

Service Design Workshop

Duration: 2 Days · **Training format:** Virtual Classroom / Online

Description

The Service Design Workshop is a human-centered innovation process that brings together digital and physical interactions in a holistic way to create valuable experiences for customers. This workshop provides an environment where organizational silos are broken down and user-centered innovation emerges, transforming systemic challenges into actionable solutions.

Positioned within a broader hierarchy that includes UX but extends beyond it, Service Design focuses not only on interfaces but also on actors, processes, technologies, and channels—offering a 'surface-to-core' examination. Both front-stage interactions and backstage operational systems are analyzed to create an end-to-end service architecture.

Especially in financial services, this approach helps align infrastructure with strategic goals such as security, artificial intelligence, and virtualization—transitioning institutions from traditional structures to modern service provider models while improving operational efficiency, cost transparency, and measurable performance.

Learning Outcomes

At the end of this training, participants will gain:

- A systemic and holistic perspective on service and product development
- Methodological competence using the Double Diamond approach
- End-to-end service design tool proficiency
- Innovation and agility capabilities
- Ability to translate systemic challenges into measurable business outcomes

Outline

Module 1 — Introduction to Service Design and Mindset

- Differences between UX and Service Design
- Value co-creation and service-oriented business mindset

Module 2 — Ecosystem and Stakeholder Mapping

- Identifying actors within the service ecosystem
- Planning user research and analyzing existing data

Module 3 — Understanding the User and Defining the Problem

- Persona development
- Customer Journey Mapping and pain point visualization

Module 4 — Problem Framing and Prioritization

- Defining real problems using “How Might We?” questions
- Prioritizing friction points

Module 5 — Innovation and Ideation

- Challenging assumptions with provocative questions • Divergent and convergent thinking (Double Diamond)

Module 6 — Service Architecture (Service Blueprint)

- Analyzing front-stage and back-stage layers • End-to-end and surface-to-core mapping

Module 7 — Prototyping and Experience Testing

- Creating service scenarios and storyboards • Role-playing and simulation testing

Module 8 — Documentation and Roadmap

- Defining KPIs and success metrics • Translating workshop outputs into operational action plans

Prerequisites

There are no prerequisites.