Self-assessment by
Jules Prick

A summary about me:

BsC Industrial Design and MsC Strategic Product Design from Delft University. Worked from 2007-2009 in Melbourne for a Marketing & Research Agency to include product innovation (FMCG) to their portfolio.

Co-founded Koos Service Design in 2009 in Amsterdam. Worked internationally for many big clients on CX, innovation, transformation & training projects. Scaled Koos to >50 people in 2022. Started Koos Lisboa. Added UX Design & Strategic design to our portfolio. Currently involved with starting Koos Academy as a separate identity.

Since 2015 I am a regular guest lecturer at Nyenrode Business University.

I currently work as a/at:

Partner, Koos Service Design

www.koosservicedesign.com

My LinkedIn profile:

https://www.linkedin.com/in/julesnorbertp/

My social media channels:

I (try to) regularly share Koos case studies, white papers or blogs on LinkedIn.

My educational background:

Delft University of TechnologyDelft University of Technology

MSc, Strategic Product DesignMSc, Strategic Product Design

2005 - 2006

RMIT UniversityRMIT University

Exchange, Marketing & AdvertisingExchange, Marketing & Advertising

2006 - 2006

Delft University of TechnologyDelft University of Technology

BSc, Industrial Design EngineeringBSc, Industrial Design Engineering

2000 - 2005

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

SDN∞
SERVICE DESIGN NETWORK

I am most excited about design maturation - or how to build design capabilities in bigger organisations - by running design projects while focusing on the organisational context needed for implementation (to drive transformation).

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

Our internal database, white papers & Learn and Lunch Program - https://www.koosservicedesign.com/events/
Furthermore I enjoy The Global Service Design conference and our periodical get-to-getter's with Hellon.

I have X years of working experience in service design:

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My working experience in service design includes involvement in:

- Service design projects
- Service design consultancy
- Service design training
- Scaling

I have particular experience in the following service sectors:

Finance, Media, Transport, Tech, Telco, B2B services,

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

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These are the service design projects I have successfully delivered:

I can't really remember all projects I've run and it has been a while since I've been managing one but here are a few of my favorites;

Startpagina.nl Innovation Project 2010 (Sanoma Publishers / NL) - 12 weeks
As their digital cash cow (4MLN unique clicks per day) aimed at being the portal to the internet for elderly people was losing market share rapidly they asked us to redesign their future proposition. We conducted research, build a needs map with needs based personas, tested 3 possible brand positions and developed new features and first webdesign based on the new strategy. They won the Sanoma innovation price the year after and launched some very successful features that brought in new revenue (and slowed down the inevitable decline).

Developing new proposition for Justlease 2013 (Terberg Leasing / NL) - 12 weeks
After their initial succes as pioneer in online private car leasing, Justlease.nl was loosing margins fast due to new competitors and the discount wars. Based on extensive research, needs models and personas we've developed to completely new brands that basically reframed "leasing as a financial construction" to 'Leasing as a mobility service" - focusing on luxury leasing and total care. We managed to sell new lease contracts through our prototypes and test the new propositions with consumers.

Developing Journey Playbook & Academy for NOS Comunicações - 2015 (Portugal) - 2 years
Two big tech companies merging while understanding that they would not win the war with technology (but withy experience) they asked us to help them build a customer centric CRM system, by mapping the ecosystem, 12 main journeys, develop a journey mapping playbook and train over 240 people in the organisation in the journey based design process. It was an awesome partnership extending over a few years and paving the way for us to start an office in Lisboa.
The impact of the first years was that the organisation had their first encounter with customer centricity but due to the hierarchal structure, risk avoiding culture and waterfall IT departments most initiatives ended in a backlog somewhere.
After 3 years a full Digital Transformation was announced where Agile was added to the Playbook in a combined effort between Koos & BCG.

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:

IN GENERAL

Learning by doing in small groups
During our trainings we hold on to the standard rhythm of theory, hands-on practice and reflection. We keep teams small (5-6 persons) to ensure plenty of personal coaching from our trainers and involvement within the team.

Learn & reflect in real life projects
To really pick up and master new skills efficiently, we follow up training with real life projects and frequent coaching - followed up by group reflection to share learnings & experiences on the job.

Trained by consultants with years of field experience
We believe that skills come with experience. The training instructors are our own Koos consultants with multiple years of training and consultancy experience to ensure the right balance between theory, practice and plentiful of real life examples and best practices.

PER LEVEL

For basic design literacy;
- Explain the theory / business value
- Give practical examples
- Learning by doing
- Reflection on exercises
- Reflection on how to embed this in your organisation (current barriers / accelerators)
- Make it fun

For advanced/expert training
- same as before but heavier on the theory and application in different contexts
- Ideally after training participants have a project or challenge ready in their daily work to apply the learnings directly
- Coaching & group reflections after the application of the theory in their daily work

Design Leadership training (inhouse)
- Interviews upfront to build tailored program (based on understanding organisational maturity and current topics)
- Focus on merging design with different transformations/philosophies like Agile
- Lots of reflection and discussion on the application of design and needed leadership
- Create group commitment and accountability

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

Design Guest lecture @ Nyenrode Business University for the program Klantgericht en toekomstgericht innoveren (6 hours in 2 days)
nyenrode.nl/opleidingen/p/masterclass-klantgericht-innoveren
Nyenrode Business School - 25 participants
Explaining the basics of design and the application on developing your CX or long term innovation. We actually conduct a few hand-ons exercises like;
- Design research - interviews and contextmapping timeline exercises
- Journey Mapping
- Brainstorm techniques
- Visual Thinking
- Introduction to prototyping

Guest Experience lecture at the HvA Hotelschool / 40 participants / 4 hours

Intro into Service Design through a case "Redesigning a Themepark experience in 4 hours"

Theory on the value and application of design. Running through the design proces from empathize till concepting - including exercises:

- design research / contextmapping / interviewing

- Constructing How Might We's

- Brainstorming techniques

- Visual Thinking

- Concept Development (concept sheet)

Several Learn & Lunches (online / 1 hour / 12 to 35 participants)

- Why Needs Based Profiles are so powerful

- CX Transformation

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

Dutch or English

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

The Netherlands / online

I did host live trainings in Cardiff, Lisboa, Porto, Shanghai, Guangzhou, London, Kopenhagen

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
- Creativity and ideation processes
- Visualisation techniques
- Facilitation skills for service design
- Prototyping of services
- Implementation of service design concepts
- Leadership/management of service design projects
- Building in-house service design capabilities
- Service design for cultural change
- Organisational development

My training participants typically have the following level of experience:

- Novice (new to service design)
- 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:

I mostly use our own case studies

See also; https://www.koosservicedesign.com/projects/

Service Design Maturity Model.
Embedding service design in your organisation. We've created the CX Maturity Game where participants need to work in teams to successfully lead the digital transformation of a newly merged Telco. Relevance is for design leaders who want to convince their organisation and/or develop a maturation strategy. This is the first published touchpoint article (model has been revised a few times since)
https://medium.com/touchpoint/the-service-design-maturity-model-84e0b8c82cec

Corona Check App in the Netherlands - an very debated app that was developed in difficult circumstances where design played a vital role in it's successful development
https://www.service-design-network.org/case-studies/CoronaCheck-Service-Design-In-Times-Of-Crisis
https://www.koosservicedesign.com/project/opening-up-society-for-17-million-dutch-inhabitants/

Getting back on track financially (KPN - Dutch Telco 2012)
Very sensitive topic with conflicting internal stakeholders where the design approach (and especially prototyping) helped convince the internal organisation and implement 3 of the concepts that led to serious business results and happy (less very disappointed) customers. This case is used often by KPN in their Payment funnel alliance with other corporations.
https://www.koosservicedesign.com/project/reduction-payment-difficulties-kpn/

This page does not really reflect the case very well (the slides are much better) but I still use it now and then as the holistic scope of the research, the powerful reframing of 'leasing' and the punchy and easy to understand results make it a very valuable advocate for design.
https://www.koosservicedesign.com/project/competitive-mobility-experience-justlease/

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

Value of Design (McKinsey report / concrete project results / adaptability to change). Powerful report that shows the value of design in business terms & goals.

Koos Design Framework / design principles (Double Diamond Double Donut = Understand - Imagine - Create - Scale) Showing the design methodology / process from exploration to implementation.

Service Design Maturity Model.
Embedding service design in your organisation. A great framework to talk about cx maturity and the steps needed to become design-led and user centred
https://medium.com/touchpoint/the-service-design-maturity-model-84e0b8c82cec

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

We provide a whole range of trainings https://www.koosservicedesign.com/academy/

BASIC DESIGN LITERACY
Understand the value & general process of service design
Understand the different phases and what tools you can apply
Define research topics
Use generative techniques (booklets / etc...)
Use laddering questions
Define/develop different insights (needs/jobs, pains, gains, activities)
Map Journeys (swimming lanes / emo curve)
Create Profiles
Develop opportunity domains (based on brand/user/business strategy)
Develop HMW questions
Use different brainstorm techniques
Apply Visual Thinking techniques

Develop Concepts (using concept sheets)

Develop scenarios

Develop & prioritise assumptions

Develop low fidel prototypes

Develop/organise test interview

EXPERT PROGRAM

Diving deeper into different topics & discussing different aspects of application in daily work;

Understand the complexity behind Design & Agile working

Understand the framework and key elements behind CX Transformation (icm CX Maturity Game)

Use the Value Proposition Canvas to create propositions

Understand the application of different Experiment Design techniques

Data-driven Design

Understand the value, construction and application of Need based profiles

Understand the AI by Design process and value

Apply advanced Visual Thinking techniques

Understand the basics behind Journey Management

... and more

LEADERSHIP PROGRAM

Understand the value of design

Understand learning environment

Understand facilitative leadership

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:

Surveys (through universities / L&L)

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

We develop many toolkits and playbooks for clients and I tend to stick with my old materials while my colleagues attent me at newer cases and interesting fields they are working in like;

- Data driven design

- Design for sustainability

Once a participant (a group of teachers :)) mentioned it's better to start with a case study first and follow it up with theory that vice versa. I always start with a case now, and than explain the process afterwards.

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

• Going

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

by giving regular Learn & Lunches, link to Koos articles/whitepapers on LinkedIn while giving my own view on the importance/relevance of it in a broader perspective.

Hosted a workshop at Service Design Days 2021

https://www.koosservicedesign.com/events/

I have participated as a speaker in the following events:

SDN 2021 Needs Based Profiles
https://www.service-design-network.org/events/morphology-tension-models

SDD Conference 2020 - CX Maturity Game
https://servicedesigndays.com/2020-edition/
(can't find page to workshop)

Service Design China Conference 2019 (Shanghai)
https://www.service-design-network.org/chapters/shanghai/headlines/the-first-sdn-china-national-conference-successful-design-awards-
ceremony-were-held-in-shanghai
Service Design Maturity Pecha Kucha

Service Design in Gov 2017 - London
Case study on Rijkswaterstaat - Applying service design thinking to introduce user-centred public legislation in the Netherlands
https://www.koosservicedesign.com/project/rijkswaterstaat/
https://www.service-design-network.org/headlines/koos-service-design-user-centric-governance

Presented several times at our own Service Design Experiences (Koos events)
Presented a few time at MIE (think 2015-2017)
https://mie.nl/

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

Service Design Maturity Model https://medium.com/touchpoint/the-service-design-maturity-model-84e0b8c82cec

Contact details:

Jules Prick
Elisabeth Wolffstraat, 50, 1053TV Amsterdam
jules@koosservicedesign.com