

Service Design

A one day introduction to the value of designing services and how to build a service design competency.

FOUR GOOD REASONS WHY YOU SHOULD ATTEND

- 1 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).
- 2 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).
- 3 You are a design manager in the public or private service and need to know what managing service design means.
- 4 You want to broaden your skill base to improve employability.

WHAT IS SERVICE DESIGN?

Services play an important economic role in most advanced economies. In the UK services account for 69% of the UK's economy. But according to the UK Treasury the service sector is less productive than many other sectors, and at the heart of the problem is that services have simply evolved, rather than been designed. And in today's language that means an implicit acknowledgement of creativity and user centered approach.

This introduction to the value of designing services identifies why services need to be designed and how you can potentially develop and credibly offer service design as part of your portfolio.

COURSE CONTENT

Training is delivered in an interactive manner and includes hands on workshop. Content includes:

- The Value of Creating Excellence in Services
- How Designers design Services - *Case Studies*
- Understanding People, Systems, Touchpoints and Process in pursuit of service design
- An introduction to Service Design Tools including blueprinting, customer experience mapping, storyboarding, prototyping, future scenario building and actor or character profiling
- Workshop - Using Service Design Tools
- Building a service design capability into your business

This is a unique opportunity, not only to grow your understanding of Service Design, but also to grow the potential of your business.

Design Train South West 2009

Training for Design businesses in the South West

Welcome to Design Train 2009 - a series of training days delivered throughout the South West by industry experts, in partnership with universities across the region.

The programme is part of The South West Design Forum's initiative to meet the training needs of those working in the design sector. These are not generic training courses so book early and make the most of bespoke training for design businesses in the South West.

Each course is heavily subsidised thanks to the financial support from the Higher Skills Council. For this series of training days only - each day is £120 (incl VAT). If you register for all five days the cost is £500 (incl VAT).

This is a fantastic opportunity to develop your skills and the skills of those in your business and as always, a great way to meet colleagues in the industry.

Each training day will be delivered across the region in each of the five venues, a full list of dates for October and November will soon be available on the South West Design Forum website (www.swdf.co.uk)

The courses are:

- Training in Digital Imaging
- Leadership and Management
- Project Management
- Service Design
- Sustainable Design

Each training sessions will be delivered from September to November in Bath, Bournemouth, Bristol, Falmouth and Taunton.

If you would like to register, places are limited, please go to www.swdf.co.uk or contact Karen Stockdale at South West Design Forum on 01752 346 530.