



Human-Centered Service Design

Course Syllabus

Course Calendar

May 21 – June 28

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
INTRODUCTION				MAY 21 <i>Orientation Materials Open</i>			
LESSON 0 <i>Introduction</i>	MAY 25 <i>Full Course Open, Assignment 0 Due</i>						MAY 31 <i>Assignment 1 Due</i>
LESSON 01 <i>Expand the Journey</i>							JUNE 7 <i>Assignment 2 Due</i>
LESSON 02 <i>Make Moments Real</i>							JUNE 14 <i>Assignment 3 Due</i>
LESSON 03 <i>Share the Vision</i>							JUNE 21 <i>Final Project Due</i>
CONCLUSION <i>Service Never Stops</i>							JUNE 28 <i>Course Closed</i>



Human-Centered Service Design

Course Syllabus

Service Design is the craft of tying together human, digital, and physical interactions, over time, to create an experience that meets the needs of your customers.

Delivering great service can be challenging, but you can use design thinking to understand people's needs, look holistically at the interactions you have with customers, and constantly iterate your way forward.

<i>Your Instructors, Teaching Team & Community</i>	03
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COURSE OVERVIEW

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Your Instructors, Teaching Team & Community

A wide range of individuals are stakeholders in your success in learning design thinking. As a learner, you'll interact with:

INSTRUCTORS

IDEO U courses are taught by IDEO practitioners who have honed their skills over many years in the field bringing new ideas to market. They bring real-world case studies and examples into their recorded video lessons, pulling from IDEO's 40+ years of work with global organizations across diverse industries.

TEACHING TEAM

Receive support from a team of design thinking practitioners with teaching and facilitation expertise. These experienced professionals are present to guide discussions, foster peer connection, and provide feedback on your assignments.

COURSE COMMUNITY

Learn alongside a cohort of hundreds of passionate professionals from around the world seeking to bring innovation and creativity to their work. The IDEO U community spans 120 countries and countless professions and industries. Build your professional network by making valuable connections in each course.

Meet Your Instructors



MELANIE BELL-MAYEDA

*Partner and Managing Director
at IDEO*

Melanie is responsible for helping lead the firm's design for change work, which focuses on helping organizations and leaders realize their creative potential. In over a decade at IDEO, she's played several roles leading different areas of the business, including those where design is bringing value to new and emerging markets. Her client portfolio includes the North Face, Gaia, Citibank, Chase, T-Mobile, and the Scan Foundation. Melanie is a Harvard University and Harvard Business School alumna, on the Board of Directors of The Steve Fund, and on the Board of Regents at Samuel Merritt University.



ILYA PROKOPOFF

*Partner and Managing Director
at IDEO*

An IDEO partner since 2007, Ilya co-leads IDEO's San Francisco office and also launched Organizational Design, a discrete group within IDEO dedicated to helping leaders drive lasting change in their organizations. Ilya has worked to develop innovation capabilities, new products, services, and more for clients including Kaiser Permanente, Mayo Clinic, the Gannett Corporation, and InterCorp. He has a passion for helping organizations understand their customers better and operate in fundamentally human-centered ways. He holds a Bachelor's of Science in product design from the Institute of Design at the Illinois Institute of Technology, where he is now a member of the Board of Advisors.



Planning for a Successful Learning Experience

The IDEO U learning experience centers on four key ways of engaging, all designed to help you understand and retain new knowledge. In each lesson you have the opportunity to see, try, share, and reflect. This isn't a passive experience—to get the most out of each course, we recommend that you plan to engage with your fellow learners and practice your new skills with others in real-world settings.

To be successful in a course, we recommend planning for a minimum of 4 hours of work per week, including time to watch videos and read articles, complete assignments, and engage in discussion and reflection.



SCHEDULE TIME FOR ASSIGNMENTS

Some assignments will require you to engage with others outside of the course—hosting a brainstorm, for example. It may be helpful to plan these sessions in advance. Find more information on assignments and activities in the lesson breakdowns in this syllabus.

PARTICIPATE IN VIRTUAL VIDEO CALLS

These optional sessions offer the chance to engage with your peers, dive deeper into course concepts, and broaden your perspective. If you can't attend each week, try to participate in at least one of these video chats.

GIVE FEEDBACK

We believe that asking for and giving feedback play crucial roles in learning. Use our in-course feedback guide to give constructive feedback and make valuable connections with your peers and the Teaching Team.

MEET DEADLINES

Put the deadline for each assignment on your calendar during your first week. These deadlines are suggestions to help you stay on track. The only hard deadline is the day your course closes, by which time you must submit all required course work to receive your certificate of completion.

STAY IN TOUCH

Your learning isn't over when the course closes. Tune in to hear from today's leading innovation experts and change makers on the [IDEO U Creative Confidence Podcast](#), get access to our LinkedIn alumni group, and consider guiding others through their IDEO U learning experience as an Alumni Coach.



Human-Centered Service Design

5-week Cohort Course

COURSE OBJECTIVES

- Create a customer journey map to better understand the interactions people have with your company.
- Build, test, and iterate these moments as service prototypes.
- Create a service blueprint to illustrate the service delivery process and share with stakeholders who will help construct the service.
- Communicate the vision for your service in an authentic and compelling way.

TIME COMMITMENT

We recommend a minimum of 4 hours per week.

[VIEW COURSE](#)

Week 1	INTRODUCTION	Get an introduction to the ways in which service is thought about today, and the qualities that define good service.
Week 2	LESSON 01 <i>Expand the Journey</i>	Learn how to see service as a customer journey that unfolds over time and pick moments that matter for your organization.
Week 3	LESSON 02 <i>Make Moments Real</i>	Brainstorm ways to bring your service moments to life and build a prototype to learn more about a particular moment.
Week 4	LESSON 03 <i>Share the Vision</i>	Learn how to organize the components of a service into a service blueprint and share the vision of your service with other stakeholders.
Week 5	CONCLUSION <i>Service Never Stops</i>	Wrap up with a final project summarizing your key takeaways and highlighting your plans for the future.



WEEK 1

Introduction

In this lesson, you will:

- Think about the services you have experienced and how a service is defined in today's markets.
- Understand how design thinking can help you develop and iterate service.
- Learn four qualities of great service organizations and hear examples that embody these qualities.

VIDEO

Service Surrounds Us—It's all service, and we can design it

Take a look at the foundations for what service is, the powerful impact that service has on customers, and the role that technology can play in changing the delivery of service.

VIDEO

Four Qualities of Great Service Organizations—Balanced, intentional, and human-centered moments that matter

See the four qualities of great service and examples from different organizations.

VIDEO

A Mentor Moment with Ilya—Getting started on service projects

Begin to think about designing for specific moments in the customer journey.

ACTIVITY

Choose Your Service Design Project

Choose from a series of project challenges, all designed to be the right size and scope for this course. You will practice on these challenges during the course and later you can bring your learnings into your own work.

JOIN A LEARNING CIRCLE

Your Learning Circle is a place to connect with a smaller community of peers working on the same challenge as you. Learning Circles are peer-led, and provide an opportunity to discuss assignments, gain inspiration, and dive deeper into course content. Join a group with those who will inspire and push your thinking. Note: Joining a Learning Circle is optional and you may also create your own.

EXPLORE MORE

Check out these resources for inspiration on reimagining the customer experience and what it means to be a 'human-centered' team member inside of IDEO.



WEEK 2

Lesson 01: Expand the Journey

In this lesson, you will:

- Understand how to see service as a customer journey that unfolds over time.
- Learn about the importance of journey maps and understand their role in the Service Design process.
- Learn how to capture information through observation and interviews and how to begin crafting that information into meaningful, actionable insights.
- Analyze your full customer journey and learn how to pick moments that matter for your organization.

VIDEO

Learn about service journey maps and the elements that make them up.

Understanding the Journey—An introduction to journey maps

EXPLORE

See how journey maps come in many different forms depending on the type of service or the specific elements of the service that need to be highlighted.

Journey Map Gallery

READ

When you design, you have to understand what is before thinking about what could be. For Service Design, this means gathering information about the people who use and deliver the service and getting inspired by other services in the world.

Tips for Gathering Insights

EXPLORE

Practice observing with a curious mindset by observing a service to get inspiration and insight.

The Art of Observation

VIDEO

Coe Leta Stafford, Senior Design Director of IDEO U, shares some quick tips for synthesizing your findings into actionable insights.

A Mentor Moment with Coe Leta—Gathering insights for your service

VIDEO

Journey maps usually contain many different moments, all of which may feel ripe for redesign. Learn how to choose which ones to focus on.

Tips to Pick What Matters—The moments to design

ACTIVITY

Journey maps are essential to good Service Design. They help you to see where the service is performing well and delivering value, and where it's not.

Build Your Journey Map

PEER FEEDBACK

Provide feedback on the work of at least two of your peers' assignments.

EXPLORE MORE

How can we learn to create moments that jolt, elevate, and change us? What do you do when you want to inspire meaningful participation from your guests at a conference? How can service design change the way healthcare is delivered, making it more personalized and a better experience for patients?



WEEK 3

Lesson 02: Make Moments Real

In this lesson, you will:

- Understand different brainstorming techniques that can help you generate new ideas for moments of your service.
- Get new mindsets for thinking about technology in service and learn when and how to start to think about technology to improve or expand your service.
- Get tips to prototype moments of your service.
- Learn more about how you measure the success of service prototypes.

VIDEO

*A Mentor Moment
with Melanie*

Learn why inviting others into your brainstorming process will help you in more ways than one.

EXPLORE

Generating New Ideas

Now that we've surfaced moments that matter, it's time to come up with ideas (brainstorm!) about how to bring them to life.

EXPLORE

Technology in Service

Learn how to effectively use technology—not to replace, but rather to augment the human interactions of your service.

VIDEO

*Make It Tangible—Prototyping
and measuring services*

Get tips and examples to help you prototype service moments.

EXPLORE

Service Prototyping Gallery

There are many different ways to prototype a service. Get inspired by examples of how others have approached this step.

VIDEO

A Mentor Moment with Susan

Susan O'Malley, Head of Strategy at IDEO, shares advice on getting customers to participate in your prototype.

ACTIVITY

Prototype Your Service

Stretch yourself to brainstorm different ways that your service moment can come to life, then choose one to prototype through a storyboard.

PEER FEEDBACK

Provide feedback on the work of at least two of your peers' assignments.

EXPLORE MORE

Additional resources related to role-play prototypes and other service prototyping methods.



WEEK 4

Lesson 03: Share the Vision

In this lesson, you will:

- Consider all of the components needed to pull off your service from moment to moment and learn how to organize these components into a service blueprint.
- Begin to visualize other ways to communicate and share the vision of your service with other stakeholders and team members.

VIDEO

*A Mentor Moment with
Melanie and Ilya*

Get tips for making sense of the feedback you received on your prototype.

VIDEO

*Designing the Visible
and Invisible*

Learn more about service blueprints and how they can help you to visualize and design the visible and invisible components of your service.

EXPLORE

Blueprints Deconstructed

Many service blueprints show a layering of elements across front-of-house, back-of-house, and behind-the-scenes. See examples to inspire you and broaden your understanding of blueprints.

VIDEO

*Communicating the Vision—
Beautiful ways to tell the story*

IDEO designers share other ways in which the vision of a service can be brought to life.

ACTIVITY

*From Journey Map
to Blueprint*

Expand your journey map into a detailed service blueprint by thinking about who your journey map is for, why you need it, and the different components that are necessary for the moments on your journey.

PEER FEEDBACK

Provide feedback on the work of at least two of your peers' assignments.

EXPLORE MORE

Resources on communicating the design of services and how to share a vision of your service.



Course Conclusion: Final Project— Service Never Stops

In this lesson, you will:

- Understand the tunable and flexible nature of service.
- Get inspired to continue iterating and improving service in the world.

VIDEO

*A Mentor Moment with
Melanie and Ilya—
Parting Thoughts*

Now that you've learned and practiced, consider your next steps.

VIDEO

*Stay Flexible—Service is a tool,
a prototype, a journey*

Learn why constant iteration is a fundamental element of Service Design, and hear some parting words from our instructors.

ACTIVITY

Service Design Project Plan


Synthesize what you've learned and make a plan for how you will build on the foundation that you've established.

PEER FEEDBACK

Provide feedback on the work of at least two of your peers' assignments.

EXPLORE MORE

Additional resources for those who want to dive deeper into the world of Service Design.



*“Delivering great service is hard.
But design thinking can help you
understand the functional and
emotional needs of people, look
holistically at the interactions you
have with users, and constantly
iterate your way forward.”*

MELANIE BELL-MAYEDA

Managing Director, IDEO San Francisco, Partner

For any questions, reach out to us at hello@ideou.com

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