

DIPLOMA IN SERVICE DESIGN

Become qualified as an expert in human-centered service development

PROGRAM INTRODUCTION

During the Diploma in Service Design program, you will learn how to lead and implement cost-efficient and effective **service design operations**, and develop a **human-centered culture** within your organization. You will also learn how to **combine business and design thinking** more effectively when developing existing services or creating new ones.

The program is aimed at people who have mastered the basics of service design. The training offers the opportunity to deepen your skills with the support of highly experienced specialists in the field, and to develop your expertise as a service designer. During the training, you can harness your organization's current development projects as a learning tool. The training also covers the process of developing your own professional role.

The program is run in Finnish.

FOR WHOM?

The program is aimed at **service developers in expert or management roles** who, in addition to practical experience, have basic knowledge of service design either from Aalto PRO's [Service Design program](#) or from elsewhere.

The training is targeted for people responsible for improvement or innovation related to internal or external services, and who are interested in developing their role and supporting their organization during change. It is suitable for people working in both B2B and B2C environments.

BENEFITS

- Deepen your service design skills under the guidance of the best in industry and academia
- Learn how to lead a cost-efficient and effective service design project, combining business and design thinking
- Identify new future applications for service design and understand how to systematically apply methodologies to a range of challenges
- Learn how to lead and develop service design activities and a customer-centered culture in your organization, and make an impact in your own business and collaboration networks

CONTENTS

The program lasts four months. The studies include an introductory **webinar**, **four two-day contact teaching modules** and homework assignments. During the training, you may work with expert coaching on a relevant **project from your own organization**.

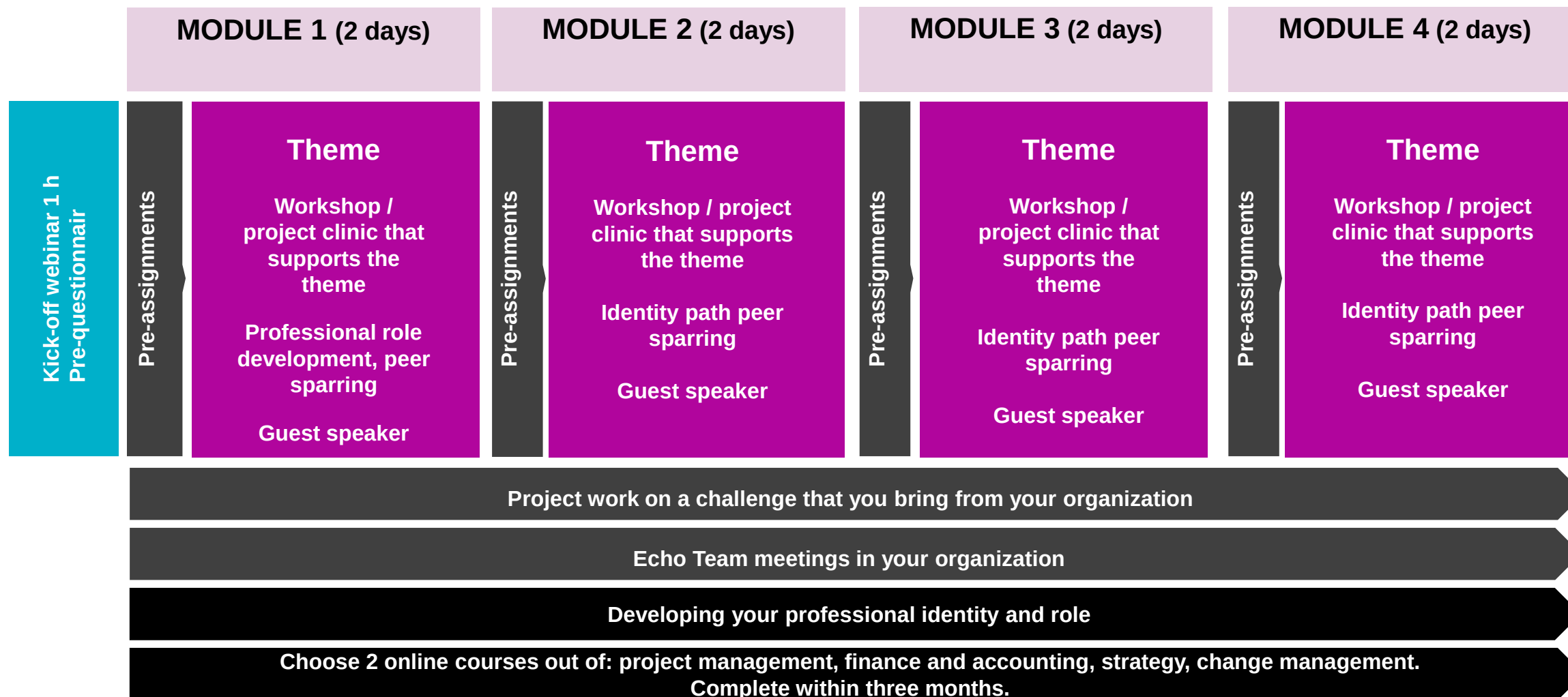
The contact days include interactive lectures, workshops, project clinics and **case presentations** by industry speakers.

In addition, the program includes a **process for developing your own professional identity and role**, in support of which you may select **two of the following online courses**:

Fundamentals of Accounting, Project Management Online Course, Fundamentals of Strategic Management, Fundamentals of Change Management.

Our signature **Echo Team** method helps take the lessons learned to your organization as a structured process.

STRUCTURE



Module 1

Service design and user data

The introductory module focuses on service design as part of user-centered design, and user data in service design. We outline different approaches to service design and to selecting the correct approach to fulfilling each need. You will review different ways of generating user data, and their strengths and limitations. You will learn how to verify your assumptions and how to combine various types of user data within your organization. In the workshop, we will study the use of artificial intelligence to benefit from user data.

Module 2

Managing a cost-efficient and effective service design project

This module focuses on the challenges involved in managing a cost-efficient and effective service design project: How to lead an organization's service design activities and mixed-skill teams? How to budget and determine the scope of a service design project? How to ensure the impact and continuity of a project? The workshop tackles your project challenge.

Module 3

Generating business through service design

This module focuses on the relationship between service design and business: How to create new services that are also good business? How to continuously develop existing service offerings to achieve business objectives? The workshop discusses business design, economic modelling and simulation in the service design process.

Module 4

Transition into a customer-centered organization

This module focuses on the promotion of human-centric thinking that lies at the heart of service design: How to make your operating culture and management more customer-driven? How to promote the customer and employee experience side by side? How to increase the impact and credibility of service design for business benefit?

FACULTY



Sampsa Hyysalo, PhD, Professor, Aalto University, School of Art, Design and Architecture



Juho-Petteri Huhtala, D.Sc (Econ.), Researcher and Lecturer, Aalto University School of Business



Mikko Koivisto, M.A, Service Design Director at Digitalist Group



Anna Kuukka, PhD, Researcher and In-house Designer, Aalto University Design Factory



Petri Aaltonen PhD, Industrial Engineering, Business Lead, Partner, Solita



Jaakko Luomaranta, M.Sc (Tech.), Business Designer, Business Lead, Solita



Risto Sarvas, D.Sc. (Tech.), Professor of Practice, Aalto University School of Science