

Self-assessment by Andy Parker

SUBMITTED ON 01 APR 2025



A summary about me:

Born out of the early age of the web, I've developed a career of both building and managing digital products and services. Over time this evolved into the creation and iteration of existing services and change management in organisations to develop human-centric services.

My experience has been heavily focussed on working in organisations with purpose and meaning, with a great deal of time spent in the machinery of UK government, where I have held positions as both a service designer and user researcher.

I currently work as a/at:

Lead Service Designer at Kin and Carta (<https://kinandcarta.com>)

My LinkedIn profile:

<https://linkedin.com/in/andyparkerux>

My social media channels:

<https://bsky.app/profile/theavangelist.bsky.social>

My educational background:

I do not have any formal education in design or design practices.

I've acquired many certifications in research management and human-centred design practices.

I'm an accredited coach with the European Mentors and Coaches Council (EMCC)

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

Service design is the art of listening and instilling confidence in people that rules are made up and can be changed. For services to be sustainable, they need to be fluid and allow the way they are delivered to ebb and flow as needs and the environment change over time.

Service design is closer to change management than app development. It suffers from the term design, which will always be the most significant challenge - explaining that we do not "design websites" and that a website is not a service.

You cannot change a service's outcome or delivery without investment from an organisation's leadership team.

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



The Service Organization: How to Deliver and Lead Successful Services, Sustainably by Kate Tarling

This book quickly became a replacement for This Is Service Design, Doing and Thinking when it comes to case studies, guidance and advice on how to implement service design processes into immature organisations, develop and build sustainable practices and live to tell the tale.

Platformland: An Anatomy of Next-Generation Public Services by Richard Pope

One of the Government Digital Service (GDS) founders, Richard has released this powerful book in 2024 which provides a new language and way of thinking about the creation of public services. The principles presented I believe are going to underpin how work is done, particularly in UK Government over the next decade.

Turn The Ship Around!: A True Story of Turning Followers into Leaders by L. David Marquet

A completely unexpected, powerful insight into how to find your feet as a leader, what it means to lead and how you can make radical change with dramatic impact. This book is the autobiography of what can happen when you co-design systems with your crew and is the most important book you'll ever read.

I have X years of working experience in service design:

7

My working experience in service design includes involvement in:

- Service design projects
- Service design consultancy
- Service design training
- Business

I have particular experience in the following service sectors:

UK Civil Service, both central Government and Local Authorities

Healthcare, private and public

Utilities

Insurance

Financial Services

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:

duration of project (from-to): 8-weeks

organisation: Adur & Worthing Council

topic: Introducing Agile Service Design

outcome: New capabilities for the team to design, test and deliver iterative improvements to the service without needing to invest in platforms and be driven by user-needs.

impact: The digital service was delivered in less than 3 months including training front-door staff to support people that present themselves to the council in need of housing, or at risk of homelessness. It started a programme of transformation for services in the council taking the same framework for design thinking to problem solving and decision making on technology investments.

links to the SDN Case Study Library, SDN Awards entries or other sources where more details of the project can be found:

<https://www.byandyparker.com/work/adur-and-worthing-councils>

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

5



My philosophy as a trainer is:

You know more than you realise, and when you are working, you have many skills that have become muscle memory, and it is easy to forget that not everyone has them. Teaching the basics is enormous for anyone who's never done those things before.

All your learning should be accessible, by that I mean use simple language, avoiding abbreviations and slang and checking with people throughout that the format works for them because everyone is different.

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

I have delivered training in the following in-house at Kin and Carta in 2024

- Prototyping business models
- Service Design Blueprinting
- Interview techniques from coaching practice
- Stakeholder mapping to understand valuechains

I've previously provided the following training courses as part of UXBristol:

- Tell me more about that, a guide to deep listening for researchers
- Experience Mapping, how to tell the story of your product and find problems with customers

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

English

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

United Kingdom, London and Brighton

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
- User research/deep customer insights
- Designing and conducting co-creation workshops
- Visualisation techniques
- Facilitation skills for service design
- Prototyping of services
- Business model development
- Building in-house service design capabilities
- Exploration of systems

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:

MRI Scanner redesign for children by IDEO. I love this example because it is clear how the problem space was identified and is built on empathy. It isn't about solving a problem with a website or an app, and demonstrates that you need a team of people to achieve a common goal.

[https://www.ideo.com/en-gb/blogs/inspiration/from-design-thinking-to-creative-confidence?](https://www.ideo.com/en-gb/blogs/inspiration/from-design-thinking-to-creative-confidence?srsltid=AfmBOor_C7vk9uMxGqupgIFxTUfClqIJ0UomB5y6s4cEaG0F8q6pNcN)

srsltid=AfmBOor_C7vk9uMxGqupgIFxTUfClqIJ0UomB5y6s4cEaG0F8q6pNcN



The development and rollout of M-Pesa a mobile payment system in Kenya. I think it is a great example of how a single idea at scale needs stakeholder mapping and development to get ecosystem to work and be sustainable.

<https://d3.harvard.edu/platform-rctom/submission/m-pesa-when-mobile-money-revolutionizes-banking-in-africa/>

Creation of assisted living for people with Dementia Hogewyk, is a perfect example of innovation that is led from a people-centric attitude. Its creation involved collaborative design approaches and co-design approaches to create the environment, required investment and trust from multiple partners. There is a depth of insight into the processes available through the site that covers numerous areas of how it came together looking at backstage and front of house systems and processes and how they brought partners and stakeholders together to understand the requirements and then test assumptions.

<https://hogewyk.dementiavillage.com/>

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

I don't understand this question. I will use tools that are relevant to the learning, and most likely the session itself will be intended to teach how to either use a method, or a tool?

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

Create assumptive maps, e.g. service blueprints, stakeholder maps, journey maps, systems maps, value chains, profit trees

Learnt methods for improving skills in data capture, analysis and synthesis. e.g. survey design, interview technique, designing a project plan, approaches to designing a hypothesis and prototyping to test it.

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 running a training course I use plenary structures that enable group discussion and addressing understanding throughout the session. I use exit sheets for getting feedback and communicating understanding of the course content at the end of the lesson. I introduce post-lesson feedback by survey at 3 weeks, 6 months and 12 months to understand the recall of the learning and understand whether it has been applied in that time, and if there's any reason it hasn't that is related to the content itself rather than the working environment, or context.

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

I was informed after a session on developing personas that students had struggled to make use of personas when going back to work, often finding that they may be able to do an initial proto-persona workshop with colleagues, or even build personas from validated data through customer research but then they were left as an artifact never to be used again.

I realised that my course was too focussed on how to gather evidence and make non-biased, or stereotypical prototype documents and didn't give equal care and attention to how to demonstrate their value to your colleagues and how to incorporate them into your design processes. This gave me an opportunity to address this balance, changing the format of the lesson to both focus on how to make meaningful personas and then example exercises on how to use them and get more engagement from your surrounding team.

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
- SDN Academy Course

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

I attend a local meetup in my area and across the UK and engage with the Slack communities both here in SDN and other local networks.

I have participated as a speaker in the following events:



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2017, UX Mapping Workshop - UI Breakfast

<https://www.youtube.com/watch?v=YY7qHE0e5YY&list=PLU8vjZVdgu5Lo2hKOso6pCI1j4qPNyHtU>

2016, Talk UX 12, microformats

<https://www.youtube.com/watch?v=-YFJ1Dcl-zs&list=PLU8vjZVdgu5Lo2hKOso6pCI1j4qPNyHtU&index=3>

2015, 300 Seconds, Enhance Enhance

<https://www.youtube.com/watch?v=qM47Chfmcxc&list=PLU8vjZVdgu5Lo2hKOso6pCI1j4qPNyHtU&index=4>

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