# Self-assessment by
# Lynnet Kamau

SUBMITTED ON 04 MAR 2025

## A summary about me:

I'm Lynnet Kamau, a Service Designer & Product Design Researcher with 5 years of experience helping businesses design seamless, user-centred experiences. I specialise in CX strategy,product startegy, digital transformation, and service innovation, working with banks, fintechs, and startups to improve products, processes, and customer experiences at all touchpoints. My expertise lies in design research, stakeholder engagement, and co-creation, translating insights into actionable strategies. From competitive analysis to digital roadmaps, I help businesses align their services with real user needs. Looking forward to connecting with like minded people.

## I currently work as a/at:

I currently work as a Design Director at Marathon XP , Nairobi.
https://www.marathonxp.com/

## My LinkedIn profile:

www.linkedin.com/in/lynnet-kamau

## My educational background:

Bachelor of Arts(Economics and Psychology )- Kenyatta University
Mastering Service Design -Service design college

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

I heavily rely on the Human Centered Design approach to ensure that we are solving for the real users in the context of our projects.Another framework i use regularly is the Jobs to be done(JBTD) because this allows me to have more insight on what the users are trying to achieve with a certain product or service as well as their drivers.
Not to mention co-creation and particpatory design which is very important for me as we engage with our clients. this ensures that the stakeholders are engaged throught the process and also increases buy in especially from the top executives. it works so well that most times by the time we are done with the projects the clients are well aligned and satisfied with our insights and recommended solutions.

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

lots of articles from Service design network, Linkedin and Medium
Books I use as reference are listed below:
This is service design thinking
Good Services- Lou Downe

Design journeys through complex systems- Peter Jones & Kristal Van Ael
Value Proposistion design - Strategyzer series
I get my knowledge from far and wide and not limited to these resources.

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

5

## 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:

Fintech
Banking
retail
healthcare
Agriculture

## I have conducted X service design projects that aim at creating improvements or innovations within organisations:

10

## These are the service design projects I have successfully delivered:

1. NCBA PAMOJA RETAIL BANKING OMNICHANNEL 2023-2024
Design Challenge: Unifying retail banking platforms across the subsidiaries and designing an omnichannel experience
ervices:
Qualitative Research,Experience Design, UX/UI design

Deliverables:
Research insights across the 4 countries, Personas, Hi-Fi Mockups.

Duration:
Project - 3 Months; Guardianship - Ongoing
Outcome
Marathon aimed to create fresh and customer-friendly designs that would make NCBA retail banking stand out from its competitors. By doing thorough research and focusing on making things easy to use, accessible, and enjoyable, we've built fantastic experiences that not only meet but actually exceed what users expect.

The project launched in Tanzania and the bank was able to Migrate 3000 live customers by the 14th of March 2024 when they went live and by 20th march they had 500 active customers.

By August 10th they had 2050 actively transacting customers which is about 68% uptake in 4 months. Transactions with the channel have increased and the customers quoted "Its giving Uraibu!(addiction)" because of how seamless and easy it is to make transactions.
London Design Award Winner 2023 in Service Design
At Marathon XP, with our global expansion into Barcelona and Johannesburg, we're honoured to receive the 2023 London Design Awards for the experience design of an innovative East African omnichannel banking application.

This accolade highlighted our journey in pioneering human-centric experience design, showcasing our evolving expertise from Nairobi to the world stage.

2.PESALINK 2022-2025

Design Challenge: Standardisation of User experience and technical documentation and brand refresh to reflect brand values and evolution Over the past few years, we have had the privilege of collaborating closely with Pesalink on key projects that have significantly advanced its strategic goals. In 2022, we partnered with Pesalink for a year-long engagement focused on enhancing its product offerings.

This involved extensive research and design activities, leading to the creation of a new app and the documentation of Pesalink's product experience across all client platforms, ensuring consistency and usability.

Most recently, in 2024, we successfully led Pesalink's brand refresh, redefining its identity to align with its strategic objectives and resonate with its diverse stakeholders. This effort highlighted Pesalink's values of being "easy, fast, and affordable" through impactful strategies that strengthened its market positioning.

These projects have not only deepened our understanding of Financial and Banking services ecosystem but also equipped us with the expertise to deliver solutions that align seamlessly with the businesses vision and drive meaningful results

3.Client: Microsoft
Partners: Agribot
Sector: Digital Agriculture
Aim: Optimisation of the AgriBot platform based on the farmers'
desires, reflections and experiences with the platform.
Services: Qualitative Research in 3 countries, Experience Design
Duration: 6 Weeks
Deliverables: Insights, Archetypes, Journey Maps

The Outcome

The research resulting in archetypes and journey maps revealed the general agricultural needs that smallholder farmers lack across the board, mainly that Agribot must guarantee a consistent, reliable, high-quality experience as well as ensure understanding and transparency to drive farmer engagement and retention.

From the needs identified, a set of concepts emerged as potential solutions to achieve the business objective of increased farmer engagement and retention. Recommendations provided a set of technical fixes and service improvements to ensure that the Agri-Bot experience is dependable and reliable.

4.Client: Kwanza Tukule
Partners: Sales and Distribution Department
Sector: B2B Sales and Distribution
Aim: Design and build of a distribution and sales App for essential food and basic household products to small and medium vendors
Services: Qualitative Research, Ethnographic Research, Experience Design, UX/UI Design, Build & Development
Duration: 8 Weeks
Deliverables: Insights, Service Blueprints, Archetypes, Day in the Life Studies,

Result: App in Use

The Outcome

We successfully built a robust Sales & Distribution solution for Kwanza Tukule, achieving operational excellence. Our objectives included the automation and streamlining of key business processes such as logistics, dispatch, warehouse management, fulfillment, and field sales. As a result, Kwanza Tukule experienced improved efficiency, reduced operational bottlenecks, and enhanced speed in their service delivery. This transformation led to smoother operations, increased productivity, and ultimately, a more seamless, efficient, and profitable business.

## 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 philosophy as a trainer is rooted in collaboration, practicality, and real-world application. I believe successful service design training should be immersive, participatory, and directly applicable to participants' work. I focus on human-centered and experiential learning, using real-world challenges, service blueprints, and journey mapping to ensure concepts are internalised. My approach emphasises co-creation and stakeholder engagement, encouraging cross-functional collaboration to mirror real service design projects. I integrate systems thinking to help participants align user needs with business goals, ensuring solutions are both impactful and sustainable. Adaptability is key. I tailor training sessions to different industries, from banking to fintech, while promoting an agile mindset that encourages rapid iteration, innovation and refinement. By creating a strategic, hands-on, and engaging learning environment, I empower teams to apply service design confidently, leading to meaningful impact for both users and businesses.

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

December 2025
Duration: 1 day,6 days
Title: Design thinking for innovation/Human centred approach in action
Clients: HF Group Kenya
Number of participant: 35
We conducted an immersive design thinking workshop for selected champions from various departments to instil a deep understanding of design thinking principles and their practical application in HF's context; we also included a train-the-trainer session for scalability and personalised coaching to a key member of the innovation team to promote continuous learning within the organisation.

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

English

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

Kenya, Nairobi

## I cover the following topics during my training offerings:

- Definition of service design
- 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:

I like to use examples of projects that i have worked on.

1. PesaLink – Transforming Instant Payments in Kenya

Relevance: PesaLink has revolutionised real-time interbank payments in Kenya by reducing reliance on cash and mobile money wallets. We used service design to play a role in improving user adoption, onboarding, and seamless integration with banks.We also documented a standardised the user experience across the different touch points that Pesalink is available .This case is especially useful in showing how we used financial service design to enhance digital payments and financial inclusion.

2.Kwanza Tukule Foods – Streamlining Food Distribution

Relevance: Kwanza Tukule Foods, a Kenyan company, collaborated with Marathon XP to identify the underlying causes of customer churn and design strategic interventions to enhance satisfaction and retention. Through qualitative and quantitative research and experience design, the project aimed to improve the overall customer experience. This case demonstrates how service design can be applied to the food distribution sector to address customer challenges and improve service delivery

3. NCBA Bank – Unifying Digital Banking Experience

Relevance: NCBA Bank aimed to develop a unified, engaging, and user-friendly digital experience across the region. By conducting user research, service design, and product psychology, the project focused on creating a seamless omnichannel banking platform. This initiative highlights the role of service design in transforming digital banking services to enhance customer satisfaction and retention in the Kenyan market.

4. East African Breweries Limited (EABL) – Enhancing the Online Shopping Experience

Relevance: EABL, a leading Kenyan-based company manufacturing branded beer, spirits, and non-alcoholic beverages, sought to improve its online platform, The-Bar, where customers can purchase drinks for delivery. Through comprehensive user experience (UX) audits, customer journey mapping, and SEO analysis, the project identified pain points and opportunities for enhancement. Recommendations included developing a user-friendly mobile app with features like easy installation, secure payment storage, delivery time estimations, and visual order tracking. This case exemplifies how service design can optimise digital platforms to meet evolving consumer expectations in Kenya.

5.Poa! Internet – Reducing Customer Churn in Internet Services

Relevance: Poa! Internet provides affordable internet to underserved communities in Kenya but faced high customer churn. Through qualitative and quantitative research, customer archetype mapping, and experience design, Marathon XP helped identify pain points and develop retention strategies. This case highlights the role of service design in improving customer retention and loyalty in Kenya's digital services sector.

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

1.Ecosystem & Stakeholder Mapping

Relevance: Many Kenyan businesses operate within complex stakeholder networks (regulators, banks, SMEs, and informal traders). Mapping these relationships ensures that we account for business dependencies, policy frameworks, and local constraints.

2.Design Sprints & Co-Creation Workshops

Relevance: Facilitates collaboration between stakeholders, customers, and internal teams to quickly ideate and test solutions. In a fast-moving organisations like start ups, this approach accelerates prototype validation and stakeholder alignment. Example: Used in projects like Kwanza Tukule to optimise food distribution logistics.

3.Service Blueprinting

Relevance: Helps align front-stage (customer-facing) and back-stage (internal operations, processes, and tech infrastructure) service interactions. This is especially useful in highly regulated industries like banking and government services (e.g.NCBA) to improve service efficiency and consistency.

4. Customer Journey Mapping

Relevance: Mapping out the end-to-end user experience helps visualise pain points and opportunities. In sectors like banking (NCBA, ABSA) and e-commerce (EABL's The-Bar platform), this method ensures a frictionless digital experience tailored to their respective consumers.

5. User Research (Interviews, Surveys & Field Studies)

Relevance: Understanding the real needs of users is critical, especially in diverse markets like Kenya, where digital adoption, financial inclusion, and informal economies shape behaviour. Example: When we were working on Poa! Internet's customer churn issue, qualitative interviews and field studies helped identify key pain points.

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

Create customer journey maps to visualise the end-to-end service experience.

Develop service blueprints to align customer interactions with backend operations.

Prototype and test service concepts to validate ideas before full-scale implementation.

Advocate for a service design mindset within their organisations to drive innovation.

Identify user needs and pain points through qualitative research methods

## 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:

when doing the trainings we have the participants do the activities in groups and share with the rest of the participants for critic and refinement

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

Pushing the participants to really empathise with their users and not be held back by their biases.

## 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:

• Service

## I actively support the local or national service design community through:

Being a mentor to the Akirachix foundation from time to time which is a program that empowers girls from low income communities with digital skills after high school.

Also being a facilitator and Mentor for the Mideva design fellowship, where i get to share my experiences and skills in the design field.

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

I haven't been a speaker directly at any event but I have been part of a podcast.https://open.spotify.com/episode/01J34HlRhsH97AfWNj3VkW?si=47274aec9bc94fea

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

https://www.capitalfm.co.ke/business/2024/10/understanding-customer-needs-key-to-business-success/

https://www.standardmedia.co.ke/business/article/2001500916/mastering-the-psychology-of-online-selling

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