

ACCREDITED TRAINER

Self-assessment by Raisa Maijala

SUBMITTED ON 01 JUN 2018



My educational background is:

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

I currently work at/as a:

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/>

I have X years of experience applying service design in projects in order to improve or innovate service offerings for my clients:



I have particular experience in the following service sectors:

Tourism, healthcare, customer relations and public sector.

I regularly participate in service design-related activities in order to stay up to date, share my experiences with peers and get their supervision. Within the last 12 months, I have participated in the following activities:

- 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>

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

- Empathy
- Human centered design
- Visualizations
- Workshops
- Customer oriented approach
- Creative thinking

My philosophy as a trainer/coach 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.

I have provided service design training sessions for X years:

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Here is a list of all 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 offerings in the following language(s):

Finnish
English

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

Finland

I cover the following topics during my training sessions:

- Leadership/management of service design projects
- Facilitation skills for service design
- Measuring impact of service design, relating it to KPIs
- Business model development
- Working with complex service systems
- Exploration of systems
- Organisational development
- Service design for cultural change
- Creativity and ideation processes
- Change management
- Prototyping of services
- Implementation of service design concepts
- Visualisation techniques
- Design and conduct of co-creation workshops
- History of service design
- SD logic
- Differentiation between service design, service marketing, design thinking, service branding
- Relationship of service design to agile, scrum and lean
- Building in-house service design capabilities
- User research/deep customer insights
- 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 the most relevant resources I base my work on and I recommend to participants:

- 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

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

These are my favourite cases I use to inform 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>

I apply the following evaluation tools to make sure the participants have understood the content of my sessions and gained the expected competences/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.

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 always ask for feedback on my offerings and I systematically evaluate and improve. Examples of some feedback that led to improvements:

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

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