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Advanced Certificate in Global Service Design

# Designing for Service Innovation

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## Designing for Service Innovation

Designing for service innovation is a crucial aspect of the Advanced Certificate in Global Service Design course. It involves creating new and improved services that meet the changing needs and expectations of customers in a global context. This process requires a deep understanding of the target audience, market trends, and technological advancements to develop innovative solutions that provide value and differentiate from competitors.

Service innovation design focuses on enhancing the customer experience, increasing customer satisfaction, and driving business growth through creative and strategic thinking. It involves a holistic approach that considers all touchpoints of the service delivery process, from initial contact to post-service support.

Designing for service innovation requires a combination of empathy, creativity, and analytical skills to identify opportunities for improvement and develop solutions that address customer pain points. It involves collaboration with cross-functional teams, including designers, researchers, marketers, and engineers, to ensure a comprehensive and user-centered approach.

Key challenges in designing for service innovation include overcoming resistance to change, balancing customer needs with business goals, and adapting to evolving market conditions. However, by leveraging design thinking principles, prototyping techniques, and user testing, organizations can successfully drive service innovation and gain a competitive advantage in the global marketplace.

## Key Concepts and Terms

### 1. Design Thinking

Design thinking is a human-centered approach to innovation that involves empathizing with users, defining problems, ideating solutions, prototyping concepts, and testing ideas. It helps organizations to understand customer needs, identify opportunities for improvement, and create innovative solutions that deliver value.

### 2. Service Blueprint

A service blueprint is a visual representation of the end-to-end service delivery process, including customer interactions, front-stage actions, and back-stage operations. It helps organizations to identify gaps, inefficiencies, and opportunities for innovation in their service offerings.

### 3. Customer Journey Mapping

Customer journey mapping is a technique used to visualize the customer's experience across all touchpoints with a service or product. It helps organizations to understand customer expectations, pain points, and moments of truth, enabling them to design more personalized and effective service experiences.

### 4. Value Proposition

A value proposition is a statement that communicates the unique benefits and value that a product or service offers to customers. It articulates why customers should choose a particular offering over competitors and how it addresses their needs and desires.

#### 5. Service Design Thinking

Service design thinking is a human-centered approach to designing services that focuses on understanding customer needs, co-creating solutions, and delivering value. It involves collaboration across disciplines, iteration through prototyping, and continuous improvement based on user feedback.

#### 6. Prototyping

Prototyping is the process of creating a scaled-down version of a product or service to test and validate ideas before full-scale implementation. It helps organizations to gather feedback, iterate on designs, and identify potential issues early in the development process.

#### 7. Co-Creation

Co-creation is a collaborative approach to innovation that involves involving customers, stakeholders, and partners in the design and development process. It enables organizations to leverage diverse perspectives, generate new ideas, and create solutions that meet the needs of all stakeholders.

#### 8. Design Sprints

Design sprints are a structured process for rapidly ideating, prototyping, and testing ideas to solve complex problems. They typically involve a cross-functional team working together intensively over a short period to generate innovative solutions and make informed decisions.

#### 9. Service Ecosystem

A service ecosystem is a network of interconnected actors, resources, and technologies that collaborate to deliver a seamless service experience to customers. It includes both internal and external stakeholders, such as employees, partners, suppliers, and customers.

#### 10. Experience Design

Experience design is the practice of creating meaningful and memorable interactions between users and products or services. It focuses on understanding user needs, emotions, and behaviors to design intuitive, engaging, and delightful experiences that foster loyalty and satisfaction.

#### 11. Service Innovation

Service innovation refers to the development of new or improved services that address unmet customer needs, create value, and differentiate from competitors. It involves applying creative thinking, technology, and business acumen to drive growth and competitive advantage in the marketplace.

#### 12. Human-Centered Design

Human-centered design is an approach to problem-solving that prioritizes the needs, preferences, and behaviors of users. It involves observing, empathizing, and engaging with users throughout the design process to ensure that solutions are intuitive, usable, and desirable.

#### 13. Lean Startup

Lean startup is a methodology for developing businesses and products through iterative experimentation and validated learning. It emphasizes starting small, testing assumptions, and adapting quickly based on feedback to build a sustainable and customer-centric organization.

#### 14. Design Strategy

Design strategy is a plan or framework that aligns design activities with business goals to drive innovation and competitive advantage. It involves setting clear objectives, defining priorities, and allocating resources to maximize the impact of design on organizational success.

#### 15. Design Leadership

Design leadership is the practice of guiding and inspiring teams to deliver innovative and successful design solutions. It involves setting a vision, fostering creativity, and promoting a culture of collaboration, experimentation, and continuous learning within an organization.

#### 16. Service Design Tools

Service design tools are resources, templates, and methodologies used to facilitate the design and delivery of services. They include techniques for research, ideation, prototyping, testing, and implementation that help organizations to create valuable and user-centric service experiences.

#### 17. Design Innovation

Design innovation involves applying creative thinking, technology, and user insights to develop new products, services, or processes that solve problems, meet needs, or create opportunities for growth. It requires a willingness to take risks, experiment, and challenge conventional thinking to drive change and drive business success.

#### 18. Design Research

Design research is the process of gathering insights, understanding user behaviors, and identifying opportunities for innovation through observation, interviews, surveys, and other research methods. It helps organizations to make informed design decisions, validate assumptions, and create solutions that resonate with users.

#### 19. Design Management

Design management is the practice of overseeing and coordinating design activities within an organization to ensure that they align with business objectives and deliver value. It involves setting goals, defining processes, and empowering teams to achieve strategic and creative outcomes through design.

#### 20. Service Design Methods

Service design methods are systematic approaches and techniques used to design and improve services that meet customer needs and business goals. They include tools for mapping experiences, generating ideas, prototyping concepts, and testing solutions to create innovative and user-centric service offerings.

#### 21. Design Collaboration

Design collaboration is the process of working together across disciplines, departments, or organizations to co-create solutions that address complex challenges and deliver value to stakeholders. It involves sharing

knowledge, skills, and perspectives to generate innovative ideas and drive successful outcomes.

#### 22. Design Ethics

Design ethics refers to the principles, values, and considerations that guide ethical decision-making in design practice. It involves respecting user privacy, promoting inclusivity, and balancing social, environmental, and economic impacts to create responsible and sustainable solutions that benefit society.

#### 23. Design Impact

Design impact is the measurable change or value that design brings to individuals, organizations, or society. It includes improvements in user experience, business performance, social outcomes, and environmental sustainability that result from applying design thinking, creativity, and innovation to solve problems and create opportunities.

#### 24. Strategic Design

Strategic design is the use of design thinking and creativity to inform and shape organizational strategy, goals, and decision-making. It involves aligning design activities with business objectives, market trends, and customer needs to drive innovation, differentiation, and growth in a competitive marketplace.

#### 25. Design Thinking Process

The design thinking process is a structured approach to problem-solving that involves five stages: empathize, define, ideate, prototype, and test. It helps organizations to understand user needs, generate ideas, explore solutions, and iterate on designs to create innovative and user-centered products and services.

#### 26. Design Innovation Lab

A design innovation lab is a dedicated space or team within an organization that focuses on exploring new ideas, experimenting with technologies, and driving innovation through design. It provides a creative environment for collaboration, prototyping, and testing concepts to develop breakthrough solutions that meet customer needs and business objectives.

#### 27. Design Sprint Facilitation

Design sprint facilitation is the practice of leading a cross-functional team through a design sprint process to generate ideas, prototype concepts, and test solutions in a rapid and collaborative manner. It involves setting goals, managing time, facilitating discussions, and synthesizing feedback to drive innovation and decision-making.

#### 28. Service Design Thinking Tools

Service design thinking tools are resources, frameworks, and methods used to apply design thinking principles to the development and delivery of services. They help organizations to understand customer needs, visualize service experiences, generate ideas, and test solutions to create innovative and user-centric service offerings that drive business success.

#### 29. Design Innovation Framework

A design innovation framework is a structured approach or set of principles that guide organizations in

applying design thinking and creativity to drive innovation and competitive advantage. It provides a roadmap for identifying opportunities, generating ideas, prototyping concepts, and testing solutions to create valuable and differentiated products or services that meet customer needs and market demands.

### 30. Service Design Prototyping

Service design prototyping is the process of creating tangible representations of service concepts, interactions, or experiences to test and refine ideas before implementation. It helps organizations to visualize service flows, gather feedback, and identify opportunities for improvement to create innovative and user-centric service offerings that deliver value and delight customers.

### 31. Design Thinking Workshop

A design thinking workshop is a collaborative session that brings together cross-functional teams to apply design thinking principles and methods to solve complex problems, generate ideas, and drive innovation. It typically involves activities such as empathy mapping, ideation sessions, prototyping exercises, and user testing to explore opportunities, align on solutions, and create actionable plans for implementation.

### 32. Service Design Strategy

Service design strategy is the practice of aligning service design activities with organizational goals, customer needs, and market trends to drive innovation, differentiation, and growth. It involves setting a vision, defining objectives, and developing a roadmap for designing and delivering services that create value, meet customer expectations, and drive business success in a competitive marketplace.

### 33. Design Thinking Principles

Design thinking principles are guidelines or beliefs that inform the design thinking process and guide decision-making in creating innovative and user-centric solutions. They include focusing on user needs, embracing ambiguity, iterating on ideas, collaborating across disciplines, and testing assumptions to drive creativity, empathy, and effectiveness in designing products, services, or experiences that meet customer needs and exceed expectations.

### 34. Service Design Innovation

Service design innovation involves creating new or improved service offerings that address unmet customer needs, deliver value, and differentiate from competitors. It requires a deep understanding of customer expectations, market trends, and business goals to develop innovative solutions that drive growth, enhance customer satisfaction, and build competitive advantage in the marketplace.

### 35. Design Thinking Mindset

A design thinking mindset is a way of approaching problems, challenges, and opportunities with empathy, creativity, and collaboration to generate innovative and user-centric solutions that deliver value and delight customers. It involves adopting a human-centered perspective, embracing ambiguity, iterating on ideas, and learning from failure to drive continuous improvement, creativity, and success in designing products, services, or experiences that meet customer needs and exceed expectations.

### 36. Service Design Thinking Process

The service design thinking process is a structured approach to designing and delivering services that

focuses on understanding customer needs, generating ideas, prototyping concepts, and testing solutions to create innovative and user-centric service offerings. It involves collaboration across disciplines, iteration through feedback, and continuous improvement based on user insights to drive business success, customer satisfaction, and competitive advantage in a global marketplace.

### 37. Design Strategy Framework

A design strategy framework is a structured model or set of principles that guide organizations in developing and implementing design strategies to drive innovation, differentiation, and growth. It provides a roadmap for aligning design activities with business objectives, customer needs, and market trends to create value, enhance user experiences, and achieve strategic goals that drive organizational success in a competitive marketplace.

### 38. Service Design Innovation Process

The service design innovation process is a systematic approach to creating new or improved service offerings that address customer needs, deliver value, and differentiate from competitors. It involves identifying opportunities, generating ideas, prototyping concepts, and testing solutions to develop innovative and user-centric services that drive growth, enhance customer satisfaction, and build competitive advantage in a global marketplace.

### 39. Design Thinking Tools and Techniques

Design thinking tools and techniques are resources, methodologies, and practices used to apply design thinking principles to solve problems, generate ideas, and drive innovation. They include methods for empathy mapping, journey mapping, ideation, prototyping, and user testing that help organizations to understand customer needs, visualize solutions, and create user-centric products, services, or experiences that meet expectations and exceed requirements in a competitive marketplace.

### 40. Service Design Thinking Framework

A service design thinking framework is a structured model or set of principles that guide organizations in applying design thinking to the development and delivery of services. It provides a roadmap for understanding customer needs, visualizing service experiences, generating ideas, prototyping concepts, and testing solutions to create innovative and user-centric service offerings that drive business success, customer satisfaction, and competitive advantage in a global marketplace.

### 41. Design Thinking Process Steps

The design thinking process steps are a series of stages that guide organizations in applying design thinking principles to solve problems, generate ideas, and drive innovation. They typically include empathizing with users, defining problems, ideating solutions, prototyping concepts, and testing ideas to create user-centric products, services, or experiences that meet customer needs, exceed expectations, and drive business success in a competitive marketplace.

### 42. Service Design Innovation Tools

Service design innovation tools are resources, methods, and practices used to create new or improved service offerings that address customer needs, deliver value, and differentiate from competitors. They include techniques for service blueprinting, customer journey mapping, value proposition design, and co-

creation that help organizations to understand user experiences, identify opportunities, and develop innovative solutions that drive growth, enhance customer satisfaction, and build competitive advantage in a global marketplace.

#### 43. Design Thinking Process Model

A design thinking process model is a visual representation of the stages and activities involved in applying design thinking principles to solve problems, generate ideas, and drive innovation. It typically includes stages such as empathizing, defining, ideating, prototyping, and testing that help organizations to understand user needs, visualize solutions, and create user-centric products, services, or experiences that meet customer expectations, exceed requirements, and drive business success in a competitive marketplace.

#### 44. Service Design Thinking Approach

A service design thinking approach is a method or mindset that guides organizations in applying design thinking to the development and delivery of services. It involves understanding customer needs, visualizing service experiences, generating ideas, prototyping concepts, and testing solutions to create innovative and user-centric service offerings that drive business success, enhance customer satisfaction, and build competitive advantage in a global marketplace.

#### 45. Design Thinking Principles and Practices

Design thinking principles and practices are guidelines and methods that inform the design thinking process and guide decision-making in creating innovative and user-centric solutions. They include empathy, ideation, iteration, prototyping, and testing that help organizations to understand user needs, generate ideas, explore solutions, and iterate on designs to create products, services, or experiences that meet customer needs, exceed expectations, and drive business success in a competitive marketplace.

#### 46. Service Design Thinking Tools and Methods

Service design thinking tools and methods are resources, techniques, and practices used to apply design thinking principles to the design and delivery of services. They include methods for customer research, service mapping, concept development, and user testing that help organizations to understand user needs, visualize service experiences, and create user-centric solutions that meet customer expectations, drive business success, and build competitive advantage in a global marketplace.

#### 47. Design Thinking Process Framework

A design thinking process framework is a structured model or set of principles that guide organizations in applying design thinking to solve problems, generate ideas, and drive innovation. It provides a roadmap for understanding user needs, defining problems, ideating solutions, prototyping concepts, and testing ideas to create user-centric products, services, or experiences that meet customer expectations, exceed requirements, and drive business success in a competitive marketplace.

#### 48. Service Design Thinking Techniques

Service design thinking techniques are methods, practices, and tools used to apply design thinking principles to the development and delivery of services. They include techniques for empathy mapping, journey mapping, ideation sessions, prototyping exercises, and user testing that help organizations to understand customer needs, visualize service experiences, and create user-centric solutions that meet

expectations, exceed requirements, and drive business success in a competitive marketplace.

#### 49. Design Thinking Process Tools

Design thinking process tools are resources, methods, and practices used to facilitate the design thinking process and guide decision-making in creating innovative and user-centric solutions. They include tools for user research, concept development, prototyping, and testing that help organizations to understand user needs, generate ideas, explore solutions, and iterate on designs to create products, services, or experiences that meet customer needs, exceed expectations, and drive business success in a competitive marketplace.

#### 50. Service Design Thinking Principles

Service design thinking principles are guidelines and beliefs that inform the service design thinking process and guide decision-making in creating innovative and user-centric service offerings. They include empathy, collaboration, iteration, prototyping, and testing that help organizations to understand customer needs, visualize service experiences, and create user-centric solutions that meet expectations, exceed requirements, and drive business success in a competitive marketplace.

#### 51. Design Thinking Process Techniques

Design thinking process techniques are methods, practices, and tools used to apply design thinking principles to solve problems, generate ideas, and drive innovation. They include techniques for empathy mapping, brainstorming, concept development, prototyping, and user testing that help organizations to understand user needs, visualize solutions, and create user-centric products, services, or experiences that meet customer expectations, exceed requirements, and drive business success in a competitive marketplace.

#### 52. Service Design Thinking Models

Service design thinking models are visual representations of the stages, activities, and interactions involved in applying service design thinking principles to create innovative and user-centric service offerings. They provide a framework for understanding customer needs, visualizing service experiences, generating ideas, prototyping concepts, and testing solutions to drive business success, enhance customer satisfaction, and build competitive advantage in a global marketplace.

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