



SUMMER

SCHOOL

professional



Service Design for Innovation

TECHNICAL FILE

Summer Service Design for Innovation – 4th edition

Credits: 5.

- The educational planning of all IED Master courses is based on the criteria set by the **European Higher Education Area (EHEA)**.
- IED Master employs a system of credits that follows the structure of the **European Credit Transfer and Accumulation System (ECTS)**.
- IED Master issues its own exclusively private degrees.

Language: English.

- A TOEFL 550 or IELTS 6.5 level of language knowledge or equivalent is required for those students whose mother tongue is not English.
- Some classes and/or lectures may be given by international guests and in these cases the working language will be English or Spanish. There is also the chance that additional educational material or recommended activities will be provided in English and/or Spanish.

Unlocking IED Barcelona, welcome activity for international students:

June 28th 2019 (optional attendance).

Duration: 1st to 12th July 2019.

Timetable: Monday to Friday from 4.40 pm to 9.40 pm.

Some sessions may take place outside these hours in the case of making up for missed classes or extra activities.

PRESENTATION

What is Service Design?

Every day we are active users of different kinds of services from the very second we wake up to the second we fall asleep: when we go to the office, to school, to the supermarket or even to a hospital. Very often, we have to face the fact that these services have not been designed keeping in mind the user: you! Service Design is an established and successful innovation methodology that helps generate exciting and meaningful experiences for people, like you.

Why Service Design matters?

In the past decades Innovation and Design were focused mainly on products. Today, in an economy driven by information technology and intangible goods, the service is the product. Being able to create useful and desirable services becomes then a fundamental skill for companies and organizations in order to innovate.

What's the value of Service Design?

The value of service design lies in the development of innovative solutions that didn't exist before or in making already existing services significantly better in terms of desirability and efficiency. Service Design creates value because it consists in designing what people need and desire.

GENERAL COURSE OBJECTIVES

- Understand the problem through observation and interviewing techniques.
- Reframe the problem and opportunity.
- Ideation and effective brainstorming.
- Prototyping an experience: Build prototypes to be tested with users.
- User testing & refinement.

IED MASTER BARCELONA METHODOLOGY

The IED Master philosophy is built upon design culture, using a methodology based on learning by doing and applying various creative and innovation process methods through project-based learning.

The IED Master training programme is set within a multicultural and multidisciplinary context and combines theoretical-technical specialisation with theoretical content and practice during the completion of projects.

The learning process involves an educational team of practicing professionals from the fields of business, design and communication.

SPECIFIC COURSE METHODOLOGY

During this course, you will explore and make use of the tools used by Service Design and Innovation professionals and apply them to a real challenge.

With this process you will learn:

- The techniques used to better understand customers and uncover unique insights.
- How increase your ability to create unique, desirable and valuable products.
- To be able to accelerate the validation of new ideas from a user perspective.
- A common language and process that can be used to align inter-departments to the same goals.

STUDENT PROFILE

This Professional Summer Course is designed for professionals, executives & CEO's, from all industries and all departments, who want to become innovation leaders within their companies and be able to solve complex problems in multidisciplinary teams.

Professional working or willing to work at a strategic level will find the Service Design principles and tools being core capabilities for their competitive advantage. To address international participants, the course will be held in English.

CAREER OPPORTUNITIES

Depending on each student's profile and prior experience, possible career positions on graduation include to work at a strategic level adding competitive advantages in current jobs, implementing principles and tools of Service Design.

SKILLS ACQUIRED

These are the theoretical and practical skills acquired throughout the course, including the knowledge, skills and attitude required to perform a specific career activity.

IED MASTER BARCELONA GENERAL SKILLS

- Research skills.
- Teamwork skills.
- Creative entrepreneurial and leadership skills.
- Management skills.
- Communication skills.
- Ethical, social and sustainable commitment skills.

SPECIFIC COURSE SKILLS

- To acquire a global vision of a service. Dealing and practise all phases of the conception process.
- To apply methodologies of Design Thinking and Mindset in projects of services.
- Ability to structure and define a new service.
- Ability to apply a flexible way of working for the design of services.
- Capacity to visualize and prototype services.

PROGRAM

Every participant will work hands-on with a project and the course will guide you through the essential concepts and the methodology of Service Design.

This structure is not linear; several different topics related to the five main themes will be presented during the course.

The structure will focus on the following phases:

Phase 1_ Understand the problem through observation and interviewing techniques

There is often a huge difference between what you think the customers want and what they actually want. Here you practice:

- How to ask questions that reveal meaningful insights and how to attentively listen so to make your customers talk.
- How to observe the users in context to reveal unknown truths about their behaviour.

Phase 2_ Reframe the problem and opportunity

Whether it's trying to beat your competitors or enter into a whole new market, one of the most powerful techniques to solve a problem and find new opportunities is to know how to frame the actual problem.

Phase 3_ Ideation and effective brainstorming

Apparently many people are not innovative. We prove that perception is wrong by showing you the different types of innovator and how each of them can innovate, generate exciting new solutions.

Phase 4_ Prototyping an experience

One of the biggest fears by companies is launching while in the prototyping phase. You build prototypes to be tested with users.

Phase 5_ User testing & refinement

Validating a new service before the big launch is essential but doing it right is critical.

You test these steps for yourself and evaluate what changes would need to be made to make the service more successful in the market.

Workshops

Digital Prototyping and Testing in Runroom (company)

<https://www.runroom.com/>

Service Prototyping in We Question Our Project (company)

<http://wequestionourproject.com/>

COORDINATOR

An area specialist coordinator is available for advice in each course and is actively engaged in designing its curriculum and content in collaboration with the Master Area Academic Department. The course coordinator also helps to incorporate sector-specific teachers and is responsible for maintaining relationships with companies and institutions within the knowledge field of the course.

MANUELA PROCOPIO

Trend analyst, researcher and a facilitator in Service Design processes. She is co-founder of WePush, an initiative that connects Barcelona, London and Bogotá focused on applying trends as drivers of innovation strategies. She is initiator of co workshops, a training concept based on group dynamics, co-creation techniques and fast prototyping of ideas and services. Manuela is also Managing Director of the Management for Creative Industries School at IED in Barcelona.

TEACHING STAFF

The teaching staff comprises sector professionals from various leading fields, including:

ITZIAR POBES

Service designer and co-founder of We Question Our Project, she works mainly with local and regional governments in service projects with a digital twist. She is passionate about co-creation and service prototyping as means to question the projects boundaries and assumptions by involving citizens and front-line workers. She is currently studying an MBA in Service Innovation and Design at Laurea University of Applied Sciences in Finland. She holds a Postgraduate degree in Design Thinking and Innovation.

YANNA VOGIAZOU

Product Designer & Innovation Consultant. UX consultancy for Kmap, a scalable real-time report management, information and control System. He supported Midokura's product innovation with UX design and user research activities in industrial IoT and virtual networking. Is the author of the book: Design for Emergence: Collaborative Social Play with Online and Location-Based Media.

CORNELIA BREZING

Coaching and Visual Thinking in Barcelona.

Illustrator and certified coach (EASC) with a psychology and a graphic design degree.

Founder Visual Elevator Pitch, a service aimed at entrepreneurs, designers and creative people.
www.linkedin.com/in/corneliabrezing

ANGIE MOGOLLÓN

Facilitator & Service Designer. Co-founder We push (Service Design). She drives process of innovation and design. Makes you passionate and inspires with agile and collaborative strategies.

ELISABET DUARTE

Service Designer. Manages the Rrebrand Peruvian office. Rrebrand is a strategic and service design firm based in Madrid with offices in Lima and Bogotá. She has 3 years directing service design projects in Perú and LatinAmerica. Also she is involved in social innovation with the platform "Marca Lima". Art Degree for acting and a Bachelor Degree in Interior Design.

RELATED COURSES

Summer Design Thinking and Business Transformation.
Summer Innovation and Future Thinking.
Summer Design Thinking and Co-Creation.
Postgraduate Trends Research.
Postgraduate Design for Innovation Strategy.
Master Innovation Strategies and Entrepreneurship.

GENERAL ENTRY REQUIREMENTS

The application for all IED Barcelona courses is made directly with the Orientation and Admissions Department Advisors or through an online Admissions Platform. Your Advisor will give you the credentials to access the platform once you want to start the Admission Process.

Documents required:

- Professional experience related to the course area/subject.
- Scanned copy of DNI (Spanish students) or passport (foreign students).
- Scanned copy of university degree (bachelor's, degree or equivalent).
- Letter of motivation in the language of the course.
- CV in the language of the course specifying languages level and IT skills.
- Advanced knowledge of Spanish or English as appropriate. Courses in English require an intermediate level, corresponding to TOEFL 550 or IELTS 6.5. Courses in Spanish require a B2 language level. If a prospective student has neither of these certificates, his or her language skills will be assessed in a face-to-face interview or via a Skype call.
- Portfolio for creative courses or admission exercise if required.

Students with a university degree can be admitted into the programmes, while those without may be admitted into specific programmes on the basis of their professional merits. In the latter case, it will be at the discretion of IED Barcelona to determine what type of certification will be obtained.

Students must complete the course satisfactorily in terms of knowledge and show an attendance of more than 80% to obtain the Diploma.

ADDITIONAL COSTS

All additional costs will be paid by the student (project specific material, cardboard, printing...).

C/ Biada, 11 · 08012 - Barcelona
T. + 34 93 238 58 89
contact@bcn.ied.es
iedbarcelona.es
ied.es · ied.edu

Milano
Roma
Torino
Venezia
Firenze
Cagliari
Como
Madrid
Barcelona
São Paulo
Rio de Janeiro

SUM- MER

COURSES

Innovation and Future Thinking
Design Thinking for Business Transformation
Design Thinking and Co-Creation
Service Design for Innovation
Future Materials in Fashion: Lifestyle, Trends and Design
Fashion Product Management
Moda Sostenible

Diseño de Interiores Comerciales: Gastronomía y Retail
Rural Design
Packaging Design
Diseño de Mobiliario
Diseño de Producto Deportivo
Beachwear Design
Estampación de Moda
Fashion Trends Investigation

Decoración y Estilismo de Interiores
Global Design
Diseño Gráfico
Creative Illustration
Social Media Management
Diseño de Joyas
Experimental Jewellery Design
Marketing de la Moda
Visual Merchandising
Asesoría de Imagen y Personal Shopper
Fashion Styling
Fotografía de Moda
Graphic Design for Brand
Fashion Design Research

Global Design Junior
Diseño de Moda Junior
Fashion Design Junior
Ilustración y Animación Creativa Junior