

Self-assessment by Waris Misbah

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I currently work as a/at:

Manager, Service Design at HUED

<https://www.livehued.com>

My LinkedIn profile:

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

My social media channels:

@Warissm

My educational background:

I first discovered Design Thinking during my MSc in Engineering Business Management at University of Warwick, UK. I wrote a dissertation on research for radical innovation. To further develop my skills in design driven innovation, I did a MDes in Innovation & Creativity in Industry at Cranfield University, UK. It is during MDes I was trained in Service Design

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

Design Research

Service Dominant Logic

Systems Thinking

Experience Design

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

Good Services by Lou Downe- Outlines the principles of good services

Service Design by Andy Polaine- Provides detailed exposition on service design and its process

Design of Everyday Things by Don Norman- Provides the fundamentals of what design thinking is

Service Marketing by Manfred Bruhn and Dominik Georgi- Detailed exposition on the concept of a services and how it should be developed

Systems Thinking by Donella Meadows- Provides tools and methods to develop capabilities in systems thinking

I have X years of working experience in service design:

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I have particular experience in the following service sectors:

Government- Ministry of Health, Ministry of Labour and Social Development, Ministry of Economy and Planning, Small and Medium Enterprise Authority, Saudi Telecom Company

My philosophy as a trainer is:

A successful service design training session teaches at its core the concept of a service. Understanding what is service and its attributes is crucial for designing good services. Furthermore, I would like to delve into what are principles that make the quality a service good and beautiful. After expounding on these aspects, I would then guide the participants on the service design process from research to service prototyping to new service delivery.

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

I have not officially conducted service design training. I have been mostly involved in providing my clients awareness sessions about service design.

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

English

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

Saudi Arabia

I cover the following topics during my training offerings:

- Differentiation of service design to other approaches like design thinking, service marketing and service branding
- Service dominant logic
- Visualisation techniques
- Building in-house service design capabilities
- Working with complex service systems
- Organisational development

My training participants typically have the following level of experience:

- Novice (new to service design)

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

Research Interviews
Customer Journey Mapping
Service Quality Framework
Service Blueprinting
UX Prototyping

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

Understand the concept of a service
Understand the principles that make a service good and beautiful
Conduct Design Research
Building and Analyzing the As-is Service Eco-system
Build Customer Journey Map
Ideate to build service concepts
Build a Service Blueprint



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

Designing Better Services by Designing Access to Information

Touchpoint Journal

<https://www.service-design-network.org/touchpoint/vol-10-2-designing-the-future/designing-better-services-by-designing-access-to-information>

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