



Service Design

A great product alone isn't enough. This course explores how to design and deliver cohesive service experiences that meet customer needs across every touchpoint. Learn to connect internal processes with external experiences to create seamless, efficient, and engaging service journeys.

COURSE OPTIONS



Live Virtual
Half-Day or 1-Day



In-person
Half-Day or 1-Day

WHAT YOU WILL LEARN...

- What service design is and how it connects to experience design
- Principles and tools for researching, designing, and testing services
- Ways to uncover opportunity areas within the service ecosystem
- Methods for mapping and improving multichannel service delivery
- Techniques for creating service blueprints and lifecycles
- Approaches to integrate service design thinking and practices into your organization

WHO SHOULD ATTEND?

This course is ideal for professionals responsible for connecting products and services into cohesive experiences — whether digital, in-person, or hybrid. It's designed for product owners, product managers, service designers, UX leads, and team leaders who need to align strategy, operations, and design to deliver end-to-end service experiences.

COURSE OUTLINE

FOUNDATIONS OF SERVICE DESIGN

- Understanding services, experience characteristics, and the principles of service design
- How service design differs from other experience design practices
- How companies benefit from a service-derived business model
- Exercise: Identify key service interactions within your organization

ELEMENTS OF THE SERVICE EXPERIENCE

- Front stage and backstage components of service experiences
- Personas, scenarios, journeys, ecosystem, lifecycle
- Experience points and connectors
- Exercise: Map the customer journey and identify improvement areas

SERVICE DESIGN PROCESS

- The people, teams and skills needed
- Research and testing techniques
- Strategy, service blueprinting, and innovation frameworks
- Balancing internal processes and external touchpoints
- Exercise: Create a mini service blueprint for a real-world scenario

APPLYING SERVICE DESIGN IN THE ORGANIZATION

- Building alignment and lifecycle thinking across teams
- Connecting service design outcomes to business strategy
- Exercise: Identify where service design creates business value in your org and how to measure its impact

WRAP-UP & REFLECTION

- Review of key takeaways and action planning
- Discussion of service design maturity and integration

KEY LEARNINGS

Gain the skills to design connected, human-centered, and innovative service experiences that align user needs, business goals, and operational realities.

60%
Theory

40%
Practical

COURSE DETAILS

DELIVERY OPTIONS

In-person or Live Online

Half-Day, 9:00am - 1:00pm

1-day, 9:00am - 4:30pm

Course includes a one-hour lunch break.

COURSE MATERIALS

In-person

Participants receive a printed course booklet
A laptop is not required for this course.

Live Online

Access to our Learning Management System

REGISTRATION

Visit our website for our prices and registration
www.akendi.com/ux-training.

Our workshops, courses, and certifications teach processes and tactical skills for teams of 6 or more who want to elevate product delivery.

LOCATIONS

In-person training courses are delivered in your location. Ask us for more details!

Register today!

www.akendi.com/ux-training

CUSTOM TRAINING AVAILABLE

Akendi offers customised training courses designed to fit your organization's specific needs.

Contact us at training@akendi.com for more information.