

Service Design

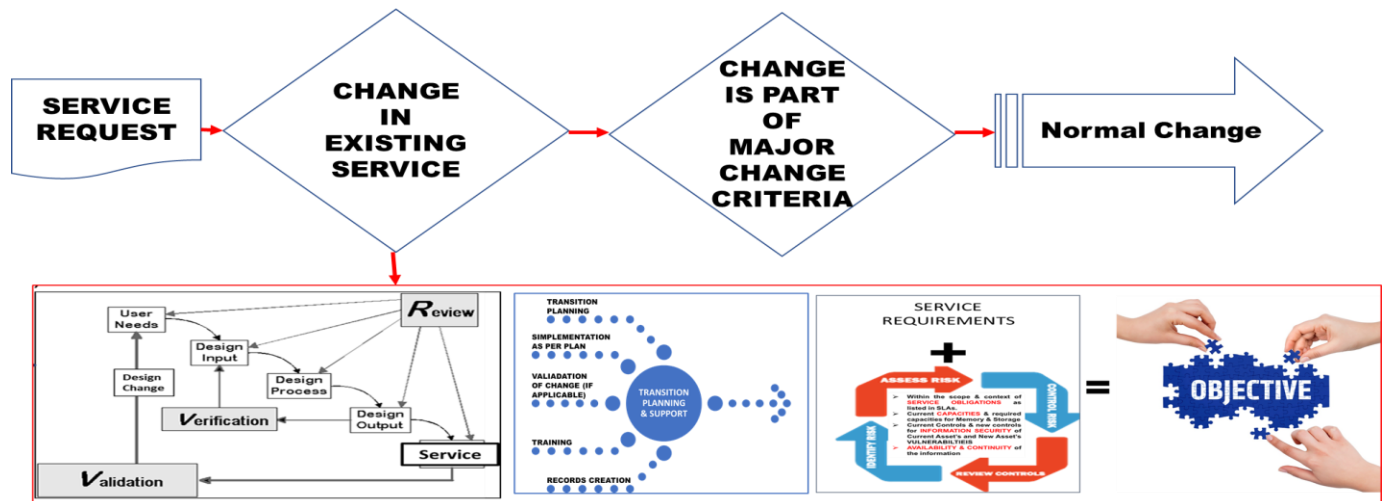
Imagine what will happen to a project where the design output does not meet the acceptance criteria set by the client. The product/service based on a faulty design will obviously not work as per the client's expectation. This will lead to client dissatisfaction and finally earn you a bad reputation. To ensure that you do not end up delivering something which is not required by the client, an organization needs to plan the design and development phase in detail. A well-planned design and development process will ensure that the project is completed within the timeframe provided and meets the budgetary requirements. This will require that the design inputs which may be in the form of written documents provided by the customer or explored along with the customer during various meetings, or regulatory requirements, etc., are captured and documented well. Another important aspect is to review the progress of the design and development phase and verify that the customer requirements are being met at different stages. Validation also becomes important to ensure that the end product or service meets its intended purpose and works in the desired manner in the end-user environment. All outputs from the design and development phase shall be retained and controlled.

Service Design is a holistic approach which is different from Design of Product.

Professionals in the service sector need to realize that they are involved in Design and use Service Design to improve Services to customers. This is not a tangible aspect and cannot be stored – consumption happens at the same time as production and these are complex experiences that happen over time. There, Service Designing services require special considerations, especially when it comes to IT Service Delivery.

Design as a whole has changed and Service design can address the unique challenges that the service economy is facing (which constitutes more than 70% of GDP generally in current world). It is a field that designs complex and interactive experiences, experts from related fields and clients in the design process. It uses special processes, tools and methods.

Service Design is a very different way of approaching the way we think of the relationship between Service Providers and Clients. Service Design nurtures the relationship through the creation of outstanding and innovative service experiences. Services have unique issues specially if they are IT based and have huge potential of improvements and creating a stable atmosphere which can take care of changes due to customer's requirements from time to time. New Services also bring changes in the current baseline of services, hence it is considered under Change Management, in the new SMS Standard ISO 20000-1:2018..



Service Design helps to innovate (create new) or Improve (existing) services, to make them more useful, usable, desirable for clients and efficient as well as effective for Organizations.

One of the big challenges is to get people in service industry to realize that they are involved in Service Design and to get help to improve the same.

*Service Design is a new holistic, multidisciplinary, integrative field - HENCE
IF SERVICE DESIGN FAILS, SERVICE FAILS.*

8.5.2.2 Design

Service Design helps to innovate (to create new) or improve (change) to ensure acceptability, user friendly and meeting the service objective, most smoothly, without compromising on quality assurance (Quality + Information security + Availability and Continuity) manner.

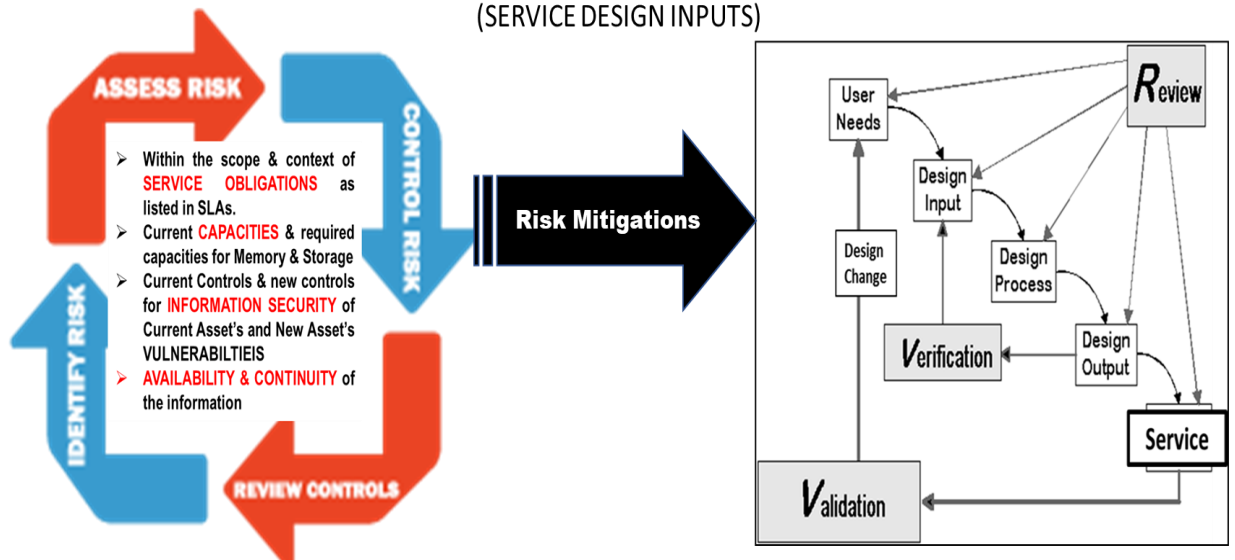
For any New or Change Services, the following IT domains are considered for risk assessments and mitigations are considered as design Inputs in Service Design & Transition to meet designed Service Objectives:

- Current Capacities & required capacities for Memory & Storage
- Current Controls & new controls for Information Security
- Current Configurations of Current Assets and New Assets
- Availability of the information
- Service Continuity
- Within the scope & context of Service Obligations as listed in SLAs.

While identifying risks for these, the care is taken that the mitigations do not:

- Do not deviate from current different policies
- Do not have much of unaccepted Residual Risks
- One Mitigation for a domain is having any kind of cascading impact on another domain

RISK EVALUATION OF SERVICE SCOPE > RISK MITIGATIONS (SERVICE DESIGN INPUTS) > SERVICE DESIGNING (BUILD)



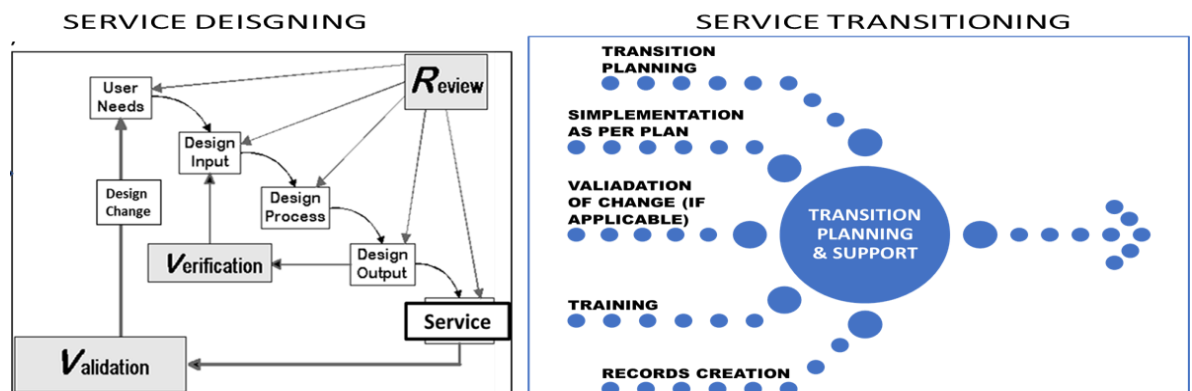
Following are the **Service Design Steps Can be used (as per Clause 8.5 of ISO 9001:2018)**

- Step 1 – Service Design Plan – Consisting of Service Objective, Scope & Context (External & Internal Parties as per service scope), Roles, Responsibilities & Authorities, Acceptance Criteria, IT Domain Risks
- Step 2 – Design Inputs – Service Design Plan, Regulations applicable in KSA
- Step 3 - Design Control – Execution of the Build and Transition as per Para 8.5.2.3 (see below)
- Step 4 – Design Output – Finalization of the documentation of the Design Output, User Manual, Transition Guidelines with acceptance criteria, Periodical Monitoring & Measurement Systems, Service reporting requirements
- Step 5 – Design Changes - If changes are required to be made to either design input or design output, then the organization shall follow a procedure so that these changes are controlled. Take the following steps to ensure changes are done in a controlled manner:

8.5.2.3 Build and transition

The new or changed services shall be built and tested to verify that they meet the service requirements, conform to the documented design and meet the agreed service acceptance criteria. If the service acceptance criteria are not met, COMPANY's interested parties make a decision on necessary actions and deployment.

Following the completion of the transition activities, the organization shall report to all the interested parties (involved in this specific scope & objective), ICT Board and SEC Board on the achievements against the intended outcomes, Positive as well as Negative.



8.5.3 Release and deployment management

COMPANY defines the types of release, including emergency release, their frequency and how these are to be managed.

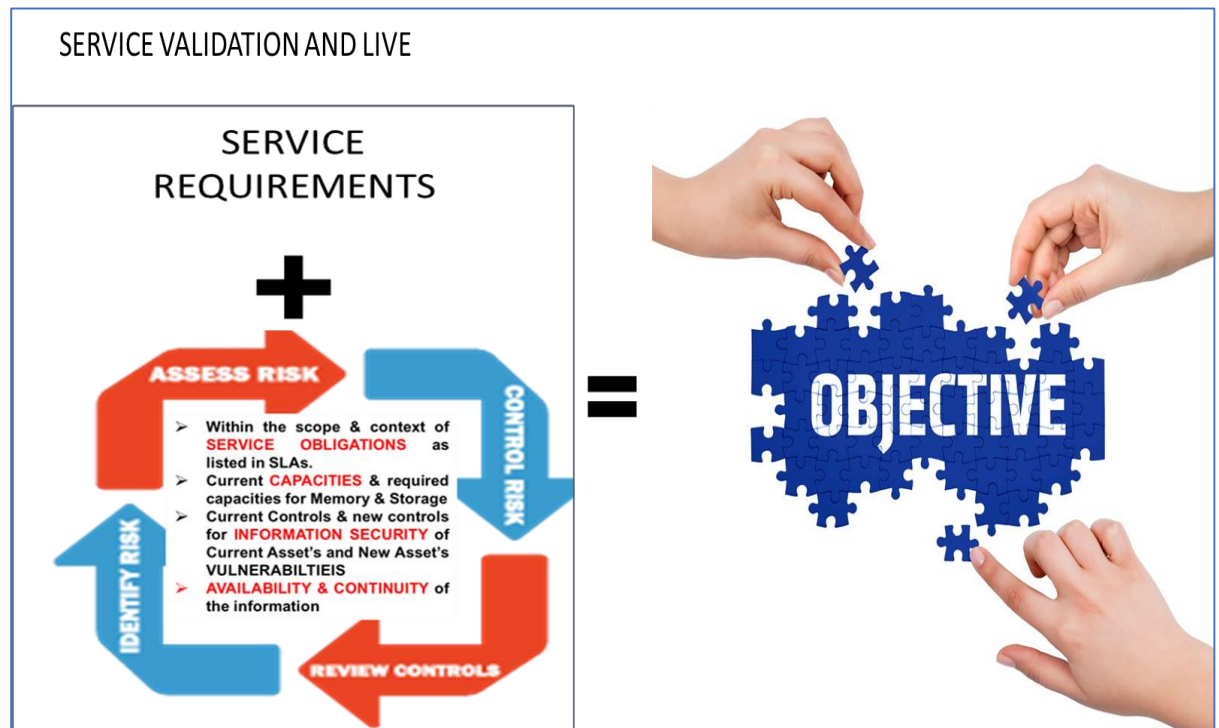
COMPANY plans the deployment of new or changed services and service components into the live environment. Planning & Execution is coordinated with change management and include references to the related requests for change, known errors or problems which are being closed through the release. Service Release & Deployment Planning includes the dates for deployment of each release, deliverables and methods of deployment.

The release shall be verified against documented acceptance criteria and approved before deployment. If the acceptance criteria are not met, the organization and interested parties shall make a decision on necessary actions and deployment. Before deployment of a release into the live environment, a baseline of the affected CIs are be taken and accounted for asset valuation, configuration and budget costing purposes.

The release shall be deployed into the live environment with maintenance of integrity of the services and service components as planned.

The success or failure of releases is monitored and analyzed. Measurements includes incidents related to a release in the period following deployment of a release. The results and conclusions drawn from the analysis shall be recorded and reviewed to identify opportunities for improvement.

Information about the success or failure of releases and future release dates is be made available for other service management activities as appropriate.

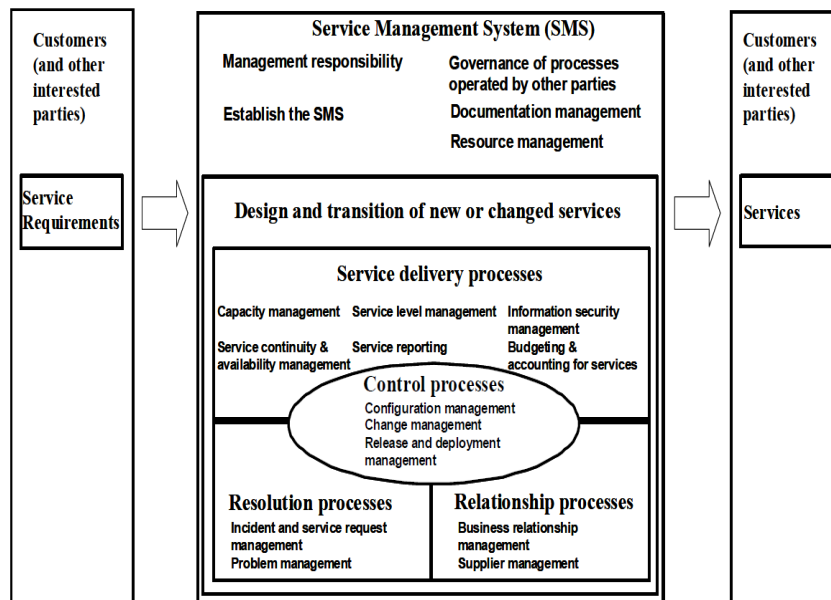


COMMON ISSUES IN SERVICE DESIGN IN RELEVANCE TO ISO 20000-1:2018

#	Design Phase	Common Issues in _____ (some common ones only – there may be more)
0	Risk Assessments	<ul style="list-style-type: none"> ➤ All 13 IT Domains not considered in RA – mainly: <ol style="list-style-type: none"> 1. Information Security 2. Service Continuity 3. Capacities ➤ Residual Risks & organizational acceptance criteria not determined to determined / wrongly determined ➤ Residual risks not evidenced for all / part
1	Inputs	<ul style="list-style-type: none"> ➤ SLA's not considered as Inputs ➤ Principles of Service Design is not considered as Inputs ➤ Planned Risk Mitigations from RA not considered as Inputs
2	Design	<ul style="list-style-type: none"> ➤ Inputs - Risk Mitigations may not be considered into Design from Inputs ➤ Acceptance criteria not clearly defined / not considered during Design ➤ IT system design – mostly single point of failures not considered – Service Continuity ➤ The verification / validation criteria is not adequately defined ➤ All aspects may not be tested 100% in Tests – may lead to future incidents ➤ Capacity not considered in Design Solution
3	Output	<ul style="list-style-type: none"> ➤ Legal compliance not evidenced ➤ Capacities may not be reflected or evidenced
4	Transition	<ul style="list-style-type: none"> ➤ Residual Risks – not considered as limitations during Transition ➤ Acceptance Criteria of Transition is not correct / incomplete ➤ Responsibilities & Competencies for Transition not evidenced.

Hope some better clarity has come on Service Design !

Two options – You can either incorporate Design in existing ISO 9001:2018 or Implement ISO 20000-1:2018. In both ways, the complete life cycle of Design as per IT Domains are required. In case you are ISO 9001:2018 Compliance, it is better to shift to ISO 20000-1:2018 as it is already aligned to IT Services, as ISO 9001:2018 is a very generic standard and NOT aligned to IT Services.



Thank You