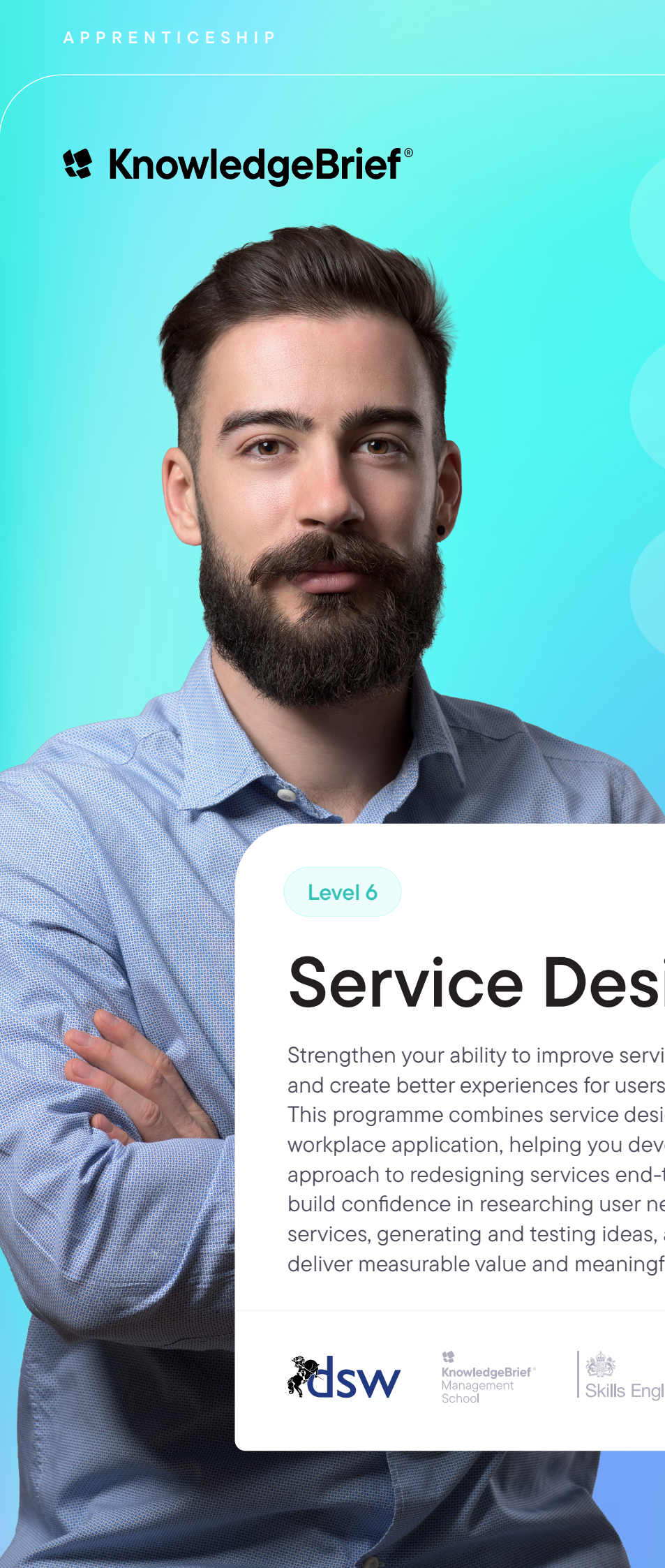


A portrait of a man with a dark beard and mustache, wearing a light blue button-down shirt, with his arms crossed. He is positioned on the left side of the page, partially overlapping the white content box.

Level 6

Service Designer

Strengthen your ability to improve services, shape new propositions, and create better experiences for users, teams and organisations. This programme combines service design theory with practical workplace application, helping you develop a user-centred, collaborative approach to redesigning services end-to-end across channels. You will build confidence in researching user needs, mapping and analysing services, generating and testing ideas, and influencing stakeholders to deliver measurable value and meaningful improvement.





Lead Service Transformation with Confidence and Clarity

**Level 6****Service Designer** **Duration:** 15 months

What's Involved

The programme is structured into four parts, each designed to build your knowledge progressively while supporting reflection and practical application in the workplace. You will develop a strong understanding of service design principles, user-centred design, research methods, and service improvement, while strengthening your ability to challenge briefs, interpret evidence, and work effectively with multidisciplinary teams.

As you progress, you will develop practical, inclusive solutions that respond to user needs and organisational priorities. You will strengthen your capability in service mapping, ideation, prototyping, testing, and evaluation, alongside the collaboration, facilitation, and communication skills needed to support successful service redesign.

The final stage focuses on strategic and sustainable service design, helping you understand governance, change, organisational context, environmental responsibility, and continuous improvement.

What This Means for You

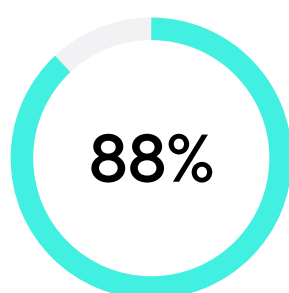
This programme develops the knowledge, skills and behaviours required to operate effectively as a Service Designer. You will build confidence in understanding users, analysing service challenges, interpreting qualitative and quantitative evidence, and shaping service improvements that respond to both user and organisational needs. You will also strengthen your ability to influence stakeholders, facilitate collaborative design activity, work across multidisciplinary teams and contribute to service changes that improve quality, accessibility, efficiency and long-term organisational effectiveness.

What You Will Achieve

Showcase your service design expertise with these in-demand certifications. Once completed, you'll earn:

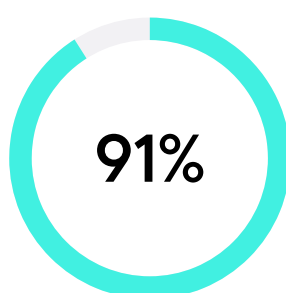
 Service Designer Certificate KnowledgeBrief Management School	 Level 6 Service Designer Apprenticeship Standard Skills England
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Learners' Outcomes:



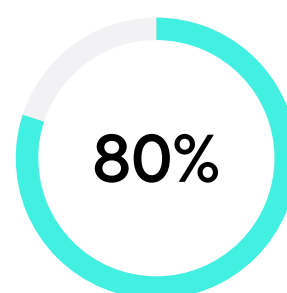
More inspired

88% said their communication had improved.



More confident

91% said they have increased confidence.



More qualified

4 out of 5 of our learners achieve a Distinction.

Benefits for Employers

Strengthen your organisation's ability to improve existing services and develop new service propositions that are shaped around user needs and organisational priorities. This programme develops professionals who can analyse complex service challenges, guide user-centred design activity, collaborate effectively across teams and support practical, evidence-based service improvement. This will support better service performance, stronger user experience, improved organisational responsiveness and more sustainable long-term change.



Planting the Future, One Learner at a Time

Every time a learner completes this apprenticeship, we plant a tree to celebrate their personal growth and help to support global reforestation projects.

What You Will Learn

PART 1

Foundations of Service Design and User-Centred Practice

This part builds the core understanding required to operate effectively in a service design role. You will explore the theory, purpose and principles of service design, including how services are improved and redesigned through user-centred and collaborative approaches. You will be introduced to how organisational context, stakeholder needs, ethics, inclusion and regulation shape service design decisions and outcomes.

Learning Cycle 1.1	Learning Cycle 1.2	Learning Cycle 1.3	Workshops	Reviews
Introduction to Service Design and Organisational Context	User Needs, Research and Evidence Gathering	Service Mapping and Identifying Opportunity Areas	2	Starting Point Meeting and Progress Review

PART 2

Designing and Developing Service Solutions

This part focuses on turning insight into practical service design activity. You will develop the ability to challenge design briefs, define problems clearly and generate multiple potential solutions using ideation and design methods. Emphasis is placed on user-centred design, collaboration, prioritisation and the use of current and emerging technologies to support service improvement.

Learning Cycle 2.1	Learning Cycle 2.2	Learning Cycle 2.3	Study Unit 704	Workshops	Reviews
Challenging the Brief and Defining the Design Problem	Ideation, Creativity and User-Centred Solution Development	Prioritisation, Feasibility and Design Decision-Making	Developing Organisational Strategy	2	Tripartite Meeting and Progress Review



PART 3

Prototyping, Testing and Delivering Service Improvement

This part develops your ability to move from concepts to tested solutions. You will explore how to prototype ideas, test with users, evaluate impact and refine solutions using iterative approaches. You will also build confidence in facilitating co-design activity, working with multidisciplinary teams and managing service design work in ways that support organisational timescales, budgets and implementation needs.

Learning Cycle 3.1	Learning Cycle 3.2	Learning Cycle 3.3	Workshops	Reviews
Prototyping and Evaluating Service Concepts	Co-Design, Facilitation and Multidisciplinary Working	Delivering, Measuring and Improving Service Outcomes	2	Tripartite Meeting and Progress Review

PART 4

Strategic, Ethical and Sustainable Service Design

This final part strengthens your ability to contribute to wider organisational priorities through service design. You will explore governance, accountability, change management, sustainability, inclusion, ethics and continuous improvement. You will also develop the confidence to communicate the value of service design, influence stakeholders and contribute to service transformation that is strategically aligned, environmentally responsible and focused on long-term value.

Learning Cycle 4.1	Learning Cycle 4.2	Learning Cycle 4.3	Workshops	Reviews
Governance, Regulation and Ethical Service Design	Equity, Inclusion and Environmentally Sustainable Services	Strategic Awareness, Change and Continuous Improvement	2	Gateway Tripartite Meeting, Progress Review and EPA Prep

How You Are Assessed

Once the programme is complete, you will be assessed through the End-Point Assessment (EPA) by an independent, approved assessment organisation.

Work-Based Project with Report and Presentation

You will complete a substantial work-based project focused on designing or improving a service within your organisation. The project must have a clear business benefit and be relevant to your role.

Project Report

- You will produce a structured 4,000-word written report outlining your approach, research, analysis, findings and recommendations
- The report will include elements such as project scope (including aims, objectives and key performance indicators), planning, research outcomes, data analysis, conclusions and a mapping of how your work demonstrates the required knowledge, skills and behaviours

Presentation with Questioning

- You will deliver a presentation to an independent assessor based on your project, followed by a structured question and answer session

- The presentation will typically last 25 minutes, followed by approximately 35 minutes of questioning (60 minutes total)
- The assessor will ask a minimum of 6 questions to explore your approach, decision-making and demonstration of competence

Professional Discussion Underpinned by a Portfolio of Evidence

- You will take part in a 60-minute structured professional discussion with an independent assessor
- This is supported by a portfolio of evidence developed during the programme, which demonstrates how you have applied knowledge, skills and behaviours in your role
- The assessor will ask a minimum of 8 questions to explore your experience, decision-making and professional practice in more depth

The results from both assessment methods are combined to determine your overall apprenticeship grade. The following grades are available: Fail, Pass, Distinction.

| AI ESSENTIALS

Develop Practical AI Confidence at Work with This Free AI Essentials Bolt-On

AI Essentials gives you the opportunity to strengthen your understanding of AI through a flexible, self directed module that is optional and free of charge.

Designed to build practical confidence and workplace impact, it helps you explore how AI is used in real organisational contexts, where it can add value, and how to apply it responsibly through AI supported insight, workflow improvement, decision making and effective prompting.

Take the next step towards confident, practical use of AI in your organisation.





Core Elements of Your Programme



Workshops

Workshops deliver expert-led learning on core service design, transformation and strategic improvement practices. These engaging, interactive sessions bring key areas of the curriculum to life through practical activities and real workplace application, helping learners explore user needs, design meaningful improvements, manage transformation activity and contribute to long-term organisational value. Topics include:

- Seeing the Service: Users, Systems and Opportunity Areas
- From Brief to Breakthrough: Designing User-Centred Solutions
- Test, Learn, Improve: Prototyping and Delivering Service Change
- Designing for the Future: Ethical, Inclusive and Sustainable Services



Techniques and Insight Questions

Build clear understanding of key concepts and learn how to apply them with confidence in your role. Techniques introduce important ideas through structured resources, helping you connect theory to real workplace practice. You will then complete an Insight Question, a short written task that helps you reflect on your learning and apply it to your own responsibilities.



Dedicated Support at Every Step

Work with a dedicated Skills Coach who supports you throughout your learning journey. From regular progress reviews to clear guidance, practical feedback and focused preparation for EPA, your coach will help you stay on track, build confidence and apply your learning in the workplace. Learners regularly highlight the encouragement, responsiveness and expertise of their KnowledgeBrief coaches, recognising the difference this consistent, personalised support makes to their progress and success.



Work-Based Evidence

Turn your day-to-day work into meaningful evidence of your development. You will build your portfolio through real workplace activity, capturing examples from tasks such as meetings, presentations and projects. This helps you apply learning in context, show progress against your role responsibilities and demonstrate the value you are creating for your organisation.

CORE TECHNOLOGY PLATFORMS



KBPro Digital Ecosystem

A connected experience for learners, clients and performance

KBPro brings learning and client insight together in one intelligent environment. By integrating the Learner Experience Platform and Client Experience Platform, it connects development and performance seamlessly. Learners, managers and clients stay aligned through real-time visibility, shared insight and a consistent, fully brandable experience that supports progress, accountability and measurable impact.



Learning that Fits Your World and Drives Real Progress

Our Learning Experience Platform (LXP) is designed to enable busy professionals to learn when they can, where they can, offering bite-sized modules, real-time feedback and time to reflect. It blends theoretical knowledge with work-based projects, helping learners build confidence and apply knowledge at work. The result is a personalised, intuitive experience that turns everyday learning into lasting progress.



Clarity and Insight to Track, Support and Maximise Impact

The Client Experience Platform (CXP) gives clients and line managers a clear, real-time view of each learner's journey. No chasing, no guesswork. With smart insights, progress tracking and performance dashboards, it brings people together around learner success, making collaboration easier and impact for your organisation more visible, all while keeping things refreshingly simple.



Our Learners Say

“It gave me the theory and structure behind my current approaches. I now understand how to apply those ways of working more effectively and consistently in practice.”

— Ian Palmer, University of Sheffield

“You learn something, and you can apply it straight away. That’s where the real value is. I’ve been able to review existing approaches, identify opportunities for improvement, and make meaningful changes across the organisation.”

— Caroline Robertson, Avrion

4.7  Rated **Excellent** by our Learners
★ REVIEWS.io



Rated **4★ Excellent** Govuk provider
by Employers and Apprentices




5700+ m² Land Reforested

 **KnowledgeBrief®**

Let's talk

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