Self-assessment by
Anna Whicher

I currently work as a/at:

I'm currently Head of Design Policy at PDR, International Design and Research Centre.
http://pdronline.co.uk/about/staff-list/anna-whicher

My educational background:

I have undergraduate and postgraduate degrees in policy development and a PhD in design in the UK. I have been a practising service designer for eight years and a practising policy designer for the past four years.

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

In government, service design should not operate in isolate from policy design. If you want to change public services, you have to also change public policies.

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

We have developed our own Greenhouse guidebook with a range of service design tools.

I have X years of working experience in service design:

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I have particular experience in the following service sectors:

Financial services, healthcare, business innovation,

These are the service design projects I have successfully delivered:

European Central Bank (3 year contract started in October 2017)
I have a three-year contract with the ECB to provide Service Design training and project expertise to departments across the EU institution. To date, I have delivered six training sessions to over 100 ECB staff members. I have also support the ECB by providing user insights in a project to develop a new online platform. [Confidential project so no links]

Service Design in a Policy Environment. Client: HMRC (UK tax office)
Through a series of four one-day workshops, I have build capacity for service design by enabling the digital team to understand how their services fit within the policy process. The sessions included 40 staff from digital teams. I am currently working on a more strategic project to enable HMRC to influence the policy process in order to deliver more effective services to users. http://pdronline.co.uk/blog/2017/10/hmrc-

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service-design-in-a-policy-environment

Northern Ireland Innovation Lab
I have had an on-going collaboration with the Northern Ireland Innovation including delivering six training sessions for staff members as well as the wider Northern Ireland Civil Service. I have also performed an in-depth evaluation of iLab: http://pdronline.co.uk/Portfolio/evaluation-of-niil

Greenhouse (open service design training session)
With a close colleague, I have developed a 2.5 rapid immersion into service design for government officials. The course, called Greenhouse, takes an applied challenge set by the local council or government to enable participants to apply service design tools to real scenarios. We have been delivering Greenhouse for almost three years including around 10 session (open and bespoke). Participants are from across Europe and include UK Government Digital Service, Estonian Social Enterprise Network, Polish Agency for Enterprise and KEPA Business Centre in Greece, among others.
http://pdronline.co.uk/Portfolio/the-greenhouse-december-2017

Design for Innovation (EU funded project)
I lead an EU funded project to integrate design into business support programmes. I use service design methods with the eight partners (innovation agencies and business support organisations).
https://www.interregeurope.eu/design4innovation/

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:
It has to be an on-going collaboration. You cannot deliver a two-day course and consider that that is the end of the intervention. For example, I'm now embarking on a long-term contract (three years) to build capacity for service design in the European Central Bank. This will be through a combination of training and live projects.

These are the service design training sessions and/or other educational experiences I've facilitated within the last year:
Jan-18 University of Plymouth Design Policy Workshop for Plymouth
Dec-17-March-18 ECB Service Design project
Dec-17 [Global financial services firm] Service design training
Dec-17 Greenhouse Dec 2017 Northern Ireland Innovation Lab, Latvian School of Public Administration, Latvian Dep Economics, Eduserve, Atradius, Queen's University Belfast, KEPA
Nov-17 Wallonie Design Policy Design Policy Workshop for Wallonie
Nov-17 Singapore Innovation Directors Service Design in a Policy EnvironmentWorkshop
Nov-17 Northern Ireland Health Leadership Greenhouse
Oct-Dec-17 ECB Greenhouse
Oct-17 Global financial services firm] Greenhouse
Sept-17 EU-Eastern Partnership Project Design Policy Workshop for Ukraine
Sept-17 Cite du Design St Etienne Design Policy Workshop for France
06/17-08/17 BEDA BEDA EU Design Summit reporting
Jun-17 Scottish Enterprise Design for Better Business Support in Scotland
02/17 - 05/17 HMRC Service Design in a Policy Environment
Feb-17 Greenhouse Northern Ireland Innovation Lab, Cabinet Office Policy Lab, Eduserve, Cork County Council, Government Digital Service and Atradius

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

English (and twice in French)

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

Anywhere in Europe and potentially around the world.

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
- Service dominant logic
- Creativity and ideation processes
- Visualisation techniques
- Prototyping of services
- Implementation of service design concepts
- Measuring impact of service design, relating it to Key Performance Indicators (KPIs)
- Working with complex service systems
- Service design for cultural change
- Organisational development
- Connection between service and policy

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:

We use our own service design examples: http://pdronline.co.uk/Portfolio?rpg_type=4

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

Tools for Explore phase: Problem Definition, Policy Map, Stakeholder Map, User Research Framework, User Stories, Personas.
Tools for Elaborate phase: User Journey Mapping, Ideation, Speculative Design, Prototyping, Storyboards.
Tools for Expand phase: Service Blueprint, Service Roadmap, Action Plan, Evaluation Framework.

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

Be able to use the tools listed above, either on their own or with additional facilitation.

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:

Pitching back to the group and a short survey.

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

Particularly with ECB, each intervention (workshop) is evaluated. As such we have iteratively improved the tools, guidebook and examples.

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:

I have participated as a speaker in the following events:

I was a keynote speaker on the final day of the SDN conference in New York in 2015.
http://pdronline.co.uk/blog/2015/09/pdr-in-nyc-design-in-policy-trends-2015-2020

BEDA (Bureau of European Design Associations) Insight Forum (Brussels, Nov 2017)
http://pdronline.co.uk/blog/2017/12/policy-lab-what-is-the-future-of-design-for-policymaking

World Design Summit (Montreal, Nov 2017)
http://pdronline.co.uk/blog/2017/10/world-design-summit-2017

Ukrainian Design Forum (Kiev, Oct 2017)
http://pdronline.co.uk/blog/2017/09/ukrainian-design-forum
https://www.culturepartnership.eu/en/article/anna-whicher

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

Touchpoint article: https://www.service-design-network.org/touchpoint/touchpoint-7-1-service-design-policy/service-design-policy-trends-2015-2020

I have a large number of publications on policy related to service design:
⬜ Whicher, A. 'Design Ecosystems and Innovation Policy in Europe', Strategic Design Research Journal (accepted).
⬜ Whicher, A., Harris, C., Swiatek, P., and Beverley, K. 'Developing a Design for Circular Economy Action Plan for Scotland', Journal of Cleaner Productions.
⬜ ⬜ Whicher, A., and Walters, A. (2017) 'Mapping Design for Innovation in Wales and Scotland', The Design Journal 20(1) pp.109-129.
⬜ Whicher, A., and Swiatek, P. (2017) 'Evaluating the Northern Ireland Innovation Lab', An independent report commissioned by the Department of Finance, Government of Northern Ireland, January 2017.
⬜ Whicher, A. (2017) 'A Guide to Mapping Design Ecosystems', An independent report commissioned by the Bureau of European Design Associations, November 2016.
⬜ Whicher, A. (2016) 'Design for Europe Impact Report', An independent report commissioned by the Design Council (confidential), August 2016.
⬜ Whicher, A., Swiatek, P., and Thurston, P. (2016) 'Building Capacity for Design Thinking at Essex County Council', Project Final Report prepared for Essex County Council (confidential), June, 2016.
⬜ Tsekleves, E., Darby, A., Whicher, A., and Swiatek, P. (2016) 'Design fictions: a tool for debating societal, legal and ethical aspects of personal and pervasive health systems', International Conference on Personal, Pervasive and Mobile Health, Budapest, Hungary, 14-16 June 2016.
⬜ Whicher, A. (2016) 'Lithuanian Design Policy Report', An independent report commissioned by Nesta, May 2016.
⬜ Whicher, A., Swiatek, P., and Thurston, P. (2016) 'Trends in Design and Government in Europe', Design Management Review 27(1), pp.44-50.
⬜ Whicher, A. (2016) 'Evidence-based policy for design in Ireland', An independent impact case study commissioned by the Design Council, March 2016.
⬜ Henderson, D., and Whicher, A. (2015) 'A Study of the Role and Importance of Design in Firms based in Ireland', An independent report commissioned by the Department of Jobs, Enterprise and Innovation, Government of Ireland, December 2015.
⬜ Darby, A., Whicher, A., Tsekleves, E., and Turner, N. (2015) 'ProtoPolicy: Using Design Fiction to Negotiate Political Questions', Project Final prepared for the All-Party Parliamentary Design and Innovation Group, funded by the AHRC, October 2015.
⬜ Whicher, A. and Thurston, P. (2015) 'Service Design Policy Trends 2015-2020', Global Service Design Conference, New York, USA, October 2015.
⬜ Harris, C., Whicher, A., and Coldrick, A. (2015) 'Design for a Circular Economy. An Action Plan', An independent report commissioned by Zero Waste Scotland, Scottish Government, May 2015.
⬜ Whicher, A., and Swiatek, P. (2015) 'Design, Innovation and Policy 2020', Ministry of Design Colloquium, St Augustine, Trinidad and Tobago, 28-29 May 2015.
⬜ Raulik-Murphy, G., Murphy, D., and Whicher, A. (2015) 'A Paradigm Shift in Policy: Integrating Design into the European Innovation Agenda', in Patrocinio, G., and Nunes, J. (eds.) Design and Development. 40 Years Later, Blucher Publishing, Brazil.
⬜ Whicher, A. and Swiatek, P. (2015) 'Service Design Trends 2015-2020', Touchpoints Journal of Service Design 7(1), pp.16-21.

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