Welcome to CITO’s HIL Digital Service Design

CITO’s HIL Digital Service Design is an immersive 5-day training program that helps business leaders and product teams develop and enhance their service design skills.

OVERVIEW

The course focuses on key concepts and methodologies for developing high-quality digital experiences. Participants will learn how to design services that meet user needs, enhance user satisfaction, and achieve business goals.

Service Design Considerations: Whether you’re an experienced product manager or a new addition to the team, this course is designed to help you explore the fundamental principles of service design. Participants will gain hands-on experience through real-life case studies and industry best practices. By the end of the course, you’ll be equipped with the skills to design services that are not only user-centric but also aligned with business objectives.

TARGET AUDIENCE

This course is ideal for anyone interested in improving their understanding of service design. It’s particularly suited for product managers, designers, marketers, and other professionals involved in the product development process.

ABOUT THIS COURSE

Module 1: Service Design for Customer Experience

Service Design: It’s all about the user.

Service Design is a process that focuses on the overall service experience from the perspective of the user. It’s about understanding the customer journey and designing services that meet their needs and expectations. This module covers the fundamental concepts of service design and how to apply them to real-world scenarios.

Module 5: Prototyping and Testing

Service Design: It’s all about the user.

Prototyping and Testing: It’s all about the user.

Prototyping is a crucial step in the service design process, allowing designers to create a working model of the service before it’s launched. Testing is essential to ensure that the service meets the needs of the users and achieves its business goals. This module focuses on the techniques and tools used in prototyping and testing, as well as the importance of user feedback in the design process.

7.1 Problem Statement

Susan Bartlett

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