Self-assessment by
Kim Anderson

A summary about me:

Kim Anderson, Service Design Academy Consultant and Abertay University graphic design graduate, discovered design thinking through sprints and holds a Masters in Design for Business. Kim's work in service design education is fuelled by a passion for inclusive and accessible design.

I currently work as a/at:

Service Design Consultant
Service Design Academy
https://www.sda.ac.uk/

My LinkedIn profile:

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

My educational background:

Master of Science - MSc – Design for Business – University of Dundee – 2018

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

Design Council's Double Diamond - Design Model
The double diamond model gives a framework that can be used flexibly throughout the design process. It can be used to plan and conduct service design projects as well as communicate projects and progress with stakeholders.

Inclusive and accessible design - Designing for everyone
Understanding the different ways that people interact with the world, technology and each other is important throughout the service design process. It can help you to understand existing services, identify barriers, create improved services and design new services that are more inclusive.

Co-Design - Designing with not for people
The concept of giving away power in service design is often the hardest part of the process but it is fundamental to the co-design process. Bringing people in along the whole process not just at the isolated points where they are typically involved.

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

Downe, L. (2020). Good Services: Decoding the Mystery of What Makes a Good Service. Netherlands: BIS Publishers. Good services provides an easy to read introduction to service design which includes a simple description of what a service is. It provides relatable examples which illustrate when services can be good or bad experiences.

Schneider, J., Hormess, M., Lawrence, A. (2018). This is Service Design Doing: Applying Service Design Thinking in the Real World : Practitioner's Handbook. United States: O'Reilly Media, Incorporated.
TiSDD gives you the practical tools and methods to start practicing service design. It's a great resource that you can revisit over and over to support the use of service design tools, as well as inspire creation of new tools and methods.

McKercher, K. A. (2020). Beyond Sticky Notes: Co-Design for Real: Mindsets, Methods and Movements. Australia: Beyond Sticky Notes. Co-design is at the heart or service design. Beyond sticky notes gives practical tools and tips for anyone who wants to practice genuine co-design. Designing with not for is emphasised within the book and KA's wider work.

Maeda, J. (2019). How to Speak Machine: Computational Thinking for the Rest of Us. United States: Penguin Publishing Group. Service design involves understanding and designing services that exist both in the physical and digital world. This book gives a break down of how technology/computers work so that you can research the right areas when technology is involved as well as propose new ideas that are feasible.

Holmes, K. (2020). Mismatch: How Inclusion Shapes Design. United Kingdom: MIT Press.
Services should be designed for everyone. Mismatch gives a good introduction to inclusive design by focussing not on inclusion but highlighting exclusion, when and how it can occur for different people in different contexts. It encourages designers to shift their perspective emphasising that exclusion is not a fixed state and can appear in different ways depending on people and context.

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:

Further Education
Learning and development

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:

duration of project: (2018-2020)
organisation: Insights
topic: The refresh of a long standing face-to-face training product delivered globally.
outcome: New redesigned suite of delegate and facilitator materials.
impact: Cost savings by reduction in materials and production costs. Increased accessibility, globally consistent and inclusive experience.

duration of project (2018-2020)
organisation: Insights
topic: Inclusive design
outcome: A toolkit was created to support colleagues from different areas of the organisation to deliver a more inclusive experience both

internally and externally.

impact: A roadmap was put in place to begin the journey of developing more inclusive products and experiences.

duration of project (2019-2020)

organisation: Insights

topic: Research project to understand the current experience of the main customer facing digital platform.

outcome: Short term fixes were highlighted to improve the experiences of external customers and internal colleagues. Long term requirements were drawn out for a future platform and experience.

impact: Inefficiencies in current working processes were highlighted and plans for improvements made. Larger project for rebuild of digital platform was funded.

duration of project (2022)

organisation: Dundee City Council (on behalf of SDA)

topic: Understanding the experience of young people who live, work and visit Dundee city centre.

outcome: A wide range of views and experiences were captured from a wide and diverse group of young people.

impact: The information was used as part of a report that highlighted priority areas for a long term regeneration plan.

duration of project (2022-23)

organisation: Service Design Academy

topic: The creation of an accessibility and inclusive design course.

outcome: An online 2-day course was created and tested.

impact: The course received good feedback and we also trialled a more inclusive way for learners to take part in short courses without using new technology.

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:

Removing barriers - Making sure that sessions are accessible so that learners can focus their energy on learning about service design not trying to access content or take part in activities.

Relatable examples - Giving a variety of examples of case studies, stories, and ways of use of tools/templates from different sectors and types of projects so that there will be something that resonates for each learner.

Learn by doing - Giving the opportunity to try things out in a learning environment, having space to ask questions, fail and learn as well as build confidence.

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

August 2022 - March 2023

Professional Development Award in Service Design

17 online classes over 6 months

Open training

18 participants

https://www.sda.ac.uk/pda-service-design/

March 2023

4-days in person

Co-designing with communities

Lochgelly Centre - On-Fife
20 participants

March 2023
2-days in person
Design Your People Experience
Scottish Forestry
8 participants

March 2023
5-days online
Service design for innovation and impact
Open course
17 participants
https://www.sda.ac.uk/short/service-design-for-innovation-and-impact/

April 2023
2-days online
Design Your People Experience
Manchester City Council
33 participants

May 2023
3.5 hrs online
Designing your donor journey
Open course
8 participants

May 2023
3-days in person
What's the problem and how can we solve it?
Angus Alive
16 participants

June 2023
2-days online
Design Your People Experience
University of Dundee
6 participants

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
- Measuring impact of service design, relating it to Key Performance Indicators (KPIs)
- Leadership/management of service design projects
- Building in-house service design capabilities
- Service design for cultural change
- Inclusive

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:

Fjord (2018), Fjord: Developing a Police Force's Digital Experience for Citizens. Service Design Network. [online] Available at: https://www.service-design-network.org/headlines/fjord-developing-a-police-forces-digital-experience - This case study gives a good account of the use of service design in policing it also provides a variety of examples of how research can be shared with stakeholders in engaging ways.

Architecture and Design (n.d) Company Recreates Doors Of Dementia Patients' Houses To Help Them Find Rooms And Feel At Home. Architecture and Design [online] Available at: https://www.architecturendesign.net/nursing-homes-dementia-patients-personalised-true-doors-stickers/
This case study shows the impact that understanding context and empathy can have. It also emphasises the importance of understanding the environments that services take place.
An accompanying video - https://youtu.be/4dXOESIvT-Q?list=PLJal6fFPwlxLhh3mbmI8UcBZtaUKJSc7C

Smith, C (2018). Microsoft's Xbox Adaptive Controller box is almost as cool as what's inside. Trusted Reviews. [online] Available at: https://www.trustedreviews.com/news/xbox-adaptive-controller-box-3515654 - This case study is a great example of inclusive design in action. Not only is the controller itself accessible but the packaging has been designed to be easy to open it highlights the thought that has been put in to the end-end experience.

Ramsey. P (2022). The experience of being an Uber driver. Built for Mars. [online] Available at: https://builtformars.com/case-studies/delivering-with-uber-eats - This case study shows the power of an ethnographic research approach it highlights the gaps that would have been in the user research if these interactions had only been observed. There are also nice example of information sharing in the article itself.

Anderson, K. Murrie, K. (2023) Furnishing Fun. Touchpoint Vol.14 No.1 - The Employee Journey. [online] Available at: https://www.service-design-network.org/touchpoint/tp14-1-the-employee-journey/tp14-1-furnishing-fun - This case study shows the power of discovery that using a service design approach can have when approaching a perceived problem. Sometimes the problem you think you need to solve isn't the problem at all.

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

Knowledge capture - An easy and simple way to capture what is known/unknown about a project, topic or service.

Empathy mapping - A way to start thinking about different perspectives and how they may be similar or different. Quickly highlighting assumptions and gaps in knowledge.

Journey mapping - A flexible tool that can be used to make sense of a current service from the users perspective, either end-to-end or in part as well as create new experiences.

Service blueprinting - Making sense of how things work from a delivery perspective, making it easier to identify where or when issues occur in a service experience. Similar to the journey map in that it can be used to map now and possible future services.

Problem framer - Making sense of problems so that it is clear to everyone what, where and how an issue occurs keeping everyone focussed on the right problem.

Prototyping - Finding ways to understand and share ideas or solutions with others so that they can be understood and tested.

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

Describe service design and its importance
Explain the service design process
Explain the importance of user research
Create a journey map
Create a user research plan
Undertake open user interviews
Analyse and synthesise user research
Share user research with stakeholders
Define problems
Explain the importance of co-design
Design a co-design workshop
Facilitate service design workshops
Facilitate ideation workshops
Explain the importance of prototyping
Create service prototypes
Create a service blueprint
Create a business model canvas
Present service design findings, process and outcomes

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:

Learners that undertake the Professional Development Award in Service Design are assessed through visual portfolio submissions. The qualification is comprised of four units and there is a portfolio submission required for each unit. Each portfolio is a mixture of theory, evidence of practical application of a work-place service design project and learnings/reflections from the project that is undertaken.

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

Feedback is captured at the end of each session and if possible and applicable changes are made for subsequent sessions or future learners.

After receiving feedback from an online participant the learning environment was improved with stronger way-finding and clearer instructions.

Journey mapping was a struggle for one group in training so we created a simplified template and an example that was closer related to their professional context.

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
- Training.Attended

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

Volunteering for the Scottish Tech Army (Since May 2020).
https://www.scottishtecharmy.org/

Attending events and talks.

Support University of Dundee students by being interviewed as part of a Masters degree module on co-design.

Currently working on a service design in education book project, co-authoring a chapter about inclusive learning.
https://sd4he.co.uk/

I have participated as a speaker in the following events:

June 15th 2021
Digital Leaders Week
Inclusive design goes far beyond digital accessibility

18th Jun 2021
UX Playground
Designing for Inclusivity with Vanquis Bank - Panel event
https://www.youtube.com/watch?v=0yeIgjm4mxQ

17th November 2022
Going Backstage and Behind the Scenes to Design Successful Services
SDA and Scottish Digital Academy event

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

Anderson. K (2019), Design Your Way to Inclusive Learning With Mapping Exercises. Training Industry [online] Available at:
https://trainingindustry.com/articles/content-development/design-your-way-to-inclusive-learning-with-mapping-exercises/

Anderson. K (2020), Self-awareness: an indispensable tool when it comes to innovation. Training Journal [online] Available at:
https://www.trainingjournal.com/articles/features/self-awareness-indispensable-tool-when-it-comes-innovation

Anderson. K (2020), Inclusive learning: how to make your L&D initiatives accessible to all. Training Zone [online] Available at:
https://www.trainingzone.co.uk/deliver/training/inclusive-learning-how-to-make-your-ld-initiatives-accessible-to-all

Anderson. K , Murrie. K, (2023) Furnishing Fun. Touchpoint Vol.14 No.1 - The Employee Journey. Service Design Network. Available at:
https://www.service-design-network.org/touchpoint/tp14-1-the-employee-journey/tp14-1-furnishing-fun

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