

3rd edition

SERVICE DESIGN FOR INNOVATION

Summer Courses 2018

Professional Level

Two-week course

Calendar: from July 2nd to July 13th of 2018

Timetable: Monday to Friday, from 4.40 pm to 9.40 pm

Language: English

Some of the supplementary activities can be organized out of the regular course timetable, previously agreed with the students.

For courses taught in English, an intermediate level is required, corresponding to TOEFL 450 (PBT) or IELTS 5.0.

Introduction

What is Service Design?

Everyday we are active users of different kinds of services from the very second we wake up to the second we fall asleep: when we go to the office, to school, to the supermarket or even to a hospital. Very often, we have to face the fact that these services have not been designed keeping in mind the user: you! Service Design is an established and successful innovation methodology that helps generate exciting and meaningful experiences for people, like you.

Why Service Design matters?

In the past decades Innovation and Design were focused mainly on products. Today, in an economy driven by information technology and intangible goods, the service is the product. Being able to create useful and desirable services becomes then a fundamental skill for companies and organizations in order to innovate.

What's the value of Service Design?

The value of service design lies in the development of innovative solutions that didn't exist before or in making already existing services significantly better in terms of desirability and efficiency. Service Design creates value because it consists in designing what people need and desire.

Objectives

- Understand the problem through observation and interviewing techniques
- Reframe the problem and opportunity
- Ideation and effective brainstorming
- Prototyping an experience: Build prototypes to be tested with users
- User testing & Refinement

Methodology

During this course, you will explore and make use of the tools used by Service Design and Innovation professionals and apply them to a real challenge.

With this process you will learn:

- the techniques used to better understand customers and uncover unique insights
- how increase your ability to create unique, desirable and valuable products
- to be able to accelerate the validation of new ideas from a user perspective
- a common language and process that can be used to align inter-departments to the same goals

Student profile

This Professional Summer Course is designed for professionals, executives & CEO's, from all industries and all departments, who want to become innovation leaders within their companies and be able to solve complex problems in multidisciplinary teams.

Professional working or willing to work at a strategic level will find the Service Design principles and tools being core capabilities for their competitive advantage. To address international participants, the course will be held in English.

Admission requirements

The application for all IED Barcelona courses is made directly with the Orientation and Admissions Department Advisors or through an online Admissions Platform. Your Advisor will give you the credentials to access the platform once you want to start the Admission Process.

Documents required:

- ID (Spanish students) or Passport (international students) scanned
- University Diploma (Bachelor, Undergraduate Degree or equivalent) scanned
- Professional experience related to the course area/subject
- Motivation Letter in the course's language
- CV in the course's language specifying languages level and computer skills
- Advanced knowledge of Spanish or English as appropriate. For courses taught in English requires an intermediate level, corresponding to a paper TOEFL 550 or IELTS 6,5. For courses in Spanish requires a level B2. In case you don't have any qualification, it will be necessary to assess your level through an in-person or Skype interview
- Portfolio for creative courses

Course program

Every participant will work hands-on with a project and the course will guide you through the essential concepts and the methodology of Service Design. This structure is not linear; several different topics related to the five main themes will be presented during the course.

The structure will focus on the following phases:

Phase 1_Understand the problem through observation and interviewing techniques.

There is often a huge difference between what you think the customers want and what they actually want.

Here you will practice:

- how to ask questions that reveal meaningful insights and how to attentively listen so to make your customers talk
- how to observe the users in context to reveal unknown truths about their behaviour

Phase 2_Reframe the problem and opportunity.

Whether it's trying to beat your competitors or enter into a whole new market, one of the most powerful techniques to solve a problem and find new opportunities is to know how to frame the actual problem.

Phase 3_Ideation and effective brainstorming.

Apparently many people are not 'innovative'.

We will prove that perception is wrong by showing you the different types of innovator and how each of them can innovate, generate exciting new solutions.

Phase 4_Prototyping an experience.

One of the biggest fears by companies is launching while in the prototyping phase.

Here you will build prototypes to be tested with users.

Phase 5_User testing& Refinement.

Validating a new service before the big launch is essential but doing it right is critical.

You will test these steps for yourself and evaluate what changes would need to be made to make the service more successful in the market.

Course Coordinators

Each Summer course program content and syllabus have been designed by the appointed course coordinator, a specialist in the subject, together with the Master Area Academic Department. The Course Coordinator also plays an active role in assisting to incorporate professors and developing relationships between companies and institutions in order to create links to the course program.

Gary Van Broekhoven

Gary started his first business at 14 and is a serial entrepreneur. He has over 18 years of experience in the field of design and entrepreneurship. His work has won several awards and been published in many international publications. His clients include; Disney, NASA, Vodafone, Roca, Springer, StartupBootCamp etc. and many Startups. His background lies at the intersection between Design + Innovation + Psychology.

He set up the first OpenIDEO off-line group and has been teaching innovation related topics at universities for many years. Gary specialises in behaviour change in services & experiences.

Gary's passion is in helping others make the world a better place, which he does through Health Mavericks, ask him to find out more :)

Manuela Procopio

Manuela is a trend analyst, researcher and a facilitator in Service Design processes. She is co-founder of WePush, an initiative that connects Barcelona, London and Bogotá focused on applying trends as drivers of innovation strategies. She is initiator of _coworkshops, a training concept based on group dynamics, co-creation techniques and fast prototyping of ideas and services.

Manuela is also Managing Director of the "Management for Creative Industries" School at IED in Barcelona.

The Management of the Istituto Europeo di Design reserves the right to change the Course Program according to the didactic aims requested