

## SDN ACCREDITED MASTER

### Self-assessment by Gassia Salibian

SUBMITTED ON 07 MAR 2021



#### A summary about me:

Hi there,

Starting out as an architect, it took me 5 years into my 20 year, multi-disciplinary career to realize what I loved was designing and building memorable experiences.

It doesn't matter what medium an experience is in. It can be an app, a building, a landscape, a service, a brand, a story. What matters is that I know how to create its experiential components because I built up expertise in each – from research, to business, to communication, to collaboration, to process engineering and metrics, to innovation, product management and service design.

#### I currently work as a/at:

I am the founder and Principal at research, service design and innovation consultancy called Future-Proof Consulting. [future-proof.co](http://future-proof.co)

#### My LinkedIn profile:

[linkedin.com/in/gassia](https://www.linkedin.com/in/gassia)

#### My social media channels:

Not on social media

#### My educational background:

I hold a Bachelor of Science in Art & Design from MIT (Cambridge), a Master of Architecture from Columbia University (New York), and an MBA specializing in Entrepreneurship from Pepperdine University (Los Angeles). My professional certifications include an Architect license from the California Architects Board, a 5-month, multi-tier training program to become a Six Sigma Green Belt, a 3-day training course in "Innovation through Human Centered Design" by the LUMA Institute, a week-long immersive training in "Advanced Design Thinking Methods" (aka "Design Camp") by The Illinois Institute of Technology (Chicago), and an in-class + practical training program to become a Certified "Customer Scenario Mapping Facilitator" by The Patricia Seybold Group.

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

Emotion: People remember how they felt in an experience.

Value: Great design is appreciated, but great service is loved.

Implementation: To implement a new service, you need to understand the mechanics of change and be able to manage the transformation cross functionally.

Metrics: If you're not sure if you have your success metrics right, don't use them. Getting the metrics right is a good start, ensuring the data and measurement methods are sound is a long road.



Adoption: Mapping business impact back to key service design decisions can be the difference between a company adopting service design or continuing business as usual.

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

The SDN knowledge base :- ) - case studies and some conference recordings

Touchpoint - The Journal of Service Design by the SDN

This is Service Design Thinking / ..... Doing - books by Marc Stickdorn and Jakob Schneider / authors + M. Hormess, A. Lawrence

An Introduction to Service Design: Designing the Invisible - book by Lara Penin

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

14

**My working experience in service design includes involvement in:**

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

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

Software / Technology, Social Media, Finance, Automotive, Education, Retail, Construction, Consumer Health, Consumer IoT, Industrial IoT

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

17

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

Only including 6 of the 18 projects here for brevity.

1

October 2020 - ongoing

AppDynamics (a Cisco company)

Innovation Services Lifecycle Design

Validation stage of proposed improved innovation service delivery by the Innovation Labs team  
(impact TBD)

2

September 2019 - February 2020

Jiffy Lube (US nationwide auto service chain)

myjiffylube: Digital car maintenance service

Designed an app-enabled car maintenance and repair service that allows users to stay on top of their maintenance services, order services remotely, schedule visits at nearest location, not have to wait for service and pick up their car when complete and pay by phone. Completely transformed the existing experience, making it easier, faster and less time consuming for the customer

In app surveys were about 90% positive and increased store profitability

jiffylube.com; myjiffylube app in Apple store: [apps.apple.com/us/app/id1525853590](https://apps.apple.com/us/app/id1525853590)

3

July - September 2018

Innovation Lab at Global Auto Manufacturer (unable to disclose)

Futurecasting Auto Manufacturer's Factories



Extensive, immersive ethnographic and expert research in the future vectors of manufacturing technologies, new entrants, automation, driverless car technologies, and competitors' trajectories with 7 different ideal vs likely future scenarios and how the auto manufacturer would need to transform its factories, culture and tech to stay competitive.

Clear, actionable directions, 4 of which involved shifting from products to services and pivoting to service based products.

Head of Innovation Lab spun off 2 projects, one creating a prototype for a service fleet and another to explore service businesses for it.

4

April - July 2018

DocuSign

Led and coached Agile team in designing a new service that expands DocuSign's portfolio of offerings to include document preparation, automation and collaboration. Conducted user research and led design sprints, working closely with Design and Product Management Teams.

Outcome & Impact: Beta launch was extremely successful with higher than expected rates of adoption and engagement. Taught team design thinking and service design methodologies which the VP of product decided to institutionalize as standard procedure along with their Agile product development practice. DocuSign is now, as a result of my engagement, also beginning to partner with SF SDN chapter to host events! And, almost everyone I taught service design to signed up for our SDN SF newsletter and some may also become SDN members.

[docusign.com/products/clm](https://docusign.com/products/clm) and [docusign.com/products/insight](https://docusign.com/products/insight)

5

June 2017 - April 2018

CircleOf

Designed end to end experience at a strategic level for a mobile app that makes it easier for cancer caregivers to provide logistical support and care for their colleagues, family, or other loved ones. Designed and conducted all exploratory, descriptive and evaluative research for all stages of the product and service development – from 2-day rapid co-creation workshop with cancer survivors and caregivers where winning concept was selected and roughly prototyped, through to the app's beta launch.

Outcome & Impact: Conducted 3 service design workshops with potential Customers - large businesses sponsoring the app as part of their employee benefits package. Identified and designed all of the on boarding touchpoints with HR and benefits stakeholders within enterprises. They loved working collaboratively with us on these touchpoints and ended up becoming investors in the startup and one (Cisco Systems) recently signed on as our first paying customer.

[circleof.com](https://circleof.com)

6

April - August 2016

Autodesk

Re-designed the customer experience for their business model transformation into SaaS.

Received very positive feedback from participants across 3 service design workshops and cross-functional collaboration.

Autodesk's CSAT and NPS ratings remained high through the multi-phase rollout and the company's stock tripled with the first year of launch.

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

6

**My philosophy as a trainer is:**

To teach principles while also giving participants enough opportunities to learn by doing.

While some things require clear definitions (e.g., what is an "insight"?) others can be left up to interpretation or be adjusted to best serve a given problem scenario (e.g., how a blueprint is used).

Creating a safe space and allowing many opportunities to fail, do something a little goofy or embarrassing allows students to have fun and relax which usually results in more learning and probably retention (though I haven't tested the latter).

I like using learning models that are derived from play, acting, and self-directed inquiry.

Remote learning settings provide many new opportunities that I am enjoying discovering (such as the ease of creating customized templates for exercises or enabling introverts to be as expressive as their extrovert counterparts in collaborative exercises).

One of the indirect signs that I've provided value is when students reach out to me for help or advice afterwards.



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

In most of my career and now as a consultant, each project involves some form of stakeholder education, training or coaching. I have a 2 workshops coming up in mid March this year with AppDynamics Innovation Labs team.

Training example in the last year:

March 2020

2 full days + 6 weeks follow on coaching

Service Design & Application

Healthcare institution (unable to disclose name)

14

(Unable to provide further information due to confidentiality agreement)

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

English

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

United States

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
- Relationship of service design to agile, scrum and lean
- 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)
- Leadership/management of service design projects
- Working with complex service systems
- Change management

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:

These are just a few:

- Service Design Award Winner in Culture category: "Innovationsguiden: Supporting public sector development based on user needs" - it influenced my approach to training clients by focusing even more on post training application exercises and developing toolkits. I also love the way they conducted a pilot to test successful adoption and how much value clients were getting. (<https://www.service-design-network.org/headlines/innovationsguiden-project-x>)

- "Successfully Implementing Service Design Projects: Essential preconditions and influencing factors" - paper in most recent Touchpoint. It's very impressive in its comprehensiveness and almost scientific approach to findings; I've shared the recommendations with a client as they reinforced our discussions! (<https://www.service-design-network.org/touchpoint/vol-12-no-1-embracing-change/uccessfully-implementing->



service-design-projects-)

- "Designing a SaaS Customer Experience" - my case study in the SDN Case Study Library (<https://www.service-design-network.org/case-studies/software-as-a-service-business-model-transformation>)
- Designing for financial empowerment: <http://dfe.nyc/overview-2>. The case is not only a good example of public-private partnerships but also uses co-design and prototyping very effectively and the transformation in peoples' lives is inspiring.
- Louise Downe's keynote "Scaling Service Design in Government" at the SDGC17 was heroic because it showed how service design impacts take a long time but that with persistence and patience it can transform even the largest and most silo'd organizations...

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

I use service blueprinting, journey mapping, business process design, business model design using "Business Model Canvas", Design Thinking methods, Effort vs Impact Analyses, affinity mapping, concept and service prototyping, opportunities and pain points analyses, stakeholder mapping, value analysis, qualitative research methods, analytics tools (such as tableau), white boarding / workshopping tools (eg Miro); co-creation workshops, experience metrics, body storming.

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

Note: Not all of the following are generally covered in one training.

- Understand user / customer needs (turn findings into insights)
- Identify ecosystem of stakeholders
- Explore a new business idea
- Create a service blueprint
- Map a customer journey
- Create personas
- Identify pain points with an existing experience
- Map the business processes, systems, and policies that create an experience
- Conduct qualitative research to validate new service concepts
- Establish service success metrics

### **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 have teams present / share their work with the group which allows me to assess their level of understanding let others engage with feedback
- I use a scenario-based quiz and facilitate collective critique sessions on students' approaches to solving for scenario problem through service design methods learned.
- Sometimes I use the " Plus / Delta" method of collecting live feedback about the session as part of closing
- If I'm trying out something new I might do a short survey but generally I don't get as much value from surveys.

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

- More examples and less theory / conceptual learning: shifted focus of training sessions to be 50-50 theoretical-practical.
- More attention to existing service experiences that need improving: changed scenarios (used as problem case studies) in training from design of a brand new service offering to 1/3 - 2/3 with heavier focus on various existing service experience scenarios.
- More "how-to" on measuring success: developed toolkits for defining, measuring, monitoring "Key Experience Indicators" and how to map them to KPIs and business outcome metrics

### **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 Chapter Activity
- Practitioner

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



- SDN San Francisco Chapter activities (last 4-5 years)
- Conference submission juror for 2 years (planning to volunteer this year too)
- Proposed the concept for the Practitioner Accreditation to Birgit and collaborated with her and others to research best practices, competitors, customers and develop all of the program's components up until Q3 2020 when I had to stop due to family priorities. I invested over 100 hours of my time into this and am proud of the outcomes even though I wasn't there to enjoy the rewards during the launch...

### I have participated as a speaker in the following events:

June 24, 2019

San Francisco Design Week

Service Design Blueprinting

[https://www.eventbrite.com/e/service-design-blueprinting-tickets-60911487900?](https://www.eventbrite.com/e/service-design-blueprinting-tickets-60911487900?utm_source=eb_email&utm_medium=email&utm_campaign=event_test_reminder&utm_term=eventname#)

[utm\\_source=eb\\_email&utm\\_medium=email&utm\\_campaign=event\\_test\\_reminder&utm\\_term=eventname#](https://www.eventbrite.com/e/service-design-blueprinting-tickets-60911487900?utm_source=eb_email&utm_medium=email&utm_campaign=event_test_reminder&utm_term=eventname#)

(no video)

June 25, 2019

IxDA+SDN Event

"Meeting of the Minds" (I was the event co-designer, organizer from SDN SF side and facilitator of workshop during event)

link to video of post workshop share outs: <https://www.youtube.com/watch?v=k0Ik7APkiXo&feature=youtu.be>

May 12, 2020

Service Design Dallas (panel)

"Black Swan Events & Service Design"

link to event: <https://www.meetup.com/Service-Design-Dallas/events/270112228/>

video: <https://lnkd.in/eRkQ5pA>

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

- Autodesk service design case study (see above) in SDN library
- Article in Touchpoint Journal Vol 10 No 1, "Taming Organisational Challenges in Service Design" (<https://www.service-design-network.org/touchpoint/vol-10-1-from-design-to-implementation/taming-organisational-challenges-in-service-design>)

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