

Self-assessment by Aydıncan Ataberk

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My educational background:

University graduate / Marmara University - Faculty of Communication

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

Design Thinking, Agile, Lean

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

Books: This is service design thinking / doing, Change by Design - Tom Kelley, Outside in: The Power of Putting Customers at the Center of Your Business, The Business Model Canvas - Alexander Osterwalder, Designing Design - Kenya Hara, SDN Journal

Online: servicedesigntools.org, SDN website, Service JAM videos, realtimeboard.com, experiencefellow.com, several youtube videos

I have X years of working experience in service design:

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I have particular experience in the following service sectors:

Tourism, finance, automotive

These are the service design projects I have successfully delivered:

I've successfully delivered service design, customer experience and design thinking trainings to corporate clients such as Akbank, Beko, Turk Telekom. I've directed tens of ethnographic research and customer journey projects for companies like Vodafone, Fiat and KFC.

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:

My main goal as a trainer, is to change people's perspective. I do it by asking questions and teach them how to form a designer mindset by getting better at asking questions.

A service design training must be playful and engaging. We humans learn new things by playing games. Playing is a safe way to experiment with new ideas. My regular training consists of many "let's try it our selves" sessions. I require all participants engage in in-class exercises such as;



interviews, observations, sketching, quick prototyping, persona creating etc.

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

Innovation in Digital Banking - Akbank (4th largest Turkish Bank) - Design Thinking and Service Design Training /Coaching - Summer of 2017

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

Turkish

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

Istanbul, Turkey.

I cover the following topics during my training offerings:

- Definition of service design
- 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)
- Working with complex service systems
- Exploration of systems
- 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:

IDEO - Bank of America Keep The Change: <https://www.bloomberg.com/news/articles/2006-06-18/case-study-bank-of-america>

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

Observation
In-context interviews
Customer Journey Maps
Persona cards
Empathy map
Stake holder map
Service blueprint
Storytelling
Quick&Dirty Service Prototyping

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

Understand how to work with a service design agency



Conduct a deep dive research them selves
Create personas
Create customer journey
Make quick prototypes

I have participated as a speaker in the following events:

UX Alive Turkey (in Turkish) <https://www.youtube.com/watch?v=PnPmWdPI1N8>
Service Design Day 2017 - Organizer of an Independent Service Design Event
https://www.meetup.com/istanbul_musteri_deneyimi_bulusmalari/events/240052916/
Service Design Day 2016 - SDN Turkey Chapter (in Turkish) https://www.youtube.com/watch?v=D2i_k2mSm0w
UX Turkey 2013
Service Design JAM 2009 - Sponsor - Speaker

Contact details:

Aydin Ataberk
İÇERENKÖY MAH. TOPÇU İBRAHİM SK. QUICK TOWER NO: 8 -10D, 34752 Atasehir
ataberk@gmail.com