



SERVICE DESIGN AWARD 2020

REPORT: Project Title

Anonymity: The aim is to judge anonymous submissions. Please do not include your organisation name, client name or team names anywhere in the title or document. (Once finalists are selected in September submissions can be updated so they are no longer anonymous.)

FORMAT: A maximum of 5 pages - 2.350 words. You are allowed 1 additional A4 page only to be used for endnotes and references (if you have referenced academic articles or publications for example), these references will be excluded from the word count. Save as a single PDF file named "Report_Your Project Title". If the entry exceeds five pages, the jury will not consider this content.

CONTENT

The following section percentages do not need to be followed exactly, but are a helpful guide.

Introduction (5-10%)

- Initial challenge/ briefing
- Industry sector/ context
- Outcomes and objectives
- Target market

Process (30%)

Concisely explain and illustrate the entire end-to-end service design process or project development. This can include but is not limited to: visuals or images of specific tools and methods such as journey maps, stakeholder maps, service blueprints, personas and etc. These artifacts can be shared in the visual document.

- What type of research did you do and why?
- How many participants were involved in each stage of research?
- Explain how you gathered customer insights
- Describe the specific design tools, methods and processes
- Why were these specific tools and methods used?
- Outline key insights and how you used research findings to move the project forward
- Clarify how you developed and tested the product or service concepts

Outputs (30%)

Concisely explain and illustrate the outputs at each stage of the process, final deliverables to your client and the final user-facing outputs of the project. Make sure to isolate what you supplied from what client finally delivered to the market. Images and photos can be shared in the visual document.

Impact (30%)

The impact statement should, to the best of your ability, include before-and-after quantitative and/or qualitative data. In case of a methodology or project that has not yet been fully applied or rolled out, specify the projected impact based on your case study or other work.

- Describe cause and effect related to the project
- Describe the scale of impact locally and internationally
- What was the impact on the client department, wider organisation and other stakeholders?
- Did impact match initial objectives?

Conclusion (5-10%)

- Final thoughts and closing comments
- Highlight main takeaway and impact from the project