

## Self-assessment by Richard Ekelman

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### My educational background:

MFA Service Design, Savannah College of Art & Design  
BA Psychology, Montclair State University

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

#### Make to Learn

For me, service design is an active endeavor. I believe designing for services in context with the people delivering and receiving a service value exchange. Starting with a rough mockup regardless of whether the project is for a digital or physical space. In my experience, it also helps break stakeholders away from their preconceived notions without telling anyone they are right or wrong.

#### Be Inclusive

In my experience as a consultant and internal team member, the best work I have done was when I was able to leverage the expertise of people that would never describe themselves as a designer. In my opinion, the co-creative nature of service design makes it unique. The ability to leverage the expertise of the people that live and breathe a given service can reduce the risks associated with innovation while saving time, and

#### Good Service is Good Business

Design without business metrics and data inputs is inherently risky. I believe service design offers the flexibility organizations need to measure their current service ecosystem and bring a more competitive future to life by bridging the silos that form a division of labor. Service design affords organizations the capabilities to find simplicity and clarity they need to evolve and augment their brands' value through delivering on their people's unmet needs.

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

Overall I prefer to teach from articles to make the material consumable, but there are a few books I use.

For foundational thinking, I like to start with "S-D Logic" by Varga and Lousch followed by "Service Design: Insight to Implementation" by Polaine, Lovelle & Reason with "This is Service Design Thinking" as a glossary reference.

For active research & co-creation I use "Designing for Service: Creating an Experience Advantage"

[http://www.dubberly.com/articles/designing\\_for\\_service.html](http://www.dubberly.com/articles/designing_for_service.html) and "The Convivial Toolkit" for ways to make research actionable and inclusive.

For mapping, I start with Shostack "Designing Services That Deliver" <https://hbr.org/1984/01/designing-services-that-deliver> and go to my own experiences because I believe mapping is almost completely overdone as deliverable versus a living measurement.

For strategy and planning, I start with "Blue Ocean Strategy" and then combine "Business Model Generation" with "The Brand Flip", "Zag", and



HBR's "Guide to Building Your Business Case".

For prototyping, I reference Continuum's Holiday Inn Project, <https://www.continuuminnovation.com/en/what-we-do/case-studies/the-social-hub>

I have X years of working experience in service design:

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I have particular experience in the following service sectors:

Healthcare, Industrial services, and public utilities.

These are the service design projects I have successfully delivered:

<https://db.tt/6qxWHOICLK>

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:

I taught a 10-week service design intensive in the summer of 2016. of the 10 students that took the course, 5 are working as service designers today. In addition to the aforementioned SD Immersive class, I have led 4 Service Jams in Savannah and here in Chicago. To build the service design community here in Chicago I have given short workshops on mapping, storyboarding, analyzing service brands, and balance a businesses scorecard.

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

<https://db.tt/HQXcOkFTy2>

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 of America, Chicago

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
- 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)
- Leadership/management of service design projects
- Building in-house service design capabilities
- Working with complex service systems



- Exploration of 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)

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

Dollar Shave Club

Trunk Club

United Airlines (What not to do)

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

- AC2ID Tests
- Business Model Canvas
- Service Blueprinting
- Blue Ocean Strategy
- Bodystorming
- LEGO Serious Play
- Tabletop Prototyping
- Gamestorming

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

Identify the parts of a service

Map a service ecosystem

Analyze service brands for opportunities

How to balance and measure the scorecard of the business pillars underneath a service

Prototype digital and physical moments of a service

Facilitate co-creation sessions

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:

I have lacked a rubric in the past but I intend to use an evaluation scale for peer-assessment and my own assessment of student progress. This will be ready shortly.

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

I learned from my first 10-week immersive that I should break the course up into more small activities within each week as opposed to full-on projects. I also learned that I can raise engagement through basing my training on a live project or have them use their own project as the exercise for the coursework.

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 National Conference
- Founded



### I have participated as a speaker in the following events:

- "What is Service Design" <https://www.slideshare.net/RichardEkelman1/what-is-service-design-76106211>
- "How Service Design Extends [Other Disciplines]" <https://www.slideshare.net/RichardEkelman1/how-service-design-extends-other-disciplines>
- Give talks and exercises at General Assembly, Loyola University, and DESIGNATION Lab classes.
- I have organized 4 service design conferences over the past four years, curating the program for each conference. I am not sure if that counts as speaking at service design events.

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

[blog.servinnovation.com](http://blog.servinnovation.com)

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