

July 11.

Monday

10:00-13:00	KICK-OFF	Service Design theory and case studies	The steps of the Design Thinking process, what makes services special, necessary mindsets
13:00 - 14:00	LUNCH		
14:00-17:00	RESEARCH	Creative research techniques to collect information and inspiration	Stakeholder map, Service Safari, Shadowing, Empathy Prototype, Creative survey and interview techniques

July 12.

Tuesday

10:00-13:00	SYNTHESIS	Defining the problem with mapping techniques based on key insights	Insight cards, Persona Portfolio, Problem mapping, Journey mapping,
13:00 - 14:00	LUNCH		
14:00-17:00	IDEAS	Finding creative solutions to user pain points	Brainstorming rules, techniques, games and the art of facilitation

July 13.

Wednesday

10:00-13:00	CONCEPT	Clustering, evaluating and combining ideas	Service Scenarios, Touchpoint Matrix
13:00 - 14:00	LUNCH		
14:00-17:00	PROTOTYPE	Testing tangible prototypes and system models with users	Service prototyping, Experience prototyping, Lego Serious Play

July 14.

Thursday

10:00-13:00	ITERATE	Improving the prototypes and making the concept viable	Value Flow Map, Service Blueprint, Roadmap
13:00 - 14:00	LUNCH		
14:00-17:00	PRESENT	Closing presentations and feedback time	