

SERVICE DESIGN SOUTH

CATANIA | JULY 8-13 2019

An immersive experience
into the theory and practice
of Service Design.

COURSE
INFO



Service Design South is a 6 days immersive learning experience.
Happening in the city of **Catania**, Sicily, next **July 8-13 2019**.
The whole course and the training materials will be in English.

WHO IS IT FOR? People who have some confidence with Human Centered Design.

This is an intermediate level course. Whether you are a UX professional, a usability expert or a "design unicorn" we expect that you to know some basics such as double diamond process or mapping journeys. The course is recommended for professionals expanding their design frontiers and thinking about a change of pace in their career.

WHY SHOULD I ATTEND? An experience out of your comfort zone.

This is the right course for you if:

- you have an honest attitude, feedback is always welcome.
- you want to work on real projects, applying frameworks and practical tools
- you believe in learning by doing, peer learning and collective intelligence
- you know the classic tools and methods, but you hack them to make them work
- you are looking for a challenge, fixing services in "the land of missed opportunities"

WHY SICILY? Global thinking applied to local problems.

Applying service design to local problems is the big idea behind Service Design South. The immersive and relational environment encourages experimentation. This is a stress test for your service ideas, make them work with the resources available.

WHAT WILL I TAKE AWAY? When you experience knowledge, it lasts longer.

Clarity of definitions, approaches and practical usage of tools and methods.

A case study for your portfolio, something to show to your colleagues, boss or mum.

A stronger professional network and hopefully some new friends.

WHAT ABOUT TOOLS? A fool with a tool is still a fool.

We believe in developing a service design mindset, an approach to innovation.

During the course will cover tools such as design research techniques, personas, user journey maps, service ecology map, service blueprint and how these connect to value proposition canvas, business model canvas and other frameworks.

However, a tool is just a tool. You will learn how to use them in practice, when in the process and decide when to hack them to fit your needs.

THEME & FOCUS **Physical X Digital**

2019 EDITION

Future services will be omnichannel, defining a new experience ecology. Service design agencies around the world are mostly delivering digital projects, while UX designers are increasingly more interested into shaping experiences beyond screens. We are at the crossroad between design disciplines and innovation approaches.

PROGRAMME Here is an overview of the activities covered by the course

Day 1 We will run a collective clarity making session on tools and theory, sharing and challenging design perspectives.

Then we will fix a broken service

Day 2 We will launch the clients' briefs and introduce design research techniques. It will be about understanding the context.

Be ready to question the brief.

Day 3 You will be out in the field observing people, collecting evidence, gathering information, capturing insights.

Sunscreen needed.

Day 4 You will generate ideas for design interventions and build some prototypes to test out in the field.

We call this service acupuncture.

Day 5 We will talk about resources, design adoption and backstage operations. Make it work and fade out from the process.

It is all about design for capacity.

Day 6 You will work on service integration, clients will join us to receive an implementation plan and project deliverables.

Not just a presentation!

COST Early birds will fly away for €1200.
Regular ticket is €1500 after the 30th of April 2019
VAT 22% is added to tickets, unless you buy as a foreign company

WHAT'S INCLUDED Breakfast and lunch for six days, complimentary water, tea & coffee
Training materials, one to one coaching and further resources.
Travel and accommodation are not included.

HOW TO BOOK Buy tickets online at www.servicedesignsouth.com
You can pay via bank transfer or credit card (using PayPal)
info@servicedesignsouth.com