Self-assessment by
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I currently work as a/at:

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My LinkedIn profile:

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My educational background:

In 2010, I started studying as a non-degree student for a few courses in the master's program for Service Innovation & Design at Laurea University of Applied Sciences. These courses included Service Design Processes and Methods with Mikko Koivisto. In the same year, I attended a Ph.D. students Service Summer Research School at Karlsruhe Service Research Institute, KIT, Germany. in 2011, I enrolled formally in the Master's program at Laurea UAS and graduated in 2014.
During these years, I did many engagements including conducting a workshop for Service Design research community at ServDes 2012 exploring the future of Service Platforms (Service 2.0), along with organizing the first Riyadh service jam 2012.
During the past 7 years, I started and I have been leading what's Now HUED- Innovation and Design; Saudi's first Service Innovation & Design agency. During these years I delivered many capacity building programs with various durations, formats, and target audiences; ranging from few months programs along with lab establishment to more public engagements including The world's largest Service design jams in 2018 and 2019 some of which included more than 600 participants.
Other than these Service Design specific educational programs, I attended a number of executive education programs at MIT and Stanford and I have studied my bachelor's degree in Economics at Cairo University.

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

- Strategic Service Innovation: Service Strategy, Strategic Innovation, Business Models
- New service development: User involvement, Co-creation
- Service Marketing: GAPS model of service quality, Value Co-creation, Service dominant logic, SSMED
- Design Research: Qualitative methods
- Design Process: Participatory Design, Collaboration, Service Prototyping
- Behavior change
- Futures studies and foresight

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

- Services Marketing: Integrating Customer Focus Across the Firm, by Valarie A. Zeithaml, Mary Jo Bitner, et al.
Great for overall understanding of service organizations and what it takes within and outside design to deliver great service experiences

- This is Service Design Thinking+Doing, by Marc Stickdorn , Markus Edgar Hormess , et al.
Great SD process & tools reference Manuals, great combined with servicedesigntools.org

- Service Design: Practical Access to an Evolving Field, by Stefan Moritz
Nice entry to the field, looks at relation to other fields, history, mindsets and overview of tools.

- Power of Moments: The Power of Moments: Why Certain Experiences Have Extraordinary Impact
by Chip Heath and Dan Heath
Great in identifying examples and cases of creating elevation moments.

- Do You Matter?: How Great Design Will Make People Love Your Company, By Robert Brunner, et al.
Great in selling the focus on design for non-designers ..

- Blue Ocean Strategy: How to Create Uncontested Market Space and Make the Competition Irrelevant, by W. Chan Kim and Renée A. Mauborgne
Great methodology for innovation on the strategic level for services ..

- Alex Osterwalder's Work: Business Model Generation and Value Proposition Design,
Essential for the business model and value proposition understanding and shaping up the service business concept.

- Orchestrating Experiences: Collaborative Design for Complexity: by Chris Risdon , Patrick Quattlebaum , et al.
Offers a fresher eye focused on experience with a larger and more complex delivery servicescpape.

- SDN Touchpoint: Great renewing resource for thoughts, practices and cases
- YouTube: SDN YouTube Channel, Service Design Show, conference talks and great interviews

I have X years of working experience in service design:
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I have particular experience in the following service sectors:
- Healthcare
- Government
- Corporate
- Investment
- Telco
- Hospitality

These are the service design projects I have successfully delivered:
- Design of Inter-Ministerial Collaboration, CNO- Ministry of Labor (2013 Sept- April 2014)
Developing service design inspired collaboration strategy and roadmap for Collaborative networking office to enhance the Inter-organizational Collaborative Capacity of the Ministry., This included design research, development of personas, stakeholder maps, stakeholder journeys, ideation toolkit, future vision, a roadmap of initiatives.
- HE Minister of Labor/Health Office Design (June 2014-December 2015)
Following a service design process of re-designing more than 15 services of the minister's office including meetings, appointments, protocols, correspondence, media, and more. This was a complete program that looked at service design, user experience, recruitment, training, change management and system development done in collaboration with Seren (Now, EY-Seren)
- Service Design for Institutional Excellence, Human Resources Development Fund, (March 2015- Oct 2016)
A service-design focused workstream from a larger EFQM-focused institutional Excellence program. The Service Design stream looked at design research of beneficiary experience, design of Service Design Excellence framework and toolkit, running of a capability building program to onboard the team on the new practices.
- Touchpoints Program, Ministry of Health (August 2014- April 2015)
Building an overall strategy to address the needed beneficiary experience at the ministry. This started with selected projects that help progress both understanding and uplifting of service delivery and performance on multiple areas. The list of projects included 1) Complaints Understanding & Prototyping: a project executed in collaboration with Veryday, aiming at research the as-is journey of complaints across all channels, development of concepts and prototypes that help make complaints channels much more visible and accessible. 2) Treatment abroad, including local research of medical commissions at both rural areas and large cities, as well as international research at the medical attaches.

- STC Internal Services Innovation Lab & Service Design (Oct 2016- April 2018)
Pioneering Service Design introduction to the region's largest telco group including design of the lab framework, toolkit, interior, operating model, and redesign of 32 services over 18 months. Following this project, STC started to build an internal capability of Service Design (DT to be more specific) across multiple sectors.

- Riyadh Service Jams '17, 18, '19
From the 2012 jam that included 2 jammers, over the years this was grown into 50 jammers in 2017, 160 jammers in 180, and 350 in 2019 with a total of 600 participants. The most recent version including collaboration with local ecosystems across 8 main sectors of impact. This including sourcing real-life business challenges, participation from regulators and enablers including General Entertainment Authority, Ministry of Health, Small and Medium Enterprises Authority, King Abdullah Financial District, Yasser eGov Program, and more.

I have provided service design training sessions and/or other educational experiences for X years:
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My philosophy as a trainer is:
- Walk the Talk
It all starts with designing the experience for those learners. If I'm there to build their focus on customer-centricity and re-imagining reality, I better act what I'm preaching. In all trainings I have offered, we have created a very engaging experience, that included designing a complete journey and experience with all touchpoint from awareness, registration, arrival .. etc including many energizers, boosters and delighters that have always expressed in action what I'm teaching. An example of that is mentioned in the Customer Advocacy Poster article with link shared in the application.

- Go full-force
Since Service Design is so hands-on, it comes with a lot of preparation and needs for various activities. In some organizational situations, clients may try to push for a minimal or more theoretical versions of activities (for example research). I always insist on going full force from beginning to end. Forcing participants to go out for research, commute to service branches, take more courageous prototyping approaches. This is what communicates the difference.

- Build Advocates

As Service Design needs internal advocates at organizations of various natures, one way of creating that is through training. Service Design training is not only about passing on the knowledge, but is rather about building more Service Design advocates. Employing all conversion and capability building possibilities in designing and delivering the training helps serve that purpose.

- Build Movements

Service Design Community is small .. Once you create an advocate, you need to connect them to the community to further grasp knowledge, energy, and support. It's quite important to dedicate time during and after training to make sure these connections are built, re-inforced and further strengthened.

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

- Ideation: Riyadh service Jam 2019

Our world's largest service jam of more than 600 participants. I have worked closely in designing, producing and delivering the event with a quite massive team. For the actual training sessions, I delivered the ideation part, introducing tools like brainwriting, RIP+Mix, and HIT Matrix.

Video: https://www.youtube.com/watch?v=tPXFwVapys8

Article: https://www.service-design-network.org/events/riyadh-jam-2019-799

- STC EX Jam 2019:

Upon the great success of our Riyadh SJ 2019, we were commissioned by STC to design a special corporate jam focused on Employee Experience. The jam was for 100 participants, was inaugurated by STC's Vice-chairman and followed by 2 weeks of working on the prototypes for further enhancement and creating of the business case.

Video: https://www.youtube.com/watch?v=dZx9TNvPZxs

- CITC Hike 2020:

Designing a one-day event for the Governor, vice-governors and general managers of Saudi's Communications and Information Technology Commission (CITC) to help further design citizen-centered initiative to implement the new approved strategy.

Link: https://www.linkedin.com/posts/citc_sa_aevaeyaeoaerabraepaesaepaesaedaepaesaepaes-activity-6638110542194061314-QlaH

- Remoters eLab 2020: In response to the COVID-19 situation, we designed and delivered Saudi's first visual service design event focused on re-designing Remote work experience with 30 invitation-only senior attendees from multiple government and private sector entities.

Links:

https://livehued.com/elab/

https://www.linkedin.com/posts/mahmoudarahman_aepaesaehaetaesabraehaeuabraeqaehaex-remotersabrelab-activity-6649397067632386048--rjv

https://www.linkedin.com/pulse/%25D8%25AA%25D8%25AC%25D8%25B1%25D8%25A8%25D8%25AA%25D9%258A-%25D9%2581%25D9%258A-
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I mostly provide my training offerings in the following language(s):

English
Arabic

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

Saudi Arabia

I cover the following topics during my training offerings:

- History of service design
- 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
- Creativity and ideation processes
- Visualisation techniques
- Prototyping of services
- Implementation of service design concepts
- Measuring impact of service design, relating it to Key Performance Indicators (KPIs)
- Working with complex service systems
- 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)
- Advanced (practical application)

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

- Experio Lab: https://www.service-design-network.org/touchpoint/touchpoint-7-1-service-design-policy/experience-the-other-side-of-life

- IDEO Bank of America "Keep the Change Card": https://thisisdesignthinking.net/2018/09/feeling-in-control-bank-of-america-helps-customers-to-keep-the-change/

These are the service design methods and tools that I use during my sessions:
- Observation & Shadowing
- Design Probes
- Customer Journey Map
- Empathy Map
- Persona
- Stakeholder Map
- Mood board
- Ideation: RIP+Mix, HIT Matrix, Brainwriting, SCAMPER
- Bodystorming
- Service evidencing
- Service Blueprint

After successfully attending my training sessions, participants will typically be able to:
- Conduct multiple design research activities
- Design ideation toolkits and facilitate ideation workshops
- Visualize and evidence service concepts and create prototypes
- Design service business models

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:
In all the training session, participants will implement the tools that they have learned about and will showcase the outcomes of their work.

I systematically evaluate and improve my offerings based on feedback. These are examples of feedback that have led to improvements:
We utilize various methods of feedback including outlining the complete journey and allowing feedback on every training service moment.
Moving from physical to virtual formats proved to require a more spaced out format (shorter and multiple days) which we applied and people quite liked.
- Also decreasing the number of tools covered while allowing more time for practice is something we have learned throughout the various experiences.

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 Global Conference
- SDN Masterclass
- Organized

I actively support the local or national service design community through:
Establishing Arabian GCC Chapter across Saudi Arabia and United Arab Emirates with a group of design leaders from Accenture, Engine and Emirates Group.
Organizing Riyadh Service Jam for the past 9 years.
Conducting multiple community-facing formats utilizing service design process to help build traction towards the field and practice.

I have participated as a speaker in the following events:
- ServDes 2012, Workshop on Service 2.0 , http://www.service2.org/2012/02/service-20-full-presentation-at-servdes.html
- Riyadh Service Jam,
2017: https://www.youtube.com/watch?v=p94xLM18mWM
2018: https://www.youtube.com/watch?v=B0fVn8omdRg
2019: https://www.youtube.com/watch?v=tPXFwVapys8
- Service Design Show: Craftsmanship in Service Design- 2017 : https://www.youtube.com/watch?v=a4N8gUilkg4
- Service Design, Fanar Cafe (in Arabic)- 2018 : https://www.youtube.com/watch?v=mT3G5SVGjso
- Service Design- Ideation Phase- 2018: https://www.youtube.com/watch?v=-M8Lus7vm9s

I have published the following books/articles on service design and related fields:
https://www.linkedin.com/pulse/customer-advocacy-posters-mahmoud-abdelrahman/
http://auroralahti.blogspot.com/2010/06/intensified-hospitality-concept.html (was later integrated in the Service Design Process & methods course by Mikko Koivisto for the following intake)
https://www.service-design-network.org/events/riyadh-jam-2019-799

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