" **Design is not just what it looks like and feels like. Design is how it works.** "

- Steve Jobs

DESIGN THINKING

Course Catalog

" **Good design is obvious. Great design is transparent.** "

- Joe Sparano

" **Simplicity is not the goal. It is the by-product of a good idea and modest expectations.** "

- Paul Rand

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Workshop on
SERVICE DESIGN THINKING

Register Now

" Design is a solution to a problem. Art is a question to a problem. "

- John Maeda

01 What is Service Design Thinking?

Service design is the activity of planning and organising people, infrastructure, communication and material components of a service in order to improve its quality and the interaction between service provider and its customers.

The purpose of Service Design Methodologies is to design services according to the needs of customers, so that the service is user-friendly, competitive and relevant to the customers. Design Thinking is a methodology that is used to innovate and solve business problems. Service Design is about applying Design Thinking and Design Methodologies into material products.

02 Workshop Takeaways

- Emerging decision makers build their expertise in this workshop with specific design tools and methods as well as understand the end to end human centered framework.
- Uncover opportunities and hidden potential in your organization
- Learn the framework that helps build digital ecosystems
- Align various stakeholders and leaders towards a single purpose
- Create real business impact over sustained periods of time
- Create a culture of design and empathy in your organization
- Understand tools and techniques that are shaping the world today

03 Workshop Curriculum | Context : Services

What is Service Design/Design Thinking for Services
Importance of service design in today's economy and principles of service design.

Writing the Problem Statement
Technique to identify and write the right problem statement

Understanding Stakeholders and Users
Business Goals and priorities, Vision Statement; Techniques to understand digital behaviour of consumers

Personas, Empathy Maps
Deriving Insights, Segmentation, and Techniques to create Persona and Empathy of Users

Current Scenarios to identify pain points
Current Journeys of personas and prioritization of focus areas

Ideation and Prioritization
Ideation tools and techniques

Future Scenarios and Moments of Max Impact
Visualize the future state and prioritize the "moments"

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> **"If you think good design is expensive, you should look at the cost of bad design."**
>
> — Ralf Speth

Speak to our team at :
1800-3000-9111
customer_relations@qaiglobal.com

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