

MEET THE TEAM...

Caron Sandeman, Service Design Manager

Caron has worked in the education sector for 28 years and for the last 12 has been involved in business transformation projects. Initially these entailed moving paper-based systems to online then the review of business processes and the development of business systems to ensure people had the right information, in the right place at the right time for them to carry out their roles.

The Service Design Academy started from new – basically a business start-up – and Caron's role has covered everything from business plans and social media to meeting with customers, brainstorming with the team and designing the operations behind the Academy.

Favourite aspects of your role?

The customer journey – from talking to organisations who know very little about service design to designing and delivering their workshop with them and experiencing the enthusiasm and drive to try something different.

Anything that's surprised you?

People always surprise me. We see people coming in to workshops who have clearly been "sent" to do the training and within a couple of hours they are caught up in everything service design.

Your greatest achievement at work?

Dundee and Angus College is the only college in the UK to offer an accredited course in service design. We're unique in what we do and we've built a brand that is becoming known globally!

Why service design?

It's all about taking a service and making it meet the user's and customer's needs for that service. It can be used to improve an existing service or to create a new service from scratch. If you want to implement and drive innovation in your organisation, service design will transform how you do business. It helps you do what you do better.

Three words that sum up service design?

Innovative. Insightful. Iterative.

Who do you admire?

I love photography so it has to be Annie Leibovitz, an American Portrait photographer. She is best known for her engaging portraits – particularly of celebrities – which often feature subjects in intimate settings and poses.

Service design is all about walking in your customers' shoes. If you were a shoe what style would you be?

Doc Marten – reliable, durable, tough, versatile and made like no other!



**SERVICE
DESIGN
ACADEMY**

Call us now:

01382 834915

info@sda.ac.uk

www.sda.ac.uk