

ACCREDITED TRAINER

Self-assessment by Stina Vanhoof

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My educational background is:

Industrial Design Bachelor at University of Antwerp
Interaction Design Master at Technical University of Delft

I currently work at/as a:

Service Designer at Knight moves: www.knightmoves.be

I have X years of experience applying service design in projects in order to improve or innovate service offerings for my clients:

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I have particular experience in the following service sectors:

Education, local government, culture, work and social economy, public sector, mobility

I regularly participate in service design-related activities in order to stay up to date, share my experiences with peers and get their supervision. Within the last 12 months, I have participated in the following activities:

- SDN Global Conference

I have participated as a speaker in the following events:

Service Design Global Conference Madrid:

<https://www.youtube.com/watch?v=wwZDON27GT4>

https://www.slideshare.net/knightmovesdesign/sneaking-service-design-into-large-organisations-81984067?qid=ab691586-fcce-4421-9246-b7ec9e07f6d8&v=&b=&from_search=1

Service Design Global Conference Amsterdam:

https://www.slideshare.net/sdnetwork/dave-van-de-maele-stina-vanhoof-kingdom?qid=a52614cc-c351-46d6-95c0-ec81f70c111b&v=&b=&from_search=1

Service Design in Government:

<http://govservicedesign.net/2016/sessions/index.php?session=31>

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



www.servicedesignpodcast.com

<https://medium.com/@stinavanhoof>

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

I truly believe in an human-centered design process where both the end customer and the people providing a service are part of the design and implementation. Designing a service is never finished. Therefore an iterative process that implements constant improvements is a way towards success. This can be applied by validating ideas and actual live services with its users over time.

My philosophy as a trainer/coach is:

A successful service design training to me means hands-on practice. By experiencing the process as a participant first and later experiencing it as a facilitator, trainees will receive the courage to implement the tools by themselves. We get our hands dirty and dive into the process. First we do this in a safe learning environment where all experiments are aloud. But soon we move towards the real world where the trainees step-by-step implement methods/mindsets/processes in their daily job. By putting the learnings into practise through guidance of the trainers I believe the training will be most effective.

I have provided service design training sessions for X years:

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Here is a list of all service design training sessions and/or other educational experiences I've facilitated within the last year:

Co-teaching the 'Creative facilitation' course at Technical University of Delft from 2014 - 2017.

About 100 students of the master Industrial design engineering for 1 semester, 1 day/week

'Creative facilitation' trainings (3days, 10 participants/session)

At multiple large organisations: Zodiac aerospace, Sony music, Gemeenschapsonderwijs, etc.

As freelancer and from Knight Moves: 2014 - present

'Service design training' (2 days + follow-up sessions, 10 participants)

Multiple large organisations: Gemeenschapsonderwijs, Department of work and social economy, Cronos, etc.

2016 - present

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

English or Dutch

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

Belgium and the Netherlands

I cover the following topics during my training sessions:

- Facilitation skills for service design
- Measuring impact of service design, relating it to KPIs
- Working with complex service systems
- Creativity and ideation processes
- Prototyping of services
- Implementation of service design concepts
- Visualisation techniques
- Design and conduct of co-creation workshops
- Relationship of service design to agile, scrum and lean
- Building in-house service design capabilities



- User research/deep customer insights

My training participants typically have the following level of experience:

- Novice (new to service design)
- Fundamental (basic knowledge)

These are the most relevant resources I base my work on and I recommend to participants:

'Service design doing' & 'Service design Thinking' book:

<https://www.thisisservicedesigndoing.com>

Gamestorming book:

<http://gamestorming.com>

Practical Service Design community:

<http://www.practicalservicedesign.com>

<http://www.servicedesignpodcast.com>

<https://www.service-design-network.org/case-studies>

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

Workshop techniques (brainstorming, dot voting, COCD box, etc.)

Customer journeys

Persona mapping

Qualitative user testing

Prototyping techniques (paper prototypes, storyboards, crafts, etc.)

User validation methods (interviews, storyboarding, user test, role-playing, etc.)

These are my favourite cases I use to inform about the impact and value of service design:

<https://www.gov.uk/guidance/government-design-principles>

<http://transformator.design.com/uppdrag/arbetsformedlingens-fortroende-gror-i-vaxthusen/>

<http://www.knightmoves.be/work/go/>

I apply the following evaluation tools to make sure the participants have understood the content of my sessions and gained the expected competences/skills:

After the training we plan 2-4 follow-up meetings. Before every meeting concrete steps need to be taken, we evaluate them together in team during this moment.

The assignments are given during the training. This can go from 'facilitate a workshop' towards 'implementing a whole user-centred design process in their own context'. During the follow-up meeting we discuss the things that went well and see what could be improved and we define next steps.

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

Facilitate co-creation workshops

Produce a stakeholder map

Conduct user tests

Create a customer journey

Detect painpoints in a customer journey and define next steps

Prototype digital and physical touchpoints

Apply a holistic approach



Understand the design thinking process

Explain and defend the values of service design

I always ask for feedback on my offerings and I systematically evaluate and improve. Examples of some feedback that led to improvements:

Integrating the follow-up sessions naturally grew from feedback of participants and appears to be relevant for all.

I also got the feedback to first successfully conduct a service design track and let people experience the values, only then do a training. That's what we are now implementing with most clients.

Contact details:

Stina Vanhoof

Vlagstraat 35, 2060 Antwerpen

stinavanhoof@gmail.com