

Open Badges for Service Designers

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Workshop theme

One of the ServDes themes has proposed the need for “T-shaped professionals with deep skills in a specialty and broader understanding of other disciplines”, and asked us to consider “What are the key competencies and skills Service Designers need to develop to help shape promising Service Futures?”

Snook propose a workshop where these ideas can be explored in depth, and a series of profiles will be created by participants to illustrate the range and depth of skills of people who call themselves Service Designers. This may result in identification of key skills and core competencies that might form a programme for Continuing Professional Development (CPD) for Service Designers.

We will use technology we have been developing as part of the Mozilla Open Badges project with the Technology and Strategy Board (TSB). This technology allows participants to create digital Open Badges using agreed shared technical standards that validate recognised skills and achievements. The badges are a way of visually recording and displaying achievements, qualifications and soft skills.

Workshop description

Snook will explain in detail how the interactive Badgemaker software (www.badgemakerproject.com) works and will support participants in reflecting on particular qualifications, and identifying the core hard and soft skills that are foundational to successful practice as a service designer. This will provide the foundation for identifying obvious skill’s gaps and potential areas for cross-disciplinary collaboration to enhance our practise.

Snook will provide materials to allow creation of a range of badges and intend that this workshop will facilitate an indepth exploration of what it takes to be a Service Designer in a fun, interactive session.

Workshop outcome

The key thing we want participants to do is reflect on their own personal skills and qualifications, and create a shared language to describe the key competencies that encompass the full range of soft skills required in service design.

We will give participants a framework within which to describe their skills and introduction to a useful tool for visualising these skills. Making it visual, and capturing this graphically, will help us to clearly describe what it is we are trying to measure, and what it is we value in experienced Service Designers.

Participants will also be able to take home the physical outputs from the digital badges they have created, in certificate or badge form, and display these in their studios.