

Self-assessment by Raisa Maijala

SUBMITTED ON 01 JUN 2018



I currently work as a/at:

I am a founder of Oulu based service design company where I work as a service designer/CEO. I am also key responsible for leading and planning our service design process and tools which are used in customer projects.

<https://www.linkedin.com/in/raisa-maijala/>

<https://www.linkedin.com/company/palvelupolkuja-oy/>

<http://www.palvelupolkuja.fi/en/>

My educational background:

Educational background

University of Oulu. Master of Arts (Library and information science) 2004-2008

Rovaniemi Polytechnic. BBA (Business, marketing, tourism) 2000-2004

Studies in Service Design and Design Thinking

University of Lapland. Service Design -course 2014-2015

The Interaction Design Foundation

Degree Name Other Field Of Study Professional Education Grade User Experience and Interaction Design

Dates attended or expected graduation 2016

- Mobile User (UX) Design
- Design Thinking: The Beginners Guide
- Conducting Usability Testing
- The Practical Guide to Usability
- User Experience The Beginners Guide
- Web Design for Usability (Best in class)
- User Research - Methods and Best Practices (Best in class)
- UI Design Patterns for Successful Software

University of Lapland, Open University. Design Management and Service Design. Jan 2018 -Dec. 2018

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

- Empathy
- Human centered design



- Visualizations
- Workshops
- Customer oriented approach
- Creative thinking

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

- This is Service Design Thinking – Marc Stickdorn (2012)
- This Is Service Design Doing: Applying Service Design Thinking in the Real World – Marc Stickdorn (2018)
- Tarinallistaminen (storification) – Anne Kalliomäki (2014)
- Ylivoimainen asiakaskokemus (customer experience) – Kari Korkiakoski & Belinda Gerdt (2016)
- The Service Design Network

I have X years of working experience in service design:

3

I have particular experience in the following service sectors:

Tourism, healthcare, customer relations and public sector.

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

1

My philosophy as a trainer is:

I believe in Learning by doing -method and putting things in a concrete form. Usually my service design trainings contain a lot of practices and examples from real world. After all it is easier to understand the theory, when you are able to try for example different tools in action.

Successful service design training session is all about trust. If you can make participants feel relaxed they will learn more, they feel free to ask questions and innovate more.

Successful service design training session also provides up- to-date, relevant information.

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

- Metsähallitus, 23.11.2017

Service Design and storification -workshop for entrepreneurs in tourism business

Number of participants: 20

- Oulu Business school. 27.1.2018 and 28.1.2018

Nordic creativity, innovation and entrepreneurship

Number of participants: 10+8

- Avartum Oy. 16.4-20.4.2018

Service Design and Digital marketing

Number of participants: 16

- Ppsotu 26.5.2018

Practical Service Design for societies and organisations

Number of participants: 12



<http://www.palvelupolkuja.fi>

<https://www.linkedin.com/company/palvelupolkuja-oy/>

<https://www.facebook.com/palvelupolkuja/>

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

Finnish

English

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

Finland

I cover the following topics during my training offerings:

- History of service design
- Definition of service design
- Differentiation of service design to other approaches like design thinking, service marketing and service branding
- 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
- Business model development
- Measuring impact of service design, relating it to Key Performance Indicators (KPIs)
- Leadership/management of service design projects
- Building in-house service design capabilities
- Working with complex service systems
- Exploration of systems
- Service design for cultural change
- Organisational development
- Empathy

My training participants typically have the following level of experience:

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

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

- Essence: Service Design Airport Experience - Commercial Journey Vision

<https://www.service-design-network.org/case-studies/cs0essence-service-design-airport-experience-commercial-journey-visio>

- People's Pharmacy

<https://www.service-design-network.org/case-studies/hellon-peoples-pharmacy>

- Travellab – improving the customer experience for transfer passengers

<https://www.service-design-network.org/case-studies/travellab-improving-the-customer-experience-for-transfer-passengers>



- The Three Layers of Service Design Impact: A framework for mapping design and business impact

<https://www.service-design-network.org/touchpoint/vol9-2-measuring-impact-and-value/the-three-layers-of-service-design-impact>

- From Products to People

<https://www.service-design-network.org/touchpoint/touchpoint-1-1-what-is-service-design/from-products-to-people>

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

- User research methods (interviews, desk research, shadowing, cultural probes, benchmarking, etc.)
- Ideation (Brainstorming, etc.)
- Stakeholder map
- Personas
- Empathy map
- Customer journey
- Prototyping
- Service Blueprint

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

- Understand what service design is
- Get acquainted with the service design process
- See the benefits of service design
- Use the service design tool in their own work
- Think differently, creatively
- Take into consideration the user and the need of the user
- Create a customer journey
- Create personas
- Use different materials in planning and prototyping

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:

The participants use the service design methods in their own personal cases and they set themselves targets, that they need to reach with the help of service design.

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

- "A lot of information"
- "A pre-assignment would help"
- "One day is too short"

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 National Conference
- Northern Service Day in Oulu

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

I participate different events and share information about service design on social media.



I have participated as a speaker in the following events:

Oulu Business school (Oulu international Summer and winter Program)

- Course on Nordic creativity, innovation and entrepreneurship
- Students from University of Shanghai
- 27.01.2018 (10 students) and 28.01.2018 (8 students)

<https://www.linkedin.com/in/raisa-maijala/>

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

Pending article (empathy, service design and working life) on Ratkes -magazine, which is to be issued on August.

<http://www.ratkes.fi/lehti>

Contact details:

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