

Service Design Thinking

Workshop for Non-Profit Organizations

March 3, 2011
6:00 pm – 8:00 pm
Free Event

Institute of Design
350 N LaSalle Drive
6th Floor
Chicago, IL 60654

RSVP | More Info

byron@dramaticdiversity.com
thomas@id.iit.edu

Learn about service design thinking.

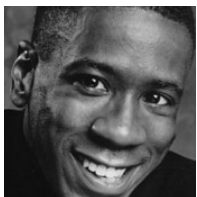
What is service designing thinking and what is its value to non-profit organizations? Service organizations are a driving force behind our economic growth – approximately 80% of U.S. GDP comes from services. Service design thinking is an innovate approach that crosses traditional business sectors, enhances customer experiences and employee satisfaction, and integrates technological processes.

We want to learn from you.

We believe the service design thinking approach can be a valuable tool in non-profit organizations. Our goal is to learn from you and understand how we can translate the service design thinking into the non-profit arena. You have the insights in the areas of social need and the elements needed for social impact.

Sign up today.

This workshop is a free event, but seats are limited. Come join us for an engaging and active discussion to learn about the service design thinking process, methods and tools and its application within a non-profit context.



Byron Stewart

Owner & Design Lead, Dramatic Diversity

Byron has presented theatre+design workshops for the Insight and Planning teams of Critical Mass, RTC, and for Northwestern University's Design for

America Fellows. Byron co-produced a bodystorming session for local designers and students with Sears Inc. ux. He is a local leader and presenter for Chicago's Interaction Design Association (IXDA). Byron was Service Design consultant on the development and launch of a new diabetes class for University of Chicago. Articles on Byron's workshops have been featured in UXmatters and Experience Matters on line zines. He received his BFA degree from Howard University.



Traci Thomas

Service Design Planner

Passionate about design, people, and solving complex problems, Traci has 10 years of work experience in the services sector as a marketing professional

in the financial services industry. She worked for a French asset manager in Boston and Paris where the international exposure gave her hands-on experience and understanding of the global landscape, intricacies of global business and service processes from a social and cultural perspective. Traci received her B.A. in French at Wellesley College and is currently studying user-centered design at the Institute of Design with a focus on service design, experience design and strategy.