

Self-assessment by Alessia Capula

SUBMITTED ON 05 SEP 2022



A summary about me:

A former product manager, responsible for a portfolio of products and services, I have worked on new product/service ideas in the field of health and security operations, travel risk management, telecommunications, insurance, public sector. I have launched successful new products and services and improved existing ones, working collaboratively with customers, business stakeholders, partners and digital teams.

I currently work as a/at:

Service Designers at Capgemini Invent

My LinkedIn profile:

<https://www.linkedin.com/in/alessia-capula/>

My educational background:

I hold a BA and MA in International Relations and Diplomacy and then I went to study business administration at ESCP Business School, where I specialised in Consumer behaviour. After starting my career in product management, I did professional courses as "Product management as a leadership role" with the specialised consultancy Product Focus. I led several projects looking at designing new services such as the return to work of oil and gas offshore personnel, medical evacuations in remote locations and I successfully launched a new service to help travel/security managers to look after the safety of their international business travellers. Once I moved to digital consulting, I took certifications as an agile practitioner and business analysis (from Scaled Agile Inc. and BCS Institute respectively). My educational background as a Service Designer spans from studying a Service Design short course at UAL, to an intense professional course at Politecnico di Milano "Service Design for Business", as well as studying at the IDEO academy on the course "Unlocking creativity".

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

Design Thinking / System Thinking / Behavioural change / Change Management / Organisational culture / The 5 product levels (Kotler)

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

"Service Design: from Insight to Inspiration" - Andy Polaine

"Change by Design" - Tim Brown

"Service Design Doing" - Marc Stickdorn and al.

"Disrupting Corporate Culture"- David G. White

I have X years of working experience in service design:



3

My working experience in service design includes involvement in:

- Service design projects
- Service design consultancy

I have particular experience in the following service sectors:

Public Sector, Healthcare, Risk management, Telecommunications, Insurance

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

4

These are the service design projects I have successfully delivered:

Gov agency (2 months) = as part of the Innovation Lab, assessed the implementation of new process mining technology and the impact on the services provided to customers, with a focus on the employee experience.

Gov Agency (6 months) = create an end-to-end overview of the new service, with a consistent experience throughout the journey, improving from existing service.

Gov Agency (2 months) = recommended the best course of action to create minimum disruption to service users in view of a change in the identity verification system

Gov Agency (2 months) = recommended the best course of action to increase user engagement

Gov Agency (2 months) = recommended the best course of action to streamline communications with users, delivering a better experience for both customers and employees

LLoyd's of London syndicate (3 months) = run discovery for a new improved product, highlighting key user requirements

Asset Management (2 months) = Redesign customer experience of institutional clients, mapping current customer journey to identify opportunities to improve customer and employee experience.

Telecommunication (3 months) = Advised on the strategy to be adopted in 4 European and Middle-Eastern markets to increase adoption of cashless and digital payment options.

Travel Risk Management (9 months) - designed and launched a new service to help travel managers keep their business travellers safe

Medical Services (6 months) - designed and support the launch of a new service to improve the experience of people returning to work

Medical Services (6 months) - supported the design of a potential new service for medical evacuations in remote locations. Due to extreme operational and logistic constraints, the cost/benefit analysis provided evidence not to go ahead with the service.

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

1

My philosophy as a trainer is:

Communicating the benefits of having a service design mindset is paramount to explain the value of the discipline. Tools and methodologies come after, but explaining why it's best to use that mindset and what are the benefits for the business is what can really convince people to embrace the process. Practical examples, preferably tailored for the industry, are also very helpful.

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

Education session: My current employer - internal department session - 1 hour; 50+ participants. "What is Service Design"

Education session: Client organisation - 1 hour; 10 Senior client stakeholders. "What does Service Design mean in [name of the organisation]"

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
- Relationship of service design to agile, scrum and lean
- User research/deep customer insights
- Designing and conducting co-creation workshops
- Creativity and ideation processes
- Prototyping of services
- Service design for cultural change

My training participants typically have the following level of experience:

- Novice (new to service design)
- Fundamental (basic knowledge)

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

Service Blueprint, Personas, How Might We questions, Ideation, Prototyping

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

Understand what is service design and how it differs from other disciplines

Contact details:

Alessia Capula
, W4 4LE London
alessia.capula@gmail.com