

## Self-assessment by Svitlana Shepel

SUBMITTED ON 23 JAN 2025



### A summary about me:

My academic background is Social Anthropology (MA) and Marketing (CIM PDM). I've applied it to the market research industry where I've been working for 17 years at both international market research agencies and in-house as a Head of Market Research. This extensive experience was essential for developing my professional path as a service designer bringing together my skills to identify key business and brand performance challenges, integrate consumer research insights into business solutions, contribute to business strategy development, lead cross-functional teams, and mentor research professionals. I possess 5 years' experience as a designer including in-house role within a Ukrainian bank.

### I currently work as a/at:

Service Designer at the Ukrainian bank PUMB (FUIB)  
<https://www.pumb.ua/en>

### My LinkedIn profile:

[linkedin.com/in/svitlana-shepel-acim-786ab52](https://www.linkedin.com/in/svitlana-shepel-acim-786ab52)  
I'm in a process of updating my LinkedIn profile with service design expertise and activities

### My social media channels:

I have Facebook account but use it for specific public posts connected with socio-cultural content  
<https://www.facebook.com/share/1DpnNfVUAS/>

### My educational background:

Service Design Network Academy Sept-Nov 2024  
• Service Design Masterclasses Series

LEAN Six Sigma - Yellow Belt 2021, Green Belt 2024

Projector School of Design & Development 2018-2024  
• Ideation Sessions May 2024  
• UX strategy Feb 2024  
• Participative Service Design (Research, Synthesis, Ideation, Prototyping, Testing) June-October 2023  
• UX Human-Centred Design & Service Design Jan-Dec 2018



School of Innovative Marketing RUUSH

• Jobs-to-be-Done interview for developing client-centred strategy Oct-Nov 2023

LEGO Serious Play methodology for facilitating cross-functional teams and prototyping 2021

TRIZ: Inventive Problem Solving. Theory & Practice - for generating and assessing ideas & solutions Mar-June 2019

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

#### 1. Design Thinking in general and Human-Centred design in particular

This theory constitutes the methodological ground for the service design approach providing algorithm and frames/canvases for understanding customers, identifying key challenges in their experience, generating efficient solutions, testing them with the target audience. It underlines the iterative character of the process to achieve the necessary results and encourages to verify hypothesis as quickly and cheap as possible to avoid unnecessarily resource spending and ensure business efficiency.

#### 2. Systems Thinking

Systems thinking is crucial for service providers since it allows them to grasp a systemic context of the service and its social, cultural, organisational influence. Service designers are encouraged to describe circular-sequential interrelations between elements within a system. Systems thinking motivates designers to find sustainable solutions which may benefit all key stakeholders.

#### 3. LEAN Six Sigma

It is a perfect complementary approach to service design since it provides well-developed tools to improve inefficient service/business processes, identify unmet customer needs and resource wastes. It also helps find root causes of insufficient customer satisfaction and organisational performance.

#### 4. TRIZ – The Theory of Inventive Problem Solving

It's a powerful approach to creative thinking and finding efficient solutions. It fosters innovations by identifying and resolving contradictions within a system, formulating ideal final result where the contradictions are resolved, generating and evaluating potential solutions based on particular criteria such as feasibility, impact, and efficiency.

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

There are plenty of useful professional resources. I would share some I consider practical for everyday work.

#### 1. This is Service Design Doing by Adam Lawrence, Marc Stinkdorn, Markus Edgar Hormess, Jakob Schneider

It's a practical guide providing different service design case studies and step-by-step advices on how to apply key service design methods at all double-diamond stages.

#### 2. Value Proposition Design: How to Create Products and Services Customers Want (The Strategyzer Series) by Alexander Osterwalder, Yves Pigneur, Gregory Bernarda

I used to address this book at the beginning of my service design practice to remind and look for necessary canvases, to prepare for crossfunctional workshops in terms of service design projects. It's well-structured with useful tips and practical advices on the tools implementation.

#### 3. Nielsen Norman Group (NNG) web resource

<https://www.nngroup.com/articles/>

This is obviously a respected resource on all possible service design topics, tools, and issues. It helped me many times when I searched for trusted advices or insights regarding a tool choice for a particular task or approach within a service design challenge.

#### 4. Touchpoint journal - Service Design Network (SDN) Publications

I was delighted to find out that in most cases Touchpoint editions are dedicated to specific service design issues, challenges, questions. So,



choosing an edition with a topic of your interest you get a collection of in-depth and in-trend articles written by authors from around the world. It is a wonderful source of insights and considerations on various service design topics.

5. IDEO web resource

<https://designthinking.ideo.com/resources>

Here one may find plenty of interesting case studies, respected practical resources and insights regarding service design approaches to different areas – from innovation to education & non-profits organisations.

6. Sessionlab web resource

[https://www.sessionlab.com/library/idea\\_generation](https://www.sessionlab.com/library/idea_generation)

This is one more wonderful collection of tools, approaches, exercises when preparing to a workshop within a service design project. I regularly check this website looking for inspiration and ideas for my workshops.

7. Chad Littlefield YouTube videos on facilitation tools

<https://www.youtube.com/watch?v=11uBhuTCVGg>

[https://www.youtube.com/watch?v=XC\\_a6SxNUzg](https://www.youtube.com/watch?v=XC_a6SxNUzg)

It's very practical resources for online facilitation. I successfully used some ideas of techniques and exercises for my online workshops with cross-functional teams within service design projects.

**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 training

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

extensive experience in Finance; some experience in Culture (Museum), Postal Service, Taxi, Charity Organisations

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

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

I'll describe five different service design projects I worked on at PUMB bank during 2021-2024.

1.

Duration: February-April 2021

Topic: Developing an onboarding programme for new debit card users

Goal: to encourage new debit card users to take full advantage of the card features according to their needs by increasing awareness of the debit card terms and benefits

Outcome: developed a mobile application onboarding programme for new debit card users within their first three months of the card use

Impact: increased % of clients who conduct 3+ transaction types monthly within the first three months of debit card use

2.

Duration: April-May 2021

Topic: Online personal cabinet for the bank employees

Goal: to develop convenient personal cabinet for different staff groups such as employees, managers, administrators

Outcome: developed and tested concept of the personal cabinet – ready to implement

Impact: more efficient personnel management due to both employees' personal access to their profile and necessary data, and managers' personal access to their team profiles, indicators, and other necessary data

3.



Duration: January-February 2022

Topic: Developing online cabinet for the bank corporate managers and financial leasing partners

Goal: to optimise interaction between the bank and financial leasing partners in order to be more attractive for them than competitors – to extend the current contracts and to get new ones

Outcome: results of the conducted customer research and prototype tests showed that online cabinet by itself will not solve the task of winning new financial leasing partners and contracts; the goal demands the business strategy revision and developing improved value proposition

Impact: the business accepted the project results, postponed investments into the partners' online cabinet and focused on the strategy revision

4.

Duration: June-September 2023

Topic: Developing a strategy and value proposition for the bank's clients abroad (who were forced to move abroad from Ukraine due to the russian invasion in 2022)

Goal: to retain current clients and attract new ones

Outcome: valuable insights on the target audience needs, pains, and gains converted into business strategy and prioritised backlog for product & service improvements and innovations

Impact: profit growth due to increased number of target transactions (such as currency exchange and deposits opening via mobile application) among the current and new clients; increased client satisfaction level due to implementation of the desired features in the mobile application

5.

Duration: February-September 2024

Topic: Generating offers and processing them by premium personal managers; it was a successful mix of the service design & LEAN approaches

Goal: to increase the efficiency of generated offers - quantitatively (% of the processed offers) and qualitatively (% of the proper clients' actions as a result of the processed offers)

Outcome: revised service model, value proposition, and CRM system; as a result, improved experience of premium personal managers and premium clients

Impact: increased % of the sold premium packages to potential clients; increased % of the attracted high-value premium clients; decreased % of the premium client claims and complaints

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

4

**My philosophy as a trainer is:**

1. Learning by doing - the more practice the better
2. To teach systems thinking - to see and understand a particular business challenge as a part of wider system, to find the root causes instead of being focused just on symptoms
3. To learn by practicing on real work cases If it is possible in order to make learning more motivated, conscious, and in real context
4. Co-creation is highly important. To learn to involve relevant stakeholders on each service design stage
5. To provide some mentorship to participants after the end of the training to support them in their independent experience of applying new knowledge.

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

My educational experience was as follows:

- Service Design module within the Product Owner School, FUIB;

three streams in Jan-Feb 2025, Oct-Nov 2023, October 2021, around 30 participants

- Webinar on the JTBD approach for FUIB CX team; February 2024, 2 hours, 17 participants

- Training on Value Proposition Canvas for FUIB Project Managers; July 2023, 3 hours, 24 participants

- Mentoring a cross-functional team on service design and LEAN Six Sigma approaches during a work project at FUIB; Jan-Dec 2024

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

Ukrainian



I can do this in English as well

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

Ukraine

I cover the following topics during my training offerings:

- History of service design
- Definition of service design
- Relationship of service design to agile, scrum and lean
- Service dominant logic
- 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
- Measuring impact of service design, relating it to Key Performance Indicators (KPIs)
- Building in-house service design capabilities
- Working with complex service systems
- Service design for cultural change
- Organisational development
- Change management

My training participants typically have the following level of experience:

- Novice (new to service design)
- Fundamental (basic knowledge)
- Advanced (practical application)

These are my favourite cases I use to inform participants about the impact and value of service design:

In the most cases, I prefer to teach my internal teams on real work projects we have conducted at PUMB since this increase participants' motivation.

However, I regularly use well-known international cases to support and evident the impact and value of service design. Here are some examples:

- S-oil "Here Balloon" solution

<https://www.youtube.com/watch?v=ccM8RLLKasw>

Case about finding an elegant, relatively cheap solution to a considerable parking problem in Southern Korea (South Korea's capital had some of the highest gasoline consumption in the world. What's more, car use was increasing, petrol costs rising, and parking spaces scarce. Every day, a Seoul driver wanders for 500m to find a space. Over a month, this comes to 15km of driving. People were using around a litre of gas just trying to park)

- Prototyping Kitchens: McDonald's Service Prototype from the 50's

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

Case about using prototyping to find a solution to a complicated problem quickly and cheap (the scene from "The Founder" explores how McDonald's pioneered this efficient, assembly-line-style food preparation system. It shows the creative prototyping process that the McDonald brothers used to perfect their service model and how it became the cornerstone of their global success)

- London 2012 Olympic and Paralympic Games

<https://www.youtube.com/watch?v=Q6vZC8axzIc>

Video about changing focus from only athletes to spectators as an important target audience when designing the participants' 360 degrees experience



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

### - Customer Journey Mapping and Service Blueprinting

These two tools often go together when a product team has service gap or a business challenge. They help to visualise and arrange step-by-step customer experience and the backstage staff, processes and their interactions which influence that customer experience. They also allow to reveal the service gaps and process wastes which lead to customer pains and organisational inefficiency.

### - Tools for ideating / generating ideas of solution

Different types of brainstorming (classical, round, reverse) – allow participants not only generate their own ideas but also elaborate/develop ideas of others. Sketching / storyboarding (like crazy 8s) – help to create by doing or ideate with hands which might help to unblock creativity. Association techniques (like Random Word Association) – combining functions and features of two unconnected objects to create unexpected solution which later on might be developed in quite practical manner. More ideas for ideation may be found in TRIZ (Theory of Inventive Problem Solving) approach.

### - Service Prototyping and testing

There are plenty of ways to prototype and test new solutions depending on a project goals and service context. Prototyping helps to check whether a solution really solves customers' pains and organization's issues in a relatively quick and cheap way. It provides evidence for a conscious decision on what change should be implemented.

### - Planning solutions implementation

It is important to strategically plan further implementations from the very beginning of a service design project to take into account possible risks and constraints, to involve key stakeholders who will help to provide necessary resources and own the changes. It is also vital to carefully plan implementation of the best tested solutions to guarantee successful changes and reach the project goals.

### - Storytelling & pitching

Storytelling for pitching is a very useful skill when service designers need to promote a customer-centred approach in an organization, to pay attention of a product team to a particular service issue or gap, to persuade a sponsor or key stakeholder to allocate necessary resources for the desired change.

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

- Conduct customer research
- Analyse the research results identifying customer needs, pains, gains, finding service gaps and valuable insights, formulating HMW focus question
- Create CJM and a service blueprint – both current and future/improved
- Ideate generating possible HMW solutions
- Prioritise the revealed service issues and generated ideas
- Create and test service prototypes
- Develop an implementation plan of the improved service
- Identify key metrics to monitor the state/success of the service improvements
- Effectively collaborate with the project team

## 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:

- Participants' feedback at the end of each session
- Quiz on previous session at the beginning of the next session
- Home assignments in-between the sessions
- Personal work project after the training with mentoring and feedbacks

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



1. Participants mentioned that they had lack of time for practice on synthesis & analysis after the conducted interview with clients. I have split larger groups into smaller sub-groups of 4 people to help each one to be fully involved into the process and get the relevant experience
2. Participants were overloaded with work projects at the end of the year and postponed their home assignments, therefore they didn't consolidate knowledge just after the training. For the next PO school we agreed to conduct sessions in the first half of the year to allow enough time to complete their home assignment.
3. In the pre-training research, future participants asked for as much practice as possible. We revised the programme to optimise the theory part and increase a number and a range of practical exercises to let them strengthen their skills.

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 National Conference
- SDN Academy Course
- Global Service Jam

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

participation in the local conferences on service design and CX; volunteering as a facilitator or a team member in service design projects for NGO and public sector; participation in the service designer methodological discussions and meetups.

I have participated as a speaker in the following events:

n/a

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

n/a

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