improve the Patient Journey of the Dental Clinic for Disabled Children of the University of Bologna
—
As a university live project, this is both a training activity and a service design project.
For Alma Mater Studiorum Università di Bologna – Postgraduate in Advanced Design (two-year postgraduate in Service Design), Service Design unit
Client: Dental Clinic for Disabled Children of the University of Bologna
Project lead and service design educator: Omar Vulpinari
A 7-week live project that conceived improvements for the patient journey of the Clinic.
https://www.unibo.it/it/didattica/insegnamenti/insegnamento/2019/434798

September-October 2018
Service Design to Improve the Patient Digital Appointment Scheduling Journey for AUSL Romagna
—
As a corporate training live project, this is both a training activity and a service design project.
Client: AUSL Romagna, the public healthcare system of the Romagna region
Lead trainer and coach: Omar Vulpinari
In a three-day programme, 24 AUSL Romagna managers and employees were introduced to design thinking and service design by working on a concrete need of the organization: patient digital appointment scheduling. After a four-hour design thinking crash course, the participants divided into four groups and acquired the fundamental skills of service design by applying the Double-Diamond process. They created personas, conducted user-research by interviewing the real patient-journey actors, created actor maps, analyzed needs and elaborated insights, ideated solutions through hybrid brainstorming, conceived improved patient journey maps, constructed prototypes and tested them on real end-users, validated the testing feedback.
http://www.omarvulpinari.biz/#/ausl-romagna-design-thinking-service-design-corporate-training/

11 Luglio 2018
Design Thinking and Service Design to Improve In-Store Customer Experience for Mellin Products

SDN
SERVICE DESIGN NETWORK

—
As a corporate training live project, this is both a training activity and a service design project.
Client: Espo & Cartotec (major Italian company in paper transformation for in-store marketing) and Mellin (major Italian baby care brand)
Trainer and coach: Omar Vulpinari
4 Espo & Cartotec project managers and 9 Mellin marketing strategists were introduced to the methodologies of design thinking and service design by working on a live brief from Mellin.

March-June 2018
Design Thinking and Service Design for Ceres, Corona and Durex
—
As a corporate training live project, this is both a training activity and a service design project.
Client: Espo & Cartotec, major Italian company in paper transformation for in-store marketing
Trainer and coach: Omar Vulpinari
In a five-day programme over five weeks, 18 Espo & Cartotec employees from all company areas were introduced to the methodologies of design thinking and service design by working on live pitches for three different Espo & Cartotec clients. After the design thinking crash course, participants divided into groups and acquired fundamental service design skills by directly applying the Double-Diamond process to briefs for Ceres, Corona and Durex. The expanded timeframe allowed for in-depth work. During the programme, participants created personas, conducted user-research by shadowing and interviewing real customers in retail environments, analyzed needs and elaborated insights, examined drivers of change, conducted hybrid brainstorming, prioritized ideation solutions with the Note&Vote technique, constructed prototypes, tested them and validated the feedback.
http://www.omarvulpinari.biz/#/new-gallery-4/

February-June 2018
In-store Customer Experience Innovation Design for Espo & Cartotec
—
As a university live project, this is both a training activity and a service design project.
For the Università degli Studi della Repubblica di San Marino – Undergraduate in Industrial Design, Communication Design unit.
Client: Espo & Cartotec
Experience Innovation Design Lead and Tutor: Omar Vulpinari
In a 100-hour unit across 16 weeks, a student contest and live project for Espo & Cartotec produced 10+ innovative in-store experience concepts.

7-8 February 2018
Co-design Facilitation for Employee Retention for Diffusione Tessile
—
Client: Diffusione Tessile (Max Mara Group)
Lead Facilitator: Omar Vulpinari
In two separate workshops, 48 employees responded to a survey and carried out two Design Thinking exercises (Growing Pane, Customer Journey Map) to explore their needs and desires for their future office environment.

22 November 2017
Innovation Facilitation for Customer Experience for Max Mara
—
Client: Max Mara
Lead Innovation Facilitator: Omar Vulpinari
The objective of the workshop was to analyze and innovate Max Mara's worldwide customer services. The session engaged 20 managers and

operators and included stakeholder mapping, journey mapping and drivers of change analysis.
http://www.omarvulpinari.biz/#/new-gallery-1/

September-October 2017
Retail Service Design Innovation for Konvergence
—
As a university live project, this is both a training activity and a service design project.
For Alma Mater Studiorum Università di Bologna – Postgraduate in Advanced Design (two-year postgraduate in Service Design), Service Design unit
Project lead and service design educator: Omar Vulpinari
A 13-week live project that produced 3 innovative retail service design solutions for the company's product portfolio.

February-June 2017
Service Innovation for TIM San Marino's Livein.SM app
—
As a university live project, this is both a training activity and a service design project.
For the Università degli Studi della Repubblica di San Marino – Undergraduate in Industrial Design, Communication Design unit.
Client: TIM San Marino, the national telcom
Project lead and service design educator: Omar Vulpinari
A 16-week student contest and live project for TIM San Marino that produced 10+ service concepts for the telco's existing Livein.SM app.
Objective of the challenge was to create app-based services to improve the daily lives of the citizens and tourists of the Republic of San Marino.

February-June 2016
Service Innovation for OVS's In-store Digital Customer Experience
—
As a university live project, this is both a training activity and a service design project.
For the Università degli Studi della Repubblica di San Marino – Undergraduate in Industrial Design, Communication Design unit.
Client: OVS, Italy's first fast-fashion brand
Project lead and service design educator: Omar Vulpinari
A 16-week student contest and live project that produced 10+ in-store digital service concepts to create value for the brand's top buyers (young mothers).

February-June 2015
Service Innovation for the Ufficio Filatelico e Numismatico della Repubblica di San Marino
—
As a university live project, this is both a training activity and a service design project.
For the Università degli Studi della Repubblica di San Marino – Undergraduate in Industrial Design, Communication Design unit.
Client: Ufficio Filatelico e Numismatico della Repubblica di San Marino, the nation's Coins and Stamps Office
Project lead and service design educator: Omar Vulpinari
A 16-week student contest and live project that produced 10+ service design concepts for new ways of interacting with the stamps and coins of the Republic of San Marino.

November 2012-April 2013
Service Design and Brand Communication for the Japanese National Social Service
—

Client: The Nippon Foundation
Agency: Fabrica
Creative directors: Aaron Siegel, Omar Vulpinari,
Designers: Anna Kulacheck, David Penuela, Samantha Ziino,
Commissioned by the Nippon Foundation for the Japanese National Social Services, the aim was first to create more awareness on the importance and magnitude of social service work, and second, to motivate the social service workers using the cars.
A data visualization service, with a video display on top of the car, fed by a smartphone app operated by the driver was also conceived. The system could communicate qualitative and quantitative information, to people on the streets, on the social services offered. This would create value, in terms of informed awareness on the magnitude of the impact of the social workers' services.
http://www.omarvulpinari.biz/#/awareness-for-social-service-work-in-japan/

November 2011-February 2012
Co-creation with the AIDS Patients of the La Tenda Clinic
—
Client: La Tenda
Agency: Fabrica
Creative Director: Omar Vulpinari
Designers and Facilitators: Arianna Di Betta, Ieva Griskeviciute, Michela Povoleri
Officina della Memoria (Memory Workshop) was a non-profit co-creation programme of flash workshops held over of a two-month period engaging designers and AIDS patients that led to a public exhibition of 9 posters based on the most cherished memories of the patients.

January-February 2010
Customer Experience Design for United Colors of Benetton Live Windows
—
Client: Benetton Group
Agency: Fabrica
Experience designer: Omar Vulpinari
Customer engagement through full-screen interactive shop windows for play and entertainment alongside social advocacy communications, experimental creativity, and product promotion. Installed in United Colors of Benetton's flagship stores around the world.
http://www.omarvulpinari.biz/#/benetton-live-windows/

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

7

My philosophy as a trainer is:

Doing, Using, Interacting (DUI) to enable trainees to actively build their own knowledge and skills through a hands-on, collaborative and self-reflective process.

The Flipped Classroom method, adopting only active learning and critical reflection in the classroom to dedicate all trainer and trainee contact time to activities and immediate feedback, while leaving all conventional passive learning for home activities.

Challenge-based live projects with real clients, engaging real users, to offer market-ready experience.

Contextualized programmes for each learning experience.

Fun and delight in the delivery of training to enhance participation and retention.

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

October-December 2019
Teaching for Università di Ferrara – Postgraduate in Innovation Design (two-year postgraduate), Design Thinking Methods Lab unit
—
As a university live project, this is both a training activity and a service design project.
For the Università di Ferrara – Postgraduate in Innovation Design (two-year postgraduate), Design Thinking Methods Lab unit.
The Lab works for two live projects: the CERN CBI programme (Challenge Based Innovation for 6 major regional companies) and AlmaCubes's Oper-CBI initiative.
Clients: 6 major regional companies; AlmaCube (incubator of the University of Bologna)
Design thinking methods educator: Omar Vulpinari
Across 3 months, in a 90-hour unit entitled "Design Thinking Methods", 20+ students are supported along two real innovation design projects.
http://www.unife.it/architettura/lm.design/pages/courses-prof/courses-programmes-and-professors-2019-20

18 October 2019
Teaching for the Bologna Business School Alma Mater Studiorum Università di Bologna – Executive Master in Business Innovation Design
—
Service design crash course for business executives.
Client: BBS Bologna Business School
Service design trainer: Omar Vulpinari
A one-day workshop, during the Executive Master in Business Innovation Design course, for 10 executive trainees that were introduced to the philosophy and methodologies of Design Thinking and Service Design.

September-December 2019
Teaching for Alma Mater Studiorum Università di Bologna – Postgraduate in Advanced Design (two-year postgraduate in Service Design), Service Design unit
—
As a university live project, this is both a training activity and a service design project.
Service design to enhance the emilia-romagna region's attraction and retention of international Students and Researchers in the Fields of Innovation.
Client: ART-ER, the Emilia-Romagna region's consortium for innovation and knowledge
Project lead and service design educator: Omar Vulpinari
Across 13 weeks, in a 70-hour unit entitled "Service Design", 20 students are steered along a real assignment requested by ART-ER. During the unit, students also meet numerous professionals coming to the classroom and take field trips to top agencies in northern Italy. In this live project students are conceiving services to enhance the Emilia-Romagna region's attraction and retention of international students and researchers in the fields of innovation.
https://www.unibo.it/it/didattica/insegnamenti/insegnamento/2019/434798

May-December 2019
Co-design Facilitation, Coaching and Service Design Training for Youth Orientation Services for the Emilia-Romagna Region
—
As a corporate training live project, this is both a training activity and a service design project.
Client: ART-ER, the Emilia-Romagna region's consortium for innovation and knowledge
Co-design facilitation lead, coach and service design trainer: Omar Vulpinari
18 workshops (20+ participants each) of co-design activities and service design training for youth career orientation services with the policy-makers of the nine province capitals of the Emilia-Romagna region. The workshops are held at the technology hubs of Bologna, Ferrara, Forlì-Cesena, Modena, Parma, Piacenza, Ravenna, Reggio Emilia and Rimini.
http://www.omarvulpinari.biz/#/new-gallery-35/

February-June 2019

Teaching for the Università degli Studi della Repubblica di San Marino – Undergraduate in Industrial Design, Communication Design unit

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As a university live project, this is both a training activity and a service design project.

Service design to enhance youth attraction and retention for the city of Rimini.

Client: Piano Strategico di Rimini, the innovation lab of the city of Rimini

Project lead and service design educator: Omar Vulpinari

In a 100-hour unit across 16 weeks, 50+ students were steered through a real Service Design assignment given by the Piano Strategico di Rimini (Rimini's innovation lab) to conceive services able to improve the city's capability to attract and retain youth with high innovation skills.

http://disegnoindustriale.unirsm.sm/it/didattica/insegnamenti-docenti/laboratorio-design-comunicazione-4_87_47.htm

11-14 February 2019

Design Thinking and Service Design for User Experience Bootcamp for ITS Verona

—

As a university live project, this is both a training activity and a service design project.

Service design to improve the impact of the educational activities of the fondazione edulife.

Client: Istituto Tecnico Superiore Verona

Project lead and service design educator: Omar Vulpinari

A 4-day workshop based on a live project for 20+ students of the ITS - User Experience Specialist course on the fundamentals of design thinking and service design adoptable in UX design.

http://www.omarvulpinari.biz/#/design-thinking-and-service-design-for-user-experience-bootcamp/

7-8 December 2018

Talk and Crash Course in Design Thinking and Service Design

—

Client: Matrioška Design Market

Design thinking and service design speaker/trainer: Omar Vulpinari

A two-day initiative with 40+ participants held during the Matrioška Design Market at the Teatro Galli in Rimini.

http://www.omarvulpinari.biz/#/new-gallery-5/

November-December 2018

Teaching for Alma Mater Studiorum Università di Bologna – Postgraduate in Advanced Design (two-year postgraduate in Service Design), Service Design unit

—

As a university live project, this is both a training activity and a service design project.

Future envisioning and co-design for the in-house service innovation lab of the Romagna region's public healthcare system.

Client: AUSL Romagna, the public healthcare system of the Romagna region

Project lead, coach and service design educator: Omar Vulpinari

A 6-week live project that conceived innovative service models and user scenarios for the in-house service innovation lab.

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September-October 2018

Teaching for Alma Mater Studiorum Università di Bologna – Postgraduate in Advanced Design (two-year postgraduate in Service Design), Service Design unit

—

As a university live project, this is both a training activity and a service design project.

Service design to improve the patient journey of a dental clinic for disabled children of the University of Bologna.

Client: Dental Clinic for Disabled Children of the University of Bologna

Project lead and service design educator: Omar Vulpinari

A 7-week live project that conceived improvements for the patient journey of the Clinic.

https://www.unibo.it/it/didattica/insegnamenti/insegnamento/2019/434798

September-October 2018
Design Thinking and Service Design Corporate Training for AUSL Romagna
—
As a corporate training live project, this is both a training activity and a service design project.
Service design to improve the patient digital appointment scheduling journey for AUSL Romagna.
Client: AUSL Romagna, the public healthcare system of the Romagna region
Lead trainer and coach: Omar Vulpinari
In a three-day programme, 24 AUSL Romagna managers and employees were introduced to design thinking and service design by working on a concrete need of the organization: patient digital appointment scheduling. After a four-hour design thinking crash course, the participants divided into four groups and acquired the fundamental skills of service design by applying the Double-Diamond process. They created personas, conducted user-research by interviewing the real patient-journey actors, created actor maps, analyzed needs and elaborated insights, ideated solutions through hybrid brainstorming, conceived improved patient journey maps, constructed prototypes and tested them on real end-users, validated the testing feedback.
http://www.omarvulpinari.biz/#/ausl-romagna-design-thinking-service-design-corporate-training/

11 Luglio 2018
Design Thinking Bootcamp and Service Design Workshop for Espo & Cartotec and Mellin
—
As a corporate training live project, this is both a training activity and a service design project.
Design thinking and service design to improve in-store customer experience for Mellin products.
Client: Espo & Cartotec (major Italian company in paper transformation for in-store marketing) and Mellin (major Italian baby care brand)
Trainer and coach: Omar Vulpinari
4 Espo & Cartotec project managers and 9 Mellin marketing strategists were introduced to the methodologies of design thinking and service design by working on a live brief from Mellin.

March-June 2018
Design Thinking Bootcamp and Service Design Workshop for Espo & Cartotec
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As a corporate training live project, this is both a training activity and a service design project.
Design thinking and service design for Ceres, Corona and Durex.
Client: Espo & Cartotec, major Italian company in paper transformation for in-store marketing
Trainer and coach: Omar Vulpinari
In a five-day programme over five weeks, 18 Espo & Cartotec employees from all company areas were introduced to the methodologies of design thinking and service design by working on live pitches for three different Espo & Cartotec clients. After the design thinking crash course, participants divided into groups and acquired fundamental service design skills by directly applying the Double-Diamond process to briefs for Ceres, Corona and Durex. The expanded timeframe allowed for in-depth work. During the programme, participants created personas, conducted user-research by shadowing and interviewing real customers in retail environments, analyzed needs and elaborated insights, examined drivers of change, conducted hybrid brainstorming, prioritized ideation solutions with the Note&Vote technique, constructed prototypes, tested them and validated the feedback.
http://www.omarvulpinari.biz/#/new-gallery-4/

I mostly provide my training offerings in the following language(s):
Offerings delivered in Italian and English both mother tongue.

I mostly provide my training offerings in the following countries/cities:
Offerings provided in Italy, Republic of San Marino, United Kingdom.

I cover the following topics during my training offerings:

- Definition of service design
- User research/deep customer insights
- Designing and conducting co-creation workshops
- Creativity and ideation processes
- 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
- Working with complex service systems
- Service design for cultural change
- Organisational development
- Customer experience design

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:

Excellent resources for information and infographics evidencing the general impact of service design in the Health and Public sectors:
- Supporting Public Sector Development Through Service Design
https://www.service-design-network.org/case-studies/supporting-public-sector-development-through-service-design
- Birgit Mager and Aline Alonso, Service Design Impact Report: Health Sector, The Service Design Health Sector Impact Report (pages 6-14), Service Design Network, 2017
- Birgit Mager and the Editorial Board, Service Design Impact Report: Health Sector, Impact and Future Perspectives (pages 94-99), Service Design Network, 2017
- Birgit Mager, Service Design Impact Report: Public Sector, Innovating Public Services (pages 6-11), Service Design Network, 2016

Excellent case for information evidencing the specific impact of a service design innovation in the Health sector:
- eIAC/Intensive Ambulatory Program Enables Chronically Ill Patient Home Care
https://www.service-design-network.org/case-studies/intensive-ambulatory-care-program-proeiac

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

Most frequently used methods and tools:
- Double Diamond service design process
- 5E experience design process
- Context mapping
- Benchmarking
- System mapping (stakeholders, actors, interdependencies)
- SWOT analysis
- Growing pane
- Affinity mapping
- Empathy mapping
- Shadowing
- Service safari
- Guerilla interviews

- In depth user interviews

- 5 Whys interview technique

- A day in a life diaries

- Personas

- Service auditing

- Drivers of change analysis

- Hybrid brainstorming

- How Might We idea generation

- Lego Serious Play

- Offer mapping

- Elevator pitch

- Value promise

- Experience mapping

- Customer/patient/user journey mapping

- User scenarios and storyboards

- Low and high fidelity prototype construction

- Prototype testing and customer/user feedback evaluation

- Blueprinting

- Service guidelines

- Service roadmap

- Lesson learnt

- Dot voting for collective decision making

- Test & learn iteration

- Icebreaker and energizer activities

- Vertical visualization with pre-printed canvases

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

- Adopt a holistic, user-centered approach to innovation design and service design

- Implement strategy (problem-framing) and execution (problem-solving)

- Apply the Design Thinking five-phase approach

- Employ the Double-Diamond four-phase process for Service Design

- Put into practice convergent and divergent thinking

- Use vertical visualization and collective decision making techniques

- Adopt a test & learn attitude

- Carry out primary and secondary research

- Plan, write, cast, execute and analyze interviews

- Utilize the 5 Whys interview technique

- Configure personas

- Carry out a SWOT analysis

- Elaborate a drivers of change analysis

- Analyze and synthesize user-research findings and elaborate insights

- Execute hybrid brainstorming and idea prioritization through dot voting

- Create a stakeholder/actor map

- Build a customer/user expectation map

- Generate a customer/user journey map

- Develop user scenarios and storyboards

- Conceive an offering map

- Establish an elevator pitch

- Construct and iteratively test quick & dirty prototypes

- Evaluate testing feedback

- Create a blueprint
- Conduct a lesson learnt session
- Hold ice-breakers and energizers

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:

The evaluation tools used are:

- Assessment of team collaboration, work process and output at the end of each Double Diamond phase

- Lessons learnt session for final closure

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

During the lessons learnt session of a training programme scheduled in 5 monthly workshop, the trainees commented on the challenge of remembering the status of the live project they were working on due to there being a month between each workshop.
Sending recap emails a few days prior to the following workshops and implementing refresher activities at the start of the workshops reduced the challenge.

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
- Architecta

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

Teaching service design in numerous Universities, thus shaping the future generation of service designers.
Attending Architecta Summits, Service Design Jams and Service Design Drinks events.

I have participated as a speaker in the following events:

10 October 2019
Lightbulbing 2019: Rivoluzione Retail – Max Mara, Reggio Emilia Italy
—
Talk – Service Design & Customer Experience
http://www.omarvulpinari.biz/#/new-gallery-61/

15 June 2019
Base 30 at Acanto - Creative Agency, Pesaro Italy
—
Talk - Dalle Immagini alle Esperienze, dall'Autorialità all'Abilitazione, dalle Persone alle Persone
http://www.omarvulpinari.biz/#/talk-dalle-immagini-alle-esperienze-dallautorialit-allabilitazione-dalle-persone-alle-persone/

14 May 2019
ADI Design Chat - University of Bologna, Bologna Italy
—
Talk - From Images and Authorship, to Experiences and Enablement, from People to People
http://www.omarvulpinari.biz/#/talk-evoluzione-del-design-dal-prodotto-allesperienza/

7-8 December 2018

Matrioška Design Market - Teatro Galli, Rimini Italy

—

Talk and Crash Course - Design Thinking and Service Design

http://www.omarvulpinari.biz/#/new-gallery-5/

14 October 2017

Torino Graphic Days - Toolbox Coworking, Torino Italy

—

Talk - Dal Design della Comunicazione al Design dei Servizi, Andata e Ritorno

https://omar-vulpinari.squarespace.com/config/pages

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

Books

Audrey G. Bennett, Omar Vulpinari, Icograda Design Education Manifesto 2011, Icograda, Montreal, 2011
PDF downloadable at http://www.icograda.org/news/year/2011_news/articles2246.htm

Max Bruinsma (supervising editor), Omar Vulpinari (editorial director), Iridescent Volume 1. 2009-2011, The Icograda Journal of Design Research, Icograda, Montreal, 2011

Anthon Beeke, Nick Bell, Ken Cato, Shigeo Fukuda, Fernando Gutiérrez, Werner Jeker, Uwe Loesch, Stefan Sagmeister, Serge Serov, Omar Vulpinari, Area: 100 Graphic Designers, Phaidon, Londra, 2004

Elisabetta Prando, Renzo di Renzo, Omar Vulpinari, Fabrica 10: From Chaos to Order and Back, Electa, Milano, 2004

Elisabetta Prando, Renzo di Renzo, Omar Vulpinari, Fabrica Files 13-18, Electa, Milano, 2004

Elisabetta Prando, Renzo di Renzo, Omar Vulpinari, Fabrica Files 07-12, Electa, Milano, 2003

Elisabetta Prando, Renzo di Renzo, Omar Vulpinari, Fabrica Files 01-06, Electa, Milano, 2003

Articles

Peter Bilak, Jessica Helfand, Richard Hollis, Emily King, Linda Kudrnovská, Colin Davies e Monika Parrinder, Omar Vulpinari, Perché scrivere di Graphic Design?, in "Progetto Grafico", anno 10, n. 21, estate 2012, pp. 42-43

Omar Vulpinari, Non esiste un solo modo per definire la comunicazione sociale, Omar Vulpinari (a cura di) La Comunicazione Sociale di Fabrica, Comune di Treviso, Treviso, 2012, pp. 2

Omar Vulpinari, Its a baby, Steven Heller (edited by), I Heart Design: Remarkable Graphic Design Selected by Designers, Illustrators, and Critics, Rockport, Beverly, 2011, pp. 150-151

Omar Vulpinari, Understanding the World in an In-Between World, Steven Devleminck, Inge Gobert, Johan Van Looveren (a cura di), Shaping Voices, Oogachtend, Leuven, Belgium, 2010, pp. 14-21

Contact details:

Omar Vulpinari
Via Montemaggio 5, 47922 Rimini
ovulpinari@alice.it

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