

## Self-assessment by Imad Eddin Nabih

SUBMITTED ON 10 AUG 2023



### A summary about me:

I am a digital product and service design lead with progressive experience in the art and science of product design and development, service design, and transformation management. Focused on driving digital business growth, achieving improved business performance, and enabling next-generation strategies through innovative product and service channels.

### I currently work as a/at:

Consultant - Digital Transformation Program Manager  
Service Design Director (Mobiflex.io - Under Construction)

### My LinkedIn profile:

<https://www.linkedin.com/in/bazzari/>

### My social media channels:

<https://www.linkedin.com/in/bazzari/>

### My educational background:

1. Bachelor of Science - Computer Science
2. Digital Disruption: Digital Transformation Strategies

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

1. Customer Centricity: Services should be designed around the customers' needs to be able to develop a service that solves their real problems.
2. Data Driven: In service design; data should be used as the primary source of input where decisions are made based on the data analysis collected from the behavioral of service users.
3. Accessibility and Usability: service design should focus on service channels accessibility and usability to ensure that service users are able to perform their tasks safely and efficiently.
4. Consistency and Scalability: Services should have consistent and scalable design principles to ensure that users are able to use the entire service and its features seamlessly.



5. Clarity and guidance: Service design should be clear and convey information simultaneously to all different types of people.

"Accessibility, usability, consistency, scalability, clarity and guidance are the main guiding principles to develop service design systems."

Service Design Components:

1. Processes: (Flowcharts, Workflows, User Journey Mapping, and process frameworks)
2. People: This part includes employees who create services and customers who use it, in addition to any other individuals who might be affected by the service.
3. Artifacts: This includes all physical and digital based artifacts needed to perform a particular service successfully.

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

Book: Designing Experiences by J. Robert Rossman & Mathew D. Duerden

Book: Mapping Experiences by Jim Kalbach

Book: Information Architecture by Louis Rosenfeld and Peter Morville

Youtube Channel: Service Design Show

Organization: Interaction Design Foundation

**I have X years of working experience in service design:**

10

**My working experience in service design includes involvement in:**

- Service design projects
- Service design consultancy
- Service design training

**I have particular experience in the following service sectors:**

1. Telecommunication
3. Media & Entertainment

**I have conducted X service design projects that aim at creating improvements or innovations within organisations:**

3

**These are the service design projects I have successfully delivered:**

Duration: From May, 2016 Until January 2021

Organization: Virgin Mobile KSA

Topic: Designed and implemented the transformation strategy for Virgin Mobile KSA to evolve into a digital-only operator by introducing an integrated end-to-end digital service channels; this includes the customer onboarding platform and its personalized enrollment journeys, self-care digital services, digital help and Support center, Knowledge Base, and CX management platforms.

Outcome: Relaunched Virgin mobile new digital channels in Saudi Arabia

Impact: Drove the customer acquisition (Onboarding) through digital channels by 150% in 1 year. Increased service usage through digital channels (Digital Penetration) by 300%

Duration: From January, 2023 Until Now (in Progress)

Organization: mobiflex.io

Topic: Building a borderless esim mobile service operator for a new startup business (mobiflex.io).

Outcome: Expected Launch date: December 2023.



#### Impact - 2024 KPIs

1. Customer Acquisition in 1st year 20,000 active subscriber.
2. Retention rate 15%

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

2

#### My philosophy as a trainer is:

People need to understand the rationale of digital service design before jumping into methods and techniques. Applying methods and techniques for the sake of doing it without getting any beneficial outcomes will shortly leave you in the middle of no-where

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

Date: 2021

Duration: 1 Weeks

Title: Building a digital-first mobile operator

Client: Orange Jordan

Participants: 28 Employees from the (Digital Village)

No references are available for now

Date: 2018

Duration: 2 weeks

Title of Training: Digital Experience Design Fundamentals

Location: Riyadh - Saudi Arabia

Client: Virgin Mobile KSA

Participants: 18 Employees

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

English

Arabic

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

Amman - Jordan

Riyadh - Saudi Arabia

I cover the following topics during my training offerings:

- 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
- User research/deep customer insights
- Designing and conducting co-creation workshops
- Creativity and ideation processes
- Visualisation techniques
- Prototyping of services
- Implementation of service design concepts



- Measuring impact of service design, relating it to Key Performance Indicators (KPIs)
- Building in-house service design capabilities

#### 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:

Uber - Case Study for market disruption in transportation field.

Revolut - Case study for Fintech and Banking

Google Fi - Case study for eSIM impact on telecommunication industry

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

##### SERVICE DESIGN METHODS:

1. User Research (Qualitative research, card sorting, A/B testing, Surveys, Focus groups, Persona Cards)
2. Design System (Styles, Components, Patterns, Tokens)
4. Customer Journey mapping
5. User flow diagram
6. data flow diagram
7. Prototyping (Experience Prototype, Wireframes and blueprints, navigation schemes)

##### SERVICE DESIGN TOOLS:

1. User Research - Maze
2. Documentation and project management - Atlassian - Jira, Confluence, Jira product discovery.
3. Customer Journey mapping - Figjam
4. Diagramming + Flowcharts - Draw.io

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

1. Build customer journey maps and flow charts for digital service channels.
2. Develop low-fidelity prototypes (wireframes + Blueprints)

#### Contact details:

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