

Self-assessment by
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I currently work as a/at:

Co-owner and partner at the consulting agency INEX Partners

<https://inex.partners>

My LinkedIn profile:

<https://www.linkedin.com/in/irina-baranova-b417941/>

My social media channels:

<https://www.facebook.com/kuteneva>

My educational background:

Visiting Researcher at Stanford (Center for Design Research, Hasso Plattner Institute of Design Thinking), course on Design Thinking approach, 2006-2007

Co-author and author of courses on Design Thinking and Service Design since 2007 in Russia (Moscow State University, Business School Skolkovo, High School of Economics)

Course "Innovation Design", INSEAD, May 2019

March 16-20, 2020, Future London Academy, Design Thinking&Innovation Week

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

Anthropology

Human-centered design

Participatory Design

Neuropsychology

System Thinking

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

<https://www.thisisservicedesigndoing.com>

<https://www.service-design-network.org>

<https://www.ozon.ru/context/detail/id/137939562/>

<https://www.ozon.ru/context/detail/id/160373891/>



I have X years of working experience in service design:

10

I have particular experience in the following service sectors:

Education

Finance

Retail

Talent Development&Human Resources

Government

These are the service design projects I have successfully delivered:

2013 – 2018 – methodologist, trainer and trainer for trainers of the program Design Thinking Programme for Sberbank staff

2015 - 2017 – trainer and methodology co-creator at the Design Thinking Laboratory (Sberbank) <https://www.service-design-network.org/community-knowledge/the-road-to-client-service-with-russias-largest-bank>

2016 – 2020 – trainer of Design Thinking and Service Design Academy in Ukraine <https://ideasfirst.info/events/service-design-academy-3-2/>

2016 – Redesign client experience for <https://eva.ua>. Outcomes: new brand positioning, new services and products, new methodology to service development

2018 – service design approach integration in the Bank Home Credit Bank. Outcomes: service design program for middle management and new service design based methodology on product development, shopping card redesign (+20% of new customers and +30% customers needs focus in the backlog for product development team)

2018 – Gazpromneft – a Russian oil company producing and refining oil, is one of the leaders in the Russian oil industry in terms of efficiency. We helped launch a digital laboratory of user experience for the redesign of all business processes of the direction, taking into account the needs of internal customers.

2019 - redesign service standards for food retail chain (Pyaterochka)

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

10

My philosophy as a trainer is:

1. Service design is a shift in the mindset – to focus on the people needs and understand their behavior, to keep in mind the whole system, experiment and integrate wisely. Transformation as a process for the person can be emotionally stressful. That is why the trainer should help participants to go through this way in a safe and participatory manner. Humor and storytelling are working very well.
2. Service designer is a service leader in the company. I strongly believe that the trainer's responsibility is to note that service leadership is one of the key competences for service design success in the company. Therefore the trainer should share the stories about leadership to inspire participants and help them to raise their own service design confidence.
3. Instruments are great, but not enough to make a result in the future. The secret is in the practice. The trainer should give as much as possible practice during and after training. The best way is to make project-oriented training that is relevant to the field of interest of participants. For example, for mono-group to work on their own task and for diverse group to work on the topic, that is recognizable for everybody.
4. Instruments are helpful, but there is a need to synchronized with business metrics. Trainer should show up and go through the process to connect dots between research insights and business impact.

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

For the last year 2019-2020:

1. August 7-9, 2019, Sochi. Service Design Basic – 2 days project for the product design team, Beeline (mobile operator in Russia), 12 participants.

2. October 28, 2019, Moscow. November 1, Yekaterinburg. "Service Design Basic", Leaders in Russia, 25 participants.
<https://ria.ru/20190926/1559161228.html>

3. December 18-19, January 28, 2020, Moscow. National Payment Card System, Customer Experience Office Team, 5 participants. Training



"Service Design: from research to experiment"

4. Training For Trainers "Service Design Training", Moscow. Beeline – one of the leading mobile operators in Russia. Training for the Customer Experience Office Team. 12 participants.

5. Service Design Academy in Ukraine – open program for professionals and specialist:

6. 2.1 Kiev, February 19-21, 2020, Module 2 "Service Design Project Manager" – 3-days training. 50 participants. <http://surl.li/ddpa>

7. 2.2 Kiev, March 11-13, 2020, Module 3 "Service Design Trainer" – 3-days training. 25 participants. <http://surl.li/ddoz>

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

Russian

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

Russia (Moscow, Saint Petersburg)

Ukraine (Kiev)

I cover the following topics during my training offerings:

- History 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
- Designing and conducting co-creation workshops
- Creativity and ideation processes
- Facilitation skills for service design
- Building in-house service design capabilities
- Service design for cultural change

My training participants typically have the following level of experience:

- Fundamental (basic knowledge)
- Advanced (practical application)
- Expert (recognised authority)

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/improving-womens-maternal-health-in-nepal> – for social impact

<https://www.service-design-network.org/case-studies/reducing-stress-and-increasing-parent-spend-through-design> – for experiments in retail

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

System map

Qualitative methods that builds empathy: listening, observing, service safari, self research, desk research work, research plan

Analysis and Synthesis: Research Board, Customer Journey Map, "How might we..." question, Value Proposition, Persona model, Fogg Model, Empathy Map, Job-to-be-Done

Idea Generation (plenty methods of how to make fruitful brainstorming)

Prototyping: LEGO serious play, Forum Theater, Advertising

Testing with people: Empty Room

Integration: Blueprint, Storytelling

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

make a research plan

conduct an interview

make a service safari



build a Persona and Value Proposition for her
create a customer journey "as is" and "to be"
organize an idea generation session
build prototypes a plan to test ideas

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 ask participants to fill in workbook in the case if we are in the long-period project and make an open case study to give a feedback

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

– it was very interesting, but I don't know how to apply it in my work

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 actively support the local or national service design community through:

Service Design Chapter in Russia

I have participated as a speaker in the following events:

Last year – June 2019 - June 2020

November 13, Conference Atlanty – "Service Design as an approach to know your customers better". <http://surl.li/ddps>

May 14, RBC Pro, TV channel, <https://youtu.be/8FEmMu7SJb0>, <https://pro.rbc.ru/demo/5eb27f399a7947610cd993cf>

April - May 2020, webinars for professional on Service Design <https://sdnrussia.ru/video>

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

<https://www.ozon.ru/context/detail/id/137939562/> – handbook on design thinking "Design Thinking: Let's Think Differently" (co-author, Kuteneva – maiden name), 7000 copies since 2013

<https://inex.partners/article1-vc> – "Why business needs Service Design?"

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