

# Service Design Workshop

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## Facilitation Script

# Service Design Workshop

Category: Strategy | Duration: 4 hours | Participants: 6-12

### Workshop Overview

A fast-paced, results-oriented workshop based on proven design methodologies that compress months of work into focused sessions. Teams will move rapidly from problem definition to tested solutions using structured design thinking approaches.

### Workshop Objectives

Establish strategic design thinking capabilities that align design initiatives with business objectives while maintaining user-centered focus and measurable impact on organizational goals.

### Learning Outcomes

- End-to-end service experience mapped
- Identified touchpoints and pain points
- Holistic improvement recommendations
- Master structured design processes for efficient problem-solving
- Practice collaborative ideation and concept development techniques
- Learn to validate assumptions through rapid user testing and feedback
- Develop cross-functional collaboration and communication skills
- Create testable prototypes that communicate design concepts effectively

### Materials Required

### Basic Materials - Large format paper (A1 or flip chart paper) - Sticky notes (multiple colors) - Sharpie markers (black, blue, red) - Fine-tip markers for detailed work - Pens and pencils for note-taking - Dot stickers for voting exercises - Masking tape for wall mounting - Timer or stopwatch for activities

### Category-Specific Materials - Strategy canvas templates - Stakeholder mapping worksheets - Roadmap planning templates - Vision statement worksheets - Success metrics templates - Alignment framework templates

### Technology Requirements - Laptops/tablets for digital work - WiFi access for online collaboration tools - Digital camera for documentation - Presentation projector/screen - Power strips and extension cords - Backup printed materials

### Venue Requirements - Large wall space for posting materials - Moveable tables for group work - Comfortable seating for all participants - Natural lighting or adequate artificial lighting - Quiet environment free from interruptions - Temperature control for participant comfort

### Pre-Workshop Checklist

- Room setup complete with tables arranged for group work
- All materials prepared and distributed
- Technology tested (projector, slides, timer)
- Participant list and name tags ready
- Refreshments arranged (if applicable)
- Backup activities prepared in case of time adjustments
- Emergency contacts and room information noted

## Workshop Agenda

Time	Duration	Activity	Facilitator Notes
9:00 AM	15 min	<b>Activity</b>	Encourage networking. Have refreshments ready.
9:15 AM	15 min	<b>Activity</b>	Encourage networking. Have refreshments ready.
9:30 AM	30 min	<b>Activity</b>	An ecosystem map visualizes the broader context in which a service or product exists, showing all th...
10:00 AM	30 min	<b>Activity</b>	Map entire user experience end-to-end across all touchpoints and channels. Visualize the complete cu...
10:30 AM	30 min	<b>Activity</b>	Service experiences involve frontstage and backstage activities. Service Blueprint maps both custome...
11:00 AM	15 min	<b>Activity</b>	Encourage networking. Have refreshments ready.
11:15 AM	30 min	<b>Activity</b>	A working simulation of service interactions and touchpoints that allows testing of service concepts...
11:45 AM	30 min	<b>Activity</b>	A simulation technique where team members act out user scenarios and service interactions to underst...
12:15 PM	30 min	<b>Activity</b>	A strategic timeline showing planned evolution of service features, capabilities, and improvements o...
12:45 PM	15 min	<b>Activity</b>	Encourage networking. Have refreshments ready.

## Facilitation Script

### Opening (5-10 minutes)

SAY:

"Welcome everyone to the **Service Design Workshop**. I'm excited to have you here today. Over the next 4 hours, we'll be working together to [main objective]."

"Before we begin, let's go around and do quick introductions - your name, role, and one thing you're hoping to take away from today."

**Facilitator Tip:** Arrive 15-30 minutes early to set up the space and greet early arrivers. This builds rapport and helps participants feel comfortable.

### Setting Expectations

SAY:

"Let me share a few ground rules for our time together:

- Every idea is valid - there are no bad ideas in brainstorming
- Build on each other's ideas - use 'Yes, and...' thinking
- Stay present - phones away unless for an emergency
- Timebox discussions - I'll keep us on track
- Have fun - the best ideas come when we're relaxed and engaged

Any questions before we dive in?"

### Core Activities

## Service Safari

180 minutes

**\*\*Service Specifications\*\*** (ID: 368, 180 min)

### FACILITATION APPROACH:

1. Introduce the activity and explain the purpose
2. Demonstrate or give an example if needed
3. Set the timer and let participants work
4. Give time warnings (halfway, 2 minutes left)
5. Facilitate sharing and discussion

## Touchpoint Matrix

90 minutes

### FACILITATION APPROACH:

1. Introduce the activity and explain the purpose
2. Demonstrate or give an example if needed
3. Set the timer and let participants work
4. Give time warnings (halfway, 2 minutes left)
5. Facilitate sharing and discussion

## Closing & Next Steps (10-15 minutes)

SAY:

"As we wrap up, let's take a moment to reflect on what we've accomplished today."

"I'd like each person to share one key insight or takeaway from our session."

**Facilitator Tip:** Capture action items on a flip chart or shared document. Assign owners and due dates for each action item before ending.

## Post-Workshop Actions

- Send thank you email with workshop summary within 24 hours
- Share photos of artifacts (sticky notes, sketches, etc.)
- Distribute any promised resources or templates
- Schedule follow-up if needed
- Collect feedback via survey
- Document learnings for future workshops

## Troubleshooting Guide

### If Participants Are Quiet

- Use round-robin techniques to ensure everyone speaks
- Try silent writing exercises before group discussion
- Break into smaller groups of 2-3 people
- Ask specific individuals for their perspective

## **If Discussion Goes Off-Track**

- Acknowledge the point and park it in a "Parking Lot"
- Redirect: "That's interesting - let's capture that and return to our focus area"
- Reference the agenda and time remaining

## **If Running Behind Schedule**

- Shorten break times (but don't eliminate them)
- Combine related activities
- Move detailed discussions to follow-up sessions
- Be transparent with participants about time constraints

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This script is a guide - adapt it to your audience and context