

## Service Design

ICTC's WIL Digital Service Design e-learning course introduces students to the practice of service design and its critical role in the digital transformation of all types of organization. Students will understand the need for innovation, key challenges and phases of a design thinking approach.

Modules		Lessons	Learning Objectives	
Module 1	<b>Service Design for Customer Experience</b>	<ul style="list-style-type: none"> <li>Fundamentals and History of Service Design</li> <li>Core and design value propositions</li> <li>Service Design approach</li> </ul>	<ul style="list-style-type: none"> <li>Understand fundamental aspects of Service Design: mindset, process, toolset, cross-disciplinary language and approach</li> <li>Critically explain how a service design approach is used in organization</li> <li>Gain basic understanding of skills required to succeed in SD projects</li> </ul>	Padlet Discussion
Module 2	<b>Making Changes in an Organization</b>	<ul style="list-style-type: none"> <li>What is innovation?</li> <li>Adoption of Technology</li> <li>The innovator's dilemma</li> <li>Case studies: Macintosh and design thinking</li> </ul>	<ul style="list-style-type: none"> <li>Describe the different types of innovation</li> <li>Gain a basic understanding of the adoption of technology, S-curves and Rogers</li> <li>Describe the innovator's dilemma</li> </ul>	Padlet Discussion
Module 3	<b>Discovery and Problem-framing</b>	<ul style="list-style-type: none"> <li>Fundamentals of user research</li> <li>Crafting successful narratives</li> <li>Techniques in creative and representation process</li> </ul>	<ul style="list-style-type: none"> <li>Identify skills in user research (interviewing, assessing, UX)</li> <li>Understand the importance of how people experience designed artifacts</li> <li>Basic understanding of representational and creative techniques</li> </ul>	Quiz
Module 4	<b>Ideation</b>	<ul style="list-style-type: none"> <li>Techniques for idea generation and diversification</li> <li>Journey mapping, scenario planning</li> <li>Clustering and ranking ideas</li> </ul>	<ul style="list-style-type: none"> <li>Explore the techniques used to generate ideas, add depth and diversifying ideas</li> <li>Understand and apply practices to consolidate ideas, identify personas and create journey maps, and plan scenarios</li> </ul>	Padlet Discussion
Module 5	<b>Prototyping and Testing</b>	<ul style="list-style-type: none"> <li>Relevance and advantages of prototyping</li> <li>Minimum Viable Service (MVS)</li> <li>How to create effective low-fidelity prototypes</li> </ul>	<ul style="list-style-type: none"> <li>Understand the advantages and relevance of prototyping</li> <li>Explore the process in developing a service prototype that incorporates key artifacts</li> <li>Developing a Future-state Service Blueprint</li> </ul>	Padlet Discussion
Module 6	<b>What Happens Next?</b>	<ul style="list-style-type: none"> <li>Service Design and product management</li> <li>Software development and agile teams</li> <li>Change management</li> </ul>	<ul style="list-style-type: none"> <li>Explore the service design and product management</li> </ul>	Padlet Discussion