Self-assessment by
Prisca Flint

A summary about me:

I am a multidisciplinary Design Thinker, Facilitator & Service Designer with a strong interest in Health Technology. I use insight, ideation, prototyping, and evidence to understand how users make decisions, identify the forces that influence behaviour, spot behavioural design opportunities in every challenge, and develop service ideas that people want to embrace. Over the last 5 years, I have worked both in the private and public sectors with a strong interest in health technology, social impact and behavioural design.

I currently work as a/at:

I currently work as a Lead Service Designer for Capgemini: https://www.capgemini.com/about-us/who-we-are/our-brands/capgemini-invent/

Co-founder of YourCocoon⬚: ⬚https://www.cocoon-app.co.uk/

My LinkedIn profile:

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

My educational background:

I joined Bloom Hearing Specialists 6 years ago as a Service Design and Product Design Apprentice and have worked my way up.

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

Human-centered: Consider the experience of all the people affected by the service. Services should be designed based on customer needs rather than the internal needs of the business.
Collaborative: Stakeholders and users of various backgrounds and functions should be actively engaged in the co-designing services
Continuous Testing: Service design should include continuous testing and iterating with the intended audiences to validate user needs, ideas and services
Iterative: Service design is an exploratory, adaptive, and experimental approach, iterating toward implementation
Tangible and sustainable: a project needs to include fundamental research, co-creation and prototyping to evidence actual business and user value
Holistic: Services are grounded through stakeholders with different backgrounds and perspectives, that ultimately meet the business needs
Deliver valuable experiences: Services should be developed as a minimum viable service (MVS) and then deployed. They can then be iterated and improved to add additional value based on user/customer feedback.

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

In-depth and growing experience within the public and private sectors and s (leading 15+ service design projects)

Capgemini Service Design Network which we facilitate knowledge sharing

Various resources from books to podcasts on Service Design allow me to stay on top of trends within the discipline

Subscribed to SDN Touchpoint magazines

Subscribed to Design & Innovation - The Global Community and Research Hub - Focus on service design trends and service design for social impact

Subscribed to SUE Behavioural Design - Focus on behavioural research and behavioural design

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

I have particular experience in the following service sectors:

Public Sector: Governmental organisations

Financial Services: Health Insurance

Health Technology: Hearing Aid Industry and Femtech

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:

Government Service - Severe Disability Group Project: Service Design, Training and Knowledge Sharing - Service Design Lead - 8 months

I was the Service Design Lead responsible for organising, co-creating and facilitating design sprints for the Proof of Concept for claimants who fall under the Severe Disability Group so they can benefit from a simplified and accelerated process for accessing financial support. The focus was on proposition framing, archetypes, systems mapping, experience mapping, service blueprinting, PoC evaluation and defining policy intent.

Government Service - Special Rules for End of Life Project: Service Design, Training and Knowledge Sharing - Service Design Lead - 8 months

Organising, co-creating and facilitating design sprints for the strategic SRTI Discovery phase, identifying opportunities to enhance the SRTI journey across government services, improve customer experiences and create efficiencies. The focus was on redesigning the whole service, understanding the current state of the benefits, and technical architecture and identifying opportunity areas through co-ideation sessions with stakeholders for our discovery.

Government Services - Disability Living Allowance for Children (DLA Child): Service Design, Training and Knowledge Sharing - Service Design Lead - 6 months

Organised, co-created and facilitated a design sprint to create an accessible, seamless service for parents and guardians of children with additional needs so that they can receive the financial support they need in a timely manner. The focus was on redesigning the evidence submission process for social care services across the government. This included qualitative and quantitative research with over 250 people to understand the current state of submitting evidence to government services, the technical architecture of legacy systems and identifying opportunity areas through co-ideation sessions with stakeholders for our discovery.

AXA Health - Mental Wellbeing App: Service Design Lead - 18 months - https://www.axahealth.co.uk/business/products/axa-health-app/

Part of the service design team that led AXA through a Digital Transformation incubation programme for 2 years defining 5 health and wellbeing offerings. Organised, co-created and facilitated design sprints from Discovery through to MVP launch of the AXA Mental Wellbeing app with the aim to support customers with improving and maintaining their mental health. The challenge was to be the first to take the complexity of mental health, break it down to an individual's mental health needs and service a composite solution, each component in the right order, at the right time, in the right way for AXA consumers.

AXA Health - Transitioning Through Menopause: Lead Service Designer - 6 months
Co-creating a digital well-being solution for women going through peri-menopause and menopause, to empower them to understand the impacts and possible actions and treatments they can take to manage their journey and health.

AXA Health - Recovering from Trauma: Behavioural Design, Service Designer and User Researcher- 6 months
Co-creating a digital well-being solution for people who have experienced physical and well-being trauma in their recovery journey to help them reduce their stress and struggle to build healthier coping mechanisms through change. This was translated into an insurance proposition that will be used as a new service offering for AXA Health

AXA Health - Supporting my child/ teenager to improve their mental wellbeing: Service Design Lead - 6 months
Co-creating a digital wellbeing solution for parents and children under the age of 16 to provide them and their support systems with proven credible resources, services, experts and community - so that they feel empowered to shape, support and promote positive mental health for their loved ones.

Bloom Hearing Specialists: Service Design and Experience Lead - 15 months
Co-designing a digital and in-person experience store for a new brand that was being introduced in the UK, including facilitating design sprints, models rooms and user experience testing sessions. The customer experience blueprint was used for the launch of 5 other stores that have since been opened in the UK.

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:
My philosophy as a trainer is to get people immersed in the learning experience and get people to learn by doing. My learning workshops always include real experiences where we solve real problems as part of the learning process with students applying the concepts to real examples. I run the workshops with the same structure of a design sprint and allow high engagement and opportunities for learners to facilitate through the workshop.

These are the service design training sessions and/or other educational experiences I've facilitated within the last year:
Capgemini Invent: Half a day of user-centred Design Graduate Training with 20 students for each monthly intake
Government Services: 3 hours of Design Sprint Training with over 25 stakeholders
Government Services: 3-hour Production Design Training with over 25 stakeholders
Government Services: 6-hour Design Thinking Training and Knowledge sharing training sessions with 30 government stakeholders

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

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
- Facilitation skills for service design
- Prototyping of services
- Implementation of service design concepts
- Business model development
- Leadership/management of service design projects
- Building in-house service design capabilities
- Working with complex service systems
- Exploration of systems
- 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:

Service Design in Government Services: https://www.gov.uk/service-manual

Service designers shaping the future of the workplace: https://medium.com/@ZaferBilda/service-designers-imagining-the-future-of-the-workplace-3e4f851ac51

City of Calgary - Civic Innovation Lab: Smart Cities Made Human: https://www.service-design-network.org/headlines/city-of-calgary-civic-innovation-lab

Understanding your users: Nielsen Norman Group: https://www.nngroup.com/

Building Archetypes: Special Rules for end of life case study

I use cases from established organisations and my own use cases from previous projects to bring a different view of how service design is applied in different contexts.

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

The design sprint

Understanding the Double Diamond Framework

As-Is Blueprinting

Collaborating with User Researchers to improve the understanding of the user using both qualitative and quantitative research. This includes in-depth interviews, focus groups, surveys, social listening, desk research and diary studies.

Empathy Mapping

Problem framing with How Might We Statements

Service Offering Mapping

Ideation and Prototyping: from low fidelity towards higher fidelity: both digital and physical services

Usability Testing using Maze

Technical feasibility assessment

Prioritisation Matrix

Defining MVP/MVP/Technically viable product/service

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

Apply learnings into real projects including training outcomes highlighted in the training programme like the ability to:

create a service blueprint

Create empathy maps

come up with How Might We statements

Build a service offering map

use Maze for usability testing

create a prioritisation matrix

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:

Role-playing with feedback given by other participants

Scenario mapping with participants applying learning at the end of each session

Quantitative end feedback through surveys

Participants bring real projects to evaluate how they will approach them using the new methods they've learnt.

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

Retrospectives after the first session to identify areas of improvement - "It would be great to chunk up the sessions as there are many topics to cover which are very complex in a short space of time"

Customer Satisfaction Survey at the end of each session: "I'm a lip reader and a visual learner so more visual aids would be really helpful and make these sessions more accessible for me"

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:

• Systems

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

I lead the Learning & Development Chapter of the Capgemini Service Design Capability

I lead the Service Design Grad training with Capgemini

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:

I have client case studies that can not be shared.

Contact details:

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