

## Self-assessment by Jesse Grimes (he/him)

SUBMITTED ON 07 APR 2019



### I currently work as a/at:

I have my own independent company: [kolmiot.com](http://kolmiot.com)

Twitter: [@kolmiot](https://twitter.com/kolmiot)

Instagram: [kolmiot](https://www.instagram.com/kolmiot)

Linkedin: [www.linkedin.com/company/kolmiot-service-design](https://www.linkedin.com/company/kolmiot-service-design)

### My educational background:

I am a self-taught service designer. I started work in the field in 2007, and was hired as a service designer in 2008. My background from 1999 to 2007 was as a senior-level interaction/UX designer.

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

Deep, contextual research of service users throughout a project

A holistic perspective of service provision

Inclusion of stakeholders in the design process for a multidisciplinary perspective

Inclusion of end users in the design process through co-creation

Frequent prototyping and user research to determine performance of service concepts

A balancing of needs of the business/service provider in decision making

A systems perspective when working with complex service systems

Visualization as a tool for communication and stakeholder engagement

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

Touchpoint, TISDD, TISDT, Designing the Invisible, Design a Better Business, Scaling Lean, Running Lean, The Corporate Startup

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

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

Financial services, insurance, innovation environments (e.g. startup labs, accelerators), and for specialized software and industrial companies

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

Laurea University (2019): Design and leadership of a 70+ person two-day service design jam for creating concepts for the circular economy.



DITL, Taiwan (2019): Half-day workshop on service design for innovators and startups, as part of the Service Plus service design conference.

ING Labs (2017-2018): As a service design coach for several innovation teams. Included trainings and workshops.

BeFrank (2017): Service designer and creative lead for a pension provider. Included several service design workshops.

Facebook/TTC Labs (2016, 2017): Facilitation and then participation in workshops for a personal data trust and privacy project initiated by Facebook.

Akzo-Nobel (2017): Design and facilitation of global service design workshop.

Moneyou (2016-2017): As a service designer and service design coach for a Dutch banking innovator. Included trainings and workshops.

ABN AMRO (2016): Customer journey mapping training for members of the bank's CX department.

SDGC19 Amsterdam (2019): Designed and co-facilitated a workshop on customer journey and content strategy.

Rabobank (2014-2016): Establishment of an internal service design team, including interim team leadership, over three years. This role included many trainings on service design tools and techniques for both UX team members and marketing experts from across the bank. In addition my tools were adopted as team standards that are still in use today.

Details of those projects can be found on my LinkedIn profile: [www.linkedin.com/in/jessegrimes](https://www.linkedin.com/in/jessegrimes) and on my business website: [www.kolmiot.com/service-design-cases](http://www.kolmiot.com/service-design-cases)

My other experience includes service design-related courses and workshops for the UWV (Dutch government social security agency), Priva (agritech), Ben (mobile phone provider), Centraal Beheer (insurance company), Interpolis (insurance company), CZ (insurance company).

**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:**

For me, the characteristics of successful service design training include:

- An inclusive environment where there is no fear of failure, and an openness to creativity and experimentation
- Interaction between the participants and the trainer
- A healthy mix of theoretical teaching with hands-on activities
- The use of real-world cases for activities (either provided by the trainer, or brought by participants)
- Use of real-world examples, references to case studies, and takeaway materials
- Approach and activities customized where possible to organizational needs
- Smaller groups for activities to ensure engagement of everyone
- A co-facilitator for larger trainings
- Clear agenda and respecting start/end times

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

Circular Economy Jam (March 2019), Laurea University, Helsinki, 70+ attendees, 2 full days: For this Google Design Sprint plus Global Service



Jam-inspired event, I designed a very detailed facilitation plan which was used by 11 facilitators. There were seven groups of attendees, and each half-day session was adapted to the double diamond approach. I gave plenary presentations at the start of each half-day.

(Service) Design Thinking for Startups and Innovators (March 2019), DITL Design, Service Plus Conference, Taipei, 28 attendees, half-day: For this workshop, I introduced a mix of service designers and non service designers to some of the key attributes and techniques of service design (holistic perspective, deep customer empathy, journey mapping) over the course of a half-day workshop, with a mix of lectures and hands-on activities, including my own self-developed canvas.

In-house service design training (4 workshops in 2018), Informaat, the Netherlands, approximately 20 people each time: For many years I designed and ran in-house service design workshops and trainings for Informaat employees (UX designers, content strategists, etc.). In 2018, I conducted four of these workshops.

ING Labs, early 2018, Amsterdam, 40+ people: During my time as a service designer and design thinking/service design coach, I ran several workshops for up to 40+ people at a time. Topics included: Design thinking (general), customer journey mapping, service ecosystems, and user research design (experimentation).

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

English, Dutch

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

Amsterdam/Europe/World-wide

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

- Relationship of service design to agile, scrum and lean
- User research/deep customer insights
- Visualisation techniques
- Prototyping of services
- Implementation of service design concepts
- Measuring impact of service design, relating it to Key Performance Indicators (KPIs)
- Leadership/management of service design projects
- Exploration of systems
- Service design for cultural change
- Organisational development

**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:**

Engine's late 2000s redesign of Heathrow T3 (well-documented, relatable service experience, seen as a pioneer and classic case)

Project-specific experience from my time at Dutch bank Rabobank (commercially-sensitive projects, but demonstrated adoption of service design techniques by marketeers, and their direct influence on improved service provision by business units of the bank)

UK.gov for its respected public sector approach and top-down strategy of applying service design across a wide variety of governmental services. Also the work of Cork County Council in Ireland.

In addition I sometimes look at winners from the SDN Award that are in fields related to my client's work, and share the information made



available in the Award submission.

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

Customer research methods, journey mapping, digital prototyping methods, physical prototyping methods, service ecosystem, canvasses (BMC, VPC, etc.), two-sided platform canvas, persona creation, customer development techniques (Lean Startup), experimentation techniques (Lean Startup), content strategy techniques (including content journeys), branding and brand expression techniques, storyboarding, roleplaying, etc.

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

Learn how to map the stakeholders relevant to a service design project  
Learn how to scope a service design project (timeline, activities, deliverables)  
Learn how to scope service design-related customer research  
Learn how to scope journey mapping work  
Completing service- and business-related canvasses  
Learn different research methods (digital and in-person) to deliver qualitative and quantitative data  
Learn how to derive insights from research data (e.g. JTDs and HMWs)  
Learn how to document a service ecosystem  
Learn how to create a macro customer journey  
Learn how to create a customer journey  
Learn how to create a content journey  
Learn how to create personas  
Learn how to prototype digital services (different methods)  
Learn how to prototype physical services (different methods)  
Learn how to brainstorm and ideate (different methods)  
Learn how to test a prototype with end-users  
Learn how to evaluate the performance of a prototype  
Learn how to balance organizational vs. business needs when prioritizing service development or improvement  
Advice on implementing service improvements and new services

### 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:

At Informaat we used anonymous and non-anonymous feedback after trainings, via an online form. I always end sessions with a retrospective Q&A on what attendees found valuable and what they would change.

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

I have learned to more successfully predict the pace at which trainings go due to levels of service design (or design) maturity and also cultural language factors.

I have improved some of my training documents/materials when it became clear that more description/instruction was valued by attendees.

### 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 Masterclass

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

I run SDN Netherlands and regularly arrange, host and speak at Chapter events. I also visit and speak at non-SDN meetups in the Netherlands, and have been a guest speaker/attendee at SDN Chapters outside NL. I also write and edit Touchpoint and play other active roles within the



SDN community.

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

2019: Keynote speaker Service Plus conference (Taiwan):  
[www.ditltdesign.com/serviceplus2019](http://www.ditltdesign.com/serviceplus2019)

2019: Speaker and lead facilitator, Laurea University Circular Economy Jam [www.laurea.fi/en/current-topics/events/circular-economy-jam-hosted-by-laurea-on-27-28th-of-march/](http://www.laurea.fi/en/current-topics/events/circular-economy-jam-hosted-by-laurea-on-27-28th-of-march/)

2018: Speaker at several SDN Netherlands Chapter events

2018: Speaker at World Eco Design Conference (Guangzhou)

2018: Keynote speaker at Didi-Chuxing service design event (Beijing)

2017: Speaker at several SDN Netherlands Chapter events

2016: Speaker at Service Design Innovation Forum (Shenzhen)

2016: SDGC16 panel host, Masterclass facilitator

2016: Speaker at several SDN Netherlands Chapter events

2016-2018: Speaker, judge - Global Service Jam (Amsterdam edition)

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

Multiple interviews for Touchpoint

Six Hacks for Service Designers in Agile Settings (Touchpoint Oct 2017)

Using a Service Ecosystem to Quickly Grasp Complexity (Touchpoint Sep 2018)

Go Big or Go Home? (Touchpoint Sep 2017)

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