

AD-106

1-Day  
COURSE

# SERVICE DESIGN

Having a good product is not enough to be successful. Learn how to design service experiences that optimize engagement at each touchpoint. Map your internal processes alongside the external experience to optimize service delivery for your audience.

## WHAT YOU WILL LEARN

- > What service design is and how it relates to experience design
- > Principles, tools, and methods for service research, design, and testing
- > Approach to designing for a multichannel service delivery
- > Techniques to uncover the service areas where opportunities exist
- > How to build lifecycle thinking into the service design processes of your organization
- > Hands-on experience utilizing service design principles

## WHO SHOULD ATTEND?

This course requires limited prior UX knowledge. Recommended for business analysts, graphic designers, interaction designers, UI/UX designers, product designers and anyone looking to expand or update their skills.



## COURSE OUTLINE

(This course is 60% theory, 40% practical)

### INTRODUCTION

- > Understanding services
- > How companies benefit from a service-derived business model
- > Principles of service design
- > Service vs. other types of experience design
- > Service experience characteristics

### ELEMENTS OF THE SERVICE EXPERIENCE

- > The front stage of the service experience
- > Personas, scenarios, journeys and lifecycle
- > Experience points and connectors
- > The backstage of the service experience
- > Ecosystems of services

### SERVICE DESIGN PROCESS

- > The people, teams and skills needed for service design
- > Innovation and strategy for services
- > Service research techniques and artifacts
- > Service design
- > Service blueprinting
- > Service testing and delivery

### SERVICE DESIGN IN THE ORGANIZATION

- > The business impact
- > Service design application in roadmaps
- > How to align and integrate the organization through service design

## CERTIFICATION

Service Design is a course within the following certification stream if finished within two years of the initial course:



*Obtain a clear understanding of the value of service design, and the activities and tools used to create innovative, end-to-end multichannel service experiences.*

## COURSE DETAILS

### DURATION

1-day, 9:30am – 5:00pm

A full-day session including a one-hour catered a-la-carte lunch.

### COURSE MATERIALS

Participants receive a printed course booklet including a visualization of Akendi's process.

A laptop is required for this course.

### REGISTRATION COST

1-day course: £475

CXD or CXR Certification: £1995

CXS Certification: £2995

Course cost is per person as stated plus VAT.

Akendi reserves the right to cancel a scheduled training session up to 5 business days prior to the training if a minimum class size of 4 participants has not been attained.

### LOCATIONS

Our training courses are delivered in London, UK and Toronto, Ottawa, and Montreal, Canada. Check our website for an up-to-date schedule for each city at [www.akendi.co.uk/ux-training](http://www.akendi.co.uk/ux-training).

### Custom Training Available!

Akendi offers customised training courses designed to fit your organisation's specific needs. Contact us at [training@akendi.com](mailto:training@akendi.com) for more information.

**REGISTER TODAY!**

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