

## Self-assessment by Piotr Wojciechowski

SUBMITTED ON 19 JAN 2018



### I currently work as a/at:

CEO | Service Designer at FUZERS Service Design: [www.fuzers.com](http://www.fuzers.com), <https://www.linkedin.com/in/piotrwojciechowski/>

### My educational background:

SET Business Trainers School

Dates attended 2015 – 2016

Kozminski University

Degree Name: M.A.

Field Of Study: Psychology in Management

Dates attended 2009 – 2011

The University College of Enterprise and Administration in Lublin

Degree Name: B.A.

Field Of Study: Journalism and Communications

Dates attended 2006 – 2009

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

General Theory of Innovation

Design Thinking

Lean Startup

Open Innovation

Blue Ocean Strategy

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

#### 1. Books

Service Design: From Insight to Inspiration

Service Design for Business: A Practical Guide to Optimizing the Customer Experience

This is Service Design Thinking: Basics, Tools, Cases

#### 2. Videos:

Service Design Show on You Tube.

#### 3. Blogs:

Practical Service Design



I have X years of working experience in service design:

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I have particular experience in the following service sectors:

finance, education, retail

These are the service design projects I have successfully delivered:

E.g. of my projects:

1. Designing Customers Journeys for the opening event of the world's first IKEA Business

Touch Point

From May 2017 to August 2017

Client: IKEA

Outcome and impact: "FUZERS supported us in designing customers journeys relevant to the needs and expectations our target groups. As a result we got ready to implement guideline with detailed flow of the opening event from user's perspective."

Gustaw Jakubowski, Regional Marketing Manager, IKEA.

Details: <https://fuzers.com/en/work/designing-a-participants-journey-map-is-not-difficult-check-how-we-did-it-at-ikea-for-business/>

2. Mapping user experience journey.

From November 2015 to April 2017

Client: nocowanie.pl

Outcome and impact

"Discussions connected with customer journey that included their complaints and observations were most valuable from our perspective. FUZERS research confirmed what we had already suspected as well as pointed at some elements that we had not been aware of – such as customer onboarding process not supportive and clear enough. We often go back to its results. We have also implemented some of recommendations while some provided us with inspiration. These changes together with many others implemented during last 1,5 year made us change for better from business perspective." Alicja Tebin, Product Manger, nocowanie.pl

Details: <https://fuzers.com/en/work/mapping-user-journey-case-study-nocowanie-pl/>

3. Designing Experiences

From December 2016 to March 2017

Client: Skanska

Outcome and impact: Set of recomendations. Propositions of changes concerned each stage of event's organization (before, during, after) and pertained to areas such as communication with participants, organization of space in front of and in the conference room, registration, speakers' preparation, engagement of participants in the event, and materials that they receive afterwards.

Details: <https://fuzers.com/en/work/designing-experience-skanskas-event/>

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:

First step is a detailed training needs analysis and kickoff session with an organizer (in order to confirm needs, goals and KPI's for the training session).

Upon this informations I usually design program flow as well as I am looking for some tools and methods that could help me reach the goals. Then I am presenting session's flow, tools and approach to the client for last verification and acceptance.

Before the session I am also preparing few emails to the participants with a goal of warming up and providing all the necessary info. In this way I am already starting to build session atmosphere as well as I have an opportunity to send first insights on our topic.



It also give me a link for the first minute of the training session.

Later, during the day it is all about both flexibility and keeping attention to the training goals.

In practice I am trying to involve people in the topic from the very beginning as I truly believe that learning by doing is the best way to get visible results.

What is also important is a fact that before the training session I usually spend time on desk research regarding trends and best practices in clients business. Thanks to that I am able to provide participants with wider and insightful perspective.

After the training I am collecting all the photos, quotes etc. and sending them to the participants that they had also a great time. After that there is a time for evaluation, follow ups and KPI's verification.

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

Date: 11.01.2018,

Title: Facilitation of the ideation workshop

Client: ING, Transformation Office

Number of participants: 12

Duration: 6h

Links: Not allowed to refer to (NDA with ING)

It was a follow up workshop to a series of our meetings in 2017. The goal was to ultimately decide upon direction of the Transformation Department for 2018. We were discussing and ideating on solutions, activities and task for the team.

Date: 8.12.2017

Title: Designing the Future

Client: Bank Millennium

Number of participants: 14

Duration: 5h

Links: Not allowed to refer to (NDA with BM)

Half day long workshop aiming to design the future of the PR branch of the Bank. By using service design tools and methods we went from needs and defining target groups to prototyping and testing ideas.

Date: 24.11.2017

Title: Service Design Intro (Design your business)

Client: Various companies

Number of participants: 20

Duration: 4h

Links: <http://dt.lodzkie.pl/agenda-fmp2017>

(Service) Design Thinking Intro workshop. Workin with entrepreneurs on designing business models and value propositions for theirs service offer.

Date: 21-23.11.2017

Title: Distribution of Innovation

Client: Tauron Dystrybucja

Number of participants: 80

Duration: 20h

Links:

3 days long workshop. We started with a 4h hours long Service Design Intro workshop. During the rest of the time we were working with the process from defining needs, through ideation to prototyping and testing solutions for new services and product for the energy company.



Date: 18.10.2017

Title: Facilitation of the Service Design Process

Client: Various companies

Number of participants: 8

Duration: 8h

Links:

One day long workshop introducing Service Design process as toolbox for facilitating innovation proces within the companies.

Date 11.10.2017

Title: Research workshop

Client: Eurobank

Number of participants: 8

Duration: 4h

Link: Not allowed to refer to (NDA with EB)

It was a research workshop with a group of clients and non-clients of EB where were using SD research tools and methods in order to collect insights on banking experience.

Date 4.10. 2017

Title: Service Design in practice

Client: Santander Consumer Bank

Number of participants: 12

Duration: 6h

Link:

During the day we were introducing Service Design approach by working on internal challenge - communication with millennials. We were defining problems, ideating, prototyping and testing solutions with a group of millennials.

Date 25.09.2017

Title: Service Design Thinking Intro

Client: International Paper

Number of participants: 25

Duration 8h

Link

One day long workshop for a talent team from IP. The goal was to introduce to them Service Design and show how they can use its tools and methods in daily work on improving client service.

Date: 29-30.06.2017

Title: Designing IKEA Experience

Client: IKEA

Number of participants: 25

Duration: 16h

Link: not described yet

Two days long design sprint with a goal to design an experience related to circular economy and opening new IKEA center in Warsaw. After introducing the process, tools and methods we went through the proces and ended up with read to implement solutions.



Date: 12.04.2017

Title: Designing Event Experience

Client: FUZERS (my company)

Number of participants: 12

Duration: 5h

Service Design Workshop with a goal to design participants journey for our own event. To work on it we invited a group of our clients. We presented them tools and approach and together we were defining needs, ideating and prototyping experiences.

Date: 3.03.2017

Title: Designing Vision

Client: BGŻ BNP Paribas

Number of participants: 10

Duration: 10h

During this workshop I used service design tools in order to support bank team in designing vision for innovation process for the upcoming year.

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

Polish, English

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

Poland (but I am open to work outside of it)

**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
- Creativity and ideation processes
- Visualisation techniques
- Facilitation skills for service design
- Prototyping of services
- Implementation of service design concepts
- Measuring impact of service design, relating it to Key Performance Indicators (KPIs)
- Leadership/management of service design projects
- 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:**

[https://www.liveworkstudio.com/client-cases/gjensidige\\_reducing-barriers-to-insurance/](https://www.liveworkstudio.com/client-cases/gjensidige_reducing-barriers-to-insurance/)

<https://www.spotless.co.uk/work/totaljobs-diary-study/>

<https://www.enginegroup.co.uk/work/driving-service-consistency-across-staff-and-suppliers>

<https://www.service-design-network.org/case-studies/reinventing-the-book-store-apollo>



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

Co-designing with users  
Prototyping and Testing  
Stakeholders mapping  
Customer Journey Mapping  
Persona Canvas  
Service Blueprinting  
Lego Serious Play  
Role playing  
Sketching  
Storyboard  
Creative warmups

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

After the sessions participants will typically be able to:

Explain what is Service Design  
List tools and methods used in Service Design  
Describe stages of the process  
Design a research scenario for qualitative research  
Lead a customer interview and observation  
Design user persona  
Create a customer journey  
Define problems  
Ideate in a structured way  
Select and assess ideas  
Prototype and test ideas with customers  
Create Service Blueprint

**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:**

Pre-test and post-test online and offline.  
Group discussion at the end of the sessions  
Supervisions - after the training session on Service Design tools and methods participants are getting a set of task to work on their on. They have some time to prepare and after that they for example have to run an interview or internal ideation or prototyping session. Each of those activities is supervised by me and my team. It means that we are present during first try, we observe and later on we give a feedback.  
Follow-up session  
Mentoring sessions  
Post session tasks for participants.

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

"We have lacked a bit of warmups and short breaks in between workshop tasks". After that we have listed 20+ warmups we could use in our sessions and we started to implement them in every agenda.

"There was a bit too much focus on the ideation phase". We redesigned our sessions agenda in order to provide a way more time for business analysis and working more on fast prototyping and testing rather than creating new ideas for a long time.

"We didn't understand the purpose of this task". We introduced short explainers before every task and/or tools that we want to implement during the sessions.



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
- Polish Design Thinking Conference, WCF Davos Łódź - Human Centered Design, Design Thinking & Innovation Week London 2017, R&D Summit 2017, Marketing Progress 2017 - Customer Centricity

I have participated as a speaker in the following events:

So far I had the opportunity to speak at Poland based events like Forum Promocji Województwa Łódzkiego, Marketing Progress 2016, R&D Summit, Innovation Days – PPNT Puławy, R&D project management – how to create new business models, Marketing Progress 2017 - Customer Centricity, Winning Customers - internal service design conference of the biggest assurance company in Poland (PZU).

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

Resources in Polish:

Marketing in Practice (paper and online) [http://mwp.org.pl/2016-05-mwp-aktualny-numer\\_02.php](http://mwp.org.pl/2016-05-mwp-aktualny-numer_02.php)

InnPoland: <http://piotrwojciechowski.innpoland.pl/119909,projektowanie-uslug-service-design-czyli-co>

TravelMarketing: <http://travelmarketing.pl/projektowanie-uslug-i-doswiadczen-w-turystyce/>

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