



# Video Transcript

## Lesson I – Defining a Service

The practice of Service Design is for developing and improving lines of business, or new services – which is the reason for calling the field Service Design.

Service Design is the only field I know of that can reliably achieve:

- increased revenue from new or existing sources
- Boost stakeholder engagement
- Achieve greater team collaboration
- Reach and satisfy new and existing markets
- Revitalize an organization's mission and purpose
- Provide clarity to an organization's vision
- Grow a following, and
- Motivate others, internally and externally

The field was first defined in 1982 and is now in use by executives from Apple, Amazon, Toyota, VRBO, Google, Marriott, Capital One, and so many more companies and organizations.

Here in the states, we may not hear too much about service design, or service designers, but in Europe, the term is so familiar that just recently I saw a billboard advertising service design, and in of all places, outside the airport in Catania, Sicily.

This course, the apprentice, explains service design is, what the practice is intended for - and just as importantly, what service design isn't -- since it is often confused with other disciplines that have design in their name.

We will also discuss how and why the practice evolved in terms of organization benefits--and how Service Design can help you stand out in your career.

Then we delve into the models and tools of service design, starting with personas, where we get into details for how it can be used to create a loyal following, such as what we have seen at Apple stores when new products are released.

We will end this section with an overview of other tools and models, ones that are used for creating services from a users' perspective; how to evaluate ideas for new services, and how to improve and implement services.

All the models and tools through the training can be used as team exercises, ones that you can bring back to your organization.

So let's get started!