



# The Center of Action

## Course: Product- and Service Design

### Starting position

You have already completed the course “Methodology Basics” and realized that an integrated approach and methodology helps you along. Now you are eager to go one step further in order to accomplish fast results that will lead to effectivity, efficiency and a first level of standardization.

With the course “Product- and Service Design” we actively support you to take a crucial step into the right direction. Products and services are the center of every company. On the market products and services have to be offered in an attractive and simple manner. Furthermore, they have to be implemented at minimum-cost, be efficiently operated and allow an easy removal. The basis of every service is the product. Based on the product definition the service is provided to the customer.

### Course objective

You will learn all things to know about products and services. Products are designed with their possible variants, offered to interested customers and afterwards transformed into instantiated services at the time of order. You will learn how products are tailored and how characteristics are defined in a distinct and fitting way. Furthermore, you can modularly build (new) products using other (existing) products and learn how instances, services, service groups and business services should finally look like. Exercises from the practice will complement the course in order to give you a practical reference. The taught methodology as well as the training material will allow you to autonomously initiate the right steps after the course day and help provide a good basic understanding to evaluate further projects.

### Certification

We provide the possibility of certification.