

Self-assessment by  
**Stina Vanhoof**

SUBMITTED ON 27 MAR 2018



**I currently work as a/at:**

Service Designer at Knight moves: [www.knightmoves.be](http://www.knightmoves.be)

**My educational background:**

Industrial Design Bachelor at University of Antwerp

Interaction Design Master at Technical University of Delft

**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.

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

'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>

**I have X years of working experience in service design:**

4

**I have particular experience in the following service sectors:**

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



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

5

**My philosophy as a trainer 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 were 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.

**These are the 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 training offerings in the following language(s):**

English or Dutch

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

Belgium and the Netherlands

**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
- Service dominant logic
- Visualisation techniques
- Prototyping of services
- Implementation of service design concepts
- Business model development
- Measuring impact of service design, relating it to Key Performance Indicators (KPIs)
- Exploration of systems
- Service design for cultural change
- Organisational development

**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:**

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



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

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

### 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.)

### 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 apply the following evaluation tools to make sure the participants have understood the content of my sessions and gained the expected competencies and 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.

### I systematically evaluate and improve my offerings based on feedback. These are examples of feedback that have 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.

### 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

### I have participated as a speaker in the following events:

Service Design Global Conference Madrid:

<https://www.youtube.com/watch?v=vwZDON27GT4>

[https://www.slideshare.net/knightmovesdesign/sneaking-service-design-into-large-organisations-81984067?qid=ab691586-fcce-4421-9246-b7ec9e07f6d8&v=&b=&from\\_search=1](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](https://www.slideshare.net/sdnetwork/dave-van-de-maele-stina-vanhoof-kingdom?qid=a52614cc-c351-46d6-95c0-ec81f70c111b&v=&b=&from_search=1)



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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](http://www.servicedesignpodcast.com)

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

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