

Self-assessment by Elisa Vlaanderen

SUBMITTED ON 29 MAY 2023



A summary about me:

4 years ago I started as a service designer at Capgemini Invent in The Netherlands, and I am currently working as a senior service designer at Capgemini Invent in London. I have worked mainly on projects within the public sector where I focus on user-centricity / citizen-centricity. I specialise mostly in developing customer journeys, service blueprints and facilitating workshops and design sprints to help governments tailor their service better to citizen needs. I have trained clients who were unfamiliar with service design and its methods and tools, to help them understand how it can benefit their citizens for the better.

I currently work as a/at:

Senior Service Designer, Capgemini Invent

<https://www.capgemini.com/about-us/who-we-are/our-brands/capgemini-invent/>

My LinkedIn profile:

<https://www.linkedin.com/in/elisa-vlaanderen-302042b3/>

My educational background:

MSc Marketing Management, Rotterdam School of Management, Erasmus University Rotterdam

Erasmus exchange, Aarhus University, Aarhus Denmark

BSc International Business Administration, Rotterdam School of Management, Erasmus University Rotterdam

The following theories are the key components of my approach to service design:

Personas, customer journeys, service blueprints, roadmapping, ideation, design sprints, (customer) interviews, co-creation, prototyping, roadmapping, workshops. Each of these theories allows me to put the user central in design, and to build a service which actually meets customer needs. It also allows to connect the front- and back-end, creating a holistic view of a service which I believe as a service designer is important to have.

These are the most relevant resources I base my work on and I recommend them as a body of knowledge in service design:

- Field experience (having been part of and run service design projects)
- Learning from more experienced colleagues
- Internal Capgemini training and communities (customer journey, service blueprint, design thinking, service design / user-centred design communities)
- LinkedIn provides me with thought leadership articles and other interesting updates within the field



- Book: Social Service Design, Boudewijn Bugter - a book about how to look, think and work differently regarding societal issues and public service (Dutch)

I have X years of working experience in service design:

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My working experience in service design includes involvement in:

- Service design projects
- Service design consultancy
- Service design training
- Sales

I have particular experience in the following service sectors:

Government

I have conducted X service design projects that aim at creating improvements or innovations within organisations:

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These are the service design projects I have successfully delivered:

UK governmental institution - Health and Disability (April 2023 - now)

Develop service blueprints of two benefits paid out by government. Desk research, user research, workshops to complete and validate service blueprints. Clearly identify link between frontstage and backstage to identify IT/tech touchpoints and gaps and inconsistencies within this.

UK governmental institution - Improving Customer Experience - Telephony Quick Wins and Roadmap Implementation (Feb 2023 - March 2023)

Complete a phase of user research (+/- 20 UR sessions and UR analysis) to develop a new telephony IVR journey. Design roadmap for RPA future tech delivery to improve customer experience.

Dutch governmental institution - End-to-end Citizen Journeys (June 2022 - Dec 2022)

Guiding the government in their organisational transformation to end-to-end customer journeys. Assess the as-is state and design the to-be state. Identifying opportunities for improvement. Using service blueprint methodology. Developing and facilitating workshops, design sprints for directors and executive board.

Dutch governmental institution - Redesign of steering and reporting information (Feb 2021 - Sept 2021)

Guiding the objections and appeals department in their transition to becoming more human-centred. Conduct 10 in-depth interviews. Facilitate 6 workshops to generate benefits-logic and KPI's which allow service to be provided from a citizen-centric perspective.

Dutch governmental institution - Redesign of Enforcement department (Jan 2020 - Nov 2020)

The department of enforcement was moving towards strengthening the proactive, institution-broad risk control of misuse of welfare payments. Managing redesign of the new risk management process. Nurturing a complex stakeholder field, incl. the ministry of Social Affairs & Employment.

Capgemini Invent proposition within Dutch Public Domain - Internal project (2019 - Jan 2023)

Developing initiatives to establish a proposition for the service design team within the Public domain. This included (a.o.) development of a public service offer including Personas, UR, Service blueprinting and contributing to blog writing on citizen-centricity.

I have provided service design training sessions and/or other educational experiences for X years:

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My philosophy as a trainer is:

Service design allows us to take a holistic view and link all levels of an organisation - customers, employees, technology, processes, etc. This way we can break through silos and create a service which is user-centred and less hindered by legacy. Inside-out and outside-in perspectives are combined and reveal interdependencies and relationships. This allows for building bridges between experiences and how best to design them. During training I hope this is what my attendees will take away from it.

I try to combine theory and practice - explaining background and tools and immediately provide opportunity to put what's learned into practice. I believe in learning by doing and often whilst carrying out what you've just learned, questions will come up. Which is good! I also used to give a training on storytelling. In my service design training I also try to incorporate storytelling, by making the structure and story of the training flow as best as possible. Also, I believe storytelling is a good skill to have within service design, as I often still find I need to explain our philosophies and tools to clients.

These are the service design training sessions and/or other educational experiences I've facilitated within the last year:

Capgemini Invent - User-centred design training(monthly) - 2 hours - usually +/- 20 participants - teach participants about user-centred design, where I would specifically teach them about the fundamentals, principles and tools of service design, including a service design task to carry out in small groups.

Capgemini Invent - Storytelling training (monthly) - 1.5 hours - usually +/- 12 participants - teaching participants the importance of storytelling in our work as a consultant / service designer. The history of storytelling, why it is important and small task to carry out in smaller groups.

At the client side I have had to do a lot of explaining regarding service design. I've facilitated many sessions in which I first had to explain what service design is and what value it adds, and elaborate on the tools and methodologies we wanted to use (e.g. service blueprinting) to convince them of the value.

I mostly provide my training offerings in the following language(s):

Dutch, English

I mostly provide my training offerings in the following countries/cities:

The Netherlands, The United Kingdom

I cover the following topics during my training offerings:

- Definition of service design
- Differentiation of service design to other approaches like design thinking, service marketing and service branding
- User research/deep customer insights
- Designing and conducting co-creation workshops
- Creativity and ideation processes
- Prototyping of services
- Implementation of service design concepts

My training participants typically have the following level of experience:

- Novice (new to service design)
- Fundamental (basic knowledge)

These are my favourite cases I use to inform participants about the impact and value of service design:

I kick-off by explaining products never sit alone anymore. Instead they're encapsulated by a service system being them. I provide the following cases to show this:



- Starbucks: I elaborate on its reward schemes, how it looks, feels, smells; Tesla: I dive deeper into their experience stores which are much more than just the product; Apple: I explain how Apple has us hooked on their service eco-system
- Governmental institution: end-to-end citizen journeys. I talk about the case I have provided for this assessment as well. As this is carried out by the company my participants are working for I like to show them the impactful and interesting work we do.
- Dutch energy provider: crafting a B2B decarbonisation service
- E-estonia: Estonia is very mature in its digital development and service. In terms of citizen centricity many countries use Estonia as an example. <https://e-estonia.com/>
- A pharmaceutical company: making an asthma management tool relevant for HCPs across markets. Craft the envisioned experience, overarching service system, and supporting interactions within.

I like using cases of Capgemini Invent, as it shows the projects and work we're doing.

These are the service design methods and tools that I use during my sessions:

- The 5 principles of service design
- Building personas
- (In-depth) interviews
- Customer Journey
- Emotional Journey
- Service Blueprint
- Design Sprint
- Double Diamond
- Prototyping

After successfully attending my training sessions, participants will typically be able to:

- Understand what service design is
- Understand the value of service design
- Understand the principles of service design
- Create a persona
- Create a customer journey
- Create a service blueprint
- Understand how service design operates amongst other disciplines within user-centred design

I apply the following evaluation tools to make sure the participants have understood the content of my sessions and gained the expected competencies and skills:

- Design task during which they have to create a customer journey in small groups and have to present it back
- Gather feedback through post surveys

I systematically evaluate and improve my offerings based on feedback. These are examples of feedback that have led to improvements:

- Provide case examples of good services and provide these across different industries
- The training is part of a bigger UCD training - in which UR, UX and content design are also discussed. The participants do not complete separate tasks anymore, but complete one big task in which all these disciplines are needed and build upon each other.

I have participated in the following service design-related activities in order to stay up to date, share my experiences with peers and receive their supervision within the last 12 months:

- Take active part in the service design and user-centred design community at Capgemini Invent

I actively support the local or national service design community through:

- Sharing client cases of current projects to showcase best practices and find synergies across clients and projects we are working on



- Ask questions and opinions on my work - I believe others can learn from the challenges I'm facing
- Within the service design community at Capgemini Invent we set up a yearly plan to create articles regarding service design to showcase and leverage our expertise and experience

I have participated as a speaker in the following events:

Dec 2022 - Capgemini Invent company wide 'monthly leadership update' - +/- 300 participants - showcase how we leverage service design at our clients

Nov 2022 - Capgemini Invent company wide 'portfolio sessions' - +/- 150 participants - company session during which we discuss portfolio in terms of tools and methodologies, during which I shared what theories we often use at our service design projects at our clients

Nov 2022 - Capgemini Invent international 'Citizen Digital Services' event - +/- 100 participants - showcase best practices by sharing successful service design project regarding citizen-centricity with international community

Oct 2022 - Capgemini Invent Round Table with multiple public sector clients in The Netherlands - +/- 10 participants - facilitated round table as an 'inspiration session' to show (potential) clients best practices regarding citizen centricity established through service design

I have published the following books/articles on service design and related fields:

<https://www.capgemini.com/pt-en/insights/research-library/creating-amazing-experiences-by-becoming-more-citizen-centric/>

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