



Photo: Jean-Charles Queffelec

CONTINUING EDUCATION

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

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.

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@lecolededesign.com



**CONTINUING
EDUCATION**

BUSINESS STRATEGY

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.

PROTOTYPING

Creating a prototype of the new service in order to assess it.

PERSPECTIVES

Understanding how the principles learnt during the experience can be applied to a large range of situations and sectors. Putting the innovation process in the context of a specific situation in the company or local authority.

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...

Training program selected by Opcalia



Training program registered with



 [www.linkedin.com/showcase/
design-thinking-by-lecole-de-design](http://www.linkedin.com/showcase/design-thinking-by-lecole-de-design)

 [www.facebook.com/
designthinkingbylecolededesign](http://www.facebook.com/designthinkingbylecolededesign)

Atlanpole La Chantrerie - Rue Christian Pauc
BP 30607 - 44306 Nantes cedex 3 - FRANCE

www.lecolededesign.com

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.

une école
 CCI NANTES
ST-NAZAIRE

Private technical school - Governed by the French law of 1901
Siret N° 334 055 902 000 46 - Declaration of activity n°: 52 44 00807 44
with the Pays de la Loire regional prefecture.