

AD-106

1-Day  
COURSE

# SERVICE DESIGN

Learn the research and design fundamentals required to create successful end-to-end service experiences

## COURSE OUTCOMES

- > Learn what service design is and how it relates to other types of experience design
- > Understand service research and design techniques and principles
- > Get familiar with tools and methods for service design and service testing
- > Learn how to design for a multichannel service delivery
- > Discover the service components where growth opportunities exist
- > Build lifecycle thinking into the service design processes of your organization

## WHO SHOULD ATTEND?

This course requires limited prior UX research and design knowledge. Recommended for business analysts, QA specialists, graphic designers, interaction designers, UX designers and researchers, product designers and anyone looking to expand or update their skills.



## COURSE OUTLINE

(This course is 60% theory, 40% practical)

### INTRODUCTION

- > Characterization of service experiences
- > What service design is
- > Service design vs. other types of experience design
- > Why take a service design approach
- > The service design process

### SERVICE RESEARCH

- > User and customer research techniques
- > Research the experience: mapping, lifecycle, and journeys
- > Innovation and strategy for service design

### SERVICE DESIGN & DELIVERY

- > The people, teams and skills needed for service design
- > Design for experience points
- > Service architecture and journey design
- > Testing a service design with your audience

### SERVICE DESIGN IN THE ORGANIZATION

- > Sharing and planning: service design vision
- > Business impact
- > How to align and integrate the organization through service design

## CERTIFICATION

Service Design is a course within the following certification stream if finished within two years of the initial course:



*This 1-day course provides an in-depth understanding of the research and design techniques that will help you create impactful end-to-end multichannel service experiences.*

## COURSE DETAILS

### DURATION

1-day, 9:00am – 4:30pm

*A full-day session with a one-hour lunch break.*

### COURSE MATERIALS

*Participants receive a printed course booklet including a visualization of Akendi's process.*

*A laptop is not required for this course.*

### REGISTRATION COST

**1-day courses:** \$675 CAD

**CXD or CXR Certification:** \$3095CAD

*Light breakfast, coffee and tea are provided.*

*Course cost is per person as stated plus tax. Akendi reserves the right to cancel a scheduled training session up to 5 business days prior to the training if a minimum class size of 4 participants has not been attained.*

### LOCATIONS

Our training courses are delivered in Toronto, Ottawa, and Montreal, Canada, and in London, UK. Check our website for an up-to-date schedule: [www.akendi.com/ux-training](http://www.akendi.com/ux-training).

### Custom Training Available!

Akendi offers customised training courses designed to fit your organization's specific needs. Contact us at [training@akendi.com](mailto:training@akendi.com) for more information.

**REGISTER TODAY!**

[www.akendi.com/ux-training](http://www.akendi.com/ux-training)

