

## ACCREDITED TRAINER

### Self-assessment by Aydincan Ataberk

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#### My educational background is:

University graduate / Marmara University - Faculty of Communication

#### 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:

Tourism, finance, automotive

#### I have successfully delivered the following service design projects for my clients:

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 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/](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](https://www.youtube.com/watch?v=D2i_k2mSm0w)

UX Turkey 2013

Service Design JAM 2009 - Sponsor - Speaker

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

Design Thinking, Agile, Lean

#### My philosophy as a trainer/coach 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.



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:

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

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

Turkish

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

Istanbul, Turkey.

I cover the following topics during my training sessions:

- Facilitation skills for service design
- Business model development
- Exploration of systems
- Organisational development
- Service design for cultural change
- Creativity and ideation processes
- Change management
- Prototyping of services
- Implementation of service design concepts
- Visualisation techniques
- Design and conduct of co-creation workshops
- Differentiation between service design, service marketing, design thinking, service branding
- Relationship of service design to agile, scrum and lean
- 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:

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

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

These are my favourite cases I use to inform 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>

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

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