

Service Design

Group Training

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

What is Service Design

In the Service Design training we take you from strategic design 'why and what to build', via data collection, ideation and prototyping to detailed design, 'how to build it'.

You create an empathy map, interview users and collect user needs. You convert feedback into services that add value and create new propositions.

The Service Design training is set up in such a way that you can apply what you have learned in your own practice afterwards.

You will learn about:

- The power of Design Thinking in combination with Service Design methods;
- Design Thinking Basic: first find the core of the problem, independent of the solution;
- The background of Service Design and the use of the different methods, templates and tools;
- The different stages of the design process;
- Research, empathy map, interview techniques and prototyping;
- When to use a Design Sprint and how to set it up;
- Create team collaboration and involve stakeholders.

We also discuss what else your organization needs to improve services and products.

Who should attend Service Design

The training is suitable for anyone involved in product design, who would like to learn more about increasing value for users through the Design Thinking philosophy and wants to learn to apply many Service Design techniques and when to use them in practice. You could for example, think of roles as:

- Product owners;
- Product managers;
- (Business) analysts;
- (Starting) UX'ers;



- Developers.

Prerequisites

Familiar with Design Thinking by following this training from Capgemini Academy and/or familiar with the methods: interviewing, empathy mapping, define step and ideation methods.

During this training you need a laptop with access to internet.

Objectives

After this training:

- You know the power of Design Thinking in combination with the Service Design methods;
- You recognize the different phases of the design process and the relationship with other methods such as Agile;
- You use the best methods, templates and techniques, depending on the situation;
- You can involve your organization in this way of working.

The Service Design training is set up actively and interactively with a lot of practice. You can therefore apply what you have learned directly in your own daily practice.

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An organization, like ours, helps people and their organizations day by day to get the best out of themselves and each other. We prepare them to defy tomorrow's challenges. We stimulate learning and curiosity. In order for individual IT professionals and their employers, to build better, longer and more intensive relationships. For mutual benefit.

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IN/3A-018.18