**SERVICE DESIGN / DESIGN THINKING**

How can you offer your users a better-quality user experience?
How can you add value to the services you offer?

**DESIGN THINKING**

Service design is a user-centered creative process intended to improve the user experience in market or public services.

Enhancing the quality of people’s everyday life by proposing more appealing service offers is becoming a strategic challenge for any organization.

The aim: discovering service design by taking part in a hands-on experience of collaborative design.

**PUBLIC**

- Project Managers, R&D, Innovation, Marketing, Production, After-sales Service, Admin, Finance Staff, etc.
- Participants: 4-8 people

**OBJECTIVES**

At the end of the training program, you will be able to:

- Assess the user path or journey
- Create or improve the service in line with your practices
- Try out solutions using a creative approach
- Create a story around a service to communicate it more effectively

**DURATION**

2 days (14 hrs)

**LOCATION**

Nantes or in-company

**COST**

Inter-company: €1,000 net/participant
Intra-company: please contact us for details

**FINANCING**

Financing may be covered by the employer or by a collection body (OPCO) or Pôle Emploi (French employment agency).

**CONTACT**

Continuing Education Team
[t] +33 (0)2 51 13 50 70
[m] formation-continue@ecolededesign.com

**LEARNING BY DOING**

The school has always championed project-led teaching, the aim being to apply the knowledge transmitted to the learner and to test it in the context of a real project. This immersive approach encourages the use of methods and techniques, and develops soft skills such as empathy, creativity, team work and the Maker mentality. This pedagogical method, led by a designer, gives learners the confidence to take a different approach to the innovation process and to embrace the concept of Design Thinking.
ORGANIZATION OF THE TRAINING

Presentation of the participants and their expectations and needs with regard to service design.

INTRODUCTION

Introduction to the benefits and principles of service design and collaborative design applied to an innovation process. Presentation of a case study and analysis method.

IMMERSION

Internalizing real user practices to rapidly identify relevant and exploitable knowledge.

INSPIRATIONS & IDEATIONS

Using the knowledge produced during the immersion phase to imagine a new user experience.

ASSESSMENT-VALIDATION

Assessment of the work or exercises carried out during the training by the instructor.

INSTRUCTOR

Anne Giraud
Designer

or

Paul Juin
Designer

OUR REFERENCES

OPCALIA, CPAM, CONSEIL RÉGIONAL PAYS DE LA LOIRE, CONSEIL DÉPARTEMENTAL DE LA MAYENNE, ANDRA...

TESTIMONIAL

“The training delivered on the theme of service design at L’École de design Nantes Atlantique was an absolute revelation. It uses concrete words and tools to describe intuitions. The work, first theoretical then practical, is perfect for calmly assimilating the logic of service design and envisaging a real micro project. More than a revolution, it’s a practical, inventive and stimulating tool on offer here. Creativity used for the benefit of users and, in my case, the public service.”

Frédéric Maupin,
Deputy Managing Director of General resources of the City of Taverny

L’ÉCOLE DE DESIGN NANTES ATLANTIQUE

Created in 1988, and member of the “Conférence des Grandes Écoles”, L’École de design Nantes Atlantique trains professionals to become Designers through initial training or continuing education.

L’École de design Nantes Atlantique is a member of Cumulus, International Association of Universities and Colleges of Art, Design and Media.

It offers a range of corporate services and design promotion: internships, work-study contracts, continuing education, prospective studies, research contracts, innovation watch and organization of themed events.

As such, the school is involved in many national and international professional networks.

It maintains a close relationship with the world of business and industry and has a broad experience in design practice.

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