



Workshop Overview

Design Thinking and Service Design are closely related disciplines. Design Thinking takes the creative processes of designers and describes a broad methodology that can be applied to innovate and solve business problems. Service Design is about the practical application of Design Thinking and human centred design methodologies specifically to all levels of a service (technology, people, systems and processes). This workshop is centred on the application of Design Thinking through Service Design principles.



Benefits

By the end of the training the delegates will be expected to be able to define Design Thinking and Service Design and relate it to other relevant disciplines and business functions. They will understand the key phases of a design process and gain practical skills and experience for carrying out user and stakeholder research.

Outcomes & Content

- ✓ What service design is about
- ✓ Who is involved in service design projects
- ✓ Service design approaches
- ✓ Why service design is so relevant to today
- ✓ How it's practiced



Who should attend ?

The course is ideally suited to those in a product development, customer experience or brand related role with responsibility for developing products or services or innovating on existing ideas.

