

Service Design Course

COURSE SYLLABUS

Introduction

Marathon Experience Design Lab is the professional training section of Marathon XP, an experience design firm with 10+ years of practice working with companies and leaders in various industries such as banking & finance, telecommunication, insurance, technology, education, NGOs, etc.

With this vast knowledge and combined decade of experience, we started MexLab to build capacity and impact the designers, professionals, and innovators to design solutions and create experiences that matter.

This Service Design course, compiled and taught by seasoned service designers, focuses on helping you gain an understanding of service design methodologies, process, and frameworks.

You'll learn how to design services and create experiences that drive product adoption and use. Additionally, the course will broaden your knowledge of collaborative design, prototyping, and iterating with feedback.

Target Audience & Outcomes

TARGET AUDIENCE

This course is designed for

- Beginners to the service design field with limited or no experience in any other design fields.
- Intermediate service designers who want to expand their knowledge and improve their practical service design skills.
- Experienced designers who want to broaden their horizon with new perspectives.

OUTCOMES

In this course, you will learn

- What service design is and its frameworks
- How to understand user needs and create better services
- Mapping services; journey mapping, service blueprinting, value proposition mapping, etc
- How to prototype services and the different service prototypes
- Service testing techniques and how to iterate using feedback
- Building a service design portfolio project.

Course Structure

CONTENT

- 1. Introduction to Service Design**
 - What is Service Design?
 - Designing experiences, not just products
- 2. Service Design Thinking Framework**
 - Introduction to DT Frameworks
 - Marathon's HELO framework
 - Building Your Portfolio
- 3. Understanding User Needs**
 - Role of empathy for experience design
 - Conducting user interviews & ethnographic research

CONTENT

- 4. Mapping Services**
 - Introduction to service mapping
 - Journey Mapping & Service Blueprints
 - Value Proposition Maps, Systems Mapping & Ecosystem maps
 - Enhancing Your Portfolio
- 5. Prototyping Services**
 - From paper sketches to role-playing service prototypes
 - Group Activity: Prototype a new coffee shop experience
- 6. Testing & Iteration**
 - Why test & iterate?
 - Service testing techniques (role plays, pilot programs)
 - Iteration cycles with real-time feedback

Course Structure

CONTENT

7. Implementing Service Design

- Aligning stakeholders, managing change

8. Finalizing Your Portfolio

TIMELINES

This is a 6-week self-paced timeline course containing weekly videos, reading materials, activities, and quizzes to enable participants to proceed to the following week.

You will be sent reminders to complete your weekly tasks and proceed to the next one.

Learning Model

LEARNING METHOD

The course is offered via our online platform, a platform that offers you the opportunity to learn and revisit the course content at your own pace.

You will be provided with reading resources in every module and a finalizing quiz that enables you to move to the next module.

PORTFOLIO PROJECT

To ensure that you practice what you learn, you will be taught how to create and present a portfolio and during the course, you will be asked to pick a challenge to work on as a capstone project.

MENTORSHIP

Every week throughout the course, you will be invited to a live session with a mentor, **an expert Service Designer**, to offer career advice and answer questions pertaining to the design research field.

Please note that the mentors will not be discussing the course content. If you have any questions concerning the course content, feel free to contact the instructor(s) via the learning platform or leave your questions in the discussion forum.

After Course Completion

After this course you will be able to

- Understand service design principles, frameworks, and their applications.
- Identify user needs and design improved service experiences.
- Create service maps, including journey maps, service blueprints, and value proposition maps.
- Develop and prototype services using various service prototyping methods.
- Apply service testing techniques and iterate designs based on user feedback.

CERTIFICATION

After the completion of the course and passing more than 75% of all the in-course quiz, you will awarded a **Certification of Certification**. An official recognition of your knowledge of Service Design.

Got any questions?

Contact us at
mexlab@marathonxp.com