

## Self-assessment by Tim Macarthur

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### I currently work as a/at:

Service & Experience Design Manager at Verizon Telematics

LinkedIn: <https://www.linkedin.com/in/tim-macarthur-9308793/>

### My educational background:

MSc Digital Design from DIT (Dublin)

BA in Germanic Languages from Trinity College Dublin

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

Design Thinking

Radical Collaboration

Lean Delivery

10 Types

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

This is Service Design Thinking - Stickdorn & Schneider

Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation - Tim Brown

Value Proposition Design: How to Create Products and Services Customers Want - Alexander Osterwalder, Yves Pigneur, Gregory Bernarda, Alan Smith

Service Design: From Insight to Implementation - Andy Polaine, Ben Reason

<http://www.practicalservicedesign.com/>

Some bonus, light-hearted recommendations!:

<https://blog.prototypr.io/how-to-be-a-service-design-pro-1aa7630f3f4a>

<http://www.bbc.com/capital/story/20170614-the-new-subtle-ways-the-rich-signal-their-wealth>

<https://www.youtube.com/watch?v=jTageuhPfAM>

### I have X years of working experience in service design:

7



## I have particular experience in the following service sectors:

Financial Services, Connected Vehicles, IoT

## These are the service design projects I have successfully delivered:

Some examples:

### Service Design in Service Delivery Improvement:

I was design lead in an initiative to redesign the First-Time Buyer mortgage service for a bank. The result of eight weeks of intense work was a piloted and measured new digital-first service, underpinned by changes to organisational structures and comms channels, facilitated by new ways of working (design thinking, lean delivery).

### Service Design in Service Innovation:

In a research-driven and design-led initiative, I helped identify a new market segment for a logistics company and subsequently blueprint a new sales and onboarding service for this segment.

### Service Design in End-to-End Service Diagnosis and Improvement:

In this project I conducted a series of workshops to map and diagnose current customer journeys, identify pain-points and opportunities, ideate and validate potential improvements and blueprint (and subsequently pilot and measure) new customer journeys.

### Service Design in Organisational Change:

Using service design and business modelling techniques, I helped to achieve understanding and alignment in our customer interactions, IT's relationship with the business, what internal delivery changes would mean and how the TP partner interaction should work.

## I have provided service design training sessions and/or other educational experiences for X years:

2

## My philosophy as a trainer is:

Energy

A successful training facilitator needs to have lots of energy and be able to keep interest up! They need to be able to read the room and bring people along, address concerns and questions on the fly. They need to be adaptable, and have the ability to change direction in mid-flight.

Planning & Content for Context

A successful training facilitator needs to plan content and format, and put time in to understanding problems and expected outcomes in advance. They need to understand the context in which they will be working, and the people they are working with. This planning provides confidence and leads to better outcomes.

Process

Service Design is essentially about problem solving. A good trainer needs to understand how design process, mindsets and methods can be best adapted and applied to the specific problem context of the training. They need to know how to use collaborative processes to demonstrate problem solving techniques, and how the outputs of one method serve as the inputs to another. They need to illustrate how research and resultant insights feed into the overall problem-solving process.

Demeanour

A good trainer has a repertoire of stories and examples from their experience to draw on to help reinforce the direction of the session. A good anecdote is usually memorable for attendees, and is something they can bring away with them.



### Measuring Value

I always try and introduce approaches to measuring value in any sessions I run - how metrics can be used for either diagnosis or success measures in service journeys.

### Make it Real

I also underline the importance of Outcomes over Outputs - i.e. making a service real and measuring it, as opposed to just producing things like maps.

### Feedback

A successful training facilitator always seeks feedback in order to improve their offering.

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

February 2017 - Service Design Workshop - Offsite Festival

<http://www.iloveoffset.com/offsite-dublin-2017/ibm-service-design-day/>

April 2017 - Service Design Workshop - National College of Art & Design

November 2017 - Service Design Guest Lecture - CIT

Throughout 2017 - Numerous 1, 2 & 3-day workshops as part of longer initiatives with internal and customer teams in my capacity as a Service Design Consultant.

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

English

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

Ireland, US

**I cover the following topics during my training offerings:**

- Definition of service design
- Differentiation of service design to other approaches like design thinking, service marketing and service branding
- Service dominant logic
- Designing and conducting co-creation workshops
- Visualisation techniques
- Prototyping of services
- Implementation of service design concepts
- Business model development
- Measuring impact of service design, relating it to Key Performance Indicators (KPIs)
- Exploration of systems
- 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:

<https://www.service-design-network.org/case-studies/2017award-finalist-money-coaching-at-capital>

<https://www.service-design-network.org/case-studies/15-ways-to-experience-hiking-in-ticino>

<https://www.service-design-network.org/case-studies/extreme-customer-orientation-in-insurance-gjensidige>

<https://www.service-design-network.org/case-studies/rural-mobility-20-yellow-window>

Service Republic(!): <https://www.youtube.com/watch?v=kLMLI-yAZCw&list=PLe-6OG8CRPNOW5y3qu7GVnCTZOIt6bBSY&index=7>

Some examples from here: <https://www.ideo.com/work/services>

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

Interviews

Shadowing

Service Safari

Assumptions & Questions

Secondary Research

Empathy Map

Hopes & Fears

Stakeholder Map

Affinity Diagram

Card Sorting

Customer Journey Canvas

Journey Map

Personas

Big Ideas

Bullseye Diagramming

MoSCoW Prioritisation

Need Statements

Prioritization Grid

Value Proposition Canvas

Hills Writing

To-Dos

Actors Map

Business Model Canvas

Storyboard

Cross Channel View

Touchpoint Matrix

Service Blueprint

Service Prototyping

Eco-System Map

Poster/Tomorrow's Headlines

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

Formulate a Problem Statement

Empathise with a user/customer/etc.

Map a service journey

Identify pain points/opportunities

Ideate and prioritise solutions/suggestions

Storyboard scenarios



Create Rapid Service Prototypes  
Identify points to attach metrics  
Present findings and seek feedback

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:

NPS and feedback verbatim forms to attendees

For specific sessions reflective journal entries have been requested from attendees.

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

Feedback about timings for specific workshop activities led to resetting timings and running orders for workshops.

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

I have participated as a speaker in the following events:

I have spoken at the following SDN Meetups:

<https://www.meetup.com/Dublin-UX/events/238587501/>

<https://www.meetup.com/Dublin-UX/events/241266699/>

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

Co-authored the IBM Service Design Practice Guide and Method Cards.

Mentioned in articles here: <https://medium.com/design-ibm/service-design-at-a-speed-and-scale-23be71f94612> and here:

[https://medium.com/@peter\\_fossick/service-design-playbooks-8495a02f5837](https://medium.com/@peter_fossick/service-design-playbooks-8495a02f5837)

**Contact details:**

Tim Macarthur

41 Glenlucan, Bray, NA Dublin

macarthurtim@yahoo.co.uk