SeDiHUB Exploitation Guide for VET Providers

Co-funded by the
Erasmus+ Programme
of the European Union

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Introduction

Welcome to the SeDiHUB Exploitation Guide for Vocational Education and Training (VET) Providers. This guide is designed as part of the broader SeDiHUB project, which aims to enhance the capabilities of micro and family enterprises across Europe through innovative service design education and practical training resources.

The SeDiHUB project is a collaborative effort that integrates the latest in-service design theory with practical applications tailored to the unique needs of micro and family enterprises. By embedding these resources into VET programs, we aim to equip trainers and educators with the tools necessary to foster a new generation of service-oriented entrepreneurs and staff.

This comprehensive guide helps to incorporating and implementing the SeDiHUB resources within your training programs. It is structured to help you seamlessly integrate service design into your curriculum, enrich the learning experience, and prepare learners for successful activation in a dynamic business environment.

Throughout this guide, you will find detailed information on the SeDiHUB online platform, digital training toolboxes, and engaging gamified activities that have been developed to enhance learner motivation, engagement and retention. Each of these resources has been designed with the input of industry professionals and educational experts to ensure they meet the educational standards required for impactful learning.

By adopting the SeDiHUB toolkit, VET providers will not only advance their curriculum but also contribute to the broader goal of promoting sustainable and customer-centric business practices among Europe's micro and family enterprises. Join us in this transformative journey to shape the future of service design education in vocational training.

Understanding Service Design

Service design is an interdisciplinary approach that focuses on creating and optimizing services to ensure they meet the needs and exceed the expectations of users. It involves the planning and organizing of people, infrastructure, communication, and material components of a service, with the aim to improve its quality and the interaction between service providers and customers.

In the context of vocational education and training, understanding service design is crucial for developing a workforce that can think critically about how services are delivered and experienced. This section of the toolkit explores the key concepts of service design, its importance in the modern business landscape, and the benefits of integrating these aspects into VET programs.

Key Concepts of Service Design:

- User-Centered Design: Focusing on the needs and experiences of the users, rather than the internal goals of the business.
- Co-Creation: Involving all stakeholders, especially users, in the service creation process to ensure that any service meets actual needs.
- Sequencing: Breaking down a service into its individual components or interactions to better understand and improve each step.
- Evidencing: Visualizing service experiences to make intangible services tangible, aiding in the understanding and communication of service aspects.
- Holistic Design: Considering the entire environment of a service, including physical, digital, and social elements, to create a cohesive experience.

Importance of Service Design in micro and family Businesses:

Service design enhances the interaction between the service provider and its customers, which is critical for any business success. By focusing on creating efficient and enjoyable services, businesses can differentiate themselves in the market, increase customer loyalty, and achieve sustainable growth. For micro and family enterprises, effective service design can transform their approach to service delivery, making them more competitive, helping them to produce more added value, and adaptable to changes in the marketplace.

Benefits of Integrating Service Design in VET training courses/programmes:

- Enhances Employability: Equips learners with modern, in-demand skills that are increasingly demanding in the labour market.
- Fosters Innovation: Encourages creative problem-solving and innovative thinking among learners.
- Improves Service Delivery: Prepares learners to design and implement services that truly meet user needs, enhancing customer satisfaction.
- Supports Business Growth: Provides the tools and knowledge to help existing and future entrepreneurs and business leaders to design scalable and sustainable business models.

By incorporating service design into VET curricula, VET providers and trainers can provide learners not only with theoretical knowledge but also with practical tools to design and improve services. This not only enriches their learning experience but also prepares them to contribute effectively in their future professional or

entrepreneurial roles, particularly in environments where innovation and customer satisfaction are key to business success.
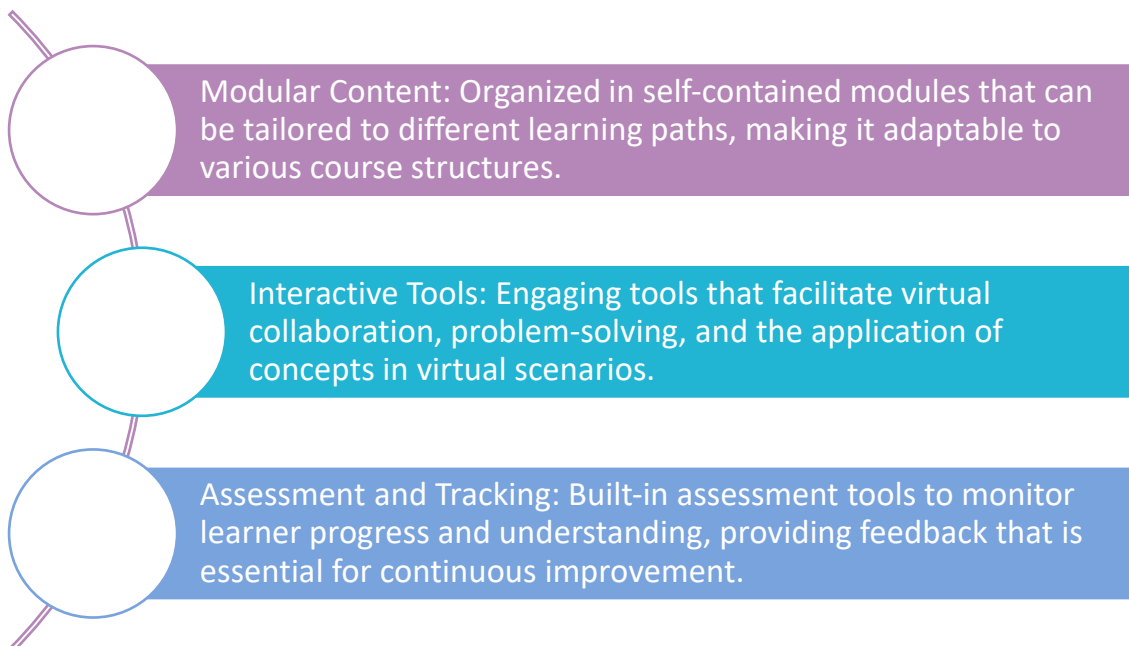
The SeDiHUB Learning Resources

The SeDiHUB project offers a comprehensive suite of learning resources designed to facilitate the integration of service design principles into vocational education and training programs. These resources are specifically tailored to enhance both teaching effectiveness and learning outcomes in the context of micro and family enterprises. Below, these resources are detailed and guidance is provided on how VET providers and trainers can utilize them to enrich their educational offerings.
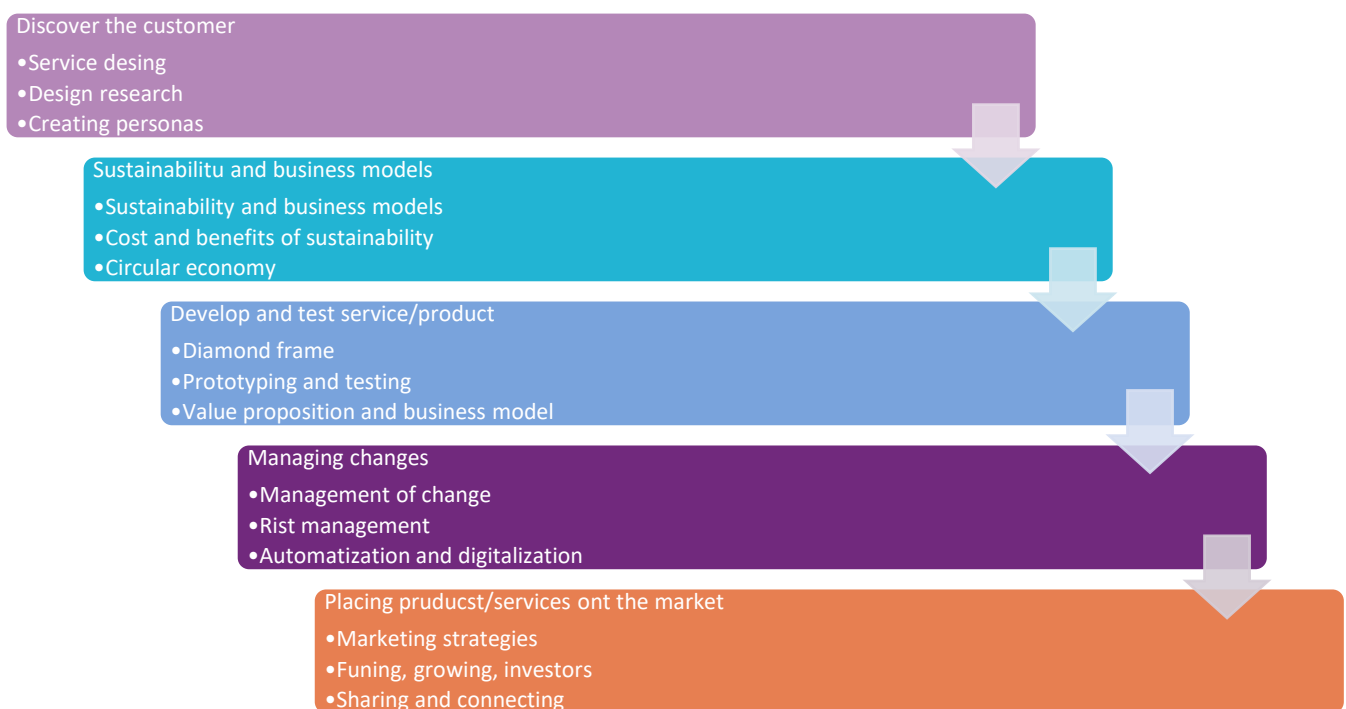
Online Learning Platform:

The SeDiHUB online learning platform (https://sedihub.eu/et/elearning/) is an interactive digital environment where VET trainers and learners can access a wide array of learning materials. These include multimedia content, interactive simulations, and case studies relevant to service design. The platform is designed to be intuitive and user-friendly, ensuring that users of all business areas and ICT use capabilities can benefit from it.

Key Features of the SeDiHub Online Learning Platform:

Modular Content: Organized in self-contained modules that can be tailored to different learning paths, making it adaptable to various course structures.

Interactive Tools: Engaging tools that facilitate virtual collaboration, problem-solving, and the application of concepts in virtual scenarios.

Assessment and Tracking: Built-in assessment tools to monitor learner progress and understanding, providing feedback that is essential for continuous improvement.

In the SeDiHUB project platfomr, five modules have been develop and uploaded to support the service design capabilities of micro and family enterprises. "Discover the Customer through Service Design Methods" teaches companies how to identify and understand their customers' needs and expectations through service design methods. "Sustainability and Business Models for Micro and Family Enterprises" focuses on integrating sustainable business models and circular economy principles into company operations. It emphasizes developing environmentally friendly services and understanding their eco-social benefits. "Develop and Test Service for Micro and Family Enterprises" provides guidance and tools for developing and testing services, employing the double-diamond method, prototyping, and value proposition creation. "Managing Changes in Micro and Family Enterprises" addresses change management and risk reduction in the implementation of service design. It also covers the impact of digitalization and strategies for effective change management. "Facilitation Practices Expanding Micro and Family Businesses – Marketing, Funding, Sharing, and Connecting" focuses on marketing strategies, funding opportunities, and networking to support new service launches and business growth. This module offers guidance on creating marketing plans, attracting investors, and sharing experiences.

SeDiHUB learning materials consist of the following modules:

Discover the customer
•Service desing
•Design research
•Creating personas

Sustainabilitu and business models
•Sustainability and business models
•Cost and benefits of sustainability
•Circular economy

Develop and test service/product
•Diamond frame
•Prototyping and testing
•Value proposition and business model

Managing changes
•Management of change
•Rist management
•Automatization and digitalization

Placing pruducst/services ont the market
•Marketing strategies
•Funing, growing, investors
•Sharing and connecting

Digital Training Toolbox:

The digital training toolbox is a collection of practical tools and templates that can be directly applied within the scope of service design. These tools are crafted to assist learners in applying theoretical knowledge to real-world scenarios, enhancing their practical skills and understanding.

Components of the Digital Training Toolbox:

Service Design Templates

- Step-by-step guides and frameworks for implementing service design projects.

Checklists and Guidelines

- Resources to ensure that all aspects of service design are considered and applied correctly.

The SeDiHUB toolbox Mural platform has an interactive way to fill service design canvases and collaborate virtually. All tools can also be downloaded in PDF format on the e-learning platform the roots of learning materials.

If you want to learn more about Mural and use this tool, here are videos to introduce Mural

The toolbox consists of the following tools:

- Consumer trend radar
- Stakeholdes worksheets
- Customer research
- Personas
- Cost Benefits and Eco-Social Benefits
- User storys
- Validation board
- Service blueprint
- Value proposition canvas
- Sustainable business model

On Mural you will find the English toolbox here: https://app.mural.co/template/fd859319-9c93-4161-8772-4ea349e7764b/d1fd2651-d2a8-4fa9-af55-0191d457ce12

1. When click on link you need to log in

2. You need to give name to a workspace

3. Click – New mural from template
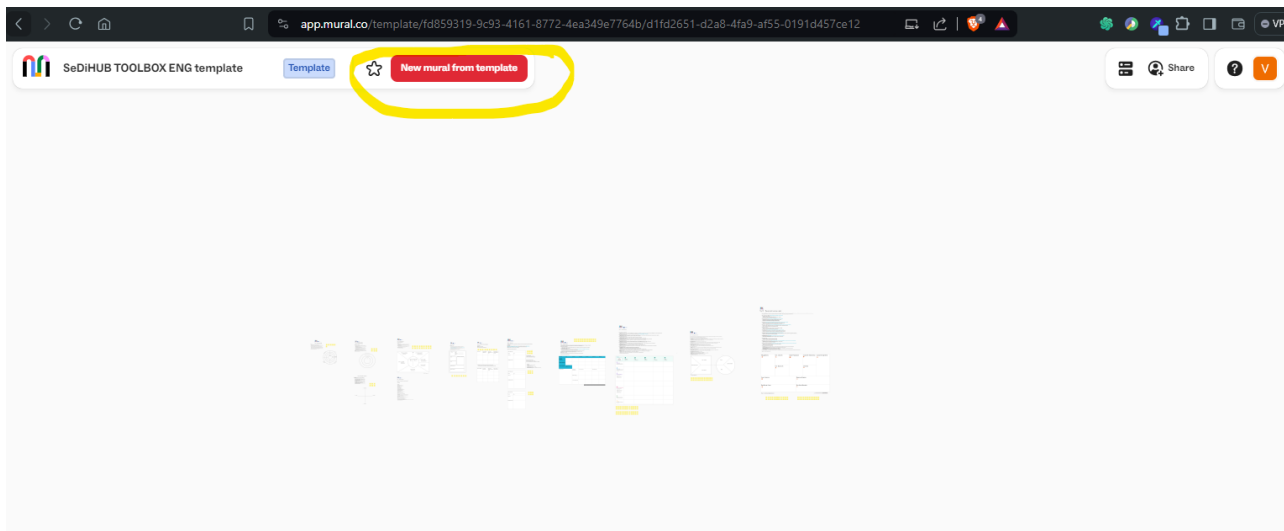
4. Click – create mural and you can use it!
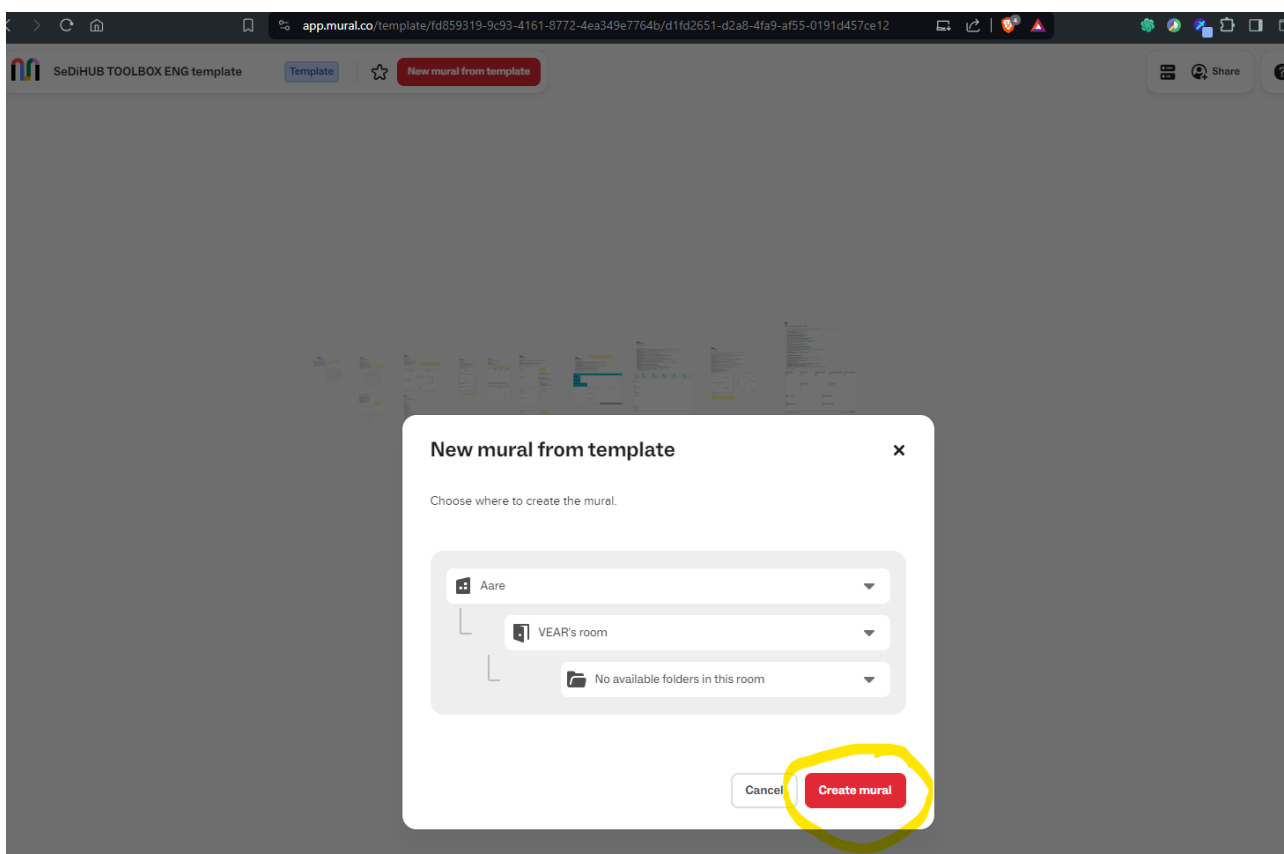
Gamified Activities:

To further engage learners, SeDiHUB incorporates gamification elements into the learning process. These activities are designed to make learning about service design both educational and entertaining, which helps in retaining knowledge and motivating learners.

Benefits of Gamified Learning:

- Increased Engagement: Gamificaton and simulations capture the interest of learners, making them more eager to participate and learn.
- Enhanced Retention: By involving active problem-solving and decision-making, gamified learning helps in better retention of knowledge.

By integrating the SeDiHUB learning resources into their curricula, VET providers can offer a more **dynamic**, **interactive**, and **comprehensive** educational experience. These resources not only help in teaching the fundamental aspects of service design but also in cultivating a deeper understanding and appreciation of its impact on business success, especially in the context of micro and family enterprises.

Curriculum Integration

Integrating SeDiHUB resources into initial or continuous VET curricula involves thoughtful planning and alignment with existing educational goals and standards. This section provides guidelines on how to effectively incorporate the SeDiHUB learning resources into vocational training programs, enhancing the educational experience and ensuring that learners are well-prepared to apply service design in their professional lives.

Benefits of Integration:

Integrating SeDiHUB resources into VET programs not only enriches the curriculums but also:

- Enhances learners Engagement: Through interactive and practical learning experiences.
- Improves Job Readiness: By equipping learners with cutting-edge skills in service design that are highly valued in the modern workforce.
- Fosters Innovation and Creativity: Encouraging learners to think critically and innovatively about problem-solving in service design.

A complete overview of the SeDiHUB curriculum and Training Approach can be found here. This document also contains the SeDiHUB training methodology and assessment, which you can apply in your teaching

In addition we have created 3 characters which will also be introduced in the gamification tool. In the business owner section on the learning platform, you can first complete a self-assessment and the learner will get a character. Study paths have been prepared according to the characters.

Recommended learning pathways:

Module – Learning Unit	Character 1	Character 2	Character 3
1. Discover the customer through service design methods			
1.1 Service design	●	●	●
1.2 Customer Research/Design Research	●	●	●
1.3 Creating personas (how to interpret customer data)	●	●	●
2. Sustainability and business models for small and family enterprises			
2.1 Introduction to sustainability and Sustainable Business model canvas	●		
2.2 Costs and benefits of sustainability		●	●
2.3 Circular Economy	●	●	●
3. Develop and test service/product for small and family enterprises			
3.1 Diamond frame - find the best solution to the customer's problem	●		
3.2 Prototyping and testing		●	●
3.3 Value proposition and business model	●	●	●
4. Managing changes in small and family enterprises			
4.1 Making changes to ensure sustainability	●	●	●
4.2 Reducing risks (risk management)		●	
4.3 Digitalization/automatization: how it changes your business, how to react to it	●		●
5. Placing products / services on the market and facilitation practices of expanding for small and family enterprises			
5.1 Marketing strategies	●	●	●
5.2 Funding, growing, investors (initial budgeting for new service)		●	●
5.3 Sharing and connecting	●		

Engaging with micro and family businesses

Effective collaboration between VET providers and businesses is essential for ensuring that service design education is both relevant and applicable in real-world settings. This section of the toolkit outlines strategies to foster meaningful industry engagement, which can enhance the learning experience for learners and create valuable partnerships that benefit both educational institutions and businesses.

1. Industry Advisory Panels:

- Establish Advisory Boards: Form panels consisting of industry leaders and service design professionals who can provide input on curriculum development to ensure it meets current market needs.
- Regular Meetings: Hold regular meetings with these panels to discuss trends, skills gaps, and potential updates to the training programs based on industry feedback.

2. Guest Lectures and Workshops:

- Inviting Industry Experts: Regularly invite service design experts from various sectors to deliver guest lectures, share insights, and discuss case studies with students.
- Workshops and Seminars: Organize workshops led by practitioners where students can gain hands-on experience with real-world service design challenges.

3. Real-World Project Collaborations:

- Capstone Projects: Develop partnerships with local businesses to offer learners real-world projects as part of their coursework, which can serve as capstone projects for their studies.
- Internship Opportunities: Facilitate internships with companies focused on service design, allowing learners to gain practical experience and make professional connections.

4. Networking Events:

- Career Fairs and Business Days: Organize events that bring together learners, VET trainers, and industry professionals to network and discuss employment opportunities.
- Alumni Events: Leverage alumni who are working in the field of service design to build bridges between current students and the industry.

5. Continuous Professional Development:

- Training for Professionals: Offer courses and seminars for industry professionals, which can also provide opportunities for learners to engage with and learn from active service designers.
- Certification Programs: Develop certification programs in partnership with industry bodies to standardize skills and competencies in service design.