

Self-assessment by Richard Ekelman

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My educational background:

MFA Service Design, Savannah College of Art & Design
BA Psychology, Montclair State University

The following theories are the key components of my approach to service design:

Make to Learn

For me, service design is an active endeavor. I believe designing for services in context with the people delivering and receiving a service value exchange. Starting with a rough mockup regardless of whether the project is for a digital or physical space. In my experience, it also helps break stakeholders away from their preconceived notions without telling anyone they are right or wrong.

Be Inclusive

In my experience as a consultant and internal team member, the best work I have done was when I was able to leverage the expertise of people that would never describe themselves as a designer. In my opinion, the co-creative nature of service design makes it unique. The ability to leverage the expertise of the people that live and breathe a given service can reduce the risks associated with innovation while saving time, and

Good Service is Good Business

Design without business metrics and data inputs is inherently risky. I believe service design offers the flexibility organizations need to measure their current service ecosystem and bring a more competitive future to life by bridging the silos that form a division of labor. Service design affords organizations the capabilities to find simplicity and clarity they need to evolve and augment their brands' value through delivering on their people's unmet needs.

These are the most relevant resources I base my work on and I recommend them as a body of knowledge in service design:

Overall I prefer to teach from articles to make the material consumable, but there are a few books I use.

For foundational thinking, I like to start with "S-D Logic" by Varga and Lousch followed by "Service Design: Insight to Implementation" by Polaine, Lovelle & Reason with "This is Service Design Thinking" as a glossary reference.

For active research & co-creation I use "Designing for Service: Creating an Experience Advantage"

http://www.dubberly.com/articles/designing_for_service.html and "The Convivial Toolkit" for ways to make research actionable and inclusive.

For mapping, I start with Shostack "Designing Services That Deliver" <https://hbr.org/1984/01/designing-services-that-deliver> and go to my own experiences because I believe mapping is almost completely overdone as deliverable versus a living measurement.

For strategy and planning, I start with "Blue Ocean Strategy" and then combine "Business Model Generation" with "The Brand Flip", "Zag", and



HBR's "Guide to Building Your Business Case".

For prototyping, I reference Continuum's Holiday Inn Project, <https://www.continuuminnovation.com/en/what-we-do/case-studies/the-social-hub>

I have X years of working experience in service design:

5

I have particular experience in the following service sectors:

Healthcare, Industrial services, and public utilities.

These are the service design projects I have successfully delivered:

<https://db.tt/6qxWHOICKL>

I have provided service design training sessions and/or other educational experiences for X years:

4

My philosophy as a trainer is:

I taught a 10-week service design intensive in the summer of 2016. of the 10 students that took the course, 5 are working as service designers today. In addition to the aforementioned SD Immersive class, I have led 4 Service Jams in Savannah and here in Chicago. To build the service design community here in Chicago I have given short workshops on mapping, storyboarding, analyzing service brands, and balance a businesses scorecard.

These are the service design training sessions and/or other educational experiences I've facilitated within the last year:

<https://db.tt/HQXcOkFTy2>

I mostly provide my training offerings in the following language(s):

English

I mostly provide my training offerings in the following countries/cities:

United States of America, Chicago

I cover the following topics during my training offerings:

- History of service design
- Definition of service design
- Differentiation of service design to other approaches like design thinking, service marketing and service branding
- Relationship of service design to agile, scrum and lean
- Service dominant logic
- User research/deep customer insights
- Creativity and ideation processes
- Visualisation techniques
- Prototyping of services
- Business model development
- Measuring impact of service design, relating it to Key Performance Indicators (KPIs)
- Leadership/management of service design projects
- Building in-house service design capabilities
- Working with complex service systems



- Exploration of systems
- Service design for cultural change
- Organisational development

My training participants typically have the following level of experience:

- Novice (new to service design)
- Fundamental (basic knowledge)

These are my favourite cases I use to inform participants about the impact and value of service design:

Dollar Shave Club
Trunk Club
United Airlines (What not to do)

These are the service design methods and tools that I use during my sessions:

- AC2ID Tests
- Business Model Canvas
- Service Blueprinting
- Blue Ocean Strategy
- Bodystorming
- LEGO Serious Play
- Tabletop Prototyping
- Gamestorming

After successfully attending my training sessions, participants will typically be able to:

Identify the parts of a service
Map a service ecosystem
Analyze service brands for opportunities
How to balance and measure the scorecard of the business pillars underneath a service
Prototype digital and physical moments of a service
Facilitate co-creation sessions

I apply the following evaluation tools to make sure the participants have understood the content of my sessions and gained the expected competencies and skills:

I have lacked a rubric in the past but I intend to use an evaluation scale for peer-assessment and my own assessment of student progress. This will be ready shortly.

I systematically evaluate and improve my offerings based on feedback. These are examples of feedback that have led to improvements:

I learned from my first 10-week immersive that I should break the course up into more small activities within each week as opposed to full-on projects. I also learned that I can raise engagement through basing my training on a live project or have them use their own project as the exercise for the coursework.

I have participated in the following service design-related activities in order to stay up to date, share my experiences with peers and receive their supervision within the last 12 months:

- SDN Global Conference
- SDN National Conference
- Founded



I have participated as a speaker in the following events:

- "What is Service Design" <https://www.slideshare.net/RichardEkelman1/what-is-service-design-76106211>
- "How Service Design Extends [Other Disciplines]" <https://www.slideshare.net/RichardEkelman1/how-service-design-extends-other-disciplines>
- Give talks and exercises at General Assembly, Loyola University, and DESIGNATION Lab classes.
- I have organized 4 service design conferences over the past four years, curating the program for each conference. I am not sure if that counts as speaking at service design events.

I have published the following books/articles on service design and related fields:

blog.servinnovation.com

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