

COURSE BROCHURE

Digital Service Design and User Experience

Professional Training Course

Skillslab Training Provider

Skills for Tomorrow's World 



Course Description

Course Overview

The **Digital Service Design and User Experience** course is a comprehensive, theory-focused program that equips managers and emerging leaders with a clear understanding of how digital services should be designed around user needs while aligning with organizational objectives. As organizations increasingly deliver services through digital channels, leaders are expected to oversee initiatives that improve usability, accessibility, and satisfaction—often without being design specialists themselves.

This course is particularly relevant for new managers who must guide teams, approve projects, or contribute to service improvement decisions. Positioned within **leadership training for new managers**, the program emphasizes strategic thinking, governance considerations, and leadership oversight in digital service design rather than hands-on design tools. Participants gain the knowledge required to ask the right questions, set realistic expectations, and ensure that digital services deliver value to users and the organization alike.

Key Outcomes

By the end of this program, participants will be able to:

- By the end of this program, participants will be able to explain the principles of digital service design and user experience.
- By the end of this program, participants will be able to understand why user-centered thinking is critical to service success.
- By the end of this program, participants will be able to recognize leadership responsibilities in overseeing digital service initiatives.
- By the end of this program, participants will be able to identify common usability and experience challenges in digital services.
- By the end of this program, participants will be able to support informed decision-making related to service improvements.
- By the end of this program, participants will be able to align digital services with organizational goals and policies.

governance perspective.

- By the end of this program, participants will be able to strengthen service outcomes through effective oversight and communication.

Who Should Attend

This course is designed for professionals involved in managing, supervising, or supporting digital services and service improvement initiatives, including:

- First-time managers and newly appointed supervisors
- Team leaders and section heads
- High-potential employees preparing for leadership roles
- Middle managers overseeing service delivery or transformation
- Business owners of digital or customer-facing services
- Staff involved in quality, customer experience, or service improvement functions

Prerequisites: No prerequisites.

Course Outline by Modules

Day 1: Foundations of Digital Service Design

- What digital service design means for organizations
- Differences between traditional and digital service delivery
- Core principles of user-centered services
- Leadership awareness of service design responsibilities
- The role of managers in shaping service quality

Day 2: Understanding Users and Service Needs

- Identifying user groups and stakeholder perspectives
- Understanding user expectations and behaviors
- Common pain points in digital services
- Translating user needs into service requirements
- Leadership engagement in user-focused thinking

Day 3: User Experience and Service Quality

- Managerial oversight of experience outcomes

Day 4: Governance, Collaboration, and Decision-Making

- Governance considerations in digital service design
- Roles of business, technology, and service teams
- Managing trade-offs between cost, speed, and quality
- Decision-making frameworks for service improvements
- Leadership accountability and communication

Day 5: Continuous Improvement and Sustainable Services

- Using feedback to improve digital services
- Monitoring performance and user satisfaction
- Supporting continuous service improvement cycles
- Embedding user experience thinking into culture
- Leadership commitment to long-term service excellence

Methodology

The **Digital Service Design and User Experience** course is delivered using a primarily theoretical and structured learning approach. The focus is on concepts, leadership frameworks, and organizational practices rather than hands-on design software or advanced technical methods. This makes the course well suited for **first-time manager training, management skills training**, and broader leadership development programs.

Learning methods include instructor-led presentations, guided discussions, and simplified service scenarios that help participants connect theory to real workplace situations. Interaction is balanced between individual reflection and light group discussions. Practical elements are intentionally limited and may include short quizzes, basic service assessment checklists, or simple feedback review templates completed on a computer. Training materials include summary sheets, a participant workbook, and a practical toolkit for managerial reference. Optional pre-work or follow-up support is available upon request only.

Assessment & ROI

Participant learning is assessed during the sessions through short quizzes, guided question-and-answer discussions, and recap checks at the end of each day. These in-session assessments ensure that participants

of manager performance evaluations. Internal measurement is managed by the client organization and is **outside the scope of our delivery**. Optional follow-up discussions or advisory support can be arranged upon request.

Instructor Profile

Instructor assignment depends on the delivery date and city. We work with a global pool of trainers. Please contact us to confirm the most suitable available instructor for this course based on schedule and location.

Conclusion

The **Digital Service Design and User Experience** course provides managers with the strategic understanding needed to oversee effective, user-focused digital services. As part of a **new manager leadership course**, **leadership fundamentals course**, or **supervisor leadership program**, this training strengthens oversight, decision-making, and service quality awareness. Organizations seeking impactful **leadership development for team leaders**, practical **management skills training**, and a recognized **certificate of completion** are invited to contact us to tailor the delivery format—onsite, online, or blended—with flexible duration options aligned to organizational needs.

Contact Us

For registration inquiries, upcoming dates, or group pricing, please contact us:

Website

www.skillslab-training.com

Email

info@skillslab-training.com

WhatsApp

+966 559 653 447

Generated by Skillslab Training

info@skillslab-training.com | WhatsApp: +966 559 653 447

www.skillslab-training.com