Service Design Immersive

Create services that bring value and solve for real needs across every interaction.

Great service experiences require the elegant orchestration of all the interactive moments with your company, whether it's visiting a physical space, attending an event, calling an 800 number, or receiving an SMS alert. In this hands-on workshop, you'll learn and practice the tools that will help you deeply understand the world surrounding your service, identify opportunities to improve, and create the conditions to actualize your vision.

"You will leave understanding the value of service design and armed with a methodology to do it."

YOU'LL WALK AWAY KNOWING HOW TO:

+ See what's really happening around your service and distill that into useful tools for communication and design

+ Identify opportunities for your service to evolve and grow

+ Anticipate and plan for operating within a more holistic service design mindset

+ Involve and align others in the creation of your future service vision

+ Use and adapt multiple tools: user journey, service blueprint, ideation, prototyping, and more

COST

Public: $1,800 per person + $61.95 Eventbrite fee
For corporate pricing, e-mail
training@cooper.com

LENGTH

2 days

IDEAL FOR

Managers and cross-functional teams who want to understand and improve their end-to-end customer experience

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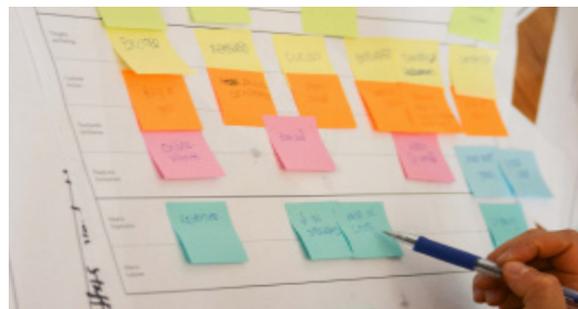100 Wall Street, Suite 502, New York, NY 10005
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Course Topics

DAY ONE: UNDERSTAND THE CURRENT STATE

+ Introduction to Service Design

+ Research the service's current state

+ Use models to communicate research
  and key insights

+ Identify opportunities for an improved service

You'll learn how to user journey maps to understand the current service experience and opportunities to improve it.

DAY TWO: ENVISION THE FUTURE STATE

+ Generate new ideas

+ Define a future service vision

+ Refine through multiple types of prototyping

+ Anticipate and prepare for implementation

+ Effective presentation of service design

Practice prototyping tools like Bodystorming to test out, humanize and improve future service concepts.

We'll show you how to get ready for implementation of your service through tools like Service Blueprinting.