

[Online Discussion: Ask SDN NYC Co-Founders Anything](#)

Tuesday, March 10, 2020 | 6:30 PM EST

Highlight = Make Sure to Ask as Time Allows

About the Service Design Community (Ask All)

- How did you all come together to start this group, and what did the first steps look like? How did you meet and what was the first event like?
- Why did you decide to start this group and start hosting events locally in NYC monthly?
- Natalie, Kathleen and Antonio - Individually looking back, what is your favorite event you've hosted so far and why?
- With an unlimited budget, what would the ideal NYC Service Design monthly meetup look like?

What is Service Design?

- How do you define service design? How do you distinguish it from other methods like design thinking? User experience, customer experience?
 - Does Design Research constitute Service Design? If yes, how much?
- Tell us about the first time you heard the term Service Design. How did you hear about it and what was your initial response to the term?
- Can you describe your current relationship with Service Design?
 - What are the different activities in the Service Design-process you use?
 - Can you describe what an average day in the life a Service Designer looks like?
- What products or experiences that you currently use would benefit the most from some Service Designing?
- How do you see the SD landscape evolving after the last few years of acquisitions by large consulting companies?
 - What trends do you see in Service Design? What do you think is the future of SD? Any regional/international differences?

Service Design Implementation

- What has been your biggest surprise working with Service Design? What did you learn from it?
- How has the practice of Service Design evolved within your organization? Challenges? Successes?
 - What is the most challenging aspect of using service design in your organization? How do you solve it?
 - How do you link the usage of service design to financial business value?
 - How do you prioritize the different services to work on?
- How do you sell or market Service Design to stakeholders you work with who may not be close to the field? How would you explain its value?

- Once a Service Design process has been implemented in the field, what's an appropriate timeframe to watch the process work, before you decide whether to continue, iterate, or delete the process?
- Can you speak to some of the unique challenges of designing for physical services like banking, retail, etc. versus remote services like telemedicine, online customer services, etc.?
- Can you please give diverse project examples to demonstrate the spectrum of Service Design?

COVID-19 and Service Design, Remote Tools

- A bit timely, but, in your opinion, with the current COVID-19 outbreak and the subsequent practice of social distancing, will it spur companies to improve the design of their remote services and perhaps an increase in remote services, in general?
 - And what are your best tips and tools for remote workshops?
 - *We can mention Ivan who wants to do a remote talk on remote things like this*
- Topical question: What kinds of platforms/structures are out there for working on complex problems like handling existing or preventing future pandemics? What opportunities are there for people who want to apply this kind of thinking to those kinds of problems?

Service Design Resources, Getting Into or staying in the Field

- What are some fundamental hard skills that aspiring Service Designers should practice?
- What should someone working to land in Service Design know about making the shift? About the hiring process? About how hiring managers view portfolios and their expectations?
- What conferences or trainings would you recommend aspiring or current Service Designers to check out in 2020?
 - **Global Conference in Copenhagen**
- What are some of your favorite books about Service Design?