Crown
Commercial
Service

GDS Service Design training

G-Cloud 15 service definition

Healthia®

GDS Service Design training

Many people have heard of Service Design (SD) as a way to improve services, but we often meet those who aren't sure how it works or how to get started.

So we've put together five simple modules to show you how SD can help improve services by connecting the dots between people, processes, and experiences. Dive in to learn how to make services better for all!

- **Introduction to service design**
- **Listening skills**
- **Facilitation skills**
- **Mapping techniques**
- **Sketching for communication**

The modules can be delivered as a series of short two-hour sessions across a number of days or weeks or as a more intensive three day training programme. Pricing is dependent on the number of attendees, please contact us for details, hello@healthia.services.

Module 1: Introduction to service design



Overview

This one-hour module provides a practical introduction to service design, tailored specifically for health and public services. It's designed for leaders and professionals without a service design background but who want to understand its core principles and how it can improve their work. By focusing on user-centred design, the course helps participants grasp how service design can enhance service delivery, benefiting patients, service users, and staff alike.

Topics covered

- **Introduction to service design principles**
- **User-centred design, journey mapping, and co-creation**
- **Understanding the needs of patients, users, and staff**
- **Real-world examples of service design in action**

Outcomes

By the end of this module, participants will have a foundational understanding of service design, its practical application and the value it creates. They'll gain tools and insights to start making small, impactful changes to improve service delivery in their respective fields.

Module 2: Listening skills



Overview

Effective listening is essential for user-centred design (UCD) and uncovering meaningful insights. This course focuses on developing deep listening skills, teaching participants to manage biases and listen beyond the obvious. By mastering these skills, participants can gather valuable data, leading to improved decision-making and more innovative service solutions.

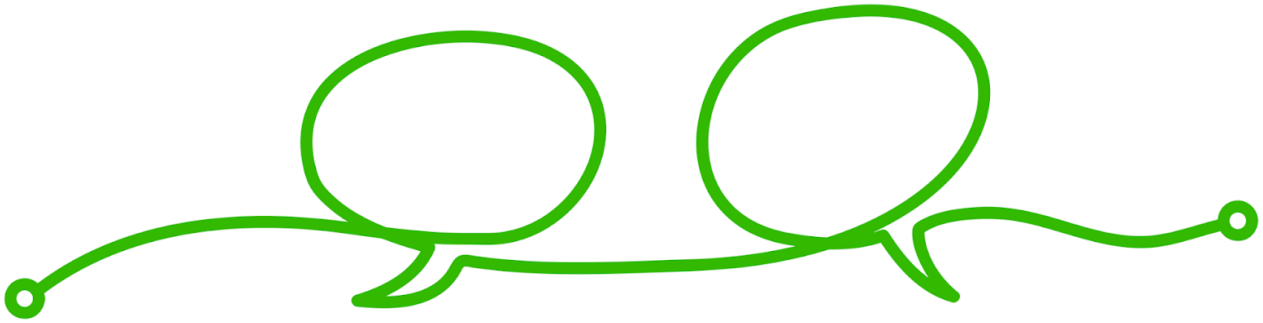
Topics covered

- Why listening is key to UCD and positive change
- Common challenges in authentic listening
- Techniques such as minimal verbal reactions, using silence, and asking open-ended questions
- Methods for gathering meaningful, unbiased data
- Ethical considerations in research

Outcomes

Participants will leave with enhanced listening skills, equipped to gather richer insights from users. They'll be able to create environments where users feel comfortable sharing their genuine experiences, resulting in more effective and user-centred digital products and services.

Module 3: Facilitation skills



Overview

This course focuses on developing facilitation skills that foster creativity, inclusion, and alignment in design projects. Participants will learn how to run collaborative sessions that generate innovation, particularly in health and public service transformation efforts. The training highlights the importance of psychological safety, team dynamics, and effective decision-making.

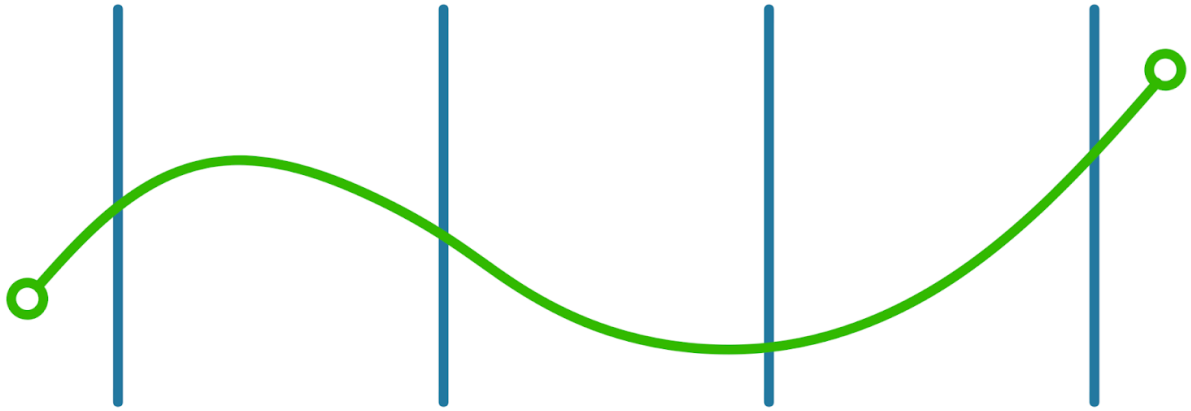
Topics covered

- The role of facilitation in UCD and digital transformation
- Techniques like Conversation Café, Six Thinking Hats, and psychological safety
- Decision-making methods, including dot voting and RICE
- Handling challenging group dynamics and ensuring balanced participation

Outcomes

By the end of the course, participants will have a toolkit of facilitation techniques to lead effective workshops and meetings. They will be able to create inclusive environments that drive innovation and ensure project goals align with user needs.

Module 4: Mapping skills



Overview

Mapping is a vital tool in service design, helping teams visualise complex systems, user journeys, and ecosystems. This course teaches participants how to create and use maps such as user journey maps, service blueprints, and empathy maps to inform design decisions and enhance user experiences, particularly in health and public services.

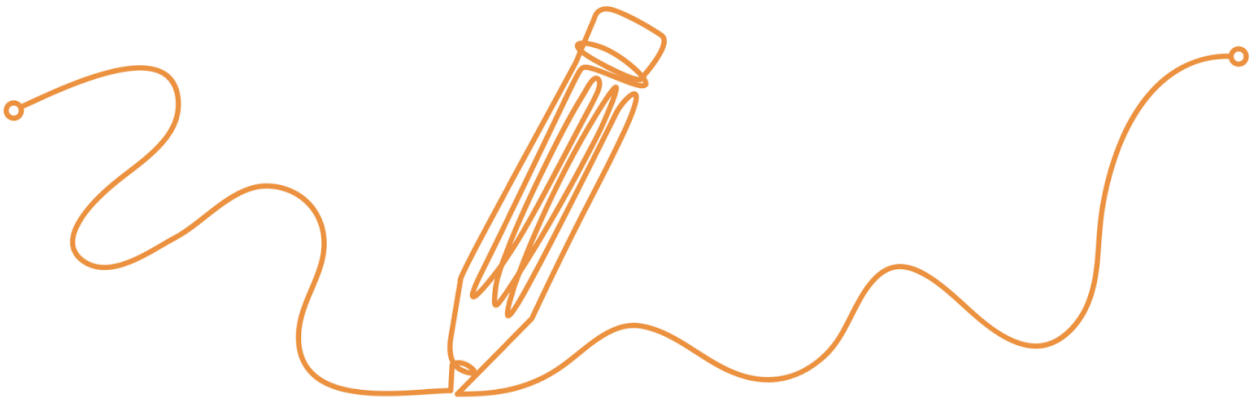
Topics covered

- The importance of mapping in service design and UCD
- Techniques for gathering data and using affinity mapping
- Creating and refining journey maps, service blueprints, and empathy maps
- Collaborative mapping with stakeholders
- Keeping maps updated and relevant throughout a project

Outcomes

Participants will develop the skills to create and use maps as dynamic tools for service improvement. They will be able to lead mapping sessions that support strategic design decisions and optimise user experiences in health and public services.

Module 5: Sketching skills



Overview

Sketching is a powerful tool for exploring and communicating ideas in user-centred design. This course helps participants develop sketching skills to express concepts visually, foster creativity, and collaborate effectively. It's ideal for teams involved in digital transformation, particularly in health and public sectors, where rapid ideation is critical.

Topics covered

- The value of sketching in UCD
- Foundational techniques using simple shapes and quick, rough sketches
- Collaborative sketching methods like Crazy 8s and storyboarding
- Overcoming challenges like fear of judgement and focusing on idea generation

Outcomes

By the end of this course, participants will be confident in using sketching as a tool for ideation and collaboration. They will be able to integrate sketching into their design processes, improving communication and driving innovation in user-centred projects.