



INTRODUCTION

INTRODUCTION TO SERVICE DESIGN AND SIMULATION

- Why service design matters
- Key principles of service design
- How to adopt a service design mindset
- Simulation to understand and practice the service design process

MODULE FIVE

SUCCESSFUL CONCEPT DELIVERY

- Project management
- Change management
- Agile principles
- Service blueprinting

MODULE ONE

THEORETICAL APPROACHES AND METHODOLOGIES IN DESIGN WORK

- Theory of service design and thinking
- Ideation and prioritisation tools / techniques
- Digital service design tools e.g. AI
- New and emerging trends
- Continuous improvement

MODULE SIX

EQUITABLE AND SUSTAINABLE SERVICE DESIGN

- Equity, justice, diversity, and inclusion
- Regulatory and legal considerations
- Sustainability approaches

MODULE TWO

DISCOVERY METHODS

- Research methodologies
- Research ethics
- Pain point identification and analysis
- Customer journey mapping and service safaris

PROJECT THREE

FACILITATING, LEADING IMPLEMENTATION AND CONTINUOUS IMPROVEMENT

PROJECT ONE

MAPPING USER EXPERIENCE AND CO-CREATING SERVICE DESIGN SOLUTIONS

END-TO-END PROJECT: SERVICE DESIGN CHALLENGE

3 Months

MODULE THREE

SERVICE PROTOTYPING

- Evaluation methodologies
- Digital and physical prototyping
- Rapid prototyping
- Measuring impact

EPA PREPARATION

DEMONSTRATING USER-CENTERED SERVICE DESIGN AND PREPARATION FOR EPA

MODULE FOUR

COLLABORATIVE DESIGN

- Working with multi-disciplinary teams
- Collaboration tools
- Co-creation
- Training needs identification

GATEWAY READINESS AND END POINT ASSESSMENT



PROJECT TWO

PROTOTYPING AND BLUEPRINTING A SERVICE DESIGN SOLUTION

END POINT ASSESSMENT

- Work based project with presentation and questioning
- Professional discussion underpinned by a portfolio of evidence

4 Months

