

Self-assessment by Valentina Salvi

SUBMITTED ON 22 MAY 2020



My educational background is:

During my Bachelor's Degree in Industrial Design from the Politecnico School of Milano, I was lucky to join an exchange program called MEDes (Master of European Design) where I got the chance to spend two years studying abroad in both Glasgow and Paris. While being abroad I first discovered the essence of the term 'Service Design' and quickly realized that my interest and professional ambitions were pointing exactly in the Service Design direction.

After such realization came to fruition, I decided while I was freelancing, to complete the 'Product Service System Design' Master specialising in Service Design at Politecnico School of Milano, where I fully embraced and started building my professional path as a Service Designer. After an enriching experience at Paco Design Collaborative where I spent 4 months in Namibia to work on the field for the EU funded PARTY Project as a Service Designer, I was keen to keep being challenged and looked onward to doing so in Amsterdam. It was then that I joined Accenture Interactive Amsterdam (Mobgen at the time) where I became the first member of what is now an outstanding 12+ Service Design team. I am now a Senior Service Designer, applying Service Design hands-on myself in projects and training clients in different online and offline formats.

I currently work at/as a:

I currently work at Accenture Interactive Amsterdam as a Senior Service Designer.

Company website: <https://www.accentureinteractive.nl>

My LinkedIn profile:

<https://www.linkedin.com/in/valentinasalvi/>

My social media channels:

<https://medium.com/@valentina.v.salvi>

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:

- Pension and banking
- Social innovation
- Energy



- Mobility
- Education

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:

- Training

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

I promote knowledge sharing by participating as a speaker in multiple offline and online events; I created a 'writing club' in my team for us to be inspired and inspire each other in writing articles about our practice and feed our insights to the broader design community on Medium; I am also about to launch a Webcast series giving voice to every designer at Accenture Interactive Amsterdam, to promote learning beyond borders and wider subject awareness.

I have participated as a speaker in the following events:

'Design Thinking for public decision-makers' program by Link Campus University Rome / Remote, April 2020

Talk title: Design Thinking from theory to practice: a project case study conducted in Uganda

Link: <https://linkinternational.eu>

Webcast for Accenture NL / Remote, April 2020

Webcast title: Virtual collaboration & facilitation - Tips & best practices

Webcast by Ladies That UX Amsterdam / Remote, April 2020

Webcast title: Remote Design Processes: Tips and Best Practices

Link: <https://youtu.be/kytVVDkHtv4>

ProfsoUX Conference / St Petersburg, February 2020

Talk title: Service Design for Social Innovation in Uganda

Link: <https://bit.ly/2z6p44c>

VU University Amsterdam / Amsterdam, January 2020

Guest lecture title: Design Thinking from theory to practice: a project case study conducted in Uganda

Link: <https://bit.ly/2TqJmvZ>

Strategic Design Sandbox's Meetup by Accenture Interactive Amsterdam / Amsterdam, January 2020

Talk title: Bouncing back from Design Sprint disruptions to ensure relevance and purpose

Link: <https://bit.ly/2WPauXN>

'World Usability Day' event by Ladies That UX Amsterdam / Amsterdam, November 2019

Talk title: Service Design for social innovation in vulnerable contexts

Link: <https://drive.google.com/file/d/1Zo5hUO9qsynEmur4Z51rtgDm2Ys2W9IU/view?usp=sharing>

12th European Academy of Design Conference 'Design For Next' - EAD12|2017 / Rome, April 2017

Talk title: Vulnerable children as change-agents within their communities: an educational methodology co-designed in Namibia.

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

Paper: Vulnerable children as change-agents within their communities: an educational methodology co-designed in Namibia.

September 2017, Taylor & Francis

Link: <https://bit.ly/2yoQwK4>



Article: Design Sprints: benefits and tricks behind iteration - Tips to maximise results within a cycle of Design Sprints.

June 2018, Medium publication by Accenture Interactive Amsterdam

Link: <https://bit.ly/2XhRbVM>

Article: Energisers, a hate/love relationship. How to use them valuably to help you succeed at your goals.

July 2018, Medium publication by Accenture Interactive Amsterdam

Link: <https://bit.ly/2ZqBGO7>

Article: Design Sprint & Liberating Structures: the story of a mash-up. Reflections from an exploratory facilitation experiment

October 2018, Medium publication by Sprint Stories

Link: <https://bit.ly/3gc5q7A>

Article: Why creative agencies should run Design Sprints to face their own internal question marks. 5 reasons why you should test and experience the benefits of what you sell, from within.

February 2019, Medium publication by Sprint Stories

Link: <https://bit.ly/3e19FRp>

Article: Design Sprints and the value of customisation to ensure relevance and purpose. 3 practical examples on how to make a difference by embracing disruptions.

June 2019, Medium publication by Sprint Stories

Link: <https://bit.ly/2Zo65wG>

Article: Service Design for social innovation in vulnerable contexts: do's & don'ts. Approach, tools and reflections from my latest experience on field in Uganda.

July 2019, Medium publication by UX Collective

Link: <https://bit.ly/2XcLkBg>

Article: 6 lessons to train your clients on design processes. From facilitation to empowerment.

August 2019, Medium publication by Muzli - Invision

Link: <https://bit.ly/36i6Poz>

Article: Why empowering your clients on design processes is not a threat.

October 2019, Medium publication by Muzli - Invision

Link: <https://bit.ly/2LN9fC5>

Article: Virtual facilitation: can it actually be a thing?

January 2020, Medium publication by UX Planet

Link: <https://bit.ly/2zSJz4b>

Article: Public speaking for non-TED talkers. 5 hacks to kill your bias & enjoy the ride.

March 2020, Medium publication by UX Collective

Link: <https://bit.ly/2ZjIA7T>

Article: Virtual facilitation: from side skill to recurring practice.

May 2020, Medium publication by UX Planet

Link: <https://bit.ly/3d1itGZ>

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

'Participatory Design' and 'Design for Social Innovation' as outlined in the book 'Design, When Everybody Designs. An Introduction to Design for Social Innovation' by Ezio Manzini.



Link: <https://bit.ly/2yi9Jge>

'Design Thinking' made famous by Stanford d.school and David Kelley (IDEO)

Link: <https://bit.ly/2z7zmRB>

The 'Three Lenses of Human-Centered Design' Model by IDEO

Link: <https://bit.ly/2LNRdPY>

'Service Design Thinking' as outlined in the book 'This is Service Design Thinking' written by a set of 23 international authors.

Link: <https://bit.ly/2A0bT4w>

'Service Design Doing' as outlined in the book 'This is Service Design Doing' written by a set of 96 international co-authors.

Link: <https://bit.ly/2zfeoQw>

'The rule of 5' in user testing as well as many other theories and principles at the foundation of UX by Nielsen Norman Group

Link: <https://bit.ly/3bRE9nc>

My philosophy as a trainer is:

My philosophy as a trainer is that Service Design can be learned by anyone. I believe that a combination of theory showcasing real-life examples together with practical, hands-on experience, is the best way to help learners build, shape, and refine their Service Design skillset while gaining confidence at applying it in small steps. That is why my training sessions always include a combination of inspirational knowledge sharing together with tasks, exercises, and assignments (individual or co-created) that bring the abstract essence of Service Design down to earth. I believe that the 'learning by doing' approach is the best way to trigger ownership and pragmatism for participants, in mimicking real-world application of Service Design tools and principles as closely as possible. In addition, peer exchange and a constructive feedback culture is something I see as an extremely valuable training component, to ensure the group can build on top of each other's input and foster collaboration, open mind, and appreciation of different perspectives for personal growth.

More about my training approach and reflections: <https://bit.ly/2ZuRVJU>

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:

Training title: 'Human-centered Design and Design Sprints' / June 2019

Description: the 2-day training was conducted for Plan International Uganda, in Kampala, with 20 participants.

More information about the project: <https://bit.ly/2XkMDxY>; <https://bit.ly/2ZpuotR>

Training title: 'Service Design & Customer-Centricity' / September 2019

Description: the 2-hour training was conducted for 18 employees of a big oil company, at our Amsterdam office. After some theoretical context setting and framework, we transitioned to a practical, co-creative set of activities such as Personas and role play.

1-on-1 Coaching program title: 'Design Sprints and Creative Facilitation' / 4 sessions throughout 2018 & 2019

Description: this coaching program unfolded as part of a 15+ cycle of Design Sprints for a client in the pension sector. As well as delivering Design Sprints facilitation, I delivered 1-on-1 training sessions on creative facilitation techniques to 4 client's employees willing to grow their role into such a domain.

Webcast title: 'Remote Design Processes: Tips and Best Practices' / April 2020

Description: organised by Ladies That UX Amsterdam, this co-presented virtual talk with 100+ attendees aimed at sharing actionable



knowledge and insights to inspire personal adaptations and trigger a positive, but also realistic mindset towards embracing remote design processes.

Recording: <https://bit.ly/2LM7ncK>

Webcast title: 'Virtual collaboration & facilitation - Tips & best practices' / April 2020

Description: I represented Accenture Interactive as one of the three speakers contributing to a joint, cross-organisation Webcast for Accenture NL with 200+ attendees. The purpose was to share tips and best practices on virtual collaboration and facilitation for the audience to apply straight away when planning and running their next (online) co-creative sessions.

Training title: 'Virtual Facilitation and Remote Co-Design' / Upcoming, summer 2020

Description: The training aims to effectively empower our client - in the data analysis sector - in embracing more remote-friendly ways of working without overlooking human collaboration and team spirit. Designed for 20 participants, the 4 lessons will focus specifically on agenda design, co-creation techniques, and remote workshop facilitation.

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

English; Italian

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

The Netherlands; Amsterdam; or remotely.

I cover the following topics during my training sessions:

- Facilitation skills for service design
- Service design for cultural change
- Creativity and ideation processes
- Prototyping of services
- Visualisation techniques
- Design and conduct of co-creation workshops
- 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:

'The Human-centred Design Toolkit' by IDEO

Link: <https://bit.ly/3bPOwbl>

Why: the toolkit is an extremely well-crafted set of 57 tools that show the power of applying design for social impact, teaching you the process to get there, activity after activity.

'This is Service Design Thinking' and 'This is Service Design Doing' books by an extensive collective of international co-authors

Links: <https://bit.ly/2A0bT4w>; <https://bit.ly/36kjG9O>

Why: the first is a great go-to resource gathering and showcasing the principles and the theoretical frameworks around Service Design, while the second is very good to guide and direct towards actual implementation of services, with plenty of case studies and actionable methods.

Together, they broadly cover both the theory and practice of Service Design.

'Design, When Everybody Designs. An Introduction to Design for Social Innovation' book by Ezio Manzini

Link: <https://bit.ly/2yi9Jge>

Why: it captures and elaborates on the value of participatory design and design co-creation as a creative space where multiple voices, including non-designers, such as users, stakeholders, and other actors involved, should have a voice and a role to play in the (Service) design process for



true social impact.

Service Design Network website and slack group

Why: SDN is the leading institution for service design globally, therefore it is fundamentally important to look at the SDN network and resources as a benchmark to confront yourself and your work against, get inspired from, and keep track of over time.

'Sprint' book by Jake Knapp and John Zeratsky

Link: <https://bit.ly/2WOcnDR>

Why: the design sprint process is in my experience a fast-paced and very effective way to foster co-creative progress with clients and internally. It's a powerful asset my students should definitely be at least aware of.

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

- Personas
- User Journey As-is
- Design Sprint
- Co-creative workshops
- Brainstorming
- Round Robyn
- Crazy 8's
- Ideation based on random images/words
- Dot voting
- Impact/effort matrix
- Sketching
- Storyboarding
- Role Play
- Ice-breakers and energisers (i.e. 2 truths and 1 lie)

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

'Demystifying India Through Service Design' article by Nikhita Ghugari and Swar Raisinghani published in Touchpoint Vol. 10 N. 3— Managing Service Design

Link: <https://bit.ly/2Trt0Ds>

Why: I am very much intrigued and fascinated by the impact Service Design can have in fast-developing economies. This case study informs on the value and importance to localise the Service Design approach in order to truly seek for what is relevant in context. It's been of inspiration when crafting my Service Design approach in Uganda.

'Service design to improve women's maternal healthcare services in Nepal' SDN Award winner in 2019 for Green Tara Nepal

Link: <https://bit.ly/2WQIEvq>

Why: it is a great case study of Service Design for Social Innovation, a subject I am very interested in and that I have been exploring myself in multiple projects in the field in Africa. The case is very well representative of a co-creation driven, iterative process, that ticks all the phases I would apply as well in my practice.

'CON+ Optimizing pet adoption service in the shelter' SDN case in 2018

Link: <https://bit.ly/36kEr55>

Why: Aside from the interesting and valuable topic, I find this case pretty representative of a complete impact showcase of the service. Demonstrating impact and quantifying KPIs is one of the elements my team is struggling the most with, and this case allows me to show a good example of it (for all the actors involved: volunteers; adopters; organisations; shelters) for my trainees to take inspiration from.

'Fairphone for your Business' by Fairphone

Link: <https://bit.ly/2ziYqVx>

Why: it is a good case of scaling up the impact of a technology venture into a stronger product-service system strategy. Business customers can



move from buying phones (ownership) to renting devices allowing them to call, text, use apps, and enjoy entertainment (service). Fairphone, in my opinion, is showcasing the power of reimagining the things closer to us as a service with strong ethics and values towards a healthier planet, greater equality, and more responsible purchase.

Airbnb

Link: <https://bit.ly/2WSrWL4>

Why: I find it a great case in maximising assets that were already there, already available: what made them a success was re-imagining a new configuration for them. This is something very powerful that Service Design enables, although not always easy to finalise for success.

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

- Final presentation with practical assignment showcase (in groups or individual)
- 1-on-1 coaching follow-up
- Performance test

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

- Plan and facilitate a Design Sprint (offline and online)
- Design and execute an engaging co-creative workshop (offline and online)
- Create and execute a user testing script
- Create and present a paper prototype
- Execute and replicate ideation techniques
- Create one or a set of Personas
- Create a Customer Journey
- Feel confident in replicating and hosting co-creative sessions

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

In one of my training sessions, I have been suggested as feedback to add a wider range of examples and use cases on how the Design Sprint methodology brought benefits and impact for different types of businesses, in different markets. I made sure to integrate a broader range of valuable cases in my next session and that was greatly appreciated.

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