(ISDI) International Service Design Institute™

Service Design Education Series

Based on a Body of Knowledge (BoK)

2020
CATALOG

Service Design
Matters

Our Mission - *Sharing Service Design Knowledge* **- is our way to provide resources for service designers.**

The U.S.-based International Service Design Institute (ISDSI) is the only organization with an entire body of knowledge for the practice of service design. Our offerings include reference books and handbooks, e-courses, white papers, workshop content for trainers, exercises, templates, methods and more. Based on our three-year work capturing a body of knowledge for the service design practice, including models, methods and techniques, we continue to bring out new offerings for learners.

"People ... buy experiences that are meaningful to them, they buy solutions that are realistic, that transcend the product, that go beyond the product, and mostly they buy stories that need to be authentic."
Maurio Porcini, *Pepsico*

Which brands are using Service Design today?

Along these lines, we have divided the body of knowledge into three bands of learning. The Apprentice, The Journeyman and The Master. As their names imply, each takes a graduated, step-by-step approach to building and improving services. So, learners can concentrate on each band with a self-paced e-course and a separate handbook offering more case studies, templates, exercises, plus the origins of the techniques.

Further, our white papers take select topics that we cover in the courses and books but put more focus on practical use, including sequential, how-tos. Our trainer-based workshops also build off the topics covered, yet with group exercises for team activities.

Each of the above is available separately. Meanwhile, due to demand, we are responding with a membership offering. Its purpose is to allow learners to assess their skill levels at any time, and to plan their career knowledge forward. It's an exciting idea for us, requiring automating continually evolving assessments and offerings. We to offer our memberships before the end of 2020.

As the International Service Design Institute continues to fulfill its mission of providing high-quality knowledge for service designers, please consider subscribing to our weekly newsletter. There, we post news from around the world, a focus feature and discount coupons to offerings and events.

Co-Founders, Partners

Steven J. Slater

Steven has decades experience developing and improving Lines of Service across multiple sectors. Responsible for $2B+ in traceable revenue from service development.

He has worked with a number of top Fortune-500 companies in telecom, oil & gas, Consumer Packaged Goods (CPG), IT, human capital, financial services, and other service-based industries. Additionally, he has extensive experience launching services in the public sector and non-profit sector.

Highlights: Booz Allen & Hamilton chief of staff, systems; International Affairs, Deputy Chief of Staff, Air Force; Jewish Federation Executive (responsible for conceiving and launching the largest national online fundraising portal.) Award-winning national daily reporter.

Naomi Lantzman

Naomi specializes in helping non-profit fundraising organizations increase their donations and capacity through service design methods and tools, including JourneyMaps, digital communications, and touchpoints.

She co-founded and continues to run with her husband as partner, Signify Studio, a boutique graphic and web design company based in Tampa, Florida.

Naomi earned a B.S. in New Media Publishing, and an M.S. in Communications and Media Technologies from Rochester Institute of Technology.

Highlights: Curriculum development and online teaching positions for more than 100 undergraduate courses, consults (strategies and tactical implementation) on digital experience design, online donor acquisition, retention and increasing donations.

Not All Service Design Learning Is Equivalent

We're here to help.

Some years ago, we recognized the need to harness the emerging field of service design. So we created a Book of Knowledge (BoK) as a foundation for service designers. The BoK began as a research project and is based on successful designs for a range of services, including highly-complex global operational services.

We also discovered that no body of knowledge existed for creating a service from Ideation to prototyping and testing. The BoK solves the confusion and eliminates uncertainty for which models, tools, templates to use through design.

Experiential-Based Learning

ISDI has divided its body of knowledge into three components. Three online courses. Three Workbooks. Three Workshops.

This allows service designers at any level to pick up where they best fit - either by their own skills, or by the projects they are working. What's more, organizations can acquire one, or all three for professional development. ISDI assessments help determine skill levels and needs.

Throughout each learning experience, ISDI provides exercises, expertise and collaboration with others.

The Courses

These 3 courses make up a Book of Knowledge (BoK) for Service Design. Completion qualifies you for a Certificate of Completion.

THE APPRENTICE

BoK Part 1

Roll up your sleeves and begin designing a service. Discover components of successful services, recognize key Service Design models, and identify and convert ideal target audiences. The Apprentice course includes foundations, templates and exercises.

THE JOURNEYMAN

BoK Part 2

Building upon the user-centric approach defined in The Apprentice, learners progress through ideation methods, and demand models, journey maps, service blueprints and touchpoints. Each model and tool includes templates and scenarios.

THE MASTER

BoK Part 3

Many services fail over time. Discover how and why any particular service is failing, and uncover any risks that lie ahead. The Master includes service testing and diagnostics, methods for benchmarking, performance measurements and metrics.

The Workbooks

Each workbook stands alone with instruction, case studies, models, tools, templates and group exercises.

THE APPRENTICE

- Unpacking Service Design
- People, Process and Technology
- Setting Up Organizations to Succeed
- Selecting, Cutlivating, and Nurturing Users
- Creating Loyalists

THE JOURNEYMAN

- Meeting User Needs
- Shaping User Experiences
- Influencing Users
- User Journeys
- Service Blueprints
- Touchpoints

THE MASTER

- Defining Failure
- Prototyping
- Testing
- Measuring
- User Research & Analysis

The Workshops

ISDI provides workshops in a box - all the guidance for group leaders (moderators) to lead groups to design services and solve design challenges. Each workshop includes several group exercises, including templates for models and tools, along with other instructional materials.

Our workshops are designed to establish active and engaging interactions between group leaders and attendees. Each of the exercises involve service design techniques to solve real or fictional challenges. These can include challenges from the leader provides from the materials, or the attendees decide. The interactions include problems and requirements, with attendees solving them using service design models and tools.

Determine the Best Fit

01

IDEATION

Solving User Needs and Assessing Merits of an Idea.

1. Personas: An exercise using a provided template for identifying a target audience, and parsing its needs.

2. Brainstorming Technique: Group Exercise using Alex Osborne's brainstorming method, with moderator's guide for extracting ideas from personas to arrive at service idea candidates.

3. Service Concept: A group exercise for capturing an organization's essence. This is a leadership strategic planning tool, whose results help determine whether a service idea makes sense for a provider's mission.

4. Service Evaluation: Learn how to use this tool for group decision-making to examine ossible barriers or risks to moving forward with an idea. This tool fosters advocates for group-approved ideas.

02

CREATING USER JOURNEYS

User Experiences and Manipulating Them for Desireable Outcomes.

1. Influencing Users: Learn to motivate users using a Demand Model coupled with a messaging exercise.

2. Discovering User Journeys: Learners build out a journey map template for use in capturing user experiences.

3. Constructing a Service Blueprint: G. Lynn Shostack's original idea for designing services was based on a blueprint, still a fundamental component to Service Design. Learners craft a service blueprint using the template and instructions.

4. Touchpoint Planning: Accompanying the blueprint, a vital component for service experiences, is touchpoints. In succession, these are first identified in journey maps, then defined in the blueprint. The exercise invovles planning.

03

PROTOTYPING, TESTING AND MEASURING

Tackles Challenging Concepts to Help Prevent Service Failure.

1. Prototyping: From a case study, learners then build a service, visually, from a service idea, building a blueprint, and developing a governance hierarchy.

2. Program Assessment Model: Learners are taught a diagnostic for service using a comprehensive model that requires piecing apart components. The results show any potential risks; the outcome also can reveal unmet service opportunities.

3. Gap Analysis: The pirennial challenge for service designers is to measure satisfactory experience. The Gap Analysis model uses a gap analysis. which learners will discover how to set up to evaluate a service. The model requires survey research techniques, which are also reviewed with learners.

Online Quizzes and Assessments

ISDI assessments are used by individuals to evaluate one's skills, and by organizations as a way assess the performance of multiple service designers, to determine relative knowledge and skills.

Individual assessments reveal weaknesses, gaps and deficiencies. The result allows for planning professional development.

Organizational assessment are used to assess individuals for hiring, determine pay/wages, and to promote.

Types of Assessments

SELF-ASSESSMENT

Test your self to identify skills and competencies. Use the results as a benchmark for professional development.

COMPETENCY

Assess the strength and weaknesses of your team. Demonstrate to clients your team's skills and content knowledge, includiing problem-solving abilities.

EVALUATION

Help determine pay bands based on competencies - for hiring, development (knowledge and skill sets), and for promotions.