SDN ACCREDITED PROFESSIONAL

Self-assessment by
Imad Eddin Nabih

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A summary about me:

I am a digital product and service design lead with progressive experience in the art and science of product design and development, service design, and transformation management. Focused on driving digital business growth, achieving improved business performance, and enabling next-generation strategies through innovative product and service channels.

I currently work as a/at:

Consultant - Digital Transformation Program Manager
Service Design Director (Mobiflex.io - Under Construction)

My LinkedIn profile:

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

My social media channels:

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

My educational background:

1. Bachelor of Science - Computer Science
2.Digital Disruption: Digital Transformation Strategies

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

1. Customer Centricity: Services should be designed around the customers' needs to be able to develop a service that solves their real problems.

2. Data Driven: In service design; data should be used as the primary source of input where decisions are made based on the data analysis collected from the behavioral of service users.

3. Accessibility and Usability: service design should focus on service channels accessibility and usability to ensure that service users are able to perform their tasks safely and efficiently.

4. Consistency and Scalability: Services should have consistent and scalable design principles to ensure that users are able to use the entire service and its features seamlessly.

5. Clarity and guidance: Service design should be clear and convey information simultaneously to all different types of people.

"Accessibility, usability, consistency, scalability, clarity and guidance are the main guiding principles to develop service design systems."

Service Design Components:
1. Processes: (Flowcharts, Workflows, User Journey Mapping, and process frameworks)
2. People: This part includes employees who create services and customers who use i, in addition to any other individuals who might be affected by the service.
3. Artifacts: This includes all physical and digital based artifacts needed to perform a particular service successfully.

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

Book: Designing Experiences by J. Robert Rossman & Mathew D. Duerden
Book: Mapping Experiences by Jim Kalbach
Book: Information Architecture by Louis Rosenfeld a& Peter Morville
Youtube Channel: Service Design Show
Organization: Interaction Design Foundation

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:

1. Telecommunication
3. Media & Entertainment

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: From May, 2016 Until January 2021
Organization: Virgin Mobile KSA
Topic: Designed and implemented the transformation strategy for Virgin Mobile KSA to evolve into a digital-only operator by introducing an integrated end-to-end digital service channels; this includes the customer onboarding platform and its personalized enrollment journeys, self-care digital services, digital help and Support center, Knowledge Base, and CX management platforms.

Outcome: Relaunched Virgin mobile new digital channels in Saudi Arabia
Impact: Drove the customer accquisition (Onboarding) through digital channels by 150% in 1 year. Increased service usage through digital channels (Digital Pinitration) by 300%

Duration: From January, 2023 Until Now (in Progress)
Organization: mobiflex.io
Topic: Building a bordrless esim mobile service operator for a new startup business (mobiflex.io).

Outcome: Expected Launch date: December 2023.

Impact - 2024 KPIs
1. Customer Acquisition in 1st year 20,000 active subscriber.
2. Retention rate 15%

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:

People need to understand the rational of digital service design before jumping into methods and techniques. Applying methods and techniques for the sake of doing it without getting any beneficial outcomes will shortly leave you in the middle of no-where

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

Date: 2021
Duration: 1 Weeks
Title: Building a digital-first mobile operator
Client: Orange Jordan
Participants: 28 Employees from the (Digital Village)
No references are available for now

Date: 2018
Duration: 2 weeks
Title of Training: Digital Experience Design Fundementals
Location: Riyadh - Saudi Arabia
Client: Virgin Mobile KSA
Paricipants: 18 Employees

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

English
Arabic

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

Amman - Jordan
Riyadh - Saudi Arabia

I cover the following topics during my training offerings:

- 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
- Implementation of service design concepts

- Measuring impact of service design, relating it to Key Performance Indicators (KPIs)
- Building in-house service design capabilities

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:

Uber - Case Study for market disruption in transportation field.
Revolut - Case study for Fintech and Banking
Google Fi - Case study for eSIM impact on telecommunication industry

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

SERVICE DESIGN METHODS:
1. User Research (Qualitiative research, card sorting, A/B testing, Serveys, Focus groups, Persona Cards)
2. Design System (Styles, Components, Patterns, Tokens)
4. Customer Journey mapping
5. User flow diagram
6. data flow diagram
7. Prototyping (Experience Prototype, Wirframes and blueprints, navigation schemes)

SERVICE DESIGN TOOLS:
1. User Reaearch - Maze
2. Documentation and project managment - Atlassian - Jira, Confluence, Jira product discovery.
3. Customer Journey mapping - Figjam
4. Diagraming + Flowcharts - Draw.io

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

1. Build customer journey maps and flow charts for digital service channels.
2. Develop low-fedality prototypes (wireframes + Blueprints)

Contact details:

Imad Eddin Nabih
Nakheel District, 11322 Riyadh
imad.bazzari@gmail.com