

## Self-assessment by Izabela Stochmal

SUBMITTED ON 08 DEC 2022



### A summary about me:

I am a Senior Service Designer (Senior Consultant) with a range of experience in CX, service design, user research, workshop facilitation and business analysis. I have worked in Consulting since 2015, initially as a Business Analyst, then switched to Service Design. I am highly adaptable with sector experience built on a platform of high-profile assignments for both private and public sectors, including utility companies, life & pension services, defence and justice sectors.

### I currently work as a/at:

Senior Service Designer (Senior Consultant) at Capgemini Invent

<https://www.capgemini.com/about-us/who-we-are/our-brands/capgemini-invent/>

### My LinkedIn profile:

<https://www.linkedin.com/in/izabela-stochmal-bb5563a1/>

### My social media channels:

N/A

### My educational background:

- Service Blueprinting Certificate (2022)
- Professional Certificate in Customer Experience (2021)
- BCS Diploma in Business Analysis (2021)
- Prince2 Practitioner (2016)
- Lean Six Sigma Yellow Belt (2016)
- MSc Economics – University of Bath (2015)
- BSc IT & Econometrics – Cracow University of Economics (2009)

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

Design Thinking - followed to define and solve problems beyond product and digital experiences. It is a human centred approach to innovation that draws from my Service Design toolkit to integrate user/customer needs, technology and business requirements to achieve success.

Double Diamond - used to ensure that the solutions I create solve the right problem, in the best possible 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. Lou Downe: "Good services. How to design services that work"
2. Service Design Tools (<https://servicedesigntools.org/>)
3. Design Thinkers Podcast (<https://www.designthinkersacademy.co.uk/>)

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

2

### 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:

Defence, Justice, Utilities, Public Services,

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

2

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

Project 1: July 2021 - January 2022; Capita; Improve customer experience while achieving operational efficiency and reducing operational cost for our utilities client; Outcome: Operational improvement of the multi-channel contact centre that prioritises resolution; Impact: Less self-service abandonment & higher job satisfaction for agents.

Project 2: February 2022 - June 2022, Capgemini; How customer and user experience across a Government service provider can be improved by introducing new customer experience products; Outcome: Storyboard of how the proposed products combine to form a new common customer experience told from the perspective of the customer, as well as digital services. Impact: Clear understanding of the enablers needed to make the experience a reality.

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

1

### My philosophy as a trainer is:

1. I approach the training session as a "learning experience" rather than a one-way conversation. I use different type of content (visual, auditory and kinaesthetic) and activities to make the session engaging for the attendees.
2. I use real life case examples that people can relate to. I ensure that they are relevant and relevant and current and use different examples for different audiences (examples of service models for Starbucks, Tesla, Apple etc.) I also ask the participants to share their experience of good and bad service they received.
3. I make training fun by keeping the training activities exciting and fresh. This helps me inspire and energize the attendees. I include team building activities, role playing as well as practical learning.
4. I make the training practical by engaging users and use case studies so that the participants can learn by doing. An example of a case study used: "An aerospace engineer has asked Capgemini to develop an app to allow customers to book trips to planets in our Solar System". I set a working area on Mural where each time works throughout the session. I use attendees' names on templates so that the experience feels personal to them.



5. I keep improving the content as I develop my Service Design experience, read new articles or discover new case studies. My aim is to show the Service Design's worth and potential to the course participants.

6. I conduct a post-course evaluation using an online survey with no more than 5 questions. This is much more efficient than long feedback forms, as the completion rate has been high for all training sessions. Participants are also invited to join our Community on Teams Channel.

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

25/11/2022: Design Thinking Foundation, 1 day, client: Capgemini Invent, 12 participants, links not available as Capgemini internal

02/12/2022: User Centred Design Grad Training, half a day, Capgemini Institute UK, 40 participants, links not available as Capgemini internal

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

English

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

United Kingdom / London

**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
- Relationship of service design to agile, scrum and lean
- User research/deep customer insights
- Designing and conducting co-creation workshops
- Creativity and ideation processes
- Visualisation techniques
- 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 my favourite cases I use to inform participants about the impact and value of service design:**

1. Creating a scanner experience that children would love (<https://thisisdesignthinking.net/2014/12/changing-experiences-through-empathy-healthcares-adventure-series/>) - an example of how a visual transformation of the MI equipment increased patient satisfaction rates by 90%, significantly decreased children anxiety increased the amount of patients being scanned each day.
2. Rotterdam eye hospital – changing the hospital environment to be more fun, safe and supportive (<https://www.smaply.com/blog/service-design-case-studies>) - an example of how service design tools and approaches are being used to create positive ripples that impact individuals, communities, and even whole countries. In this particular case Service Design enabled shifting the usual dreary and clinical experiences of visiting an Ophthalmology clinic.
3. Starbucks Customer Experience Innovations (<https://www.supersuperagency.com/blog/starbucks-customer-experience-cx-innovations>) - how Starbucks developed from selling coffee beans to becoming a leader in Customer Experience.

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

1. Empathy maps - used to empathise with the customer, helps to immerse by putting oneself in the customers' shoes
2. Customer journey maps - before designing a solution we need to understand what are the customer needs and what matters to them. Customer journeys help to think about the moments and touchpoints that the customer has and which of these moments matter the most to



them.

3. Personas - used as an output of user interviews. By summarising interviewees into personas we capture their demographics, roles, ambitions and pain points in a humanised manner that brings their experience to life. Personas can then be used to create solutions that directly meet their needs and goals.
4. "How might we" statements - when we reframe a problem as a "how might we" question it makes it meaningful and actionable, which helps to drive the design.
5. Blueprint - to show front end and back end interactions as well as support processes. Used to analyse an existing service or specify a well defined concept.

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

1. Conduct meaningful interviews during which they empathise with the user
2. Create personas
3. Create a customer journey
4. Craft insights from data collected during interviews/observations
5. Create a blueprint

### **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:**

Playback of tasks and case studies (group and individual), mini-tests

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

1. "Got a bit tired towards the end of the day" - improvement: Splitting a full day course into two half days (currently in a pilot phase)
2. "Would like a bit more time in the tasks; could have been more creating and finished ideas if 10 mins allowed instead of 5 mins" - improvement: Provided more time for activities
5. "The case study could be framed more with the stages of what we have learnt; it was a lot of info and took me a minute to catch up to the different stages we had talked through" - improvement: A regular visual recap of what we have learnt and applied

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

I support the internal Design Community at Capgemini through:

- Actively participating in community catch ups,
- Organising lunch and learn sessions,
- Sharing experience and best practice,
- Facilitating training sessions,
- Sharing knowledge articles
- Reviewing internal articles written by my colleagues and providing comments.

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

N/A

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

N/A

### **Contact details:**

Izabela Stochmal  
, GL50 3LN Cheltenham  
iza.stochmal@gmail.com