Self-assessment by
Daniel Tuitt

A summary about me:

I have a portfolio career working with organisations, startups, and social enterprises to reimagine new and existing services. I provide a holistic view that takes into account other services that are part of the same journey, and opportunities and challenges involve when making changes to services. Over the last 6+ years, I have helped organisations look at the offline and online problem space and identify the real problem they are trying to solve. Throughout the years I have worked with agencies, management consulting firms, government and in-house innovation labs to support service design thrive.

He writes, talks, lives and inspires all things creative. His expertise lies in the cross-section of systems thinking, human-centered design, business models, ecosystems and co-innovation.

I currently work as a/at:

Ministry of Justice - Senior Service Designer - https://www.gov.uk/government/organisations/ministry-of-justice

My LinkedIn profile:

https://www.linkedin.com/in/danieltuitt/

My social media channels:

https://medium.com/@daniel_tuitt

My educational background:

Undergrad in Entrepreneurship and management
Master in Managing Innovation in Creative Organisations

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

Systems thinking
Organisation strategy
Strategic facilitation
Business models
Systems change

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

SDN
SERVICE DESIGN NETWORK

Harvard Business Review on Change (Harvard Business Review Paperback Series)

The future of Service Design by Birgit Mager

Service Design Days

OpenIDEO

Service Design Network

Service Design Labs

Designing better Services by Francesce Foglieni

I have X years of working experience in service design:

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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:

Financial Service, Retail, Government, Automotive, Manufacturing, Life Science, Energy & Gas Consumer Goods and Telecommunications

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

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These are the service design projects I have successfully delivered:

Ministry of Justice - (3 months) Resigning the entire HR systems experience for MoJ employees

Tesco Bank - (5 months) Ensuring target customers are involved throughout the whole process making sure that the customer voice is present within the propositions

RBS - (4 months) Following recent Open Banking and PSD2 standards, the proposed PoC is a bank account aggregation system. Understanding whether small business owner would use OpenBanking and APIs can benefit their business

Coutts (2 months) - How to leverage new trends such as wealth aggregation and open banking to develop new solutions that engage their existing clients

Aimia (2 months) - A road map to invest £8 million into a new service for their B2B clients in the next 2 years. Suggesting two final hybrid concepts around their market opportunities

Nationwide (6 weeks) - Concierge is the one stop shop for all the letting and property management tasks associated to your property Whether you are living in a rented property or letting your property out, Concierge can help you manage all the aspects of the letting in a hassle-free and cost-effective way.

Lego - (3 months) Applied service thinking to understand the users' needs and create a human-centered solution that drives business value across their enterprise software

Mars (3 months) - Improving in-store experiences

Heathrow

Vodafone (6 months) - Pilot a 5G concept that measures how it affects employee satisfaction, productivity and general well-being in the business

Landsec (5 weeks) - One of the largest commercial property development and investment company in the UK wanted to understand the needs of their office worker customer base and use the insights to help define the Victoria retail mix

Visa (6 months) - Create a highly focused two-day Open Innovation activity designed to accelerate the growth of new ideas The activities involve innovators, presenters and participants from research institutions, industry experts and the start-up community working on a common problem

British Gas (2 months) - Partnered to design a service that enables local peer-to-peer renewable energy trading. Unlike traditional design sprints, we started with a known technology on which the solution would be based. And we also started with a planned product trial on the horizon.

Bsi (12 months) Support BSI identify new customers and revenue streams through developing a portfolio of new services that support trust across the purchase of standards

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 hate theory! Theory to practice

I focus on providing real-life examples of how to apply service design from the audience's existing challenges or examples that they can easily understand. This involved getting the audience to work in groups to develop their ideas and think about how they can apply service to their ways of working. It starts with the mindset and going into teaching them how to use the tools and methods. I design toolkits that are tailored for the company to use service design within their business.

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

One Young World/ British Council - Creative conscience workshop on mental health & human rights (Half a day on 01/06/2018) - Running a problem framing workshop on 20 senior managers from numerous non-profits organisations

Loughborough London - Sustainability design is at the heart of everything we do (2 hours on 19/05/2019) - Teaching 50+ studies the importance of sustainability, UN17 SDG, and design thinking.

Monzo - The future of financial service (Half a day on 10/03/2019) - Running a half-day workshop to test and experiment with new business models that impact the financial sector

UCL - Service design masterclass (2 hour on 18/01/2021) - Remote masterclass teaching 80 masters students how service design impacts the world and how they can use a service design mindset to create value across different industry

CIEE eLabs - Service Design for start-ups (ongoing 3 day workshops from 17/01/2019 to 25/08/2019) - Empowering over 40 startups to apply service design within their businesses as they incubator their ideas. This included defining, design and testing business models as a startup.

Nike x OpenIDEO - Grind with design (half-day workshops on 18/04/2018) - This event is to develop solutions for the Nike Circular Innovation Challenge: Design with Grind, which aims to create a more circular economy by reusing excess materials from Nike's manufacturing process.

Culturenterpreneur - Systems thinking and open innovation - (3 day workshop 28th April, 1th Oct, 5th Oct) - Working with 70 entrepreneurs over 2 weeks to help them understand social innovation, systems thinking and open innovation as part of an incubator program.

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

English

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

London

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
- 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
- Building in-house service design capabilities
- Working with complex service systems
- Exploration of systems
- Organisational development

- Change management

My training participants typically have the following level of experience:

- Advanced (practical application)

These are my favourite cases I use to inform participants about the impact and value of service design:

Marzia Arico, Service design, the next ten years.
G.Lynn Shostack, Designing services that deliver.

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

Personas
Systems mapping
HMW question
Blueprint map
Stakeholder map
empathy map
Business model canvas

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

Personas
Systems mapping
HMW question
Blueprint map
Stakeholder map
empathy map
Business model canvas

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:

Group activities
Discussion
create a job for your portfolio

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

depth of content
Cases that are related to the industry

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

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

Delivering workshops and talks for universities around the use of service design
Running global, national and local challenge with OpenIDEO to empower service design to communities Coaching future service designers as a mentor APDList and Mega Mentors
Guest speaking on service design and systems thinking

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I have participated as a speaker in the following events:

SDN UK Chapter, Community-led design, Thursday 21st May 2020 (collaborate to create: Building design communities during uncertain times)

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

n/a

Contact details:

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