

ACCREDITED TRAINER

Self-assessment by Erica Michie

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My educational background is:

BFA in Industrial Design from the University of Illinois Chicago

I have X years of experience applying service design in projects in order to improve or innovate service offerings for my clients:

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I have particular experience in the following service sectors:

social innovation, education

I have successfully delivered the following service design projects for my clients:

The most fulfilling project I worked on in Service Design was during my time at the YMCA of the USA (the YMCA's national headquarters). For two years, I used service design methods to develop a new national swim lesson program for all YMCAs in the US. I led the project team through research, design, and implementation. We worked with key stakeholders throughout the process to design and test different elements of the program. Excitement about the new program led to 50% more YMCAs adopting the program in the first year than predicted. In addition to project work, I also developed several service design trainings to build awareness in the organization.

I regularly participate in service design-related activities in order to stay up to date, share my experiences with peers and get their supervision. Within the last 12 months, I have participated in the following activities:

- SDN National Conference
- Service Design Meetups/networking events

I have participated as a speaker in the following events:

I spoke about working for a non-profit at the Service Experience Chicago Meetup and led workshops at DESIGNATION, a design bootcamp in Chicago

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

My approach to service design is influenced by my experience in industrial design, design research and entrepreneurship. Inspired by lean methodology, I'm very fond of using a more agile approach to development where the project cycles through an iterative loop - learn, design, test, refine, even at the beginning stages of development.

I have provided service design training sessions for X years:



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Here is a list of all service design training sessions and/or other educational experiences I've facilitated within the last year:

- Service Experience Chicago, Innovation at a Non-Profit
- DESIGNATION, Co-Design Methods
- DESIGNATION, Journey Mapping
- DESIGNATION, Research Methods for Service Design
- YMCA of the USA Training, Service Design
- YMCA of the USA Training, Business Model Canvas
- Insitum Design Thinking Capabilities Training for Clients

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

English

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

United States, Latin America, Asia and Europe.

I cover the following topics during my training sessions:

- Business model development
- Service design for cultural change
- Creativity and ideation processes
- Prototyping of services
- Building in-house service design capabilities
- User research/deep customer insights

My training participants typically have the following level of experience:

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

These are the most relevant resources I base my work on and I recommend to participants:

Books

- Business Model Generation
- Value Proposition Design
- The Service Start-Up, Design gets Lean, Tenny Pinheiro
- Service Design, from Insight to Implementation, Andy Polaine
- Outside in, Kerry Bodine

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

- Business Model Canvas
- Service Prototyping
- Service Storyboarding
- Journey Mapping
- Developing Blueprints
- Using prototypes as generative research
- Design sprints

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



Employing Design Thinking in the Argentinian Government
(no link)

World Cocoa Foundation + Insitum (strategic research)
<http://www.insitum.com/cases/world-cocoa-foundation>

City of Melbourne + Thick
<https://www.service-design-network.org/case-studies/city-of-melbourne-accessibility-thick>

Reimagining Government Services
<https://www.service-design-network.org/case-studies/reimagining-government-services-for-citizens>

I apply the following evaluation tools to make sure the participants have understood the content of my sessions and gained the expected competences/skills:

Portfolio and presentation

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

- Apply the Business Model Canvas to their service
- Implement Service Prototyping methods in their work
- Create a Service Storyboard
- Create a customer journey map (evaluative and generative)
- Develop a blueprint
- Incorporate prototypes into their user research to generate feedback
- Understand the value of design thinking
- Understand the process of design thinking

I always ask for feedback on my offerings and I systematically evaluate and improve. Examples of some feedback that led to improvements:

When I first started teaching, my workshops were too abstract for many students to comprehend and they struggled applying the methods to their work. As I taught more workshops, I started incorporating more analogies, examples, videos, visuals and frameworks to provide more clarity.

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