

# Experience Haus

## Service Design

### Ten weeks part-time

Last updated February 2020  
[www.experiencehaus.com](http://www.experiencehaus.com)



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Comprising 80% of UK GDP and fuelling the experience economy, Service Design is an *essential* area of study and practice.





# About Us

## Experience Haus

Experience Haus provides applied learning courses for organisations and individuals covering an abundance of different digital expertise. We offer practitioner taught technical skills training for high demand disciplines such as Marketing, Product Management, Experience Design and User Research.

Crucially, the company goes above and beyond the purely technical and hopes to uncover the black holes in business. The company's offering of events, part-time courses (pairing students with start-ups) and hands-on workshops intends to bridge the gap between economical and accessible learning for the curious.

As of August 2018, Experience Haus proudly became a part of the Matter Of Form Group. Classes and workshops are held in our studio in the Old Street area of London.

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# Our Ethos

## Learn by Doing

We'll cover the concepts, but also demonstrate the exercises and methods that are used daily by teams to push products forward and make sure they'll succeed and stand out.

Attendees of Experience Haus workshops and bespoke programs will enjoy a mix of lectures and workshop time, where they will get to practice these methods and apply them to real world examples. In our part-time courses, for example, our students are paired with local startups. In accelerator/incubator training learning is immediately applied to the attendees startup.

In order to encourage discussion and collaboration we aim to limit our B2C and B2B workshops to no more than 15 students, and our part-time courses are limited to 8 students.





# About the Course

## Service Design

This course goes beyond high-level foundational theory and the hypothetical to provide a fully immersive deep-dive into the skills, methods and tools employed by service designers everyday, whilst adding in some exclusive Haus methods, teachings, content, field trips and surprises along the way.

A key, stand-out element of the programme is the ability for each student to work on a live project brief from a local service business. This will form the main course project, with individuals presenting their work at our graduation ceremony on the final week, where completion certificates will also be issued.

The course is currently offered part-time, with students attending class two evenings every week for a period of 9 weeks, after which a 2 week study break is taken as students put together their final project and presentation, to be presented on their return in the 10th week.

Students enjoy a mix of lectures and workshop time where they will get to practice their learnings immediately, and then apply them to their final projects as homework.

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# Certificate of Completion.

## Service Design.

**ALEXANDRIA TOWNSEND**  
**DECEMBER 12TH, 2019**

Awarded for the successful completion in  
December 2019 of all modules of the above  
named part-time course by Experience Haus,  
in London, United Kingdom.

Covered a variety of topics within service  
design, including design thinking, systems  
mapping, leadership, research methods,  
experience mapping, prototyping,  
organisational design and service blueprints.

AWARDED BY

Amit Patel  
Founder, Creative Director  
Experience Haus

[www.experiencehaus.com](http://www.experiencehaus.com)

Joseph Morgan  
Managing Director  
Experience Haus

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# Ten Week Part-Time - Service Design course

## Content and Curriculum\*

**Module 1**  
Course Orientation  
Introduction to Service Design  
Design Thinking

-----CORE SKILLS-----

**Module 2**  
Becoming Human-Centred  
Empathy Experiments  
Building EQ  
Empathy Mapping  
Behavioural Science

**Module 3**  
Thinking in Systems  
Relationship Mapping  
Organisational Design & Culture  
Data,Technology & Stacks  
Creating Meaningful Order

**Module 4**  
Developing a Creative Mindset  
Lateral Thinking  
Workshop Facilitation  
Co-Design & Collaboration  
Ideation & Brainstorming

**Module 5**  
Project Planning & Risk  
Agile/Lean/Waterfall  
Feature Prioritisation  
Minimum Viable Services  
Roadmaps & Kanban

**Module 6**  
Leadership  
Stakeholder Management  
Encoding vs Decoding  
Navigating Internal Politics  
Individual Project Teaser

-----DISCOVER-----

**Module 7**  
Analysing a Brief  
Exploration Areas  
Scope and Remit  
Individual Project Briefing

**Module 8**  
Research Design  
Sampling  
Qualitative Methods  
Quantitative Methods

**Module 9**  
Diary Study Show & Tell  
Group Gap Analysis  
Service Safari Field Trip

-----DEFINE-----

**Module 10**  
Synthesising Research  
Segmentation & Personas  
Service Stories

**Module 11**  
Journey / Experience Mapping  
Pain Intensity Measurement  
User Solutions  
Impact Assessment  
Opportunity Prioritisation  
Service Vision Statement

**Module 12**  
Brand  
Equity & Value  
Key Attributes  
Experience Principles

-----DESIGN-----

**Module 13**  
Sketching  
Storyboarding  
Wireframing  
Paper Prototyping

**Module 14**  
Individual Project Check-In  
Group Roundtable  
Private Clinic & Triage

**Module 15**  
Physical Prototyping  
Role Play & Bodystorming  
Scripting & Staging  
Desktop Walkthroughs  
Digital Prototyping  
Usability Testing

-----DELIVER-----

**Module 16**  
Process Swimming & Diving  
Pilot Programmes  
Feature Feasibility & CBA  
Business Casing

**Module 17**  
Touchpoint Development  
Signposting, Set Design & Flow  
Evidencing  
Communications Design  
Staff Onboarding, Training & Tools

**Module 18**  
Service Blueprints  
Service Specifications  
Presenting & Storytelling  
Dress Rehearsals

-----2 WEEK STUDY BREAK-----

**Module 19**  
Presentation Evening  
Feedback & Discussion  
Certificates  
Graduation

-----THE FUTURE-----

**Module 20**  
Retrospective & What Next?  
CVs & Portfolios  
Future services  
Social Innovation  
Wrap-Up

# Ten Week Part-Time - Service Design course

## Timetable

| Week 1   | Week 2  | Week 3  | Week 4  | Week 5  | Week 6   |
|--|---|---|---|---|--|
| <p><b>Module 1</b></p> <p>Course Orientation</p> <p>Introduction to Service Design</p> <p>Design Thinking</p> <p><b>Module 2</b></p> <p>Becoming Human-Centred</p> <p>Empathy Experiments</p> <p>Building EQ</p> <p>Empathy Mapping</p> <p>Behavioural Science</p> | <p><b>Module 3</b></p> <p>Thinking in Systems</p> <p>Relationship Mapping</p> <p>Organisational Design &amp; Culture</p> <p>Data,Technology &amp; Stacks</p> <p>Creating Meaningful Order</p> <p><b>Module 4</b></p> <p>Developing a Creative Mindset</p> <p>Lateral Thinking</p> <p>Workshop Facilitation</p> <p>Co-Design &amp; Collaboration</p> <p>Ideation &amp; Brainstorming</p> | <p><b>Module 5</b></p> <p>Project Planning &amp; Risk</p> <p>Agile/Lean/Waterfall</p> <p>Feature Prioritisation</p> <p>Minimum Viable Services</p> <p>Roadmaps &amp; Kanban</p> <p><b>Module 6</b></p> <p>Leadership</p> <p>Stakeholder Management</p> <p>Encoding vs Decoding</p> <p>Navigating Internal Politics</p> <p>Individual Project Teaser</p> | <p><b>Module 7</b></p> <p>Analysing a Brief</p> <p>Exploration Areas</p> <p>Scope and Remit</p> <p>Individual Project Briefing</p> <p><b>Module 8</b></p> <p>Research Design</p> <p>Sampling</p> <p>Qualitative Methods</p> <p>Quantitative Methods</p> | <p><b>Module 9</b></p> <p>Diary Study Show &amp; Tell</p> <p>Group Gap Analysis</p> <p>Service Safari Field Trip</p> <p><b>Module 10</b></p> <p>Synthesising Research</p> <p>Segmentation &amp; Personas</p> <p>Service Stories</p> | <p><b>Module 11</b></p> <p>Journey / Experience Mapping</p> <p>Pain Intensity Measurement</p> <p>User Solutions</p> <p>Impact Assessment</p> <p>Opportunity Prioritisation</p> <p>Service Vision Statement</p> <p><b>Module 12</b></p> <p>Brand</p> <p>Equity &amp; Value</p> <p>Key Attributes</p> <p>Experience Principles</p> |
| Week 7   | Week 8  | Week 9  | Week 10   | Week 11   | Week 12  |
| <p><b>Module 13</b></p> <p>Sketching</p> <p>Storyboarding</p> <p>Wireframing</p> <p>Paper Prototyping</p> <p><b>Module 14</b></p> <p>Individual Project Check-In</p> <p>Group Roundtable</p> <p>Private Clinic &amp; Triage</p>                                    | <p><b>Module 15</b></p> <p>Physical Prototyping</p> <p>Role Play &amp; Bodystorming</p> <p>Scripting &amp; Staging</p> <p>Desktop Walkthroughs</p> <p>Digital Prototyping</p> <p>Usability Testing</p> <p><b>Module 16</b></p> <p>Process Swimming &amp; Diving</p> <p>Pilot Programmes</p> <p>Feature Feasibility &amp; CBA</p> <p>Business Casing</p>                                 | <p><b>Module 17</b></p> <p>Touchpoint Development</p> <p>Signposting, Set Design &amp; Flow</p> <p>Evidencing</p> <p>Communications Design</p> <p>Staff Onboarding, Training &amp; Tools</p> <p><b>Module 18</b></p> <p>Service Blueprints</p> <p>Service Specifications</p> <p>Presenting &amp; Storytelling</p> <p>Dress Rehearsals</p>               | <p><b>STUDY BREAK</b></p>   | <p><b>STUDY BREAK</b></p>   | <p><b>Module 19</b></p> <p>Presentation Evening</p> <p>Feedback &amp; Discussion</p> <p>Certificates</p> <p>Graduation</p> <p><b>Module 20</b></p> <p>Retrospective &amp; What Next?</p> <p>CVs &amp; Portfolios</p> <p>Future services</p> <p>Social Innovation</p> <p>Wrap-Up</p>  |



# Who Should Attend?

## Who is it for?

Students come from a wide-range of different backgrounds and for a variety of different reasons.

Because of this there are no entry requirements, just a desire to learn and a can do attitude.

### Example attendees include:

- People looking to break into a career in Service Design.
- Those in the service industry who want to improve their services or accelerate their careers.
- Public, private and not-for-profit sector employees for whom service experience or delivery is important.
- Designers, consultants, marketers, strategists, product managers, operations, human resources, logistics, technologists, politicians, front-line service staff to name a few.





# Who Will Be Teaching You?

## Our Instructors and Mentors

Our wealth of hands-on workshops and courses aims to connect professionals with current practitioners in the industry culminating our philosophy: learn by doing. We work with an extensive network of 50 hands-on instructors.

Our product and business development workshops have been designed to ensure that attendees are able to apply their learnings right away in their respective jobs and companies. Our instructors have worked with various sized teams, from small startups to leading agencies such as Huge, Matter Of Form, ustwo and more.

Our marketing and personal development courses have been designed by industry leading experts with over 40 years' experience. They have been lecturers at a number of European universities, lead workshops at large corporations like Google and Amazon, and have built respected agencies and companies.





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COFFEE

Our **Service Design** course features live client projects from local startups and service businesses so students apply their learnings to the real world.

We also take participants on field trips and bring in guest speakers to speak about the industry, career options and current trends.



# Course Information

## Location and fees

### Where are classes held?

Experience Haus

Unit 4 - Galaxy House

32 Leonard Street, Old Street

London. EC2A 4LZ

### Cost

£1,950.00 (inc. VAT) per student.

### Payment options

- Upfront payment
- Deposit of £195.00 (inc. VAT) followed by 3 direct debit instalments of £585
- Company invoicing facility

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