Design the Customer Journey

Service Design Thinking

hfi

Designing a product or an experience in isolation is no longer relevant in the interconnected world we live in. This is where Service Design becomes critical, with the focus shifting to designing for the entire solution delivery system – the customers and the front and backstage that includes their contexts, the channels and products they use, and the experience they desire.

HFI's Service Design Thinking training blends innovation into the solution delivery designing context. The result may be tactical improvements or an idea for a whole new offering – whatever holds value from a customer-centric viewpoint. This course prepares you with the understanding and skills to lead and participate in service design innovation programs.

Why

- To understand the role of service design in innovation
- To help you create new services and customer experiences
- To improve existing customer-centric design
- To understand and learn about customer journey mapping, building empathy with users, and crafting service blueprints to build new ideas for an improved customer journey

Who

Professionals who wish to create pathbreaking experiences and services and build journeys that stay relevant even in the future.

Business Executives, Designers and Product Managers interested in creating breakthrough experiences and services, leveraging existing research and insights.

What You Get

- The macro understanding to view your domain in a service design framework
- Know-how to model your ecosystem
- Skills required to create artifacts that will help you understand your clients
- Capability to identify opportunity points and generate worthwhile ideas

Topics Covered

- The right starting point – your team, process and focus
- Modeling the target service area
- Creating a customer or staff journey map
- Identifying differentiation and opportunity points
- Generating tactical ideas
- Generating new product or system ideas
- Prioritizing with Three-Factor Evaluation
- Understanding the Experience Design profession

Our Certifications

CUA™

Certified Usability Analyst

Online (Live Instructor-Led Virtual Classroom Training)
10 Days / 80 Hours

This certification is a renowned program designed to equip individuals with the knowledge and skills needed to create user-centered designs. Focuses on usability testing, evaluation techniques, and user research

Benefits

- Get certified by the world's leading user-centered design firm
- Gain recognition as a usability authority within your company
- Grow and progress in your UX career path
- Know how to help your company enhance the user experience of its products and services

CXA™

Certified User Experience Analyst

Online (Live Instructor-Led Virtual Classroom Training)
10 Days / 80 Hours

Benefits

- Gain recognition as an advanced UX practitioner
- Know how to motivate users to engage and convert using persuasion engineering strategies
- Get strategic knowledge to balance engaging user experiences with fulfilling corporate goals using persuasive design architecture
- Gain insights into how to look beyond the individual to the entire ecosystem while applying new product ideation and digital strategy
- Get detailed information about setting up a mature UX practice and institutionalizing customer-centricity into your organisation's culture

CDPA™

Certified Digital Persuasion Analyst

Online (Live Instructor-Led Virtual Classroom Training)
5 Days / 40 Hours

Ideal for marketers (digital, mobile, content), social media managers and product managers to complement mastery of CRO, web analytics, SEO and branding

Benefits

- Learn persuasion tools and techniques such as scarcity, social proof and hyperbolic discounting to influence customer behavior
- Know how to apply human psychology principles to create compelling and persuasive design architectures and dramatically increase conversion
- Get recognized as an advanced marketing practitioner in digital channel design

Onsite Training

If you are looking to upskill your team in a specific area in UX and if the team size is 10 or more, we offer training at your location or live online.

What you gain

- Specific job skills that your team requires, reinforced via hands-on exercises to maximize the learning experience

- Focused instruction on the topics and examples that are most relevant for your company

- Potent insights from HFI's client experiences as our instructors are also UX consultants who bring real-world examples into the classroom

hfi

About **HFI**

HFI (Human Factors International) is the world's largest company specializing in user experience (UX) design. We've been in the business since 1981. Our focus is on helping our clients develop mature and effective UX practices. We provide a complete and seamless suite of advisory, training, certification, methods, standards, and tools to help our clients institutionalize user (customer) centricity. Our vision is to help our clients build long-lasting relationships with their consumers across all touchpoints and leverage the influence that results from engaging digital experiences.

For more details
please write to **outreach@hfi.training**

hfi

hfi.training