Level 6 Apprenticeship - 18 Month Programme

**SERVICE DESIGNER**

www.jga-group.com/apprenticeships

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**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

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**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

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**MODULE TWO**

**DISCOVERY METHODS**

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

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**PROJECT ONE**

**MAPPING USER EXPERIENCE AND CO-CREATING SERVICE DESIGN SOLUTIONS**

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**MODULE THREE**

**SERVICE PROTOTYPING**

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

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**MODULE FOUR**

**COLLABORATIVE DESIGN**

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

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**PROJECT TWO**

**PROTOYPEYING AND BLUEPRINTING A SERVICE DESIGN SOLUTION**

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**MODULE FIVE**

**SUCCESSFUL CONCEPT DELIVERY**

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

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**MODULE SIX**

**EQUITABLE AND SUSTAINABLE SERVICE DESIGN**

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

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**PROJECT THREE**

**FACILITATING, LEADING IMPLEMENTATION AND CONTINUOUS IMPROVEMENT**

**END-TO-END PROJECT: SERVICE DESIGN CHALLENGE**

3 Months

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**END POINT ASSESSMENT**

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

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**3 Months**

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**EPA PREPARATION**

**DEMONSTRATING USER-CENTERED SERVICE DESIGN AND PREPARATION FOR EPA**

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**GATEWAY READINESS AND END POINT ASSESSMENT**

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**LIVE TUTOR-LED SEMINARS**

PLUS 1-2-1 COACHING SESSIONS

**SUPPORT FROM NEURODIVERSITY SPECIALIST**