Self-assessment by
Elisabet Lagerstedt

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I currently work as a/at:

Consultant, trainer and coach in the field of strategy, innovation, growth and renewal - from a market and customer perspective. Founder of Inquentia in 2013.

LinkedIn: https://www.linkedin.com/in/elisabetlagerstedt/
Blog: https://elisabetlagerstedt.com
Inquentia: http://inquentia.com

My educational background:

-MSc Business Administration and General Management, Lund University
-Bachelor of Business Administration, Lund University (with thesis on service management)
-Executive Education: Harvard, IMD, Oxford, INSEAD
-Design Thinking, IDEO U
-Business Model Innovation and Value Proposition Design Coach, Strategyzer Bootcamp
-Communications, Berghs School of Communications

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

I see service design very much as a systems approach. The following definition of service design represents my view well:
"Service design is a design methodology based around how to organise service provision around the interactions between users, touchpoints, service personnel, and backstage actors. It considers organising people, infrastructure, communication and material components of a service in order to improve its quality. It is not limited to digital or a single product/service. "

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

I like the following resources:
-The Service Design Network
-"Practical Service Design" at http://www.practicalservicedesign.com/resources/
-"Service Design for Business", Reason et al.
-"This is Service Design", Stickdorn
-Custellence, journey mapping tool

Based on the client's scope I also recommend a combination of tools inspired by "Lean Startup" (Erik Ries), "Value Proposition Design" and "Business Model Innovation", the latter by Alexander Osterwalder and Yves Pigneur as well as "Designing for Growth", by Liedka and Ogilvie.

SDN∞
SERVICE DESIGN NETWORK

Hence, I'm not a "service design fundamentalist", but use inspiration from different fields to help my clients solve their problems.

I have X years of working experience in service design:

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I have particular experience in the following service sectors:

I have worked (as employed) in several industries over my 25 years in business, e.g. market research, FMCG, construction, outdoor sports and now management consulting. Over the last five years I have run my own consultancy and been heavily involved in several other industries (energy services, air filtration, foodservice, municipalities and more).

Some of the companies have been service companies others product focused. The latter have however over time become more and more service oriented (and system focused) as products have become commoditized.

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 normally start out with a short introduction of myself and the subject of the session.

I then prefer introducing the theoretical framework and selected methodologies in a short lecture. The team then gets to try on selected methodologies hands-on a real client case (in teams of 4-5 people). Finally the outcome is reported back to the full group with learnings and conclusions.

Key elements:
-start out with a theoretical framework and a few interesting cases,
-involve the team, hands on, in groups - and help them use relevant tools and frameworks in real life (e.g. observation, interviews, customer journey) - let the groups work on cases that are relevant for them.
-let the groups report back learnings and share experiences with eachother

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

-Business Model Innovation workshop - EON, February 2017 (1 day, 6 people)
-Value Proposition Design, Camfil February 2017 (2 days 22 people)
-Value Proposition Design, Camfil April 2017 (2 days, 20 people)
-Service Design workshop (with focus on Customer Persona and Customer Journey), Landskrona City (municipality), February 2017 (1/2 day, 25 people)
-Service Design workshop (with focus on Customer Persona and Customer Journey) Landskrona City Library, June 2017 (1/2 day, 10 people)
-Value Proposition Design, Lund University Masterprogram of Innovation and Entrepreneurship, Oct 2017 (1/2 day 35 people)
-Business Model Innovation, Lund University Masterprogram of Innovation and Entrepreneurship, Oct 2017 (1/2 day 35 people)

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

Swedish or English

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

Sweden

I cover the following topics during my training offerings:

- History of service design
- Relationship of service design to agile, scrum and lean
- User research/deep customer insights
- Designing and conducting co-creation workshops
- Visualisation techniques
- Facilitation skills for service design
- Prototyping of services
- Business model development
- Measuring impact of service design, relating it to Key Performance Indicators (KPIs)
- Building in-house service design capabilities
- Organisational development
- Different approaches and models to uncover customer jobs-to-be done, pains and gains.

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

Key tools:
Customer insight methodologies (mainly observations, interviews, customer safari and social media analysis)
Customer Personas
Customer Journey Mapping
Sketching/visualization
Ideation (e.g. brainstorming, brainwriting)
Prototyping
Testing
Blueprint

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

After an intensive two day session:

For a two day training:
-See the value (and context) of service design, as well as understand how to and when to use service design, through a lecture with the use of cases and examples
-Understand how and when to use relevant customer insight methodlogies and practice using them
-Use customer insights to map out relevant customer personas and create a customer journey.
-Identify painpoints along the customer journey
-Discuss how they could design a better overall service experience in relation to the case they have been working on, e.g. a restaurant visit.
-Map out how the back end effects the front end.
-Ideate possible solutions to a specific pain point (brainstorming and brainwriting).
-Create a prototype for a selected solution and testing the prototype on a relevant user in the room.

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 always end the session with a group presentations and experience exchange (case based). Then a feed back session from the participants on

the training itself (written).

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

-"No time to do the pre reading"

-"The outcome is better when we start with a (short) theoretical introduction."

-"To few breaks"

-"One day is not enough - we need follow ups to really use these methologies and work through our own cases"

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 have participated as a speaker in the following events:

2011- (ongoingly): Guest Lecturer in Business Model Innovation and Value Proposition Design at Lund University

I'm also a speaker and consultant on the topics of trends, innovation, strategy, change and renewal with a market and customer perspective. Normally only for a management team or marketing and/or innovation department in my client companies. Often with an initial lecture followed by a hands-on workshop.

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

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