

Self-assessment by Erica Michie

SUBMITTED ON 24 OCT 2017



My educational background:

BFA in Industrial Design from the University of Illinois 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.

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

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

I have X years of working experience in service design:

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I have particular experience in the following service sectors:

social innovation, education

These are the service design projects I have successfully delivered:

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

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These are the 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 training offerings in the following language(s):

English

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

United States, Latin America, Asia and Europe.

I cover the following topics during my training offerings:

- Relationship of service design to agile, scrum and lean
- Creativity and ideation processes
- Visualisation techniques
- Prototyping of services
- 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:

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>

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

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

Portfolio and presentation

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

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 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

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