

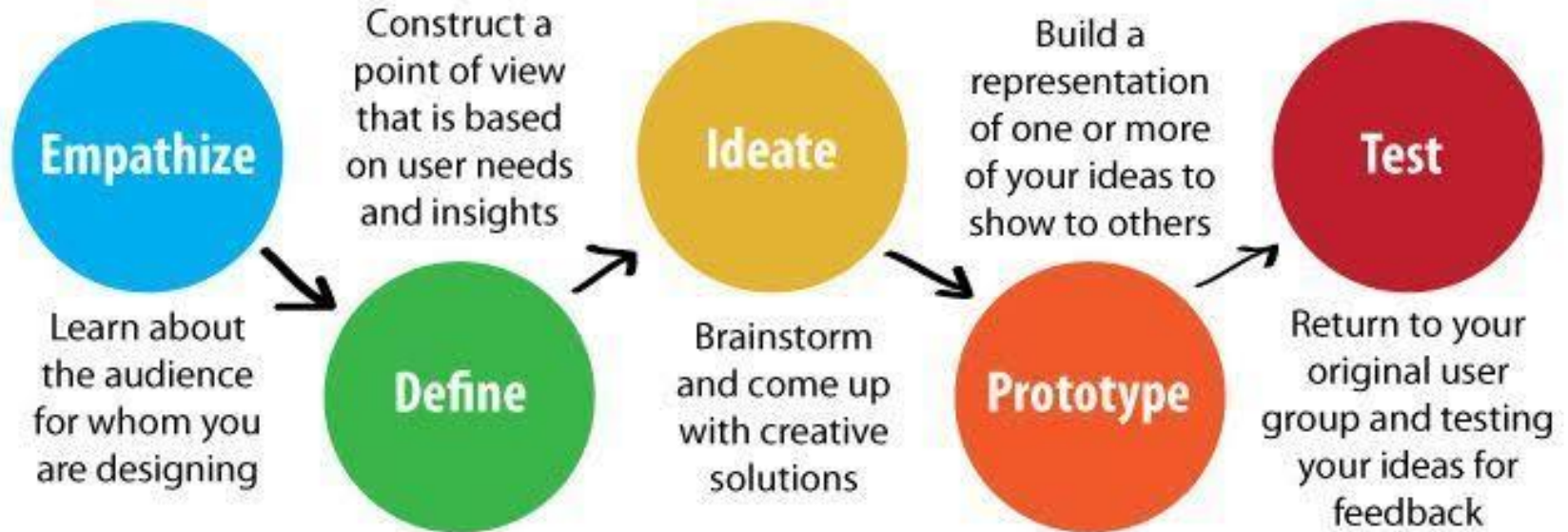
“We’ve always done it this way”

A Story of Service Design at UCC

Michelle Nelson



Service Design Overview



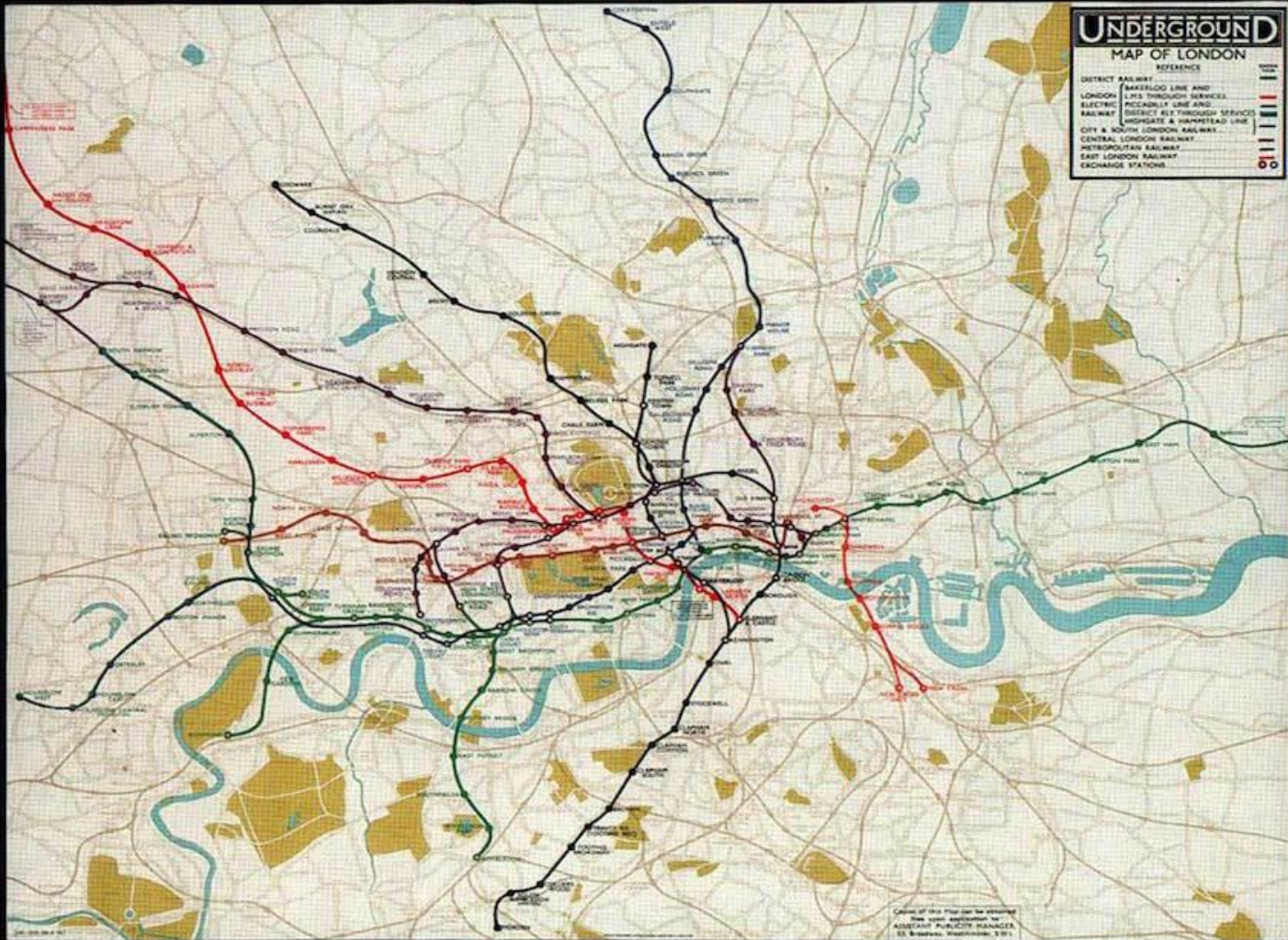
UNDERGROUND

MAP OF LONDON

REFERENCE

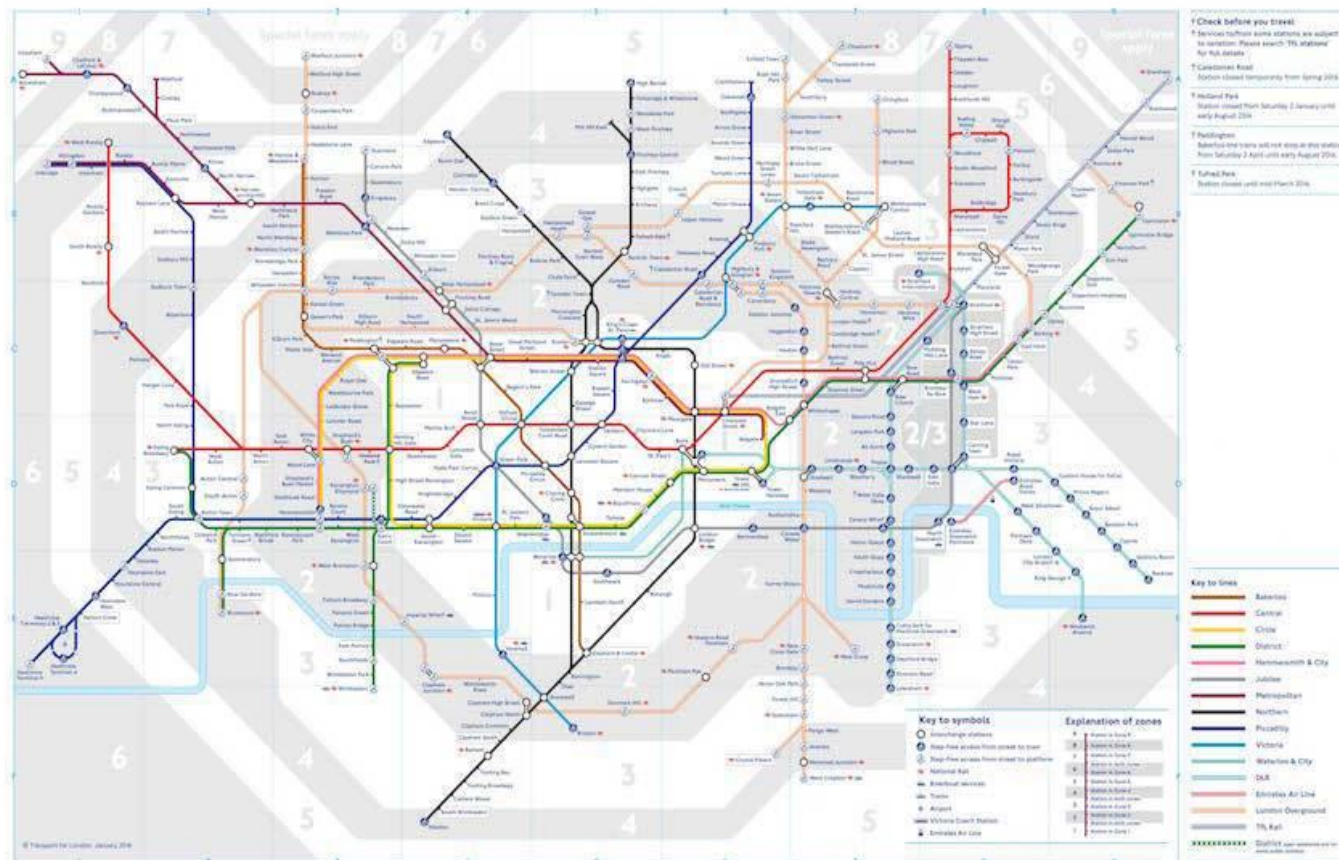
DISTRICT RAILWAY	BAKERLOO LINE AND LONDON LINES THROUGH SERVICES	1
ELECTRIC RAILWAY	PICCADILLY LINE AND HIGHGATE & HAMPTHEAD LINE	2
CITY & SOUTH LONDON RAILWAY	CENTRAL LONDON RAILWAY	3
METROPOLITAN RAILWAY	EAST LONDON RAILWAY	4
EXCHANGE STATIONS		5

60

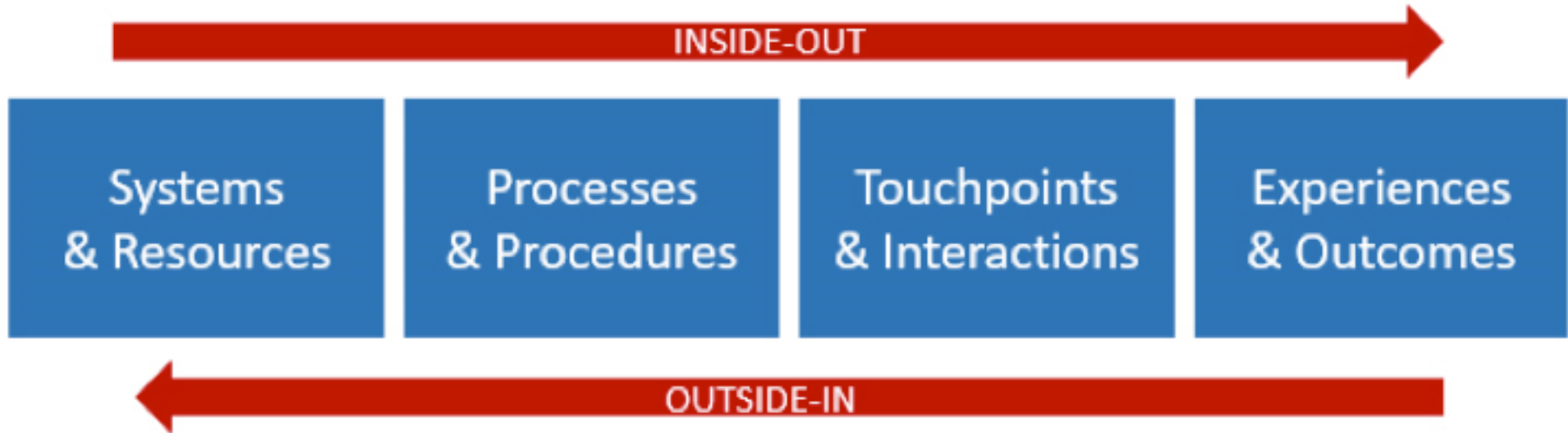


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Tube map



Service Design Overview

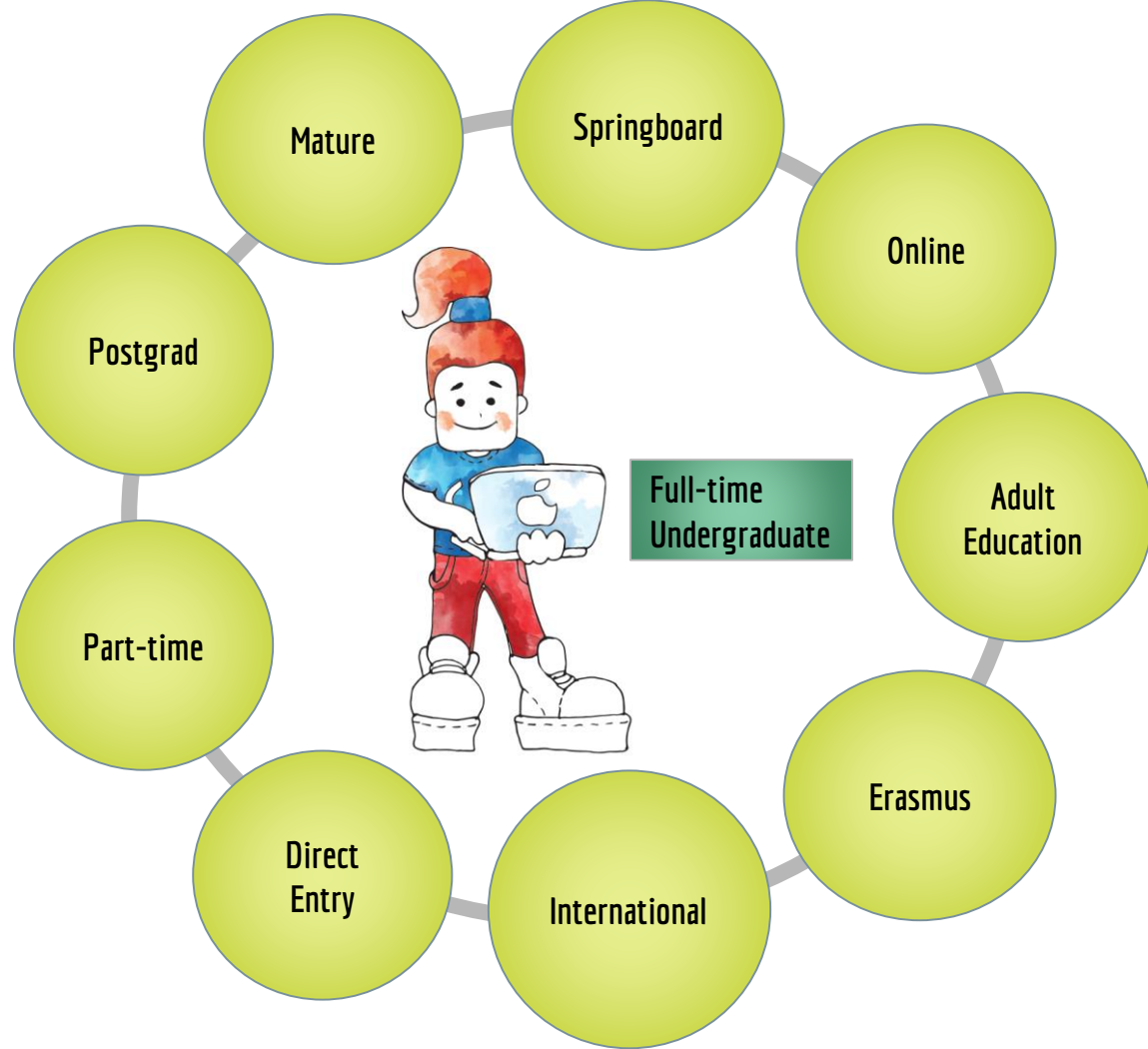


Our Students

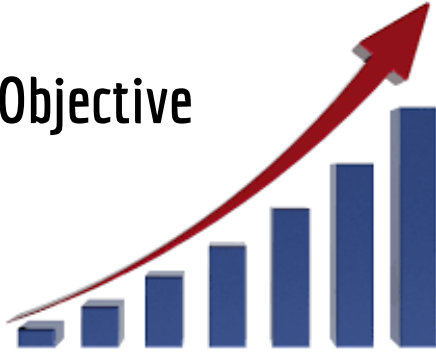


Student numbers

1992	8,820
2019	22,000



The Objective



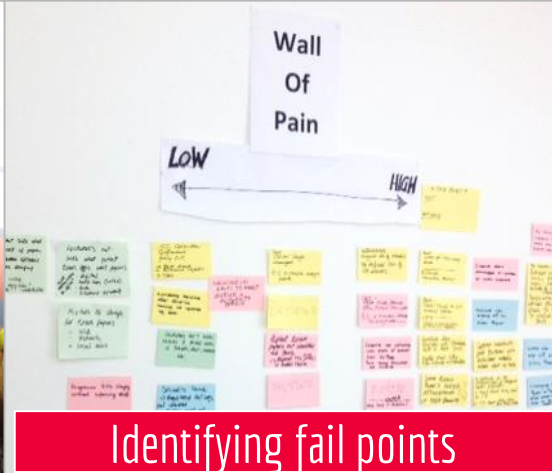
The University
Solution



Increasing the Number of UCC Postgraduate Students



Stakeholder engagement



Identifying fail points



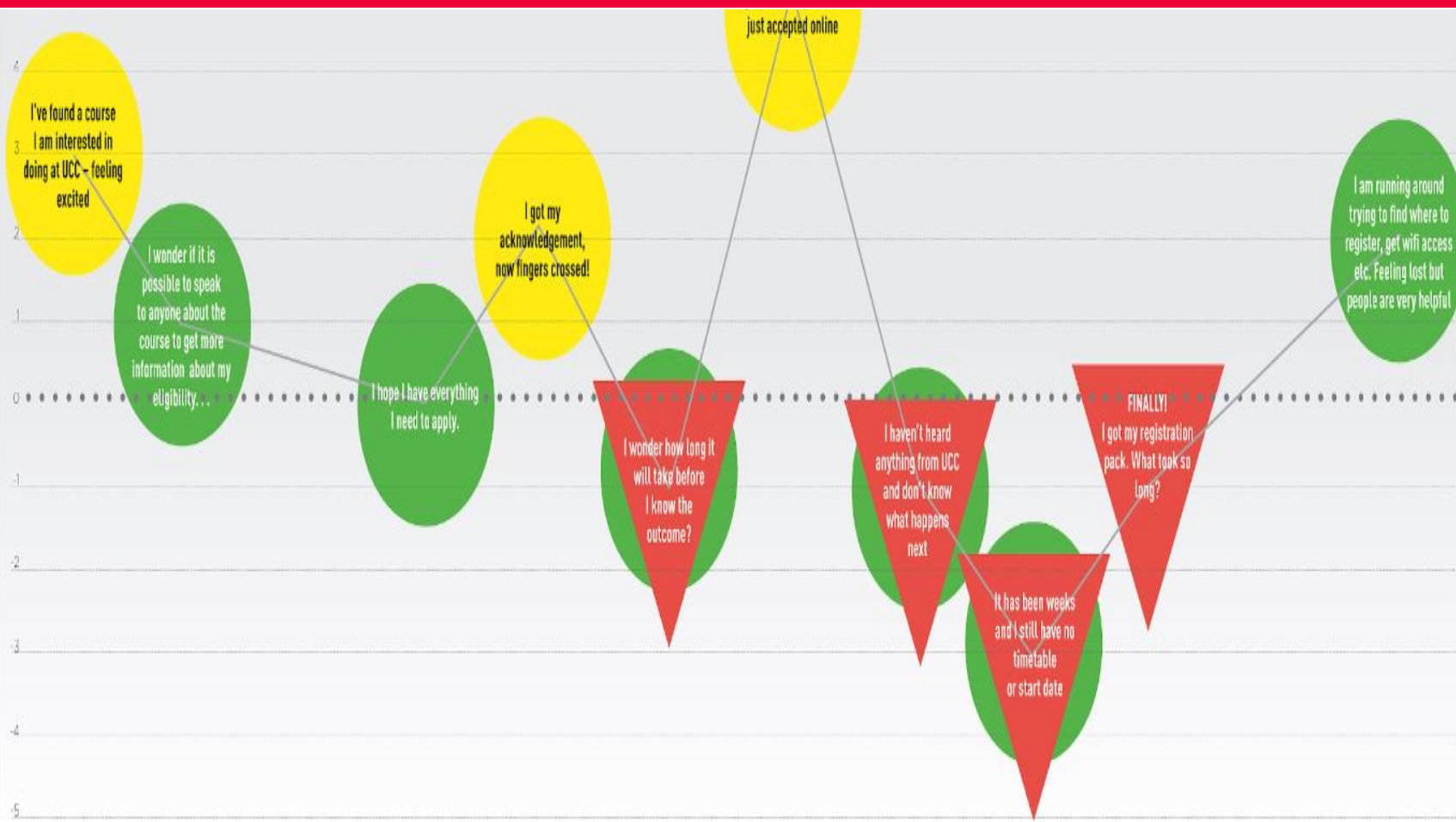
Mapping personas

Who is Maria?



- 27 female student from Poland
- Has been living and working in Ireland for two years
- Studied for a BA International Relations at the University of Warsaw
- Will be paying her own fees
- Interested in studying for a Masters in Ireland (doesn't matter where)
- Plays hockey

UCC Applicant Journey Map



The Postgraduate Application Wall of Pain

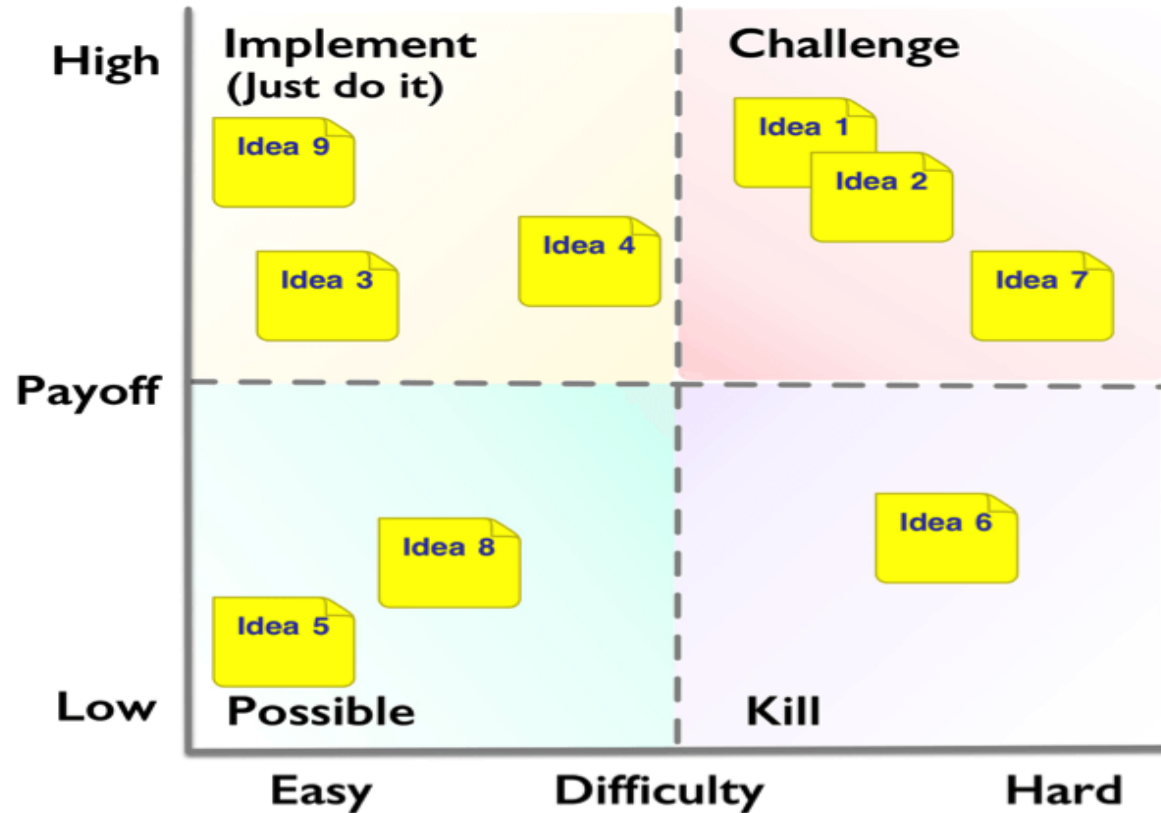




How do you solve a problem like Maria?



PICK CHART - PRIORITISING



The Academic Governance Wall of Pain



A Five Whys Worksheet

Why is participation in
academic governance a problem
in your University?

Note: If the last answer is
something you cannot
control, go back to the
previous response.

Why is it happening?

Why is that?

Why is that?

Why is that?

Why is that?

Developing Personas



Idea Generation



PICK CHART - PRIORITISING

