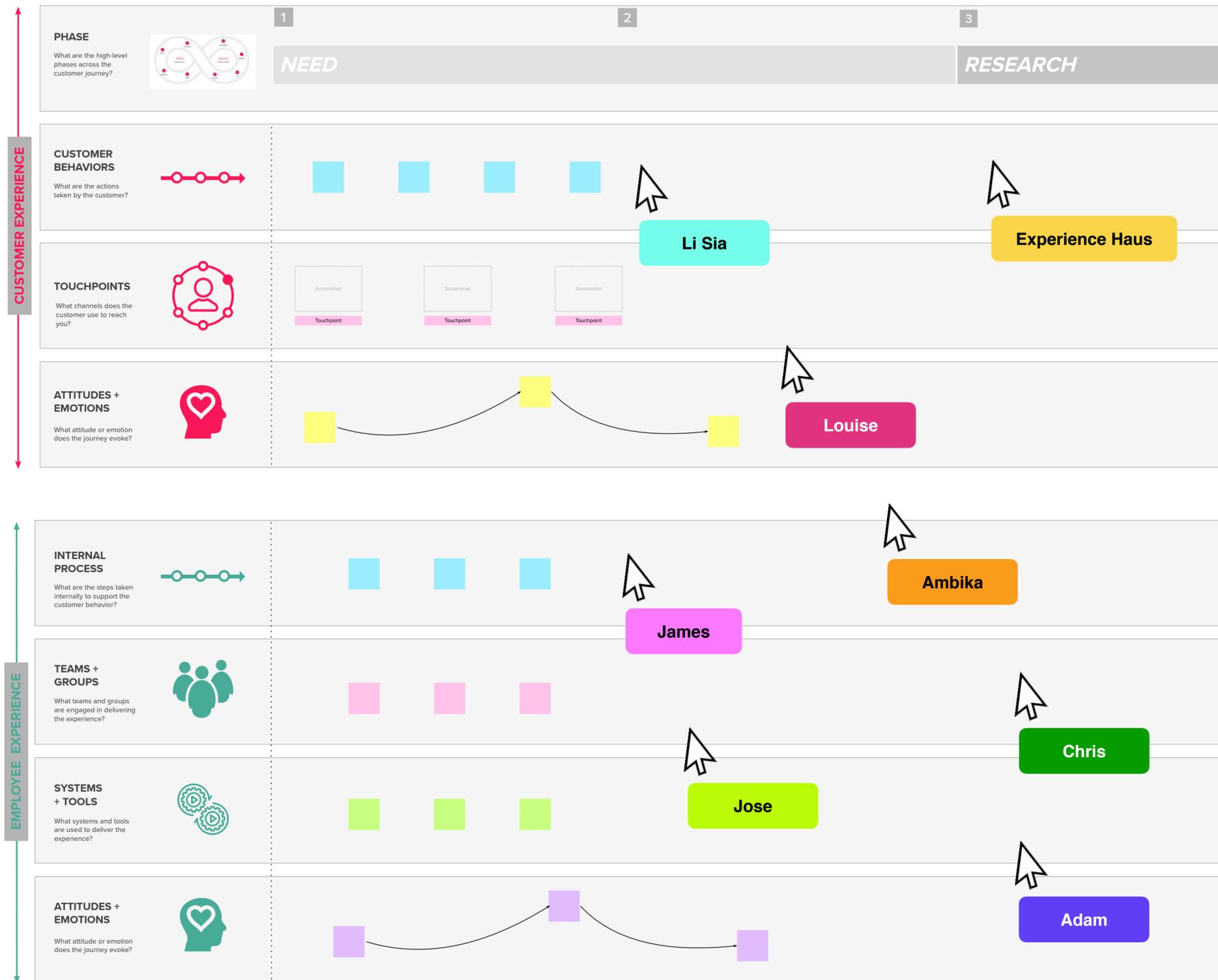


# Experience Haus

## Service Design

TWELVE WEEKS | ONLINE | PART-TIME



**Don't just  
think different.**

**Do Different.**

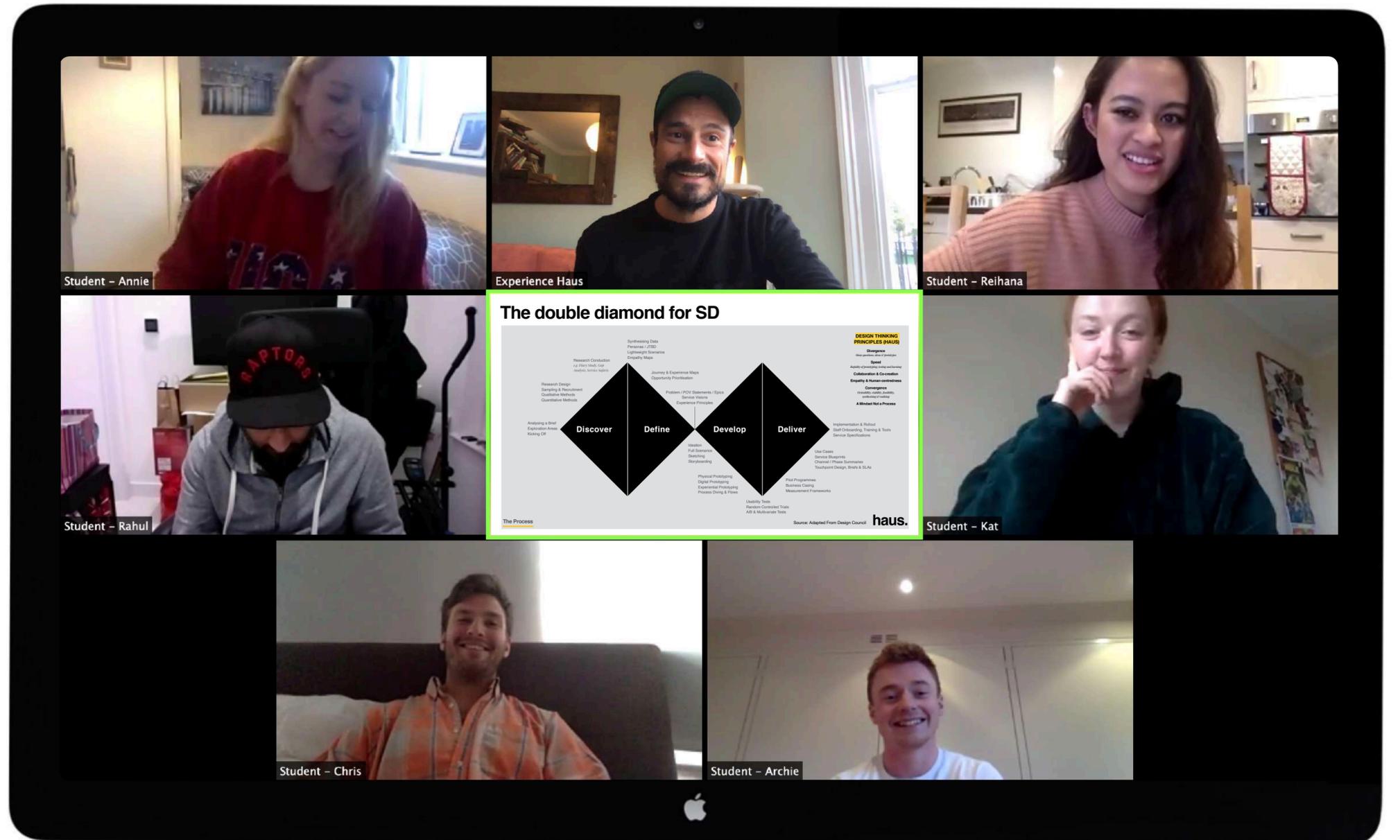
**More innovative and immersive.  
More personal and tailored.  
Experience a different way of learning.  
And stand out from the crowd.**

**Experience Haus.**

# **Service Design** Online Course.

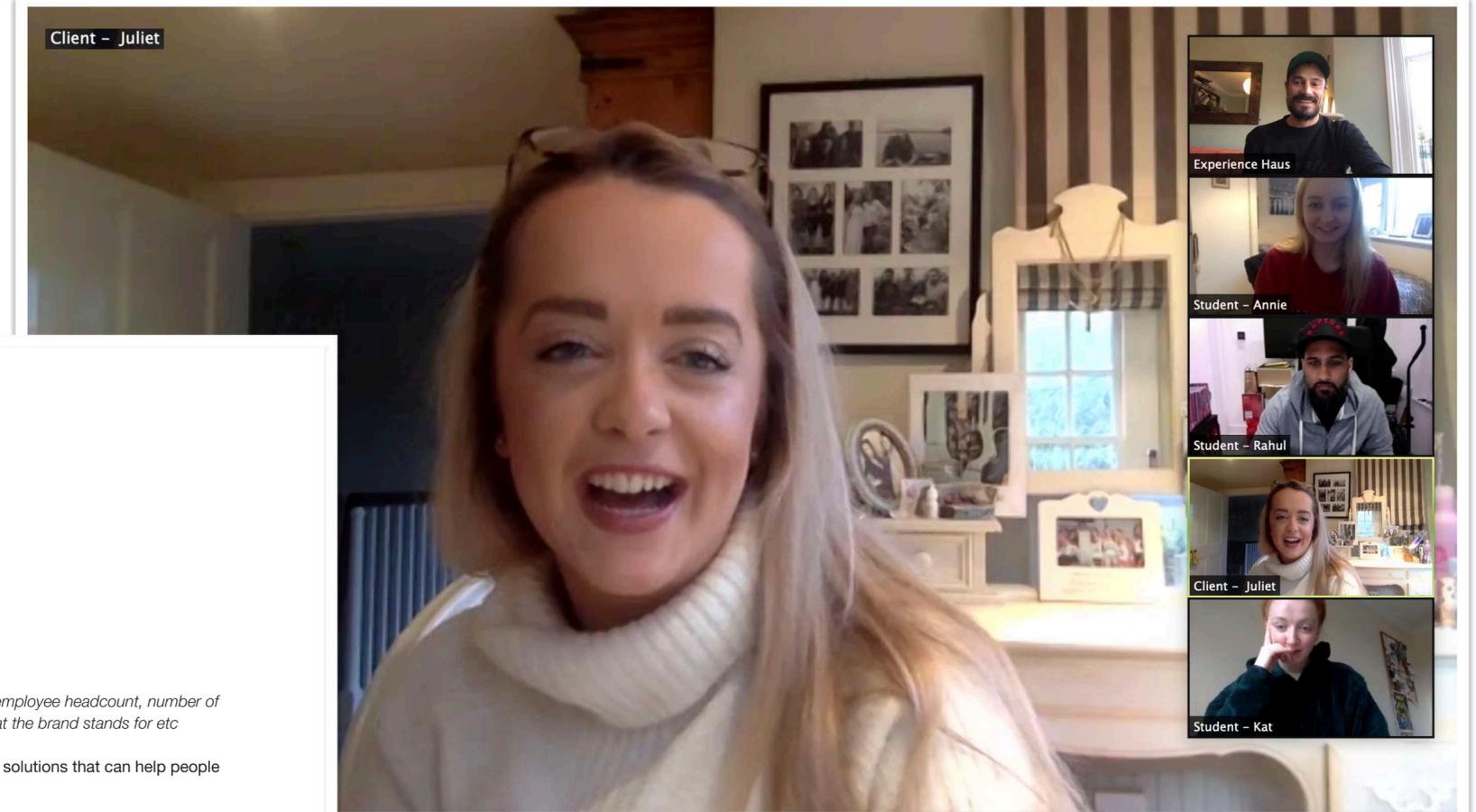
# Real training

- Live sessions, not pre-recorded
- Small class sizes (8 max)
- Adapted to your needs
- Questions and debate
- Using [zoom.us](https://zoom.us)



# Real clients

- A live brief
- Client interviews and workshops
- Feedback on final project



## haus.

### SERVICE DESIGN COURSE BRIEF

**Company Name:** London Sport Tech Hub

**Industry:** Sport and Physical Activity

**URL:** <https://www.sporttechhub.co.uk/>

#### Tell us about the company and service...

*This could be background, stakeholders, what the service does, employee headcount, number of service users, price points for different offerings, competitors, what the brand stands for etc*

Sport Tech Hub helps entrepreneurs to launch, grow and scale solutions that can help people become more active.

As a service, STH runs an accelerator program for founders, offers consultancy services for public and private organisations as well as SMEs, have a start-up and SME database (library of tech products) and we publish reports to showcase the impact of tech on the population or the state of the 'sport tech' ecosystem.

We are a small team of 2 as part of a wider team at London Sport - not for profit founded by Sport England and the Mayor of London's office to drive the capital's ambition of becoming the most physically active city in the world.

Competitors wise, Sport Tech Hub is the only innovation program of its kind in the UK, albeit there are other tech for good or social for good tech accelerator/innovation programmes.

To date we have directly supported over 31 start-ups, supporting them broker deals with over 40 organisations and securing investment of circa £4.2m

#### Where is the service delivered and where is it managed from?

*Which locations can the consumer/user receive the service in and where is central HQ (if not the same). For example, a hairdresser may have multiple branches and be HQ'd in a separate standalone office*

Our home is <https://houseofsport.org.uk/> - located in 190 Great Dover Street, London, SE1 4YB

# Real consumers

- Live research and testing with real users
- Conducted by students
- Facilitated by Haus



# Real mentors

- Over 50 industry leading practitioners
- A burning passion for what they do
- Committed to you and your journey
- For life, not just the course
- Best in the business: Google, Amazon, Huge, ustwo



# Real workshops

- Online facilitation
- Real-time collaboration
- Innovative and fun
- Using [mural.co](https://mural.co)

The screenshot shows a Mural workspace titled "Session 7 - Experience Mapping Workshop" with a status of "All changes saved". The workspace is divided into three main stages: PRE, DURING, and POST. It features an "ICON KEY" with categories: Thought (pink), Feeling (yellow), Action (green), and Idea (blue). The "INSIGHTS" section is organized into three columns corresponding to the stages. The "PRE" column includes thoughts like "Partner organisation tells them about UNICEF partnership" and feelings like "Anxious" and "Suspicious". The "DURING" column shows feelings like "Frustrated" and "Disappointed", and actions like "Receive kit" and "Deliver kit in field". The "POST" column includes feelings like "Disappointment" and "Ambition", and actions like "Report back to program coordinator". The "IDEAS" section at the bottom contains blue sticky notes with suggestions such as "Need more scalable, accessible training method" and "Provide guidance to facilitators on appropriate behaviour". Three participants are visible in a video call on the right: Experience Haus, Student - Rebecca, Student - Charlotte, and Student - Rahul. The Mural logo and participant initials (J, A, R) are at the bottom.

# Real community

- Connect with Hausmates
- Talk about the project and course
- Share trends, jokes and conversation
- Using [slack.com](https://slack.com)

The image displays a Slack workspace for 'Experience Haus'. The left sidebar shows a list of channels including #general, #hackathon-nov16, #instructors, #productdesign020, #productdesign021, #productdesign022, #uxui5dayintensive, #events, #pixie, #pixelpond, #jobs, #productdesign018, and #interval. Below the channels are direct messages with Slackbot and several team members.

The main channel view shows a video thumbnail of a man smiling, with a message from 'amit' saying 'Can is in Iceland.' Below it is another video thumbnail of a man with his hand raised, with a message from 'Alicia Li' saying 'hahahaha' and 'Flavio Barros' saying 'hahahahhaahaha!'. A message from 'Paula Fanning' includes a laughing face emoji.

The #general channel shows a message from 'Theo Banner' with a link to a Google Docs survey titled 'Money Mile User Research'. Below the link is a screenshot of the survey form. A message from 'muryani' asks for resources on mammoth re-design. A message from 'Joe Morgan' says 'This is legendary' and includes a PDF file named 'Essential Figma Shortcuts For Windows.pdf'.

The Slack logo is in the top right corner, and the 'haus.' logo is in the bottom right corner.

# Real results

- Incredible projects
- Original portfolio pieces
- Actual client work
- Example Project: Sylvia Wong

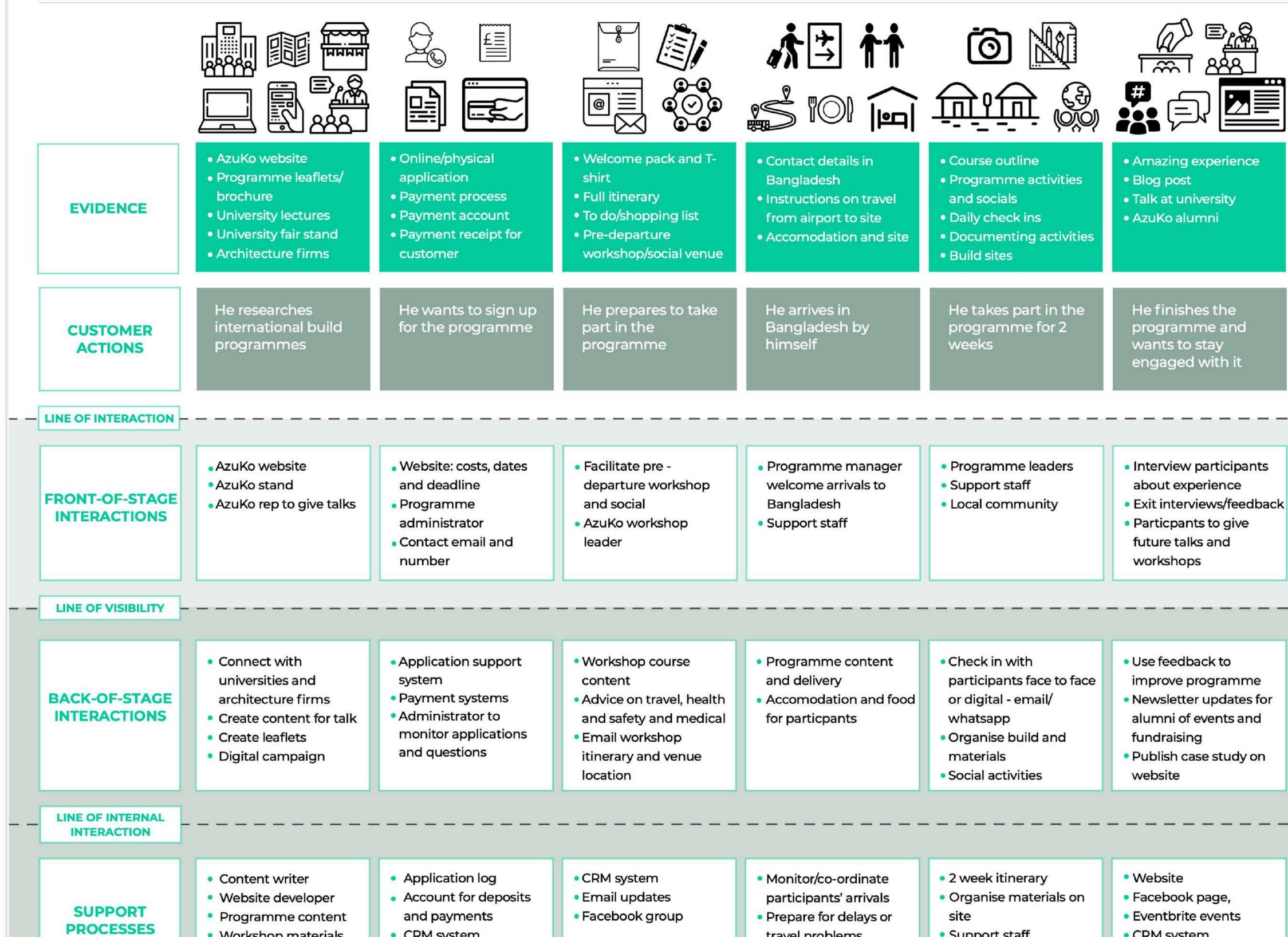
## Service Blueprint Curious Connor

### SCENARIO

Connor is interested in finding out about and signing up for an international build programme for summer 2021. He is still undecided as he is unsure if he meets the requirements for the programme

### EXPECTATIONS

- Good quality programme - teaching and reputation
- Supportive for a first timer
- Ethical sustainable programme



# Real rewards

- Certificate
- Wider network
- Confidence
- Career change

## EH ALUMNI WORK AT



# Certificate of Completion.

# Service Design.

ALEXANDRIA TOWNSEND  
DECEMBER 12TH, 2019

Awarded for the successful completion in December 2019 of all modules of the above named part-time course by Experience Haus, in London, United Kingdom.

Covered a variety of topics within service design, including design thinking, systems mapping, leadership, research methods, experience mapping, prototyping, organisational design and service blueprints.

AWARDED BY

Amit Patel  
Founder, Creative Director  
Experience Haus

Joseph Morgan  
Managing Director  
Experience Haus

www.experiencehaus.com



# Timetable

- 12 weeks
- 2 evenings per week
- 24 sessions
- 4 hrs homework a week

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
<p><b>Module 1</b> Course Orientation Mental Models of Design Design Thinking What is a Service? Defining Service Design The Process</p> <p><b>Module 2</b> Systems Thinking Relationship Maps Creating Meaningful Order</p>	<p><b>Module 3</b> Class Project Briefing Question Storming Prioritisation Methods Exploration Areas</p> <p><b>Module 4</b> Client Discussion Guide Client Workshop Prep Research Walls</p>	<p><b>Module 5</b> LIVE CLIENT BRIEFING WORKSHOP</p> <p><b>Module 6</b> Workshop Debrief Research Process Problem Definition &amp; Goals Triangulation Secondary Research</p>	<p><b>Module 7</b> Primary Research Quantitative Methods Qualitative Methods</p> <p><b>Module 8</b> Personas Jobs-To-Be-Done Lightweight Scenarios Empathy Maps</p>	<p><b>Module 9</b> Customer Journey &amp; Experience Mapping</p> <p><b>Module 10</b> Recap of Research Design &amp; Methods Research Plans Class Project Research Planning</p>	<p><b>Module 11</b> Class Primary Research Preparation</p> <p><b>Module 12</b> Class Primary Research Preparation</p>
Week 7	Week 8	Week 9	Week 10	Week 11	Week 12
<p><b>Module 13</b> LIVE RESEARCH (1) Debrief &amp; Data Synthesis</p> <p><b>Module 14</b> LIVE RESEARCH (2) Debrief &amp; Data Synthesis</p>	<p><b>Modules 15 &amp; 16</b> Scaling the Wall Co-Creation of Class Project Deliverables Based on Research <i>Personas</i> <i>Lightweight Scenarios</i> <i>Empathy Maps</i> <i>Customer Journey &amp; Experience Maps</i></p>	<p><b>Module 17</b> Opportunity Prioritisation Problem Statements &amp; HMWs</p> <p><b>Module 18</b> LIVE CLIENT IDEATION WORKSHOP Back to the Wall Eyes on the Problem Ideation &amp; Full Scenarios Sketching &amp; Storyboarding</p>	<p><b>Module 19</b> Intro to Prototyping Experiential Prototyping Paper Prototyping for Digital</p> <p><b>Module 20</b> Project Prototyping Testing &amp; Iteration</p>	<p><b>Module 21</b> LIVE USER TESTING &amp; VALIDATION Iteration</p> <p><b>Module 22</b> LIVE CLIENT SERVICE BLUEPRINTING WORKSHOP</p>	<p><b>Module 23</b> Service Blueprint Iteration &amp; Development</p> <p><b>Module 24</b> Implementation &amp; Rollout Course Retrospective What next? Getting a Job in SD</p>

# Who is it for?

- People of all backgrounds
- From complete beginners to those already working in design
- Paramedics to UX designers



# Booking & Fees

## Dates

Check [website](#) for the latest dates & times

## Bookings

Book [online](#) or call +44 203 141 2010

## Cost

£1755 - 1950.00 (inc. VAT) per student

## Payment Options

OPTION 1 £1755	A single upfront payment of £1755
OPTION 2 £1950	A deposit of £195.00 (inc. VAT) followed by 3 direct debit instalments of £585
OPTION 3 £1755	Company invoice payment

# Service Design

12 WEEKS PART-TIME ONLINE

Create powerful service experiences across the front and back-stage in this highly immersive course.

- Join a design team and work on a real client brief.
- Be guided through the process by a veteran design lead.
- Get hands-on experience and build your portfolio.
- Earn your course completion certificate.



**£1,950** (inc. VAT)

£195 now, the rest later.

A deposit of £195.00 (inc. VAT) reserves a space with the remainder of the course fees paid in three instalments (via direct debit during the course.)

**New dates to be announced soon!**  
Find out more by [emailing us](#)

**March 29th, 2021 – July 1st, 2021**  
Monday and Thursday evenings, 6:30pm – 9:00pm

Book now



**£1,755** (inc. VAT)

Pay now, save 10%

Reserve your space today by paying your course fees in full. You will save ten percent off the regular price.

**New dates to be announced soon!**  
Find out more by [emailing us](#)

**March 29th, 2021 – July 1st, 2021**  
Monday and Thursday evenings, 6:30pm – 9:00pm

Book now



## Class Sizes

Each course is limited to 8 students maximum.

## Location

The course takes place online using:

- **Slack** (for community discussion)
- **Zoom and Mural** (for workshops)
- **Google Drive** (for course materials)

# Contact us

+44 203 141 2010

[learn@experiencehaus.com](mailto:learn@experiencehaus.com)

[www.experiencehaus.com](http://www.experiencehaus.com)

Experience Haus

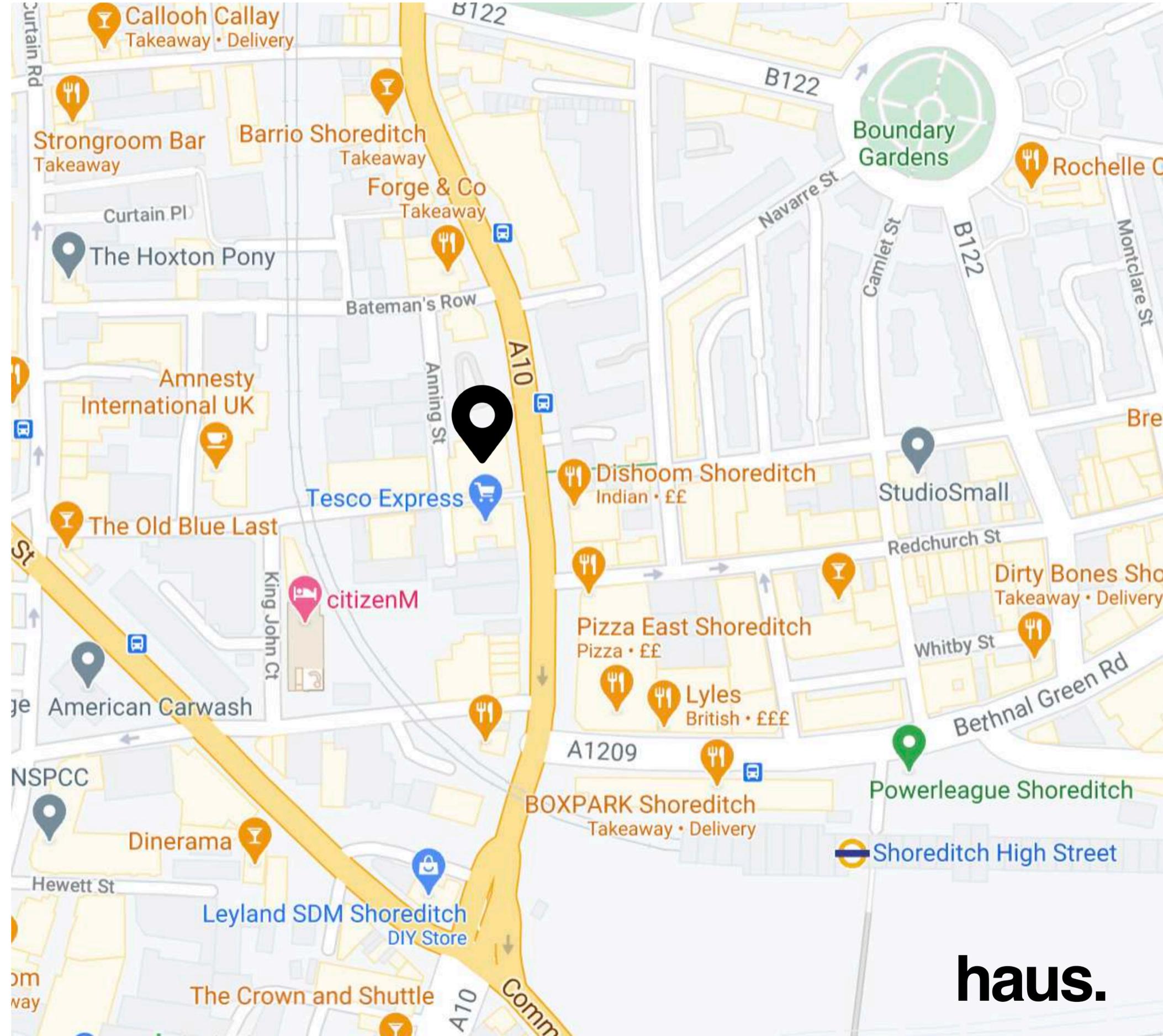
Floor 3

168 Shoreditch High Street

London. E1 6JE

United Kingdom

[www.experiencehaus.com](http://www.experiencehaus.com)



**haus.**

# Experience Haus

## Service Design

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Last updated Sept 2021  
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