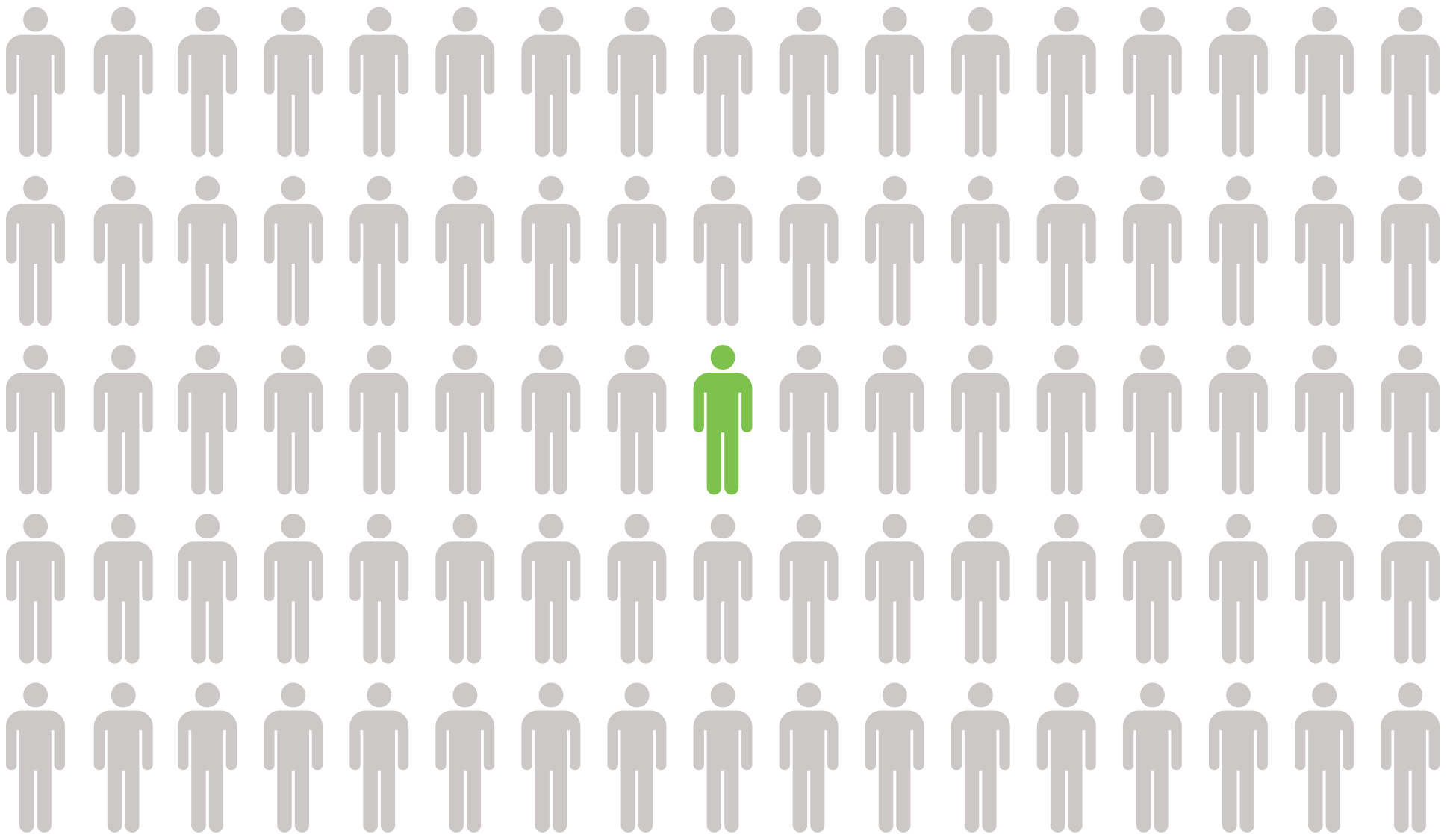


WORKSHOP

MAPPING THE SERVICE DESIGN JOURNEY



WORKSHOP LEADER

Sarah Brooks

*Director of Insight and Design, U.S. Department of Veterans Affairs
2014-15 Presidential Innovation Fellow*

Thursday June 9, 2016 // 12:00–2:00pm

Wind Tunnel, South Campus

Beginning with an overview on the fundamentals of service design, this workshop will focus on “The Customer Journey Map” — to identify design opportunities for creating easy, effective and emotionally resonant experiences.

Lunch will be served.

Workshop space is limited!

Please RSVP to: susannah.ramshaw@artcenter.edu by June 1, 2016 to reserve your spot.