

Service Design & Design Thinking

14 PMI PDUs | 14 IIBA CDUs

Format: Live Instructor-Led Online through Zoom
Duration: Three 4.5 hour sessions

Technology and Attendance Requirements:
Computer with a browser, Zoom, a microphone and speaker. For this workshop, camera should be on if possible and you must be actively participating.

Are you looking to understand and leverage service design and design thinking so that you can create better quality product and service experiences for your customers?

The best products and services emerge from a creative and iterative approach to defining, exploring and testing problems and opportunities. Our Service Design & Design Thinking course introduces the principles, tools, and techniques that underpin any successful service or product initiative. Bringing together elements of lean, agile and design thinking, this process encourages experimentation, continuous learning, adapting quickly and focusing on value so that you build the right solutions in the right way. You will interactively walk through a design thinking process and learn how to apply it in your own context.

Learning outcomes

During this course you will learn about:

- What is service design and design thinking and how it applies across a wide variety of challenges and opportunities
- How design thinking tangibly increases your organizational value
- How to explore the needs, motivations, and behaviours of users
- Service design and design thinking tools and techniques
- How to prepare and conduct user research
- How to test your design
- Using the 5-step design sprint process and different techniques that can be applied at each step