CERTIFICATE

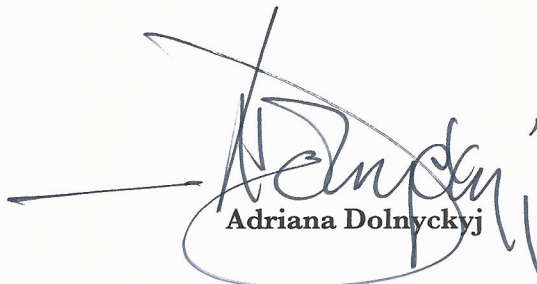## SERVICE DESIGN FUNDAMENTALS TRAINING

Diderik van Wingerden

SUCCESSFULLY COMPLETED THE SERVICE DESIGN FUNDAMENTALS TRAINING

The participant was introduced into the backgrounds of service design, design thinking, the design process and tools (e.g. design research, personas, stakeholder mapping, value network mapping, customer journey mapping). Linking 'designerly' approaches to current practices for developing strategies and services. Working on an actual challenge using tools, approaches and strategies provided during the training, to come up with a startup value proposition.

THE SERVICE DESIGN FUNDAMENTALS TRAINING
WAS DELIVERED TO YOU BY DESIGNTHINKERS ACADEMY

Amsterdam, October 2017

Marjolein van Eersel   Adriana Dolnyckyj