Self-assessment by
Martyna Tarnawska

I currently work as a/at:

Service Design Lead and Digital Marketing Trainer at Socjomania (socjomania.pl, https://www.linkedin.com/company/socjomania)

My LinkedIn profile:

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

My social media channels:

Instagram: https://www.instagram.com/m.tarnawska/; Facebook: https://www.facebook.com/martyna.tarnawska; Medium: https://medium.com/@martynatarnawska; Twitter: https://twitter.com/mtarnawska

My educational background:

1. Digital Management (DM) - Hyper Island's MA-level leadership program
Dates attended 2017 – 2018

The program covers the following areas:
-Change Management, Transformational Leadership and Group Dynamics
-Entrepreneurship
-Business Strategy and Business Development
-Branding and Communication
-Creativity, Idea Generation and Concept Development
-Project Management
-Digital Development
-User Experience: Human Interaction, Design and Research

2. Masterclass The Art & Craft of Facilitating and Learning Spaces
Dates attended 2019
The program covers the following areas:
- Experience in creative and experimental learning and facilitation,
- Learn how to design lessons for individual and collaborative creative practice that promotes problem solving, curiosity, lateral thinking, leadership and taking action,
- Gain an understanding of the vocabulary of opportunity based pedagogy,
- Knowledge of learning processes such as project work, scenarios, role plays, talk-shops, open space, peer to peer, dialogue, feedback and listening tools,

SDN∞
SERVICE DESIGN NETWORK

3. Providing design projects and trainings under supervision by Socjomania's CEO, Katarzyna Młynarczyk, one of the founder Service Design Network Poland Chapter, for clients from various industries.

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

Open Innovation, Design Thinking, Trend-driven Innovation, Human Centred Design, Cocreation, Lean Startup, Service Dominant Logic, Future Thinking

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

1. https://medium.com/touchpoint - looking for SD cases & refelctions,
2. Mason, H., Mattin, H., Luthy, M., Dumitrescu, D., (2015), Trend-driven innovation. - macrotrends, innovations and human understanding,
3. Ostelwalder, A., Pigneur, Y., (2010), Business Model Generation - business model understanding,
4. https://www.bondcap.com/report/itr19/ Internet Trends 2019 - elaborating digital trends and services
5. Goodwin, K. (2009), Designing for the Digital Age: How to Create Human-Centered Products - understanding how to create a digital innovations

I have X years of working experience in service design:

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I have particular experience in the following service sectors:

education, GOV, consulting, FMCG

These are the service design projects I have successfully delivered:

1. Customer Experience Mapping
Client: Codecool
from February 2019 to July 2019
The aim of the project was to understand the comprehensive customer path (Customer Journey Mapping & Service Blueprint), improve customer experience, use the service design methodology to create innovative solutions, and finally - the opportunity to optimize their business. The starting point for us was a desk research and netnography. Then we designed workshops for employees and then clients. The effect of the workshops was a nearly 2-meter customer journey map with identified activities, contact points, painpoints and customer benefits, motivations and activities of the company itself. Based on the conclusions drawn from the workshop, we prepared the report containing +20 solutions at each stage of the Customer Journey, strategic development directions in the area of building customer experience. Codecool also received the Customer Experience map in a digitized form, which is the starting point for further work on the optimization of customer experience, as well as tools for generating new ideas and consulting support at the implementation stage.
Tools used in the process: Interviews, Netnography, Customer Journey, Service Gaps Model, Service Blueprint
Details (in Polish): https://socjomania.pl/case-studies/codecool

2. Redesigning product package
Client: Gerda
from April 2019 to November 2019
Research & design project, whose main goal was to prepare and carry out the empathy stage - a better understanding of clients in order to redesign the product packaging. We have prepared workshops for the client and the design company; on the basis of the collected data, we made strategic decisions on the appearance of packaging. The brand is still working on their implementation.
Tools used in the process: Interviews, Surveys, Netnography, Service Safari, Prototyping

3. Designing a hackaton
Client: GovTech Polska
from June 2019 to September 2019

We designed two events according to the service design methodology from the recruitment stage of the participants to the selection of exercises, facilitation and evaluation. The first brainstorming for nearly 50 participants was intended to generate new ideas in the field of rail transport together with the Fundacja Grupy PKP and GovTech Polska. The second event was co-organized as part of the largest hackaton in Europe - HackYeah 2019. We also prepared the methodological scenario of this workshop along with the recruitment, facilitation and evaluation of the process. The effect of cooperation was also the creation of a universal handbook for the client with a description of all tools and exercises.

Tools used in the process: Futures Mapping, Matrix Map, Empathy Map, How Might We, Crazy Eights, Idea portfolio, Facilitation.

Details: Not allowed to refer to

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

4

My philosophy as a trainer is:

My motto is: "The best thing a human being can do is to help another human being know more." (Charlie Munger). Before each workshops, I am designing these learning experiences, thanks to which participants not only get to know but also understand and remember the content. I try to use the Kolb cycle and carefully design each exercise to reserve time for reflection and inference after it. Practical exercises become for me an opportunity for strategic reflection and conversations about change. I gained the most skills and knowledge about facilitation and design of workshops and lectures from the masterclass organized by KASOPILOT. Since then, I design every workshop according to learning arches method.

I am believing in human, ethic and needed by people design. I try to convey this philosophy to workshop participants, paying special attention to socially responsible design and in line with the needs of people, technology and business.

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

12.2019, Innovation Sprint, EY GDS, 25 participants, 2 days

12.2019, Trends in digital. Human-centered design, open workshops, Socjomania, 8 participants, 1 day (leaders from different companies)

11.2019, Service Design Thinking Academy, open workshops, Socjomania, 12 participants, 3 days (leaders from different companies)

09.2019, Designing digital strategy, Ringier Axel Springer Polska, 24 participants, 2 days

08.2019, Citizen brainstorming - service jam, GovTech Polska, +50 participants, 1 day

07.2019, Innovation Jam with students, WIT Wyższa Szkoła Informatyki Stosowanej i Zarządzania, 25 participants, 4 days

06.2019, Service Design Thinking Academy, open workshops, Socjomania, 15 participants, 3 days (leaders from different companies)

06.2019, Design Sprint, Polish Ministry of National Defence, 8 participants, 2 days

06.2019, Design Sprint, Bank Gospodarstwa Krajowego, 20 participants, 1 day

04.2019, UX mapping, Codecool, 12 participants, 1 day

04.2019, Trends in digital. Human-centered design, Delonghi, 10 participants, 1 day,

03.2019 User experience mapping, Codecool, 12 participants, 1 day

02.2019, Innovation Jam with students, WIT Wyższa Szkoła Informatyki Stosowanej i Zarządzania, 25 participants, 4 days

02.2019 Service design in digital, open workshops, Socjomania, 15 participants, 3 days (leaders from different companies)

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

Polish, English.

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

CEE, especially Poland.

I cover the following topics during my training offerings:

- History of service design
- Definition of service design

- Relationship of service design to agile, scrum and lean
- Designing and conducting co-creation workshops
- Visualisation techniques
- Facilitation skills for service design
- Prototyping of services
- Business model development
- Measuring impact of service design, relating it to Key Performance Indicators (KPIs)
- Leadership/management of service design projects
- Working with complex service systems
- Exploration of systems
- Organisational development
- digital trends, digital innovations, macrotrends, netnography

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:

1. https://www.kaospilot.dk/kaospilot-hyper-island-lego-42-hour-hackathon/ - the great form of the cooperation and effective 42h workshop
2. https://www.service-design-network.org/case-studies/opening-of-the-first-ikea-for-business-worldwide-designing-participants-journeys - understanding local context; building solving with the customers,
3. https://airbnb.design/your-face-here/ - being close to the client, HCD approach

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

Empathy: (deep) interviews, netnography, service safari, Service Blueprint, Customer Journey, desk research, shadowing, Stinky fish, stakeholders mapping, extreme users,
Definition: Matrix Map, 5xWhy, clustering,
Ideation: Crazy Eights, (Service) Business Model Canvas,
Prototyping & Testing: rapid prototyping, digital prototyping, role playing, storyboard,
Mental & body energizers

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

- Create/map/identify: a customer journey, service blueprint, business model canvas, a consumer trend canvas, stakeholder map, service gaps,
- Be human-centered, trends-driven,
- Prototype a MVP for digital/physical service,
- Facilitate creative sessions inside company,
- Provide & accept feedback,

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:

Short autoreflection in checkout session driven by meaningful questions; a short Kahoot quiz or written test in Typeform, evaluation after 2 weeks and check progress.

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

I get the most valuable feedback on a regular basis during check-ins and check-outs, where participants share what they miss/need, what attitude they come with, what they need. Once a group at the beginning of the second workshop day, gave me a signal that the previous day of

the workshop was too intense for them and they needed time to learn. I immediately implemented iteration - I flexibly changed the plan and priorities of exercises to get the best concentration of participants and manage their energy throughout the day. And I succeed ;)

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:

- Service Design Days 2018, 2020 [Barcelona, Spain], You Cannot Not Design 2020 by Concordia Design [Poznań, Polska], POLISHOPA Design Thinking Conference 2019, 2020 [Bydgoszcz, Poland]

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

I am the member of the global community of trend professionals tw:in (Tredwatching Insinghts Network), where I am spotting the local trends and sharing with the community.

I have participated as a speaker in the following events:

I had the opportunity to be speaker lately at:

1. 01.2020 Poznań, Polska - You Cannot Not Design, Concordia Design - „10%tech + 90% people = 100% digital"
[[https://www.linkedin.com/pulse/10-tech-90-human-100-digital-rozdzia%C5%82-1-technologia-martyna-tarnawska/]
(https://www.linkedin.com/pulse/10-tech-90-human-100-digital-rozdzia%C5%82-1-technologia-martyna-tarnawska/)
2. 06.2019 Warsaw, Poland - POLISHOPA Design Thinking Conference - "Handelek - case study. Creating a gastronomy service."
3. 04.2019 Warsaw, Poland - Forum 100, Centrum Analiz Branżowych - „Macrotrends in designing communication & services for manufacturing industry"
4. 01.2019 Warsaw, Poland - Digital HR Champions, DHL - „Digital workplace 2025. Future of the work"
5. 06.2018 Warsaw, Poland - Socjoevent7, Socjomania - „What is NOT the digital? Digital transformation process."

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

Resources in Polish:

1. 10% tech + 90% human = 100% digital | Rozdział 1. Technologia | #YouCannotNotDesign >> https://www.linkedin.com/pulse/10-tech-90-human-100-digital-rozdzia%C5%82-1-technologia-martyna-tarnawska/
2. Kim jest i czym zajmuje się facylitator? >> https://socjomania.pl/kim-jest-facylitator-czym-jest-facylitacja
3. Jak zostać facylitatorem procesu design thinking? >> https://socjomania.pl/Jak-zostac-facylitatorem-design-thinking
4. Bycie facylitatorem warsztatów - 1. #lessonlearned - RIP draft >> https://www.linkedin.com/pulse/bycie-facylitatorem-warsztat%C3%B3w-design-thinking-1-rip-tarnawska/

Resources in English:

1. What is an innovation? Towards a multidisciplinary definition of innovation >> https://medium.com/@martynatarnawska/what-is-an-innovation-towards-a-multidisciplinary-definition-of-innovation-e8b89eae485d
2. Critical Review of Design Thinking Methodology >> https://medium.com/@martynatarnawska/critical-review-of-design-thinking-methodology-3eae634b21af
3. How Socjomania can improve a design research process thanks to design thinking methods and mindset? >> https://medium.com/@martynatarnawska/how-socjomania-can-improve-a-design-research-process-thanks-to-design-thinking-methods-and-mindset-eba45df7633d
4. Critical Review of Digital Technologies >> https://medium.com/@martynatarnawska/critical-review-of-digital-technologies-ef172ac9d14f

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