

SDN ACCREDITED MASTER

Self-assessment by Piotr Wojciechowski

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A summary about me:

I am the founder of FUZERS (2015), one of the first service and experience design agencies in Poland. I am also a co-founder of the Polish branch of SDN and accredited Service Design trainer.

I currently work as a/at:

Service

My LinkedIn profile:

<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 – 2008

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

Co-Creation

I believe that co-creation is and should be in the heart of each Service Design project. This is why I take so much from this theory when it comes to (re)designing services.

Six Sigma

As very ordered and analytical way of managing projects Six Sigma is giving me (with its tools and templates) great supplement to the SD process which sometimes lack this element.

Systemic Thinking



A great, but full of work, way to understand how different parts of a system and service can influence one another within a whole. It is very useful when you want to understand the context in which service operates.

Service-Dominant Logic

It helps to explain and understand why Service Design has an important role to play if we want to grow our economies.

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

BOOKS

1. Good Services: How to Design Services that Work - it is great book when you want to go beyond toolbox for Service Design. It gives a lot of insights on how to design good services.
2. This is Service Design Thinking & Doing: Still, it is one of the best toolboxes both for newbies and professionals in SD field.
3. Service-Dominant Logic: Premises, Perspectives, Possibilities - it gives a lot of understanding on why services are so important in our economy.

VIDEOS

SDN YT Profile

Service Design Show

BLOGS

<https://blog.louisedowne.com/>

<https://www.polaine.com/>

<https://blog.practicalservicedesign.com/>

I have X years of working experience in service design:

6

My working experience in service design includes involvement in:

- Service design projects
- Service design consultancy
- Service design training

I have particular experience in the following service sectors:

Finance,

I have conducted X service design projects that aim at creating improvements or innovations within organisations:

40

These are the service design projects I have successfully delivered:

E.g. of my projects:

1 Client: PKO BP (biggest bank in Poland)

Within the framework of the bank's digital transformation project, the in-house team of service and product designers has received several months of support in implementing the client-centric approach in the organization. It consisted, among other things, in consultations, everyday joint work and sharing experience, tools and assistance in developing new solutions for clients and implementing an agile design process tailored to the needs of the transforming bank.

2. Client: Digital Care (insurance company)

The Innovation Team wanted to assess which of the 16 concepts of new services have the greatest commercial potential. Based on tests with



customers, it was recommended to implement 3 solutions that best met their needs.

3. Client: Grupa Pracuj.pl

Thanks to the customer journey tool, the marketing team and product managers received precise information about problems, needs and experiences in the area of employee recruitment in a group of micro-entrepreneurs.

Case study (PL): <https://fuzers.com/pl/customer-journey-rekrutera-w-mikroprzedsiębiorstwie>

4. Client: IKEA

The IKEA marketing team conducted an innovative process of selecting elements of the communication plan for opening an IKEA store in Lublin.

Case study (PL): <https://fuzers.com/pl/ko-kreacja-w-ikea-czyli-jak-pracowac-nad-otwarcie-nowego-sklepu>

Video (PL + ENG)

<https://www.youtube.com/watch?v=erFK9iKszUE>

5. Client: Invimed

Thanks to the customer journey tool, the Board received precise information about the problems, needs and experiences of the infertility treatment clinic patients. On the basis of this information, specific improvement initiatives were created.

Case study (PL): <https://fuzers.com/pl/customer-journey-pacjenta-na-przykladzie-klini-ki-leczenia-nieplodnosci>

6. Client: IKEA

Designing Customers Journeys for the opening event of the world's first IKEA Business Touch Point. "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.

<https://www.service-design-network.org/case-studies/opening-of-the-first-ikea-for-business-worldwide-designing-participants-journeys>

7. Client: mBank

New services in banking app.

Developing 8 concepts of customized functionalities of the banking app

<https://www.service-design-network.org/case-studies/opening-of-the-first-ikea-for-business-worldwide-designing-participants-journeys>

8. Client: nocowanie.pl

Mapping users experiences with one of the biggest booking services in Poland

<https://www.service-design-network.org/case-studies/nocowaniepl-mapping-online-user-journey-for-a-biggest-polish-booking-service>

9. Client: Ministerstwo Technologii i Przedsiębiorczości (public institution)

Developing a new value proposition for the governmental service biznes.gov.pl

Case study (PL): <https://fuzers.com/pl/projektowanie-propozycji-wartosci-na-przykladzie-serwisu-biznes-gov-pl>

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

13

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, best practices and the way client makes money. 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:

January 2020, Innogy, 2 days, Service Design Intro, 12 participants

February 2020, NASK (via SDN Academy), 2 days, Service Design Intro, 30 participants

June 2020, Credit Agricole Bank, 2 days, Service Design Intro, 20 participants

August 2020, Credit Agricole Bank, 1 day, CJ Mapping, 10 participants

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

Polish,

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

Poland

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
- 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)
- 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

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:

I believe that if we want to inform participants about the impact and value of service design we should follow "been there, done that" rule. This is why in this case I am always relate to my own projects and experiences. Some of them you can find in previous field.



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:

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 map
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
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
- SDN Chapter Activity



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

Being a co-founder of SDN Poland and active involvement in polish SD community.

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 and 2017, R&D Summit, Innovation Days – PPNT Puławy, R&D project management – how to create new business models, PZU CX Conference 2020, Santander Bank's Open Day 2019.

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

Marketing in Practice (paper and online) 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/>

FUZERS blog: <https://fuzers.com/pl/kultura-ktorej-podstawa-jest-doswiadczenie-klienta/>

Contact details:

Piotr Wojciechowski

Staszica 14/12, 20-081 Lublin

piotr.wojciechowski@fuzers.com