

What's my Name??

Where's my reservation?

***Why am I waiting so long
to be served?***

***Why can't my father be
seen next??***

What was option 7?

Who do I complain to?

***Welcome to the world of
bad service..***

***Can we design a better
one?***

Service Design

- ***Funded by HERDA-SW (The Association of Higher Educational Establishments in the South West)***
- ***Initiated by the South West Design Forum***
- ***Based on an idea from the Somerset Design Enterprise Network***
- ***And delivered in Taunton on September 24th***
- ***This is your opportunity to expand your design game into the area of service design.....***

Cornwall
Design
Forum



designed
in devon



Gloucestershire
Design Network



The Association of Higher Education Institutions in the South West

Service Design



***Service industries account for
around 74 per cent of UK GDP***

National statistics Office 2008

... but, and there is a but....

... according to the UK Treasury the service sector is at least one third less productive or effective than manufacturing, which implicitly includes usefulness, usability and desirability,.

The heart of the problem is that services have simply evolved. They have not been designed with the rigour applied to activities such as engineering or communication.

Are you being served?

- ***Did you quote for the AA project?***
- ***Could you help your local council to improve its public service offer?***
- ***Would a new 'Eden project' ask you to design their customer experience?***
- ***Are you on the Met Offices service design roster? Do they have one?***



***Why services need to be Designed
How Designers or Design Consultancies can
credibly offer service design in their portfolios.***

A one day session which is delivered in an interactive manner and includes hands on workshop.... Content:

The Value of Creating Excellence in Services

How Designers design Services – Case Studies

Understanding People, Systems, Touchpoints & Process in pursuit of service design

An introduction to Service Design Tools including

Blueprinting

Customer Experience Mapping

Storyboarding

Prototyping

Future Scenario Building

Actor /Character Profiling

Workshop – Using Service Design Tools

Building a service design capability into your business

Service Design @ Somerset College

Who should attend:

- You are a successful design consultant but are looking to offer new skills to existing customers or wish to tackle new areas, such as the public service (big in the South West)
- You have a brand consultancy but only produce 'literature' for internal branding; when you know you could offer more (service design is growing as a tool to develop internal branding).
- You are a design manager in the public or private service and need to know what managing service design means.
- You want to broaden your skill base to improve employability.

Service Design

***The first SWDF Design Train
09 Session in Somerset***

***Thursday 24th September
9:30 to 4:00
Somerset College***

***£104.35 (£120 incl VAT).
If you register for all five days the cost is
£500 (incl VAT).***

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How to book for the 24TH September .. Pick any way

- **Email: richard.holt@somerset.ac.uk**
- **Call the Taunton Conference Centre at Somerset College on 01823 366 743**
- **Check all SWDF programmes at www.swdf.co.uk**
- **Contact Karen Stockdale at South West Design Forum on 01752 346530**