Self-assessment by
Sharlene Han

A summary about me:

I am a service designer currently working at Capgemini Invent, leading the Service Design capability within Digital Factory, Business Transformation. As part of this role, i work with clients to design and deploy new (or improve existing) services. As service design lead, I am also responsible for managing and mentoring a team of 11 service designers. Prior to Capgemini, I held a role at EY Australia as a management consultant in the Health Transformation team, specialising in service design. I have worked on over 12 design projects, 7 of which have been service design focused - predominately within public sector and am passionate about using my skills and experience to design equitable, impactful and meaningful services that create change for vulnerable people in our community.

I currently work as a/at:

Managing Consultant, Service Design Lead - Capgemini Invent
https://www.capgemini.com/about-us/who-we-are/our-brands/capgemini-invent/

My LinkedIn profile:

https://www.linkedin.com/in/sharlene-han-7221a37b/

My social media channels:

N/A

My educational background:

Bachelor of Communications
Bachelor of Laws
Qualified Solicitor, admitted to the New South Wales Supreme Court
Professional Scrum Master (PSM1)
Design Thinkers Academy accredited Blueprinting Training
EY Accredited Bronze and Silver Design Thinking Badge
EY Accredited Bronze Data Science Badge
EY Accredited Bronze Agile Badge

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

1. Designing with Empathy: Designing with empathy goes beyond 'viewing the problem from a user's perspective' - it's about a deep and realistic understanding of the context and the ecosystems that people live in. As a service designer that works with vulnerable communities often - I apply this into my practice by speaking to and considering the needs of not just the 'end user' but also their surrounding ecosystem and

support network - families, care givers, school teachers etc. Where possible, I also believe in immersing ourselves as designers into the physical environment of our users (contextual observations etc) to further enable this empathic design. Only through this will we be able to truly understand and empathise with the context in which user exists and develop a meaningful and realistic service.

2. Evidence-based design and decision making: All design decisions must be evidence based (i.e. from a reliable source, representative sample and recorded somewhere transparent for all to see). Often I see design processes becoming stagnant, losing focus and momentum as decisions become re-interrogated or design scope becomes broader. The nature of design is that 'we dont know our unknowns until we do' hence, it is important to be iterative and embrace the ambiguity, but i also believe that it is important to retain an evidence-based backlog of decisions to help navigate through these ambiguities and challenges which are inevitable in most projects.

3. Co-design is critical: Design is a collaborative effort and I often tell my clients that my role is to facilitate and stitch together all the different ideas and opinions into a design that is balanced, representative and makes sense to all. I acknowledge that I am never the expert in the subject matter and will always rely on 'subject matter experts' (users, service providers, experts in the field etc) to inform design. I always try to bring these stakeholders along the design journey with me, so that they are involved in the process and can see the impact they are having. This also helps to secure early buy-in resulting in stakeholders championing the design along the way.

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

1. Service Design Doing - Marc Strickdorn - good practical guide on tools
2. Capgemini Service Design learning pathway (compilation of videos, blogs and articles) - overarching introduction to SD for beginners
3. Good services - Lou Downe (and other materials) - great material around government SD

I have X years of working experience in service design:

4

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:

Public sector - Healthcare, health and human services

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

8

These are the service design projects I have successfully delivered:

1. National Disability Insurance Agency - Design of the Joint Participant Pathway Service (2018-2019). This involved designing a new service to increase accessibility and transparency for participants accessing, managing and spending scheme funds. Outcome: Designed and implemented a service which enabled individuals with significant and permanent disabilities to be more independent via a collaborative access and joint planning service.

2. Wentwest Health - Kids Early Youth Network - Service and Operating model design (2020). This involved designing an integrated service across different government departments (police, housing, education etc) to improve access to support for vulnerable families with young children. Outcome: Designed service and operating model for an integrated service which enabled cross-agency information sharing and a single point of contact for young families looking to access government supports.

3. NSW Health - Cardiology in the Community - Service Design (2021). Developed and executed a co-design process to collaboratively design a new service enabling greater remote monitoring of cardiology patients (with a focus on rural and remote regions of Australia). Outcome: Service enabled greater utilisation of remote monitoring technology (remote ECG) for patients - decreasing unnecessary hospital admissions and remote patient management during covid pandemic)

4. NSW Health - Urgent Care Centres - Service Design (2021). Developed and executed co-design process to pilot Urgent Care Centre Trial in Western Sydney (standing up of approx 10 urgent care centres, with in-clinic and hub and spoke service delivery). Outcome: Pilot was

successfully rolled out with further scaling across Sydney, supported with evaluation metrics and business case for urgent-care centres.

5. NSW Health - Diabetes in Remote and Rural Sydney (2021) - Developed and executed co-design process to design new model of care for diabetes management in rural and remote NSW. This included optimisation of existing service delivery models as well as introducing new technologies. Outcome: New model of care operationalised and scaled in 3x regional towns (with the aim to scale further).

6. WentWest Health - COVID management service (2022) - Designed back-end process / service for hospital staff to manage influx of COVID patients during surge in the pandemic. This covered patient engagement, patient management and reporting. Outcome: Service / process was operationalised for hospital employees.

7. Department of Work and Pensions - Subsidy (current) - Undertook discovery and alpha phase to understand allocated problem space and design a new service to increase access of workplace based health interventions to small businesses. Outcome: Critical pains and needs identified with co-design and prototyping underway to build service.

8. UK Supreme Court - Digital Transformation (current) - Supporting the UK Supreme Court to strategically review, re-design and digitise their services. The aim is to help the organisation to become more digital and user-centred, contributing to their ambition of becoming a world class court.

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

3

My philosophy as a trainer is:

Successful service design training should adopt a 'learn by doing approach'. In session, I aim to include as many hands-on exercises as possible so participants can practice the service design tools and methods they learn in theory. I always aim to have these 'scenarios' as relevant to their real world context so that they can leave with an understanding of how these practices can apply in day to day.

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

- April 2021 - (2 hours) - "Designing with Humans at the centre" - EY Business Transformation team - 80+ participants (link not publicly available

- October 2021 - (2x 3 hour sessions) - "Design Thinking and Service Design in Consulting" - Impetus Consulting Group @ Melbourne University - 20+ participants (links not publicly available)

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

English

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

Australia (with upcoming training in the UK planned)

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
- Facilitation skills for service design
- Implementation of service design concepts
- Business model development
- Measuring impact of service design, relating it to Key Performance Indicators (KPIs)
- Working with complex service systems
- Service design for cultural change

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:

The cases I use are all past client projects (which are not shareable). Happy to talk through these in person.

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

- Blueprints, journey maps (understanding how to visualise and use the key SD artefact)
- Personas, empathy maps (understanding the users)
- Service safaris, interviews, workshops (research and engagement with users and key stakeholders to extract insights)
- Ecosystem maps, service model canvas, operating model canvas (understanding the business, context and environment)
- Prioritisation matrix (problem solving, breaking down the problem and bringing focus)
- Vision definition, future casting (strategy and transformation planning)

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

- Conduct user research with a range of tools and methods
- Create and use personas
- Create a customer journey (current and future)
- Create a future blueprint
- Plan and facilitate workshops
- Apply design thinking principles into project work

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:

- Feedback and surveys at the end of sessions

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

- Participants in the past have suggested more tangible examples of applying theory into practice. As a result, I shifted the exercises I run in sessions to be based on real life client examples (rather than hypothetical examples). This i have found to be particularly helpful for the consulting cohort.

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:

- Training with Ideo, Design Thinkers London etc

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

I run the Service Design community within Capgemini Invent, this involves connecting with other Service Design Communities in our network (e.g. Frog) as well as running internal learning, knowledge sharing and thought-leadership sessions.

I have participated as a speaker in the following events:

2021 - EY Transformation Realised - "Designing with empathy" - link not available (internal)
2022 - Capgemini Invent - "Designing for People and Planet" - internal

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

Self-assessment by
Sharlene Han

N/A

Contact details:

Sharlene Han
, SE1 2PJ London
sharlene.han@capgemini.com

SDN∞
SERVICE DESIGN NETWORK