# Self-assessment by
# Cedric Kamp

## A summary about me:

I am a service designer at Knight Moves for approximately 3 years. Furthermore I have worked 2 years for Accenture within the design and innovation field. I have also given 2 lectures already for the SDN Academy regarding The Online Design Sprint. I mostly specialised in design sprints, strategic workshops, qualitative research and creative ideation. We have an own academy that I lead at Knight Moves providing trainings to universities and organisations.

## I currently work as a/at:

I currently work at Knight Moves as a service designer and design sprint master. I also work for the above cluster Leap Forward as an innovation expert.
Knight moves: https://knightmoves.be/
Leap Forward: https://leapforward.be/

## My LinkedIn profile:

https://www.linkedin.com/in/cedric-kamp/

## My social media channels:

/

## My educational background:

Business Engineering - Ghent University - Master in Science - Operational Research
(Domain business, innovation, science)

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

I am a trainer and coach for (1) Belgian universities, high schools, (2) events and talks, (3) for organisations internalising service design and setting up pop up design studios. The following topics I have mastered and love to elaborate on them using real life cases:
- Co-creation
- Facilitation
- Design Sprints
- Introduction to Service Design
- Physical and digital user-testing
- Journey Mapping
- Building Personas

SDN∞
SERVICE DESIGN NETWORK

- Online facilitation and sprinting
- Prototyping
- Problem framing and scoping
- Roadmapping
- Ideation and creative facilitation
- Business Modeling
- Pitching

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

- A lot of experience from the field / real projects (leading 15+ service design projects)
- SDN belgian chapter we are part of and sharing knowledge
- We have a large library of service design books (too many to name here)
- Trendwachting.com yearly subscription - Focus on human trends and emerging technologies
- Subscribed to SDN Touchpoint magazines
- Articles all around, but also self-written articles: Example - AI in Service Design: https://knightmoves.be/en-US/blogs/artificial-intelligence-in-service-design

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

5

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

- Service design projects
- Service design consultancy
- Service design training
- Also: Coaching and Sales

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

Governmental organisations: RSZ, AHOVOKS, Syntra Vlaanderen, Aquafin, Bosa.
Transportationand logistics: Essers, Bosch
FMCG: ABInbev, Barry Callebaut, Ontex (large Belgian corporations)
HR: Partena Professional, Acerta, Umital, Exellys
Retail Groups: Colruyt Group, Lidl
Real Estate: Matexi
IT: Smals
Media: Wolters Kluwer, Roularta Media Group, Krant West-Vlaanderen
Higher Education and Universities: KULeuven, VUB, HoWest, Artevelde Hogeschool, Steinerschool,

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

18

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

Smals: Service Design Facilitation en Co-creation Training track and live coaching - Project Lead
Bringing Smals internal meetings and workshops to a higher level. This with the emphasis on learning to prepare interactive workshops (meeting 2.0), facilitating and leading workshops, concrete workshop techniques and being able to formulate next steps through a roadmap.

Bpost: Design thinking Program for HiPo Trainees - Project Lead
Online training and coaching sessions with 50+ young trainees from Bpost on the internalization of service design and design thinking

techniques on a concrete case. The emphasis is mainly on problem framing, personas, journeys, prototyping, user testing and roadmapping. As a final piece, the business case is drawn up and pitched.

Wolters Kluwer: Qualitative research and testing for actionable content
Semi-structured in-depth interviews with the target groups: corporate lawyer, prevention advisor, lawyer, HR professional and Tax professionals with an emphasis on testing and capturing feedback on various actionable content. This resulted in an executive-level insight presentation with recommendations.

Colruyt Group: Project Lead and Sprint Master
Organizing, co-creating and facilitating a design sprint with Colruyt Group around the translation of the group's new communication strategy into a new website and architecture in line with the needs and wishes of the proposed personas. Linked to this were internal interviews with all CG departments, external in-depth discussions with the persona target groups and strategic workshops to further translate Colruyt Group's vision into an architecture.

Matexi: Co-creation of appointment platform for 3 stakeholders views - Project lead
Co-creating a journey for an appointment platform between contractors and buyers of a turn-key home. The 3 different views of the journey were worked out in the platform: the buyer, Matexi and the contractor.

Lidl: Digital Branch Assistant: Co-creation lead
Co-creating a platform for branch managers to provide a more efficient and pleasant operation in Belgian branches. A combination of contextual research, strategic workshops and design that will lead to a functional application for the tablet that is now under development.

Essers: Cross dock of the future: Project Lead (2 projects)
Co-creating a new cross-dock in Genk where state-of-the-art innovation is central. Current journey mapping, ideation and to be visualization were the 3 major stages in the process. This was translated into concrete sub-projects that will support the effective realization.

Aquafin: Service across regional communities to reduce infrastructure damage due to excess rainfall - Project Lead
Strategic workshops on activating rainwater in existing cisterns to combat flooding in an optimal way in Flanders. This results in a business model, roadmap and concrete designs for the concept.

NSSO (RSZ): Integration of service design and design sprints: Project Lead and Head Trainer
Integrating design thinking and innovating users centrally at the NSSO. This by means of executing projects on the basis of designs sprints, providing specific tailor-made training, coaching and going through improvement processes.

Exellys: Organising a 2-day hackathon for 50+ employees: Sprint and service design lead and Jury head.
Organizing and facilitating 2 hackathons that take place annually at Exellys. The emphasis is on teaching and applying design techniques and providing business coaching. After a few intensive days, the participants end with a concrete pitch that must convince the jury.

InvestSuite: Co-creating personas and design sprint: Sprint Master and Project Lead
We co-create an investor platform for self-investors with an emphasis on quickly creating a future journey, translating it into a clickable prototype and validating it with users. This is being worked on iteratively.

Acerta: Creating in-depth personas to create new standardised service packages - Project Lead and Service Designer
A combination of qualitative and quantitative (10,000 companies) research to arrive at highly validated personas that form the basis for creating standardized service packages. We also made as is journeys and validated them each time in co-creation with customers and the organization.

AHOVOKS: Imrovementt of the study allowance process - Service designer and Project Lead
Research into the needs and pains experienced by the process owner in obtaining and requesting information through the process of study grants. After interviews, focus groups and co-creation with AHOVOKS, both the AS IS and possible TO BE communication changes are

developed in relation to the renewed growth package 19-20.

I have more projects I would love to discuss in our interviex.

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

3

## My philosophy as a trainer is:

I believe we always need to have a good balance between theoretical insights and applying what we have learned. All theory I provide to my students / organisations, I will always bring back to real life experience and cases / projects.

Furthermore, I believe in practise what you preach. In my trainings, we will also work in small groups and co-create together on real cases.

I always aim for a high-level of interaction and minimise the amount of text on my slides. Recently I have followed a training on storytelling and I try to apply this within my lessons as well.

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

SDN Academy: The online design sprint revisited (30+ attendees) - 2021 - No video recording
SDN Academy: The virtual design sprint in times of Corona (100 attendees) - May 2020 - https://www.youtube.com/watch?v=7P5n0EdYAHU&ab_channel=ServiceDesignNetwork
Podcast for Digitaal Trefdag Vlaanderen for 1000+ attendees: https://www.youtube.com/watch?v=IUog4od7APs&feature=youtu.be

Design Thinking Training for Bpost - 55 participants
Webinar: Introduction to design thinking and service design
Session 1: Introducing problem framing, personas and customer journeys + applying on real case within Bpost
Session 2: Introducing prototyping, user-testing and roadmapping + applying on real case within Bpost

AHOVOKS: Internalising Service design
5 sessions on service design and the service design process
Helping with setting up an internal service design team within AHOVOKS
Coaching on moments of truth within service design projects of AHOVOKS

ONSS/RSZ:
Track 1: Service Design, Facilitation and co-creation
Track 2: Internalising Design Sprints training + coaching on moments-of-truth
Track 3: Design pop-up studio ; aiding in setting up an internal service design team within RSZ

Smals - large IT player
Track 1: Journey mapping, prototyping and co-creation
Track 2: Service Design, co-creation, facilitation and meeting 2.0.

Lectures for Universities:
- Artevelde hogeschool: Experience Architect postgraduate: Professor for 3 lectures: Personas, Co-creation, Business Modelling
- Howest: Guest lecture on Customer Journeys x2
- VUB: Guest lecture on Business Modelling and Pitching for investors

First Floors:

- Full day teaching on personas and journey mapping on their real case in small groups.

I have provided many more smaller training tracks that I would love to elaborate on.

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

English and Dutch.
I do take questions and understand French well, but I will not give my own sessions in this language.

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

Belgium
Netherlands
International through an online format (SDN Academy)

## 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
- User research/deep customer insights
- Designing and conducting co-creation workshops
- Creativity and ideation processes
- Facilitation skills for service design
- Prototyping of services
- Business model development
- Building in-house service design capabilities
- Pitching, problem framing, design sprint internalisation

## 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:

Slim Naar Antwerpen - Winner Henry Vandevelde Award 2021: ct-award-2021/slim-naar-antwerpen
Design Sprint in Governmental context: ONSS
Acerta: Hyper-validated personas through excessive qualitative and quantitative research
KMSKA: a new museum experience for future museum visitors in the new museum of 2022
Roularta Media Group: Co-creating a platform for all their Belgian Magazines and newspapers as a Netflix model

As you see, I have always provided cases I have participated in myself to truly showcase the impact.

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

I could list all kinds of possible service design tools, but I will emphasize the ones I am using the most:
- Qualitative research: in-depth interviews, focus groups, co-creation and user-testing
- Quantitative research: building personas based on quantitative insights
- Ideation and creativity: learning to use triggers and alternating individual and group thinking
- The design process: The double diamond approach and iterative approach
- The design sprint
- Summarising research findings: journeys, personas and blueprints
- Prototyping: from low fidelity towards higher fidelity: both digital and physical services

- Business modeling and go to market approaches through MVP's and pilot projects
- Roadmapping
- Divergent, structuring and convergent thinking
- Facilitation techniques

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

Please see my previous elaborate answers on types of trainings I have provided and which methods I use.
For me it is highly important they are able to APPLY what they have learned on a real life context.

## 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:

Expectation management before starting tracks
Qualitative feedback after each session
Quantitative end feedback through surveys
Evaluating real-life project work and coaching

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

Always include feedback exercise (door exercise) at the end of each session
In take interviews before going into a training track
Live coaching with planned feedback sessions in two directions

## 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 Academy Course
- SDN Chapter Activity

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

Aided in settting up multiple events and jams for the SDN Belgian Chapter
I have provided a free SDN Academy course in the beginning of Corona for 100+ participants
I have proved a SDN Academy course in 2021 on the online design sprint (revisited) based on 3 online design sprints within Corona
I attended 2 global service design conferences.

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

Howest - Let's talk content - 2019 (50+ attendees) https://letstalk.howest.be/
Podcast Trefdag Digitaal Vlaanderen - 2020 - 1000+ attendees - https://overheid.vlaanderen.be/trefdag-digitaal-vlaanderen
SDN Academy: The online design Sprint (after one online design sprint)
SDN Academy: The online design Sprint (revisited after multiple online design sprints)
Teacher for Postgraduate Experience Archtitect Artevelde Hogeschool Gent 2021: 3 lectures of 3 hours: personas, journeys and business modeling

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

Article on AI in service design: https://knightmoves.be/en-US/blogs/artificial-intelligence-in-service-design
Thesis published on project management: https://libstore.ugent.be/fulltxt/RUG01/002/304/826/RUG01-002304826_2016_0001_AC.pdf

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