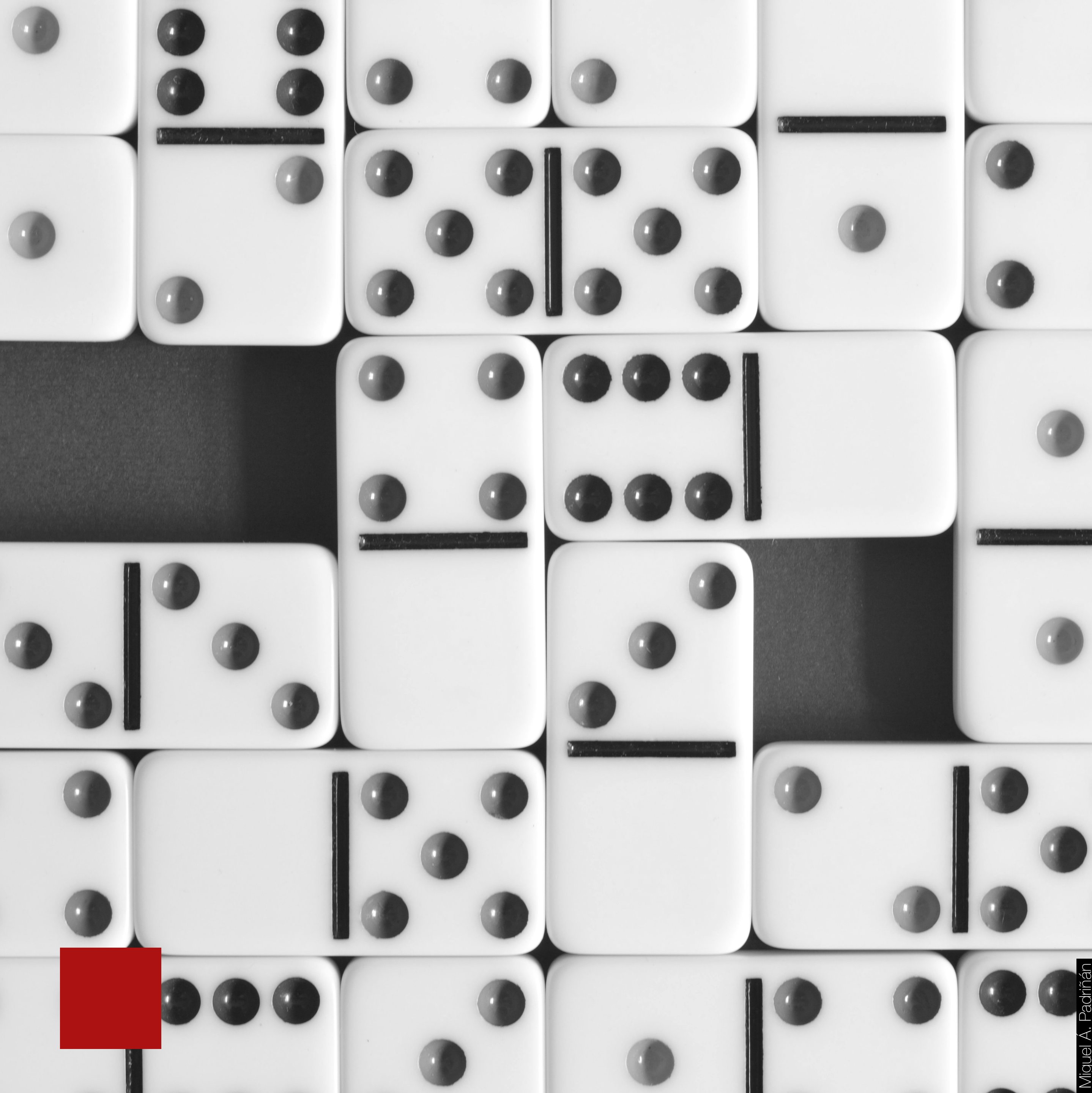




SERVICE
DESIGN
SYNERGY
SEAMLESS
EXPERIENCE
DELIVERY



■ we embrace the
glory of creative
culture in the
growth of
service design.



Miguel A. Padrón

design
90days



bring
**service
designer**



build
**service
organisation**



Note: Man-Day Calculation

Boot Camp

Intensive Service Design Training

5

- power customised design workshop to 50 people max capacity in group
- promote 30% ready-to-work service designer
- pursue 10% high performance design team leaders

Design Lab

One-On-One Service Design Coaching

30

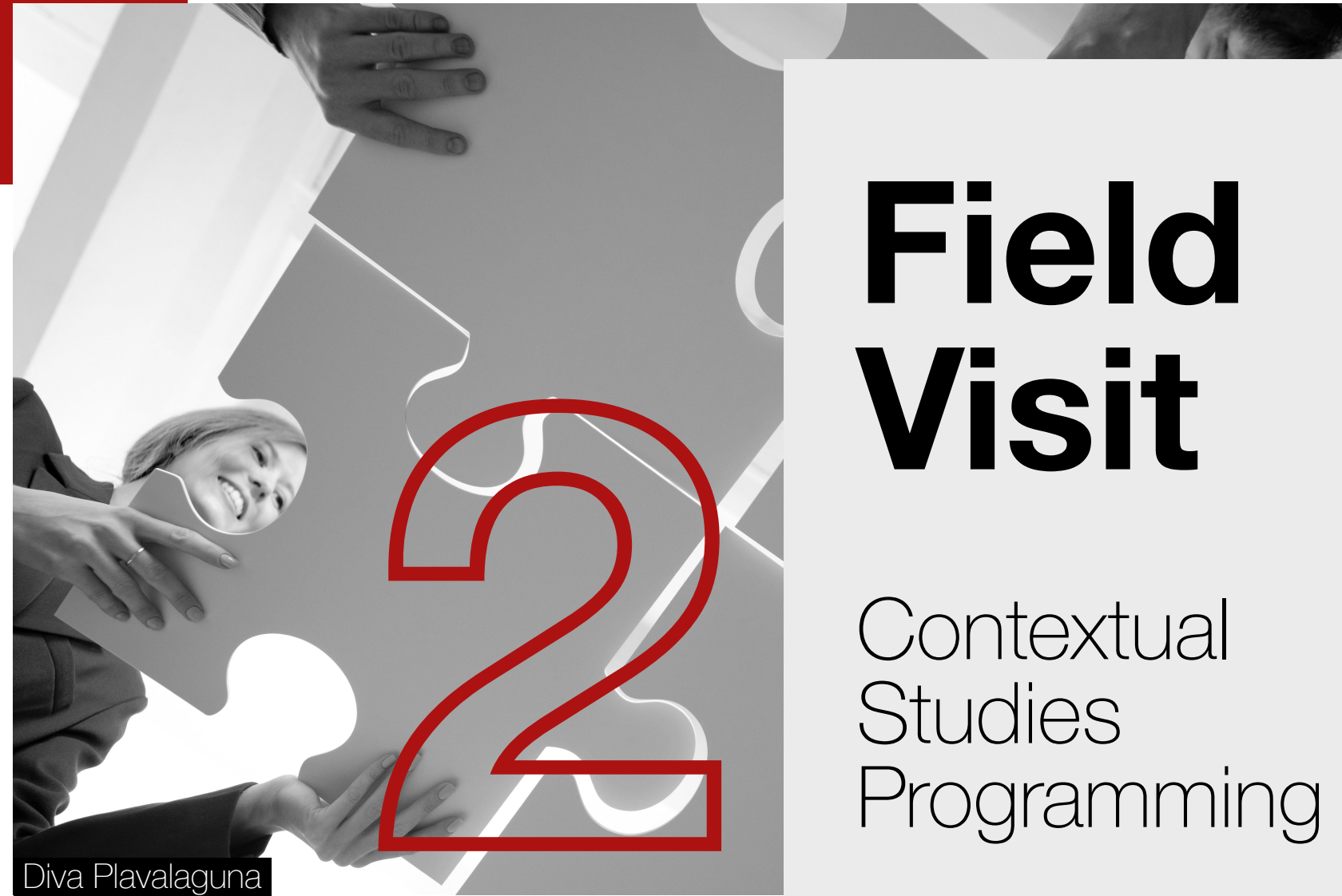
- preview service design capstone simulation
- provide in-house apprenticeship programme

Demo Day

Service Design Project Ideas Pitching

30

- present design ideas and potential prototype drafts of service excellence initiatives
- prepare for service design fellowship and design studio collaboration



Diva Plavalaguna

Note: Man-Day Calculation

Field Visit

Contextual Studies Programming

8

- decode service design research with Expert In Team (XITs) incl business insight & strategic foresight report
- deliver cascading methods
- design the CENTRAL's service design playbook

Living Lab

Pop-Up Service Design Space Setting

10

- disseminate selected service design concept
- deploy real-world learning environment for selected potential trainees under the supervision of Expert In Residence (XIRs)

Design Launch

Service Design Prototype Testing

- dock into design studio platform
- develop life-size service design project



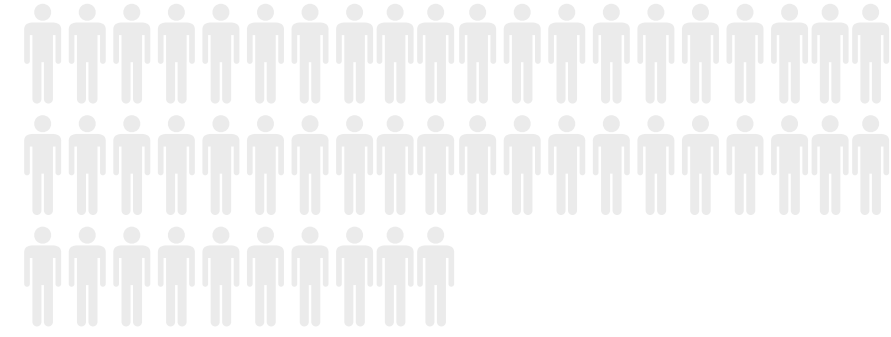
Andrea Piacquadio

**# project
breakdown →**

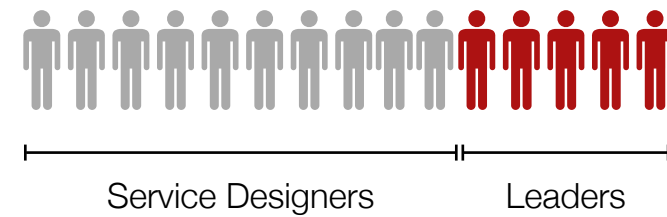
key results

OUTPUT [1] BRING SERVICE DESIGNER

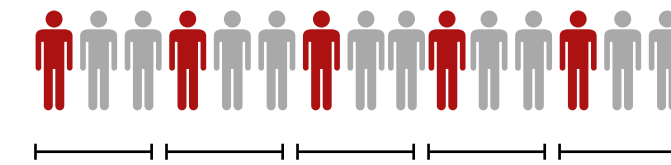
[1.1] Boot Camp - 5 Mandays



[1.2] Design Lab - 30 Mandays



[1.3] Demo Day - 30 Mandays



OUTPUT [2] BUILD SERVICE ORGANISATION

[2.1] Field Visit - 8 Mandays



X1 DESIGN RESEARCH
DESIGN PLAYBOOK

CENTRAL Service Ecosystem

- Signature Service Playbook
- To-Be Customer Journey
- Service Blueprint

[2.2] Living Lab - 10 Mandays



X3 SERVICE DESIGN
CONCEPT / PROTOTYPE

Expert In Team



**ANUWAT
CHURYEN**

Director & Service Designer
International Gastronomy Tourism Centre
Maejo University (iGTC)



**AUSSAMA
SOONTRUNRUONGSRI, PhD**

Assistant Professor & Sensory Scientist
Kasetsart University Sensory & Consumer
Research Center (KUSCR)



**JARUWAN
DAENGBUPPHA, PhD**

Director & Experience Designer
CoE Tourism Management Research
Naresuan University (CoETR)



**PORRAMATE
CHUMYIM, PhD**

Senior Consultant & Deep Tech Accelerator
National Science and Technology
Development Agency (NSTDA)



**IMHATHAI
KANJINA**

Project Manager & Design Strategist
Creative Economy Agency
(CEA)



Studio CoLAB



NATTAPONG PHATTANAGOSAI
DONLAPORN CHANACHAI

Managing Director & Senior Architect
Cloud Floor
Urban Design Studio



SUMET
YORDKAEW, PhD

Managing Director & Digital Designer
Minimal Studio
Digital Mapping Design Studio



PIYA
BOONNAMKITSAWAD

Managing Director & Flavour Designer
SILPIN & BOON Corp
Flavour Design Studio



www.mjuigtc.com

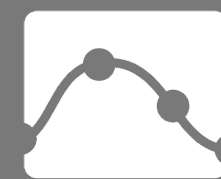
#CENTRALServiceDesign
#ServiceDesignSynergy

Research Database Design Platform

powered by



miro



smaply

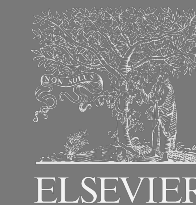
WGSN



Passport



EUROMONITOR
INTERNATIONAL



ScienceDirect



@mjuigtc

www.mjuigtc.com

#CENTRALServiceDesign
#ServiceDesignSynergy



mentatogt

facilitated by CoLAB,
International Gastronomy
Tourism Centre (iGTC)



   @mjuigtc  +66 53 873 151

#iGTCCoLAB
www.mjuigtc.com

