Self-assessment by
Alina Achiricioaei

I currently work as a/at:

I am a Manager at HUED and I focus on crafting Innovation Labs and building capabilities within organisations.
https://www.livehued.com/design-studio/innovation-labs

My LinkedIn profile:

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

My social media channels:

https://twitter.com/alinaspoint;

My educational background:

I have a background in General Design and specialised in Dundee with a Masters of Service Design 7 years ago at DJCAD University. After my masters I was recruited by Mahmoud Abdulrahman, (https://www.linkedin.com/in/mahmoudarahman) who started the SDN chapter in Mena region, and I started working in the first Service Design and Innovation company in Saudi Arabia (https://www.livehued.com). Over the duration of 6 years I had the opportunity to run knowledge transfer sessions across projects, these sessions included onboarding into service design practices, tools and methods that were crafted for the organisation's needs. Another engagement worth mentioning is running, with the HUED team, the biggest Service Design Jam last year that had a participation of over 400 attendees.

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

Understand the needs of today but design for tomorrow

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

• This Is Service Design Thinking - the book gives a full overview of the SD approach, tools & methods with thorough case studies, very easy to understand even by non practitioners
• This is Service Design Doing - this book goes with the previous one and it gives an in depth view of hands on service design with awesome tools and methods that can help transform an organisations approach
• 101 Design Methods - the book is wonderfully explaining different design thinking methods from the stage of identifying a challenge, ideation until design and plan phase, explaining how each method is applied with scenarios
• What is service design https://vimeo.com/20527888 - this video is short and its a good introduction for people that are new to Service Design
• Good Services Book - is the best book explaining what a good service is and why, shares principles of good design
• https://servicedesigntools.org/ - free source for accessing SD tools that have a clear description of what and how

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I have X years of working experience in service design:

6

I have particular experience in the following service sectors:

Small and Medium Enterprises, Labour and Employment, Telecom, Healthcare, Economy & Planning

These are the service design projects I have successfully delivered:

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

6

My philosophy as a trainer is:

Providing training is providing a service.

Working in Saudi Arabia as a westerner I understood that communication is my first impediment here, where english is not well understood. So I had to work my way around with visual aids, such as icons and illustrations which are also engaging and captivating people's attention while communicating the message. So I learned that in order for attendees to digest content we need to make it easy for everyone to grasp it in any language, also when having other props such as printed tools, cards, and examples of how the tools have been applied helps a lot.

A successful training means firstly to have the targetted nr of attendees, while I learned that getting people interested in spending their precious time in attending such trainings is difficult. My approach was to design personalised invitations, that are playful and interesting enough to make them curios, then print and deliver them. This approach proved to be successful as one attendee said: "I knew its going to be a great training because the invitation was fantastic".

I am designing the training as a whole experience from the moment the attendees learn about it, are invited, throughout the event until they leave and go about sharing their experience.

An exit experience is just as important as an entry one, when you leave the people energised and keen to apply their learnings, to do so I give away some tools, and even a poster of the attendee in action (to display the attendee in the spotlight as a service design champion).

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

2016 - Innovation Deep Dive - Human Resources Development Fund - 12 participants - 2 days. We brought together innovators from different departments to do field research such as interviews & observation at HRDF Riyadh Branch, further creating customer journey maps by emphasising on the challenges discovered during the research, and ideating solutions then prototyping them as new or improved services. The workshop was a great opportunity for hands-on activities, learning by doing, and exploring key service design tools and methods from the Idea Box Toolkit which was our deliverable for HRDF.

2019 - Do Lab Onboarding - Monshaat - 10 - 2 days - My latest engagement was a two day session for Monshaat (https://www.monshaat.gov.sa) Innovation Lab, which we designed for (the first lab for government in KSA), that included a walkthrough of the 32 innovation & service design tools (some of them are completely new tools designed for the organisations needs) and a workshop where key department leads were selected as Innovation champions, to apply the tools in a sprint SD session. The attendees engaged into a brainstorming session to pinpoint challenges, we discussed and categorised them, then we identified root-causes and further, in groups, we came up with solutions which were then prioritised and placed into a pipeline of implementation.

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

Romanian, English

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

Riyadh

I cover the following topics during my training offerings:

- Definition of service design
- Differentiation of service design to other approaches like design thinking, service marketing and service branding
- Relationship of service design to agile, scrum and lean
- Service dominant logic
- User research/deep customer insights
- Creativity and ideation processes
- Visualisation techniques
- Prototyping of services
- Business model development
- Measuring impact of service design, relating it to Key Performance Indicators (KPIs)
- 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:

I normally have a selection of cases from HUED portfolio because it builds more credibility and trust, a display of experience of working with important clients.

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

Few to mention are:

- A blend of journey mapping with persona and emotional journey
- Ecosystem mapping
- Trigger cards (customized based on the topic of the session) to help with brainstorming ideas
- Impact vs Doability matrix to help pinpoint the solutions
- Service Blueprinting
- User scenarios

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

- Frame a research question
- Create the AS IS customer journey that reflects the experience of the user, touchpoints, feelings and painpoints
- Identify challenges and root-causes
- Brainstorm ideas and prioritise them
- Create a service blueprint with user stories

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:

We use typeform which we always customise based on the event/training

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

- Timing of the training had to be earlier in the day
- Content available in both english and arabic

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:

- I

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

Engaging yearly in the Global Service Design Jam, helping to spread the knowledge, shift mindsets and enable people to apply the service design mindset in their work

I have participated as a speaker in the following events:

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

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