Self-assessment by
Roman Schoeneboom

I currently work as a/at:

UX Design Systems Lead at Credit Suisse AG
LinkedIn: https://www.linkedin.com/in/romanschoeneboom/

My LinkedIn profile:

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

My social media channels:

https://medium.com/@romanschoeneboom

My educational background:

Level 6 Certification in Leadership
Degreed (Passed)
December 2017

The Association of Master Trainers in the LEGO Serious Play method
Certificate in facilitating and designing workshops with the LEGO Serious Play method (Passed)
2016-2017

Royal College of Art
MA Service Design, A (1.3)
2012-2014

Imperial College London
Innovation, Entrepreneurship & Design (MBA module), A (1.3)
2012 – 2013

University of Applied Science Hof
Bachelor of Arts (BA), Media Design, B (1.8)
2008 – 2012

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

As most of my work and training is delivered with an inside-out approach, I find myself having to translate and combine Design Thinking/Service Design principles with Visual Thinking and Graphic Facilitation, Research, Mapping, SCRUM, Lean and Agile development to support and challenge the change process within the large organizations who employ me. The largest success is guaranteed, when the Service Design approach and tools are being mixed with development process tools, any kind of canvas, e.g. Lean Canvas, Business Model Canvas, etc., and are delivered for the audience and their specific needs. As a change agent and trainer, I have to ensure, that I don't reinvent the wheel and stick to trialed and tested methods, support building a standard process approach and comparability and help track the success through evidence-based working.

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

Selection:

This is Service Design Doing, Book and toolkit, https://www.thisisservicedesigndoing.com/

Management Kits, Toolkit, https://www.managementkits.com/

Design a better business, Book and toolkit, https://designabetterbusiness.com/

IBM Service Design Thinking, Playbook, https://peterfossick.co/projects/ibm-a-service-design-playbook/

Development, Impact and You, Book and toolkit, https://diytoolkit.org/

MethodKit, Toolkit, https://methodkit.com/

Strategyzer, Toolkit, https://www.strategyzer.com/

I have X years of working experience in service design:

7

I have particular experience in the following service sectors:

Public service, Healthcare, Education, Retail, Finance

These are the service design projects I have successfully delivered:

Selection:

Mar'19 - Jul'19, Credit Suisse AG, Digital Candidate Experience: Analysis of third-party research, Visualization of insights into the candidate application journey | Provided HR with a first internal Service blueprint displaying candidate journey and its connection to the background system

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Nov'17 - Nov'18, Lloyds Banking Group, Service Design Essentials workshops: Conceptualised, build and delivered 37 workshops and support sessions | Increased Service Design awareness and support requests, this resulted in further growth of the SD team from 10 to 29 designers, Trained 628 colleagues, Handed out over 400 stickers (Micro-certification) and handouts

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Jan'16 - Nov'17, Tesco PLC, Multiple projects

* Post Family research: Planned, designed and executed a research project designing services to help 'post family' customers save money on their groceries | 8 weeks, 186 co-created service concepts, 14 user interviews, and individual co-design sessions, 1 co-design workshop with 40 stakeholders, Stakeholder walk-through and evaluation sessions, 12 prioritized concepts for direct handover to project teams, e.g. discount card, home-delivery > Video link: https://vimeo.com/179720014

* Customer needs library: Conceptualised and designed a digital prototype of a needs library | A way to define, capture, log and share customer needs within and outside the team, A opportunity for the business to own, categories and share its research findings, 64 confirmed needs have been logged through 'Post Family' research project (One need had to appear 3 times from different sources to be confirmed)

- Service Design playbook: Conceptualised, designed, build and maintained a digital toolkit as growing resource of successful practices, tools, and techniques, Build around development cycle of Discovery, Alpha, Beta, Live | Providing a toolkit helping teams in Tesco design and develop better services, Ensuring consistency in approach and comparability of projects, 9 chapters, e.g. Mapping, Research, and 36 plays, e.g. Customer journey map, Diary study > Blog post: https://medium.com/tesco-journal/come-play-with-us-the-tesco-service-design-playbook-174faa640923

Jan'15 - Jan'16, Ministry of Justice, Multiple projects
- Claim for Crown Court Defence: Replacing (existing) paper process for advocates submitting claims for court | Developed a digital end-to-end payment platform which helped to resolve most of the current process-hindering issues, making the system more efficient and saving public money
- The Future of Private Family Law: Supporting people in resolving their dispute with mediation outside of court | A multidisciplinary team (digital, policy and service design) worked together to provide options of redesigning the private family law and create handover report and pitch for the MP for Family & social affairs
> Link to digital publication for both projects: https://issuu.com/romanschoeneboom/docs/ccd-dp_v1

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:

My workshop credo is: "I learn as much from you, as you learn from me."
My aim is to provide a safe environment for participants - no matter their work or skill levels-, to learn, ask questions, experience a research and design process, get their hands-on simple, yet effective templates. I like to challenge my attendees getting out of their comfort zone by exposing them to a variety of topics and exercises in one day of training: these could range from Visual Thinking, Service Design, Research, and Mapping to, Building a persona, Service Safari, Customer Journey Mapping, Customer experience, Problem framing, Prototyping, Storyboarding, Pitching, etc.
I try to apply Service Design principles to my own work and teaching: Human-centered, research- and evidence-based, I will tell my participants if I don't know and will make sure that I know. I show don't tell, mainly using examples and visuals from projects I have worked on. This way I ensure, that I can talk either high-level or in detail (if required). I am honest and transparent, sharing pitfalls and learnings in the sessions and through writing.

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

Within the last year, I only delivered training for Lloyds Banking Group.

Service Design Essentials workshop: 8h, Capability Build team - Colleagues signed up via internal online platform
15 x London: 18.01.18 - 13 participants, 01.02.18 - 10 participants, 15.02.18 - 9 participants, 12.04.18 - 7 participants, 26.04.18 - 10 participants, 10.05.18 - 9 participants, 24.05.18 - 12 participants, 31.05.18 - 8 participants, 07.06.18 - 8 participants, 20.09.18 - 18 participants, 18.10.18 - 22 participants, 15.11.18 - 16 participants
1 x Manchester: 11.10.18 - 12 participants
1 x Leeds: 08.11.18 - 21 participants
1 x Edinburgh: 22.11.18 - 24 participants

Support sessions: 2h - 8h, Various teams - Colleagues reached out for support mainly via phone/email
1 x Design Immersion Senior manager workshop, London, 23.01.18, Group CIO, 4h, 70 participants
1 x Service Design workshop, London, 15.03.18, Engineering Transformation, 8h, 9 participants
1 x Service Design workshop, London, 24.04.18, Group Services and Operation Change, 8h, 13 participants
1 x Service Design workshop, London, 02.05.18, Engineering Value Stream, 8h, 13 participants
1 x Service Design workshop, London, 09.05.18, Change and Innovation Approach, 8h, 17 participants
2 x Service Design workshop, Manchester, 8h, Resolve my query lab: 21.05.18 - 36 participants, 24.09.18 - 20 participants
1 x Service Design workshop, London, 29.05.18, Graduate Scheme, 8h, 17 participants
1 x Service Design Essentials Light workshop, London, 06.06.18, Consumer Servicing team, 2h, 15 participants
1 x Service Design workshop, Halifax, 11.06.18, Business Process Community Banking, 8h, 18 participants
3 x Service Design workshop, Retail Design team, 8h: Halifax, 12.06.18 - 18 participants, 18.06.18 - 18 participants, Gloucester, 25.06.18 - 13 participants
5 x Service Design workshop, Financial Planning and Retirement Lab, Edinburgh, 8h: 27.06.18 - 31 participants, 28.06.18 - 23 participants,

12.09.18 - 15 participants, 13.09.18 - 11 participants, 23.11.18 - 24 participants

1 x Team development workshop, London, 22.06.18, Service Design, 8h, 15 participants

1 x Service Design workshop, London, 05.11.18, Customer Journey Design, 8h, 12 participants

1 x Persona & eco-system workshop, Edinburgh, 21.11.18, Commercial Banking Operations, 8h, 21 participants

> Blog post: Understanding the training environment at Lloyds Banking Group, https://medium.com/lloyds-journal/understanding-the-training-environment-at-lloyds-banking-group-d760d9d50b36

Selection of older workshops I have planned, designed, facilitated and written about in the past:

The first 'Service Design Doing' workshop in Tesco PLC, 43 participants, 2018

> Link: https://medium.com/tesco-journal/the-first-service-design-doing-workshop-in-tesco-plc-83fa34dc71e6

To get the right answer, ask the right question - Problem framing workshop for 64 participants, 2018

> Link: https://medium.com/tesco-journal/to-get-the-right-answer-ask-the-right-question-2972f6cf4c71

Build your way to better business — The first LEGO Serious Play workshop at Tesco PLC, 18 participants, 2017

> Link: https://medium.com/tesco-journal/build-your-way-to-better-business-the-first-lego-serious-play-workshop-at-tesco-plc-dfa43b8c5aeb

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

English, German

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

Switzerland, Great Britain, Finland, Germany

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
- Designing and conducting co-creation workshops
- Creativity and ideation processes
- Visualisation techniques
- Facilitation skills for service design
- Prototyping of services
- Implementation of service design concepts
- Business model development
- Measuring impact of service design, relating it to Key Performance Indicators (KPIs)
- 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)
- Advanced (practical application)

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

Until now, I have not actively promoted case studies from other organisations or companies. I have built my training content around projects/initiatives I either have worked on as part of a team or by myself. I find this makes it more relatable and honest, and I can talk in detail or high-level if required, depending on available time, group size, or amount of further questions by the participants.

This does not mean that I am neglecting industry insights or appreciate if great work has been delivered: Over the last years I have build myself a knowledge bank with over 2500 entries ranging from articles to case studies, from reports to eBooks, including but not limited to guides, how to's, and method toolkits. If participants are reaching out for further information, I draw upon this resource.

Below is a tiny selection of resources I like to use/like to reference:

For customer centricity

'How Service Design transformed a 234-year-old traditional banking organisation from customer-focused to customer-centric'

Learnings: Customer-centricity, How to utilise the service design approach to support overall business goals

> Link: https://www.hellon.com/project/service-design-transformed-bank-of-ireland-from-customer-focused-to-customer-centric/

For service design

'A tale of two coffee shops'

3 Minutes, well-made video, great story telling

Learnings: Putting the customer at the heart of everything you do, and only then will you create services people love. Exploring and designing these concepts together and, as a result, you will ensure services are both technically feasible and business viable. Building interdependent, interrelated experiences that all connect to people on an emotional level – that way, you will create services that scale beyond the original idea.

https://vimeo.com/212939377

For organisational transformation:

'The Total Economic Impact™ Of IBM's Design Thinking Practice'

Probably one of the most documented processes for organisational transformation

Learnings: Transformation takes time (3 years), Requires senior management buy-in, Requires training infrastructure, Initial investment will pay off in, e.g. Improved collaboration, Increased customer experience and sales, Streamlined processes, and reduced project labor.

> PDF: https://www.ibm.com/design/thinking/static/media/Enterprise-Design-Thinking-Report.8ab1e9e1.pdf

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

Selection:

Fast scribing, Graphic facilitation

Persona

Brainstorming

Problem framing in 4 steps

Prototyping techniques

LEGO Serious Play

Mapping: Day in the life map, Stakeholder map, Service blueprint

Service Safari

Customer Journey map

Business Model Canvas

Storyboards

Pitching

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

Visually communicate by having started to build visual thinking literacy and getting more comfortable with visual communication, through scribble exercises and by using a simple visual vocabulary throughout the day

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Talk about Service Design basics: Why is it a mind-set, a process, a tool-set, a cross-disciplinary language and a management process

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Know about Service Design related vocabulary: Human-centric, Collaborative, Iterative, Sequential, Real and Holistic

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Explain the importance of research: Qualitative/quantitative data, Challenging assumptions, Market vs insight research, Research methods and examples, Rules of thumb

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Know about the importance of mapping: How to analyze data and build a map, Type of maps, Why are we mapping?, Benefits of mapping

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Challenge how business thinks of its audience representation, by having learned about the importance of having a persona: What is a persona? Put it into context with a video, Reviewing an example from previous courses

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Build a representation of their audience by having gone through the process themselves; as small group participants have analysed and clustered data sheets, building a representation of the group, and further bringing persona to life by looking into needs and behaviors

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Observe human-behavior by having done a service safari: Observing human behavior, shadowing colleagues, researching in the field

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Have created a Customer Journey Map: Displaying their personas experience with the help of a template, Identifying pain points and opportunities to solve them, Reviewing the experience and what impact it has on the loyalty

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Have used a Business Model Canvas: By taking there identified opportunity through the canvas, reviewing it from the business side of who to get involved, How to motivate your staff, etc.

Present and pitch their work to others, by collaboratively brainstorming, ideating, thinking about the story and the way to present, develop high-level concepts and bodystorm

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Leave the course as a 'motivated' Service Design Ambassador, with a micro-certification (in form of a sticker) and a fold-able leaflet covering the basic content of the day

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:

Mentoring

Surveys

Follow-up calls or meetings

Content and exercise trial sessions with feedback round

Graphic facilitation interviews with feedback

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

Before the workshop

As part of the planning and preparation of the workshops or support sessions, I am making sure that I align with the expectation of my client, that I have a clear understanding of what is needed. I either do this with pre-surveys, a planning call or if I can, a one-to-one session.

During the workshop

I use a variety of ways in the sessions to capture feedback:

* I always set-up two physical feedback posters in the rooms: For feedback from participants I have a 'Thoughts, Expectations, Questions' poster. For workshop/session related feedback I use the IBM Design Thinking Feedback Grid, which asks for 'Things that worked', 'Things to change', 'Questions we still have', and 'New ideas to try'

* Open forum feedback: After each exercise I make sure the whole group can feedback on content, experience, ease-of-use, etc. I find it beneficial if everybody hears first hand how others have experienced an exercise, where they maybe struggled, succeeded, or what they learned

* Observation/Note-taking/Video documentation: During the session I make sure that I take notes, if I observe that something isn't working as intended, or when people struggle; additionallyI take little video snippets from the exercises, which gives me a great insight, e.g. how good a

template works

After the workshop

* Video feedback: During the course I will randomly ask participants if they would be willing for a short interview after the session. In this videos the attendees describe how they found the session, if they could see this impacting their or their teams daily work, they talk through what they did on the day, and rate it on a scale from 1 to 9.

* I use a post-survey understand how satisfied people have been, if they found it was worth their time, if they would recommend the course, what further training or support they need. I connect the pre- with the post-survey, in this way I am able to display an increase in knowledge or comfortability using SD tools, by the gathered data

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Some examples of feedback (1), what I did (2) and what happened (3):

(1) Participants tell me, while the LEGO Serious Play Duck exercise is fun and engaging, they find there is a disconnect to the Service Design workshop content.

(2) With a heavy heart, I replace the exercise with a visual thinking one.

(3) I save time, the exercise is connected to the content, as visual communication is essential for Service Design, I am able to get people out of their comfort zone.

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(1) Particiants struggle to identify with ready-made personas. Even though it is time-saving, there is less learning and empathy-building in this exercise.

(2) I got rid off ready-made personas and challenge myself to create an exercise to include the building of a persona in the workshop, based on the participants.

(3) We've built great personas in the workshops, it helped attendees to understand, that this is nothing simple to do, that they always have to stay in character. Best quote: "Joey (a persona based on 3 people) would not do that in this way!".

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(1) For my customer journey template, a trainee suggested to swop lines to empty circles for the emotional/friction channel.

(2) I updated the template accordingly.

(3) I needed less time explaining what I expected attendees to do; we created visually simple curves we have been able to compare easily, to show a connection or disconnection.

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(1) The planning team did not understand my training room requirements and always booked me into small board-room style rooms.

(2) In one session I took some posters and created a visual overview, helping them to understand, if I would be put into similar rooms, that I would just be able to train half of the people. Additionally, I urge them to join me in one session.

(3) Once they joined me, the understood and had empathy for my situation: "Gosh, these rooms are tiny!". After that point, rooms have not been an issue. This was very beneficial for the participants as we had space to move around and it was not too noisy.

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(1) Sending participants on a service safari, asking them to buy something with their own money will result in fewer people having done the required exercise. This has an impact on further mapping exercises, as people draw on their memory rather than their current observation.

(2) I started to prep little money pouches with cash for the smaller groups. There was no excuse not to do the exercise.

(3) This was a refreshing surprise for participants, which resulted in a higher number of attendees doing the service safari exercise. There was an improved quality on the maps, as participants display an as-is observation rather drawing on their past 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 National Conference
- UX.Live,

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

Meet-ups, Active mentoring in organizations, Regular blog post writing: Sharing insights into project work and training, Collaboration with Universities, e.g. Workshops, Talks, Q&As, Master Thesis support

I have participated as a speaker in the following events:

Selection:

International Service Design Day, SDN Chapter Hamburg

My talk: bridging complexity fast - An insight-led into the pains and gains and successes of the last four years

> Link to chapters page: https://www.service-design-network.org/chapters/germany/events/service-design-thinking-and-doing-service-design-talk-hamburg

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UX.Live

Website: http://ux-live.co/

My talk: A (Failed) Change Story - Increasing Service Design capabilities at the third-largest retailer in the world

> Video: https://vimeo.com/244992418)

The UX Conference

Website: http://theuxconf.com/

My talk: Getting the basics right - An insight-led presentation

> Video: https://vimeo.com/245154051

Future Scope

Website: http://www.futurescope.ie/2017-programme/#anc_offstage

(Offstage panel and presented in collaboration with Bank of Ireland)

Hellon Expert Day

Highlights video: https://vimeo.com/245155110

The Research Thing

My talk: Why is it important to engage people in user research?

> Video: https://vimeo.com/179720014

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

Selection:

A (Failed) Change Story? - Twenty-two months of increasing service design capabilities at the third-largest retailer in the world – A personal review

Touchpoint 9-3, Scaling Service Design

> Link to article: https://www.service-design-network.org/touchpoint/vol-9-3-service-design-at-scale/a-failed-change-story

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3 questions for... Roman Schoeneboom

Author: Andrea vorm Walde, INDEED Innovation GmbH

> Link to article: http://www.indeed-innovation.com/journal-de/3-fragen-an-roman-schoeneboom

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Future of Design - A personal focus on education and the way we will work

Autor: Roman Schoeneboom

> Link to publication: https://www.academia.edu/15358988/Future_of_Design_-_a_personal_focus_on_education_and_the_way_we_will_work

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Service Design is making sense - Handbuch fur Erfolge

Author: Torsten Stapelkamp (Hrsg.), Kapitel 'Service Design Karriere' Roman Schoeneboom (Co-author)

Published: Institut fur User Experience Design as PDF or iBooks, ISBN 978-3-947402-01-4

> Purchase website: https://designismakingsense.de/lead-service-design-ebook

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Multiple publications on design, workshops, LEGO Serious Play, service design on medium.com
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SDN∞
SERVICE DESIGN NETWORK