

PDA IN SERVICE DESIGN

"Service Design is about delivering simplicity. It gives business leaders and change-makers a means of understanding current problems, defining new ways of looking at old problems, and experimenting with new ideas."

Rei Paki, Genpact

PDA IN SERVICE DESIGN

The PDA in Service Design delivered in London is a fast-track programme over 14 weeks.

Week 1 consists of pre course reading, videos and an online check-in with your tutor before attending the high intensity 5 day accelerator programme delivered in Week 2.

Weeks 3 -14 : a combination of online study, videos, practical exercises, assessment and the option to meet with your tutors online at a time to suit as/when required.

Need more info? email info@sda.ac.uk



WHO IT'S FOR

The Service Design Academy provides individuals and organisations with flexible, professionally focused, accredited training and education in service design.

Our courses are for learners who wish to develop their service design skills and knowledge. They are relevant to those already in a professional role and those who have some responsibility for service delivery.

Our courses and events aim to foster design leadership, build service design capacity and create a community of practitioners.

WHAT YOU'LL LEARN

Our courses are designed for you to learn how to design around your customers. Trying out proven tools on real-life challenges, you'll develop practical skills you can apply tomorrow in your workplace.

You will develop a knowledge of the fundamental tools and methods used within a service design process, including user research and co-design.

FACILITATORS



Katie Bain



Chris Muir

"My learning experience was excellent. I wanted to develop service design skills and knowledge and that's exactly what was delivered!"



Learning & Organisational Development Manager, Dundee City Council.



DAY 1

User Research and Problem Framing

Day 1 is all about scene setting. You will be introduced to Service Design, User Research and set a real-life wicked problem to tackle throughout the bootcamp. You will be introduced to different methods of user research before jumping in at the deep end, hitting the streets and conducting user research in teams. You will gather, collate and sort user findings before starting to define what the wicked problem is, based on research findings, before moving onto ideation.

DAY 2

Define and Ideate

Day 2 is all about definition, understanding and dipping into ideation. The exercises and insights from Day 1 will support you and your team to reframe the wicked problem and will help you to visualise and identify where the gaps are. The morning session will allow you the opportunity to conduct further user research, to gather insights to the questions that still need answered. Once the wicked problem has been collaboratively defined, the afternoon session allows you and your team the opportunity to apply a variety of ideation tools.

DAY 3

Co-Design

Day 3 is all about co-design. Now that you have a defined problem founded entirely on user research and you have been introduced to a toolkit for idea generation, you are ready to learn and practice co-design. You will be introduced to the key principles and elements of co-design, facilitation and the power of prototyping. From paper prototyping to role play, you and your team will design, structure, plan and prototype a co-design event in advance of facilitating this event for fellow participants on Day 4.

DAY 4

Prototyping

Day 4 is all about participation and prototyping. You will facilitate a co-design event in response to the wicked problem, utilising the tools and methods introduced so far. This immersive approach allows you to facilitate a co-design event using a service design approach in a safe learning environment. Collating and analysing all of the insights and ideas gathered, you and your team will prototype solutions. Tools and methods that help you think about potential value and impact of solutions will also be introduced, before you present your initial prototypes to a visiting critical friend and iterate on prototypes based on feedback and discussion.

DAY 5

User Testing and Presentations

Day 5 is all about iterations, user testing and final presentations. You and your team will take your prototypes onto the streets. Testing your solutions in reality to break, improve and hone in on a final prototype to present.

You will be introduced to project planning tools and the Business Model Canvas to help prepare your presentations, thinking about how your prototype could become a deliverable.

LITTLE EXTRAS

Reflection Sessions

Throughout the accelerator, there will be organised time for personal and collaborative reflections. Reflection sessions are your opportunity to absorb learning and think about how you might apply your learning.

Organisational workshop

An opportunity for you to share and discuss your organisational wicked problems with the facilitators and fellow participants

Social event (Day 4 - evening)

Connect with the wider Service Design community and mingle with your fellow participants outside of the 'classroom', while listening to exciting guest speakers.