

Made **For.**

Service Design Bootcamp

Customise to your schedule with 2 options

option 1

4 Days, On site

option 2

8 Days, Online



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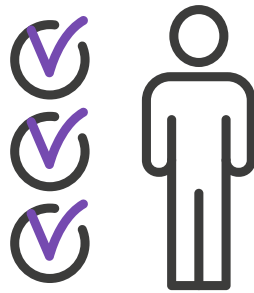
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Why Service Design?



- Service design is being adopted more frequently in many industries, but its benefits are not commonly recognised in the field of customer experience. This means that organisations that implement this approach quickly can use it as a competitive advantage.
- You'll learn what it is, how it works, and what it takes to make a great service designer, with practical activities designed to give you real-life experience of service design in a modern customer function.

What will you learn?



- Gain an understanding of key Service Design methodologies, values and design approaches.
- Learn to design customer research initiatives by understanding the different research methods available, and critically evaluating which methods will generate the right data & insight.
- Understand how to interpret insights, identify design options and create compelling services.
- Understand the context the challenge sits in, from market dynamics and to unmet customer needs.
- Build a concept - an early iteration of the service, demonstrating its core value by testing uncertainties.
- Learn the context of the Service Design role in a business strategy and experience the real-world disruptions while achieving your goal.

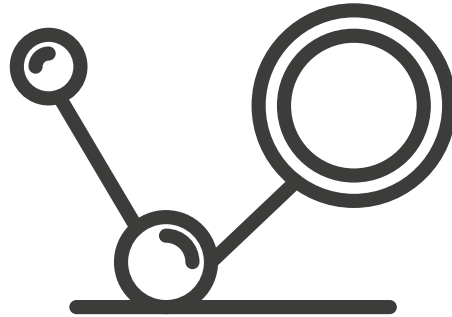
Service Design Bootcamp

Learning Path

8 HOURS

| DAY 1 | DAY 2 | DAY 3 | DAY 4 |
|--------------------------------------|--|--|---|
| Foundation / Problem | Insights / Idea | Concept / Blueprint | capability / Success |
| Welcome to the bootcamp | Customer insights - data analysis and insights | Concept prototyping | Capability mapping and success measures |
| Welcome to PriceCo. | | | Prepare to shape scoping briefs |
| Service design fundamentals | Customer missions and typologies | Testing the prototype | Briefing reviews |
| BREAK | BREAK | BREAK | BREAK |
| Here is your brief | Sense check against problem statement | Testing debrief | Preparation for the SteerCo. presentation |
| Ways of working | Introduction to ideation | Introduction to the Service Design blueprint | |
| BREAK | BREAK | BREAK | BREAK |
| Introduction to the research | Ideation | Mapping the journey to the blueprint Part 1 | Presentation Time! |
| Development of the research plan | | | |
| BREAK | BREAK | BREAK | BREAK |
| Presentation of the plan to PriceCo. | Half-way check-in | Mapping the journey to the blueprint Part 2 | Final check-in |
| Wrap up & Reflection | Wrap up & Reflection | Wrap up & Reflection | Wrap up & Reflection |

Learning structure



- We have two bootcamp options, which are both completely customisable to suit your schedule.
- Both of which demand a min of 12 or a max of 20 members.

Option 1:
4 days on site with our coaches
Option 2:
8 weeks online, 4hrs per week live with our coaches.
- For the supporting learning kits and resources you should estimate additional 2-3 hours on self study.
- Post bootcamp support and toolkits. You will have access to learning kits 1 year after graduation, as well as access to our coaches and resources to support you in your next career step.

Why team learning?

Instead of managing channels, products, or isolated customer interactions, build a powerful and aligned team that focuses on the customer first.



4 reasons why should you invest in your team learning



Learning is the key to customer centricity.

To deliver sustainable change you need to focus on building capabilities within the team as well as investing in technology and data.

Customer experience is a department too.

Similarly to finance or HR professional training, customer experience training provides recognised level of professionalism and are experts of their role.

Best people are motivated by self-development.

Providing people with a cutting - edge learning programme will ensure that you are investing in the most valuable assets (= our people) and help ensure that they are motivated to stay in your business and continue doing an amazing job.

Customer experience is constantly changing

Keep up with the latest developments in the market, and learn how to adapt your ways of working on an ongoing basis so that you can stay aligned with rapidly changing consumer behaviours.

Learning Experience

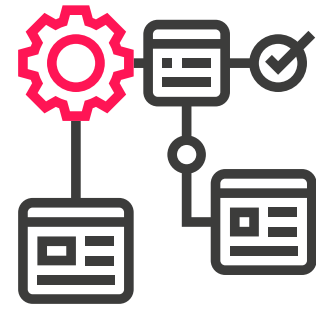
A bootcamp is a learning format designed to rapidly build capabilities and practical skills by combining experiential learning ('learning by doing') with expert lectures ('learning by listening') and discursive sessions ('learning by debate').

This approach facilitates effective learning over shorter periods of time than more traditional learning approaches.

From the first day of each bootcamp, participants will be part of a team with their boot-campers/colleagues. This team is based in a fictitious retailer with a detailed business context, rich data sets and demanding customers. Participants will get introduced to this world quickly getting to know stakeholders, how the business is performing in the market, what customers really think about the brand, and much more.

Each bootcamp is built around the flow which leads learner from understanding the Problem to providing a Solution. But just like in real world, things change quickly and the path to success is never straightforward!

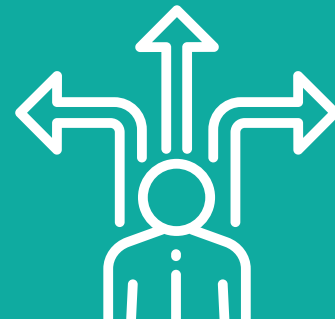
This approach helps participants develop problem-solving skills, critical thinking, self-management, flexibility and allows them to see the outcome of their work to build confidence and experience.



Each bootcamp is structured into:

- **Immersion** in real-life business scenarios (c. 60% of all sessions). This is where participants learn the core skills, processes and knowledge required to be capable in a specific CX role.
- **ConteXt** (c. 20% of all sessions) One of MadeFor's goals is to get customer teams to work together, and that means that every bootcamp includes sections on how different CX roles collaborate to deliver great results for the customer. This is critical in helping participants become effective in their roles once they get to work.
- **Reflection** (c. 20% of total sessions) It is also important to understand why and how you do things, not just what you do. To do this, each bootcamp has a number of reflection sessions that allow participants to take a step back and change their perspective. These sessions use thoughtprovoking content and group discussion to help make sure that everyone connects the activities they are learning to do with the outcomes that they will need to achieve.

What to expect



The **bootcamp** is a live event with the team and coach either on-site or online, therefore participants need to be ready to collaborate and interact for the ultimate learning experience.

- **KEEP THE PACE.** This is the bootcamp, so it means that we are moving fast through concepts, materials and work. Don't be afraid that you will be left behind if you don't capture something on time, we will make sure to provide additional support or information if required, however make sure to commit to the pace, so your team and yourself can maximise the learning.
- **RESPECT THE SCHEDULE.** We all have very busy jobs and sometimes it can be hard to allow the dedication of time for learning. We get that! However, this is an investment to up-skill your teams and their improvements are your company's improvements. Who can so 'no' to that!
- **KEEP THE FLOW.** Each bootcamp is following a certain process aka flow. In product development it is also called as happy flow, and is the ideal process to follow the bootcamp. We would encourage everyone to be present at all the sessions, so as to not 'upset the flow'. However, if it is impossible to be there we will provide you with the recording and assignment for you to catch up.

- **FLIPPED CLASSROOM.** At MadeFor we believe that going through factual information and sources & creating notes is not the best time spent as a team. Therefore, we move these activities outside the classroom in a form of e-learning modules, assignments and homework, and use our time together engaging in concepts during the live sessions together with a coach.
- **PREPARE FOR THE SESSIONS.** Have you ever prepared for the meeting, sent out the pre-read deck just to realise during the meeting that no-one has read it? If you can relate to this, let's try to avoid it in our learning experience and schedule time for your assignments. We will provide you with a clear guidance on how much time you will need for each assignment. Don't worry, it will not be excessive and can be fit in your daily work!
- **ENGAGE WITH YOUR TEAM.** As in real life, you can't do it by yourself. Also in the bootcamp you have your team and a lot of work is dependent on how well you manage to work together. Reach out to reflect, provide or receive feedback and get to know each other better. Every connection can lead you to the new opportunities!
- **JOIN THE NETWORKS.** After the bootcamp you have not only gained new connections from your bootcamp team. You have access to much wider alumni network on LinkedIn, you can participate in The Luminary Circle events close to you or even join MadeFor Affiliates. Take a look at our website for more info: <https://www.madeforex.com>

Your Coach



Tali Cahani
Coach



MadeFor bootcamps are taught by experts and CX practitioners who have built their skills and knowledge over many years in the field bringing innovation and new thinking to market.

They share their experience during the live sessions as well as make the simulation truly authentic.

Your tools



[Zoom](#) is a cloud platform for video and audio conferencing & collaboration. All MadeFor live sessions will be provided via Zoom.



[Miro](#) is an online collaborative whiteboard platform. It enables your bootcamp team to communicate and collaborate across formats, tools and channels – without the constraints of physical location, meeting space, and whiteboard.



All MadeFor e-learning modules, including assignments, homework and theoretical modules will be delivered to you via [Teachable](#) e-learning platform.



[Jira](#) is a powerful work management tool for all kinds of use cases, from requirements and test case management to agile software development.

* MadeFor does not have any affiliation with either of the tools.

Your learning teams



Your teams will enable new collaborations as teams learn alongside others who are keen to learn new ways of doing Service Design and keep improving.

Your learning team will not be bigger than **20 people** which means that there will be special focus to make sure that your learning objectives are met.

About MadeFor

MadeFor is a Customer Experience learning organisation. We provide immersive bootcamps based on real - life cases led by professionals with extensive industry experience.

In addition, we are building a knowledge base and industry standard of what it means to be truly customer centric.

Contact us

Schedule a call [here](#).

Email us

team@madeforcx.com

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Be Better
Be MadeFor.

Thank you !

#BeBetter



Made For.