

Service Design Master Class

Tuesday March 10th 2015

08:30 to 17:00

CIT Wandersford Quay Gallery, Cork

10 tables of 5 people

10 Service Design Mentors

A one-day hands-on event that will provide participants with some tools to understand their current “customer” journeys and redesign those customer experiences in order to deliver a positive outcome every time.

Here is an outline of the day but this is subject to change:

8:30 – 9:00	Registration & tea/coffee
9:00 – 9:45	Purpose of Event, ID2015 etc; Introduction to Service Design Experts Overview of the key concepts in Service Design Stages of Service Design: Discover, Define, Develop, Deliver
9:45 – 10:15	Warm-up Challenge
10:15 – 10:30	Tea Break
10:30 – 10:45	Introduction to Design Challenge
10:45 – 12:45	Tool: Framing: Research Questions Define the issue to be addressed (20 mins) Meeting users on the street (60 mins) Tool: Service Concept: User Journeys Mapping the current service (40 mins)
12:45 – 13:15	Service Design Case Studies from our mentors; How Service Design tools are being used in the real world
13:15 – 14:00	Lunch
14:00 – 16:00	Tool: Ideation: Lotus Blossom Solution generation: brainstorming ideas (40 mins) Tool: Ideation: Idea Selection Solution evaluation: Determining which solution generated has the highest potential for impact (40 mins) Tool: Service Concept: User Journeys Defining the solution: Remapping the new solution to highlight areas of significant change (40 mins)
16:00 – 16:45	Present feedback to other groups
16:45 – 17:00	Closing Thoughts & Next Steps Feedback