

## Service Design: A User Focused Approach

**Tuesday 21 November 2017**

**College Development Network, Argyll Court, Stirling**

Delivered in association with:



**#sdacdn**

### Programme

- 0930    **Registration and Coffee**
- 0955    **Welcome and Introductions**
- 1000    **Recording and Sharing**
- 1010    **Service Design @ Dundee & Angus College**
- 1025    **Introduction to Design Thinking**
- 1040    **Learning How to Draw**
- 1050    **Group Exercise: 'Breaking down assumptions'**
- 1120    **Coffee Break**

### Workshops

Delegates will be split into two groups and will have the chance to attend both Workshop A and Workshop B in rotation and Workshop C as a whole group.

Information on all workshops can be found below.

- 1135    **Workshop Session One**
- 1240    **Lunch**
- 1330    **Workshop Session Two**



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- 1435    **Comfort Break**
- 1445    **Workshop C – All Group Session**
- 1530    **Wrap Up: Next Steps**
- 1545    **Close**

## Workshops

<b>Workshop A</b>	<p><b>Digital Storytelling – the technology we carry can capture stories in simple and engaging ways.</b> Dr Jennifer Jones, Lecturer, Service Design Academy</p> <p>This workshop will cover the basics of digital storytelling using your mobile device to develop a social media campaign. You will create a story board, conduct interviews and create a short piece of digital content to share. Bring your smartphone or tablet with you.</p>
<b>Workshop B</b>	<p><b>Rip and Mix</b> Katie Bain, Development Officer/Lecturer, Service Design Academy</p> <p>Rip and Mix is a fast, effective and engaging idea generation tool to help encourage creative and innovative thinking. It is a simple way of applying lateral thinking, helping you and your team think creatively about how existing products or services can be transformed or new ones developed. Led by Service Design Academy Development Officer/Lecturer, Katie Bain.</p>
<b>Workshop C</b>	<b>All Group Session</b>

