Self-assessment by
Hanan Alanazi

A summary about me:

Hi, I'm Hanan AlAnazi — a Service & Experience Designer turning complexity into clarity. With a strong foundation at SPL and Mrsool, I've led 30+ initiatives across logistics, tech, and healthcare, crafting human-centered services that bridge strategy and execution. I specialize in research, blueprinting, prototyping, and systems thinking to deliver impact at scale. From backstage optimization to end-user transformation, I bring empathy, structure, and creativity to every challenge. Whether driving innovation in cold-chain logistics or mentoring at national hackathons, I design services that truly work — for people, and with them.

I currently work as a/at:

I'm Currently working as a Service and Experience Design Specialist at Saudi Post | SPL.

My LinkedIn profile:

https://www.linkedin.com/in/hanan-alanazi?
lipi=urn%3Ali%3Apage%3Ad_flagship3_profile_view_base_contact_details%3BJt9qIyQYRe6oCWSGBZrOZw%3D%3D

My social media channels:

Behance: https://www.behance.net/hananalanazi
Medium: https://medium.com/@alanazihanan06

My educational background:

Bachelor's Degree in Computer Science and Minor in Digital Media Systems at Prince Sultan University.
Service Design Masterclasses Series – Professional Accreditation at Service Design Network Academy (SDN)
UX Certification at Nielsen Norman Group (NN/g)
Product Management Nanodegree at Udacity

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

Systems Thinking: I apply systems thinking to understand and design within complex ecosystems — from national cold-chain logistics to multi-stakeholder delivery services. This helps me uncover interdependencies, identify root causes, and ensure that solutions address both surface-level pain points and deeper systemic issues.

Human-Centered Design (HCD): At the heart of my practice is empathy. Whether interviewing customers, observing backstage operations, or working with patients with vision impairments, I use HCD to ensure services are inclusive, relevant, and grounded in real human needs and behaviors.

SDN∞
SERVICE DESIGN NETWORK

Service Blueprinting & Orchestration: I introduced and scaled a blueprinting library at SPL to bring clarity to services across biopharma, forensics, and ecommerce. Mapping frontstage and backstage activities has been essential in bridging silos, streamlining operations, and ensuring service consistency.

The Double Diamond Framework: This model helps me structure design sprints — from expansive discovery (e.g., field visits to SPL distribution points and branches) to focused delivery of tested solutions. It's especially useful in aligning cross-functional teams and stakeholders.

Co-design: My work involves designing services where value is co-created — not just delivered. At Mrsool, for example, I shaped experiences by collaborating directly with customers, couriers, merchants, and agents to ensure solutions genuinely met their needs.

Inclusive Design Principles: Accessibility isn't an afterthought. My collaboration with the Authority for Persons with Disabilities (APD) at SPL focused on improving medication delivery for vision-impaired patients, applying inclusive design to make services usable by all.

Root Cause Analysis (RCA): To address recurring service issues like abandoned or returned shipments, I conduct deep discovery research — combining interviews, observations, and RCA techniques to uncover and fix root causes, not just surface symptoms.

Participatory Design: I believe in designing with, not just for, people. Across projects — from government partnerships to hackathon mentorships — I bring diverse voices into the process to co-create solutions that are practical, adopted, and impactful.

Design Heuristics (Nielsen's 10 Heuristics): These usability principles inform my digital design work — especially when crafting tools and support flows for Mrsool agents or SPL couriers. I apply heuristics such as visibility of system status, user control, and error prevention to ensure interfaces are clear, efficient, and supportive of real-world tasks.

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

Service Design Network (SDN) – Articles, case studies, and accreditation materials for large-scale service transformation and best practices.

Nielsen Norman Group (NN/g) – UX research, heuristics, and strategy resources supporting frontstage and backstage design.

Universal Design Guide – Frameworks for designing accessible and inclusive services, especially for users with disabilities.

Board of Innovation – Practical tools and templates for translating service insights into actionable business strategies.

UX Collective (Medium) – Up-to-date articles and discussions on UX and service design trends and experiments.

IDEO – Human-Centered Design toolkit and case studies for participatory design and co-creation methods.

Books:

Just Enough Research by Erika Hall

This is Service Design Doing by Stickdorn et al.

Mapping Experiences by Jim Kalbach

Design for Services by Meroni & Sangiorgi

The Design of Everyday Things by Don Norman

Service Design Community & Peer Learning – Continuous learning through mentoring, meetups, and hackathons.

Formal Education & Courses:

NN/g UX Certificate (5-course track)

Service Design Masterclasses by SDN Academy

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
- In-house Service Designer

I have particular experience in the following service sectors:

I worked for both public and private sectors in projects within Logistics and Transportation, Healthcare and Pharmaceuticals, Foodtech and Food Delivery, E-commerce, Government and Public Services, Entertainment and Sports

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

30

These are the service design projects I have successfully delivered:

Due to NDA agreements, detailed case studies cannot be shared publicly. Below is a brief overview of key initiatives:

MRSOOL

Customer Support Service Design (2022-2023): Led a three-phase project to design a unified support ecosystem for customers, couriers, merchants, and agents. Outcomes included a mobile support system, partner portal widget, and agent-side Zendesk tools, significantly improving complaint resolution efficiency.

Courier Experience Initiative (2021-2022): Designed end-to-end courier delivery journeys, support systems, profiles, and loyalty programs to enhance courier engagement and operational efficiency across formal and crowdsourced fleets.

SPL (Saudi Post)

Forensics and Toxicology Sample Delivery (2024): Developed a specialized logistics service to transport medical samples securely across hospitals and labs in the Kingdom, supporting Ministry of Health requirements.

Nazeel Prison Shipment Delivery Service (2023-2024): Designed an accessible, citizen-friendly service for sending shipments to prisoners, improving ease of use and trust in delivery processes.

National Address Personalization Service (2023): Shaped the first-ever address personalization platform for citizens to customize short addresses, enhancing user control and national addressing accuracy.

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

1

My philosophy as a trainer is:

My philosophy as a trainer is rooted in empowerment, hands-on learning, and fostering collaboration to unlock creative potential in service design.

I believe successful training sessions are those that go beyond theory, immersing participants in practical tools and real-world challenges to build confidence and tangible skills.

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

During the COVID-19 pandemic, I facilitated remote workshops for Prince Sultan University in collaboration with the EdTech Club, mentoring faculty and students to master Miro for effective online collaboration. The sessions combined guided tutorials with interactive challenges, ensuring participants not only understood the tools but applied them in their academic and team projects.

Earlier, I volunteered with iCreate Kids Academy, managing young learners aged 3–12 as they created game assets and developed playable games using Adobe Photoshop and GameSalad. This experience strengthened my belief in engaging learners through creative, project-based activities that make learning meaningful and fun.

More recently, I've mentored teams in multiple hackathons organized by the Transport General Authority and SPL, guiding around 70 participants in logistics innovation challenges. I focus on helping teams translate ideas into actionable concepts by facilitating ideation, problem-solving, and strategic thinking under tight timeframes.

Within SPL, I also provide mentorship during internal hackathons and innovation challenges, nurturing a culture of continuous learning and design thinking. For me, training is a dynamic, two-way exchange where I support learners in gaining not only knowledge but also confidence to drive impact through service design.

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

English or Arabic

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

Saudi Arabia, Anywhere if remotely

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
- Prototyping of services
- Business model development
- 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
- Prototyping

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:

GOV.UK (UK Government Digital Service - GDS)
Transformed fragmented government websites into a unified, user-centered digital service. Used service design to simplify complex public services (e.g. tax, passports, benefits) and align cross-department systems through consistent design, accessibility standards, and iterative delivery.
???? https://gds.blog.gov.uk

Spotify – User Onboarding & Personalization
Used journey mapping and prototyping to create tailored onboarding flows and music discovery experiences.

Dropbox – Team Collaboration Experience
Applied service design to redesign the core collaborative experience, improving team productivity tools and integrations.

Notion – Product Modularity & Ecosystem Design
Focused on user-configurable workflows through deep understanding of individual and team productivity needs.

IKEA – Customer-Centric Omnichannel Experience
Used service blueprints to align digital, in-store, and delivery experiences across global markets.

Airbnb – Trust & Safety for Hosts and Guests
Reimagined trust-building mechanisms, communication tools, and onboarding journeys using service design.

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

In my sessions, I rely on a range of service design methods and tools that support both strategic thinking and practical implementation. These include user interviews to uncover deep insights from end-users and frontline staff, and guerrilla testing to quickly validate assumptions in real-world settings. I often use roleplaying to simulate service scenarios and stress-test interactions across touchpoints. Tools like the Business Model Canvas help align service concepts with organizational goals, while journey mapping is essential for visualizing the user experience across channels. Service blueprinting extends this by integrating frontstage and backstage elements, ensuring operational alignment. To understand the broader service context, I apply stakeholder mapping and ecosystem mapping to identify all actors and systems involved — particularly useful in complex logistics services involving ministries, couriers, and citizens. These tools not only guide collaborative design but also ensure services are grounded in user needs and organizational reality.

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

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

Conduct user interviews and field research to uncover service pain points and needs.

Map customer journeys and identify critical touchpoints across channels.

Create service blueprints that visualize both frontstage and backstage processes.

Apply systems thinking to understand the broader service ecosystem.

Prototype service interactions using low-fidelity methods like roleplaying.

Evaluate service experiences through rapid testing techniques like guerrilla testing.

Utilize tools such as the Business Model Canvas and stakeholder maps to inform strategy.

Communicate service design insights effectively to cross-functional teams.

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:

Usually a simple and short Feedback Survey, includes rating scale and open ended questions.

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

Usually I join one-time sessions, however during Miro Training at Prince Sultan University: Participants requested more hands-on practice and more tools to use during their learning joureny, so alot of post-session communication to share more.

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 Masterclass

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

Engaging in industry-wide events and collaboartions, whether its webinars, workshops or hackathons. Mentoring Juniors whether its my internal team, or others in community.

Contact details:

Hanan Alanazi
Riyadh, Riyadh Riyadh
alanazihanan06@gmail.com