SDN Chapter GDL

2023 -2024
Community Plan

Content

1. Community plan
2. The initiative
   a. Events
   b. Workshops
   c. Calendar
3. Research
4. Collaboration with Universities
5. Campaign with Universities
6. Social media Strategy

Community Management Plan

Objective:
Increasing the community and promoting Service Design in Spanish

Strategy:
1. Expand the support network by organizing events with allies (universities, companies, and other UX communities).
   a. Collaborate with universities and companies to co-host events and workshops.
   b. Foster partnerships with local UX communities to create joint initiatives and knowledge-sharing opportunities.
2. Recruit a group of volunteers from university students.
   a. Establish partnerships with universities to engage students interested in Service Design.
   b. Offer volunteer opportunities within the chapter to students, providing practical experience and networking opportunities.
3. Secure sponsorships from companies to support chapter activities.
   a. Approach potential sponsors to provide event venues, marketing services, or other relevant resources. Highlight the benefits of sponsoring events, such as brand exposure to a targeted audience and access to a growing community of Service Design professionals.
   b. Since the beginning of the chapter, we have had the sponsorship of Business Geek, which offers communication services, marketing, graphic design, and audiovisual design.

Community Management Plan

Communication:

1. Curate and share relevant content, including industry news, case studies, and upcoming events.
2. Engage with the community by featuring member spotlights and success stories.
3. Promote event content on the Instagram account.
4. Create engaging and informative posts related to event topics, speakers, and key takeaways.
5. Utilize relevant hashtags and encourage community participation through comments and sharing.

By implementing this community management proposal, we aim to foster a vibrant and active Service Design community in the region (Aguascalientes, Colima, Guanajuato, Jalisco, Michoacán, Nayarit, Querétaro, San Luis Potosí, Sinaloa, Zacatecas), while promoting the discipline of Service Design in the Spanish-speaking world. Through strategic partnerships, volunteer engagement, sponsorships, and effective communication channels, we will create valuable networking and learning opportunities for professionals, students, and enthusiasts alike.

The initiative

Events

Research and content generation

Liaison with all types of organizations

June 01

Service on Tap
Charla con Chelas

This virtual event is the perfect opportunity to connect with other students and professionals from around the world who share a passion for service design.

Together with Business Geek, SDN Guadalajara offers an online class that addresses the most interesting articles from the current issue of Touchpoint magazine.

Those who join will have the chance to win a digital copy, as well as a six-pack of our official beer: Fractal, a local craft beer from Guadalajara. We hope that everyone who joins can promote their local beer and get closer to the Service Design Network community.

July 13

Service Pops
Palomitas y servicios

Who said you couldn't learn while enjoying some delicious popcorn? In this talk, the community comes together to discuss the design and creation of unforgettable experiences for our users. We will explore the secrets behind some of the best services we have seen on the big and small screens.

Which movies and series will be mentioned? All ideas are welcome!

After each edition, we will have a poll on our website to choose the next movie. The goal is to share interesting and useful information that will help them continue to develop as professionals in the creation and promotion of experiences, as well as to connect with like-minded people and expand their network of contacts.

August 17

Learning with strangers
Aprendiendo con extraños

Get ready to dive into a fun and unique learning session!

We will explore exciting topics on service design, and we'll do it just like a book club! Anyone passionate about innovation and service design can join us.

Yes, we may be strangers, but we are united by our shared exploration for new knowledge.

Every Tuesday at 8:00 pm in Mexico, we'll have a read-aloud session of the book on our Tiktok account. That's why we invite the community to be active on this platform or read the book on their own before our meeting.

= Done

Workshops

June 08

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Portafolio

Hands-on workshop on "Jobs To Be Done" facilitated by the renowned expert, Jim Kalbach. In this session, we will explore the importance of identifying the jobs to be done at the start of any project and how it differs from mapping the user journey.

We'll llearn how to fill out the "Jobs To Be Done" canvas and get practical tips on how to apply this technique to service design projects.

June 15

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Ventas

We will discuss the importance of reinventing the way we look at users within the journey by describing the user ecosystem methodology.

The goal is to learn how to apply the user archetype technique and provide you with practical examples of its application.

We are looking for the opportunity to speak directly with the authors of "Rethinking Users", who will provide insights into the importance of user ecosystem and its application in real-world scenarios and get feedback from them.

June 22

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Facilitación

We wrap up the month of service design with a special mini-course on Service Design. In this workshop, we'll learn the step-by-step process of mapping the user experience, with a focus on how to adapt your approach using artificial intelligence, foster collaboration between teams, and incorporate the marketing funnel.

Service design month!

EVENTS

😊 = Done

Calendar

2023

June	July	August	September	October	November	December
😊 * SSDay event 3 workshops		Open Mentoring		Event coverage: Global Conference	1 workshop	1 Posada (Christmas event)

2024

January	February	March	April	May	June	July
	Open Mentoring		1 workshop	Event coverage: Next Gen Conference	* SSDay event 3 workshops	

Research as Part of the Community Plan

Uncovering the History of Service Design in Spanish

Building a Narrative of Service Design Evolution

Objective
To document the evolution of service design in Spanish through the experiences and perspectives of Spanish-speaking service designers.

Approach
Collaborative research involving designers, professionals, and academics from Spanish-speaking countries.

Impact
Enriching the understanding of service design evolution in the Spanish-speaking world, identifying unique challenges and opportunities, and offering recommendations for its development and growth.

Note: Through this research initiative, we aim to create a comprehensive narrative that highlights the contributions and experiences of Spanish-speaking service designers and advances the practice of service design in the Spanish-speaking community.

Key Activities:

1. **Story Collection:** Conducting interviews with Spanish-speaking service designers to capture their experiences, projects, challenges, and lessons learned.
2. **Case Study Analysis:** Selecting prominent projects from Spanish-speaking countries for in-depth analysis of their approach, methodology, and outcomes.
3. **Collaboration with Universities:** Establishing partnerships with universities and training centers to involve their researchers, students, and conduct workshops and lectures.
4. **Data Analysis:** Thoroughly analyzing collected stories and case studies to identify patterns, trends, challenges, opportunities, and best practices.
5. **Publication of Findings:**
   a. **Book:** "The History of Service Design in Spanish" compiling stories and analyses.
   b. **Podcast:** Episodes featuring interviews and selected case studies, providing deeper insights into the research.
   c. **Blog:** Regular updates and highlights of the research progress and key findings.

Collaboration with Universities:

Exploring Collaborative Partnerships

Objective
To establish collaborative partnerships with universities to enrich the service design community and foster knowledge-sharing opportunities.

Impact
By forging strategic partnerships with universities, we aim to create a strong network that promotes service design education, research, and industry engagement. These collaborations will provide students, faculty, and professionals with valuable resources, networking opportunities, and a platform to drive innovation and growth.

Note: While our collaborations with universities are still in the early stages, we have made significant progress with the University of Guadalajara (UdeG), which has shown a keen interest in forming a strong alliance not only with our chapter but also with the wider Service Design Network organization. We kindly request information on any relevant contacts in institutional linkages or sponsorship departments who can further support our endeavors. Your assistance in facilitating these connections would greatly contribute to our collective efforts in nurturing the service design community and advancing the discipline within the academic realm.

Ongoing Efforts:
- Initiating conversations with universities to introduce SDN, our chapter, and the opportunities for collaboration and engagement.
- Identifying key contacts in university departments, such as the Office of Institutional Linkages and Sponsorship, to establish connections and explore potential support.

Future Plans:

- Continuously reaching out to other public and private institutions to present SDN and our chapter, seeking opportunities for collaboration, sponsorship, and support.
- Exploring possibilities for joint initiatives, research projects, guest lectures, and internships to foster meaningful connections and knowledge exchange.

LINKAGE

Campaign with Companies

Engaging Professionals and Creating Impact

Objective
To raise awareness of service design methodology and its benefits among professionals in the business community.

Campaign Overview
- **Purpose:** Introduce service design as a valuable approach for driving innovation, enhancing customer experiences, and achieving business success.
- **Target Audience:** Professionals, entrepreneurs, and business leaders interested in leveraging design thinking for their organizations.
- **Collaboration:** Partnering with Business Geek, a renowned platform that provides communication services, marketing, graphic design, and audiovisual design.

Impact
Through this campaign, we aim to empower businesses with service design knowledge and provide them with practical tools to enhance their customer experiences. By partnering with Business Geek, we can leverage their expertise in communication and design to deliver impactful workshops.

Note: As the campaign requires resources and logistical support, a participation fee will be charged to cover event expenses and ensure a high-quality experience. Further details, including pricing, schedule, and registration information, can be found at the provided URL. We are actively seeking partnerships with companies interested in supporting this initiative and collaborating on its success.

Campaign Details:
- Format: Depending on the company's availability and preferences, we recommend either a conference or workshop format.
  - **Expert Presentation:** Inviting experienced service design practitioners to deliver insightful talks and share successful case studies.
  - **Workshop:** Facilitating hands-on activities and exercises that demonstrate the application of service design principles to real-world business challenges.

Logistics and Financial Considerations:
- **Resource Requirements:** Material, venue, and logistical support necessary for the campaign's execution.
- **Cost Recovery:** A reasonable participation fee will be charged to cover event expenses and ensure a high-quality experience for attendees.
- **Complete Event Details:** For detailed information on the campaign, including pricing, schedule, and registration, please visit: https://www.businessgeek.mx/ux-empresas

Collaboration Opportunities:
- Seeking partnerships with companies interested in supporting the campaign's objectives and gaining exposure to a targeted audience.
- Exploring collaborations with industry associations, business incubators, and accelerators to extend the reach and impact of the campaign.

Social Media Strategy

Engaging Professionals and Creating Impact

Objective
To promote the initiatives and activities of our community formation plan through strategic social media engagement.

Social Media Platforms
- **Instagram:**
  - **Account:** @SDN.GDL
  - **Purpose:** Share updates, events, and behind-the-scenes content related to our initiatives.
  - **Content:** Engaging posts, stories, and live sessions showcasing our projects, events, and community members.
  - **Hashtags:** Utilize relevant hashtags to expand reach and encourage community participation.
- **Threads:**
  - **Account:** @SDN.GDL
  - **Purpose:** Facilitate conversations, discussions, and knowledge sharing among community members.
  - **Content:** Engage in interactive threads, pose questions, and share valuable resources and insights.
- **TikTok (Future):**
  - **Account:** To be opened once projects are launched
  - **Purpose:** Increase visibility and reach a younger audience by sharing engaging and educational content.
  - **Content:** Short videos highlighting key concepts, success stories, and behind-the-scenes glimpses.

Impact
Through this campaign, we aim to empower businesses with service design knowledge and provide them with practical tools to enhance their customer experiences. By partnering with Business Geek, we can leverage their expertise in communication and design to deliver impactful workshops.

Note: Follow us on Instagram @SDN.GDL and stay tuned for updates on our TikTok account, coming soon!

Social Media Strategy

Content Generation and Promotion

1. **Events:**
   - Create visually appealing posts and stories to promote upcoming events.
   - Share highlights, key takeaways, and participant testimonials after each event.
   - Encourage attendees to share their experiences through user-generated content.

2. **Research Initiative:**
   - Share research updates, key findings, and insights through blog articles and social media posts.
   - Promote podcast episodes featuring interviews with service design professionals.
   - Encourage discussions and engagement around research-related topics.

3. **Collaboration with Universities:**
   - Showcase university partnerships through dedicated posts, stories, and interviews.
   - Highlight student success stories and projects related to service design.
   - Promote guest lectures, workshops, and educational resources provided by partner universities.

4. **Campaign with Companies:**
   - Share success stories, case studies, and testimonials from companies that have benefited from service design.
   - Offer expert insights, tips, and best practices through social media posts, infographics, and short videos.
   - Encourage companies to share their experiences and engage in conversations around service design.

By leveraging our social media platforms, we aim to create a vibrant and interactive online community. Through engaging content, we will raise awareness, share knowledge, and foster collaboration among professionals, students, universities, and businesses interested in service design.