

## Service Design

### Group Training

Training code	CGASEDE-CE
Spoken Language	Dutch
Language Materials	English
Dayparts	4
Price	<b>€1.600,00</b> excl. VAT No extra costs.

### What is Service Design

After being introduced to Design Thinking and gaining some experience, it can be challenging to successfully apply it within your organization or project. This training offers the perfect solution. We encourage participants to bring their own cases so that we can work together on practical and relevant solutions. During this two-day hands-on training, you will learn everything about Service Design at an awareness level: what it means, when to apply it, and the conditions necessary to achieve results. We accomplish this by using the following tools and techniques: mindset mapping, simple customer journeys, creating and asking interview questions, affinity mapping, stakeholder mapping, service blueprint, and drafting an initial version of a design brief.

In this way, you will develop services that add value for users and create (new) propositions for your organization.

### Who should attend Service Design

The training is suitable for anyone involved in product design who wants to learn more about increasing user value through the Design Thinking philosophy. Additionally, the training is ideal for those who want to learn how to apply various Service Design techniques and gain insight into when they are useful. Experience with applying Design Thinking in practice is required. This includes, for example:

- Product owners;
- Product (innovation) managers;
- (Business) analysts;
- Experienced UX'ers/Design Thinkers;
- Customer Centricity/Experience experts.

### Prerequisites



Knowledge and practical experience with Design Thinking through participation in this training from Capgemini Academy and/or familiarity with the methods: interviewing, empathy mapping, the define step, and ideation methods.

Requirements: A laptop with internet access is required during this training.

## Objectives

After this training, you will be familiar with:

- The power of Design Thinking combined with Service Design methods.
- Actions you can take to create more space for Service Design within the organization and/or projects.
- The different phases of the Service Design process.
- Mindset map, interview techniques, data analysis, service blueprint, stakeholder mapping, and design brief.
- Various tips, techniques, and methods that help increase the 'maturity' within an organization and engage and keep stakeholders involved.
- Tips to improve your own case and turn it into a successful result.

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IN/3A-018.18