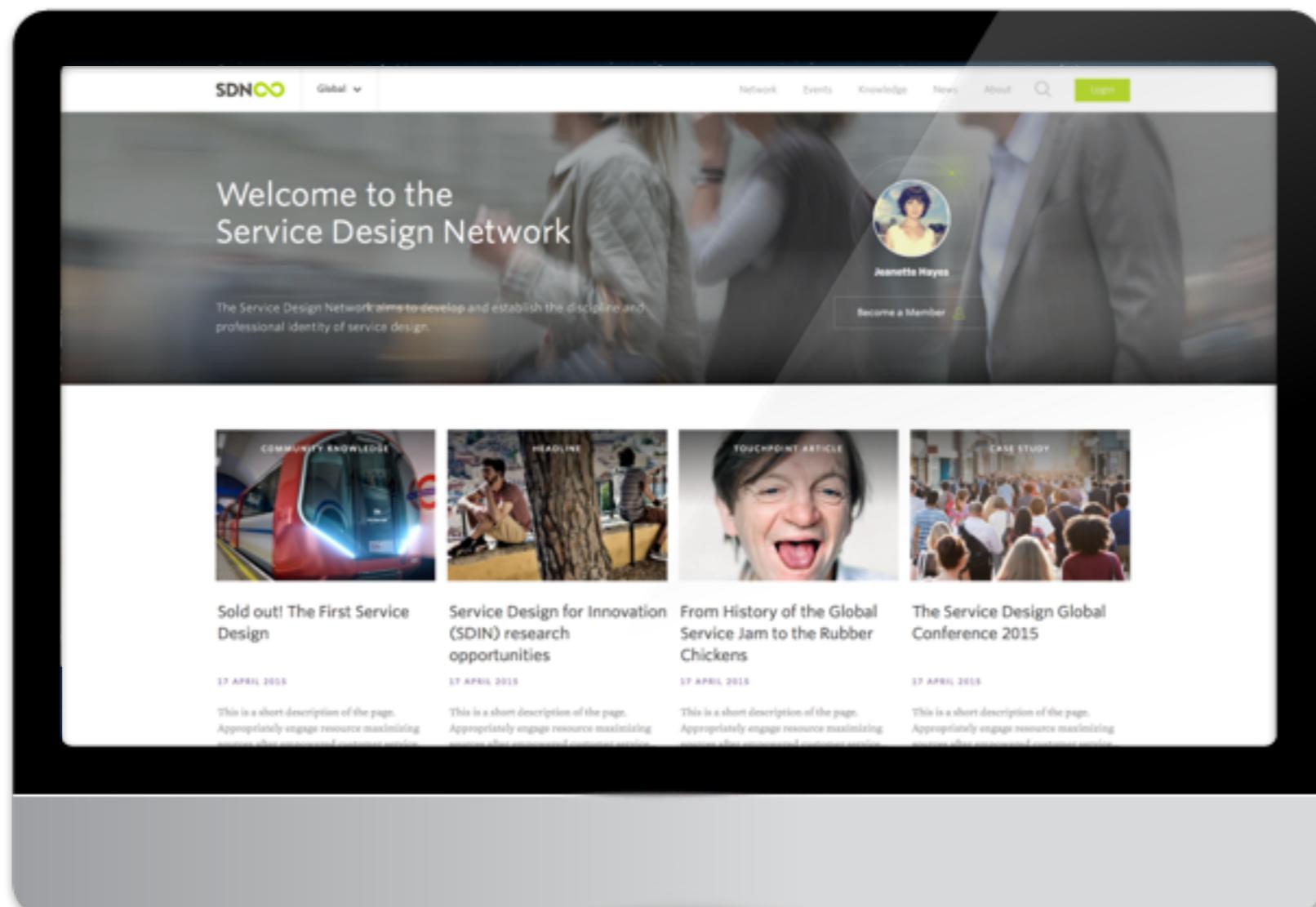


SDN CHAPTER WEBSITE GUIDELINE



Content

I Chapter page set-up

II Build your Chapter profile

III Submit/Publish Chapter Event

IV Submit/Publish Chapter Headline

V Content Blocks

I - Chapter page set-up

The screenshot shows the SDN (Smart Digital Network) dashboard. At the top, there's a navigation bar with links for Global, Network, Events, Knowledge, News, About, and a search icon. Below the navigation bar is a secondary menu with Dashboard, Profile, Contributions, Chapter (which is circled in red), and Log off.

In the center, a welcome message reads "WELCOME TO YOUR DASHBOARD". A red box highlights the text "Where can I set my Chapter page?".

The dashboard features several cards:

- SDN Team**: Shows a profile picture and a "Notification" link.
- Please submit your content here?**: Includes a photo placeholder and a "Complete profile" button.
- Professional Contributions**: Shows 0 contributions, a "Share your knowledge" link, and a "Start publishing" button.
- Jobs**: Shows 0 jobs, a "Find the right talent for your job" link, and a "Create a vacancy" button.
- Chapter Admin**: Shows a user icon and a "Manage" link.
- Professional membership**: Shows membership details valid until 01 April 2016, an "Upgrade" button, and a "Manage" link.
- Discount codes**: Shows 0 discount codes for events and workshops.
- Chapter Netherlands**: Shows a "Manage" link.

II - Build your Chapter profile



Global ▾

SDGC

Network

Events

Award

Knowledge

News

About



My SDN

Dashboard

Profile

Academic institution

Contributions

Chapter

Accreditation

Log off

Current chapter content (33)

> About section

Submit chapter event

Submit chapter headline

CHAPTER ABOUT SECTION

Building your chapter profile



SDN Team

Notification

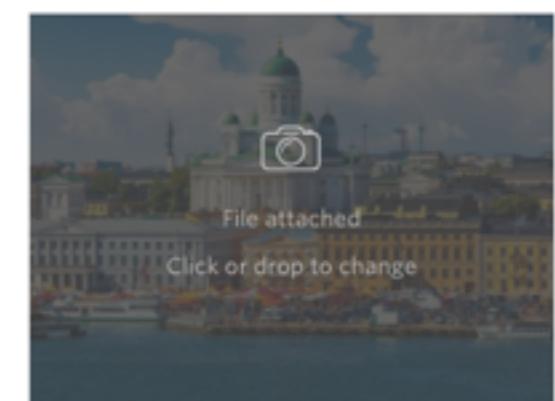
Welcome to your new member dashboard

Make sure to fill out your profile and upload an image to take advantage of the upgraded profile features: being more visible and having a greater chance to connect with like-minded members.

[Complete your profile](#)

CHAPTER INFORMATION

Upload your chapter logo



In this section you may change the information about your Chapter and update/change Chapter Representatives, as well as to add all social media channels you use.

II - Build your Chapter profile

SDN∞ Global SDGC Network Events Award Knowledge News About My SDN

Dashboard Profile Academic institution Contributions Chapter Accreditation Log off

Become an SDN Accredited Service Design Trainer!

Establish yourself as an SDN Accredited Service Design Trainer with official accreditation from the Service Design Network, and help create transparency within the industry.

[Become accredited](#)

ABOUT CHAPTER INFORMATION

Introduction title ← Name of the Chapter

Introduction text This text will appear below the Chapter Banner in the Chapters page - this is not a field where you add a longer description about your Chapter.

Type a description **I** **B** **C** **D**

In this field, please share your Chapter description (mission, vision and plans).

SDN Website Guideline

II - Build your Chapter profile

Chapter Banner Image



Arabian GCC



Our mission is to strengthen the awareness, adoption, and practice of service design as an approach to the next wave of GCC transformation by building a culturally-aware community of practice and body of knowledge.



Atlanta

Name of the Chapter

SDN ATL is a passionate band of designers dedicated to advancing the theory and practice of service design. We are the epicenter for service design community within the Southeast and a partner to peer organizations throughout North America. We have three key constituents that we serve: practitioners, employers, and academics.



Introduction

[VIEW CHAPTER >](#)



Austria



Das Service Design Network Austria ist das österreichische Chapter des Service Design Network International.

[VIEW CHAPTER >](#)



Beijing



SDN Beijing, the chapter of the Service Design Network international, is a regional network of organizations and businesses in China. SDNBeijing aims to the promotion of academic and practical activities on service innovation, design strategy, service-oriented product design, service design methodology and service business innovation. Facilitate service design practitioners in China. Our purpose is to develop and promote the knowledge and expertise by building a Service Design culture which is connecting the SDN's aim of developing and establishing the Service Design discipline and professional identity.

[VIEW CHAPTER >](#)

II - Build your Chapter profile

Current chapter content
About section
» **Submit chapter event**
Submit chapter headline

- Current Chapter Content - events and headlines created by Chapter
- About Section - Chapter Profile (previous slide)
- Submit chapter event
- Submit chapter headline

If you are adding new Chapter Representatives let us know via chapter@service-design-network.org so we can give them Chapter administrator role.

Event vs. Headline

- Submitting chapter event - event information (venue, date & time, program, and a link to registration/ticketing)
- Headline - is a form of an article where you can share your activities, write about events, share research, do interviews and etc.
- Both events and headlines we register as Chapter activities

Important: When using images for events and headlines - **use your own images or licensed images.**

The order of headlines and events on your page is by **latest published**. Every update of headlines or events will change the publication date to the date of the update.

E.g. Chapter creates the post on 29.05.2018 and publishes. The date to show on front-end is 29.05.2018. Chapter on 01.06.2018 edits the post and saves, the date to show on front-end is now 01.06.2018.

III - Submit/Publish Chapter Event (back-end)



Global

SDGC

Network

Events

Award

Knowledge

News

About



My SDN

Dashboard

Profile

Academic institution

Contributions

Chapter

Accreditation

Log off

Current chapter content (33)

About section

> Submit chapter event

Submit chapter headline

PUBLISH A CHAPTER EVENT

Published a chapter event

EVENT INFORMATION

Event title

Starts at (dd/mm/yyyy)

Ends at (dd/mm/yyyy)

Ticket url

 Is approved Feature on chapter homepage Is english (Show on global site)

Upload event Banner Image

Upload banner image

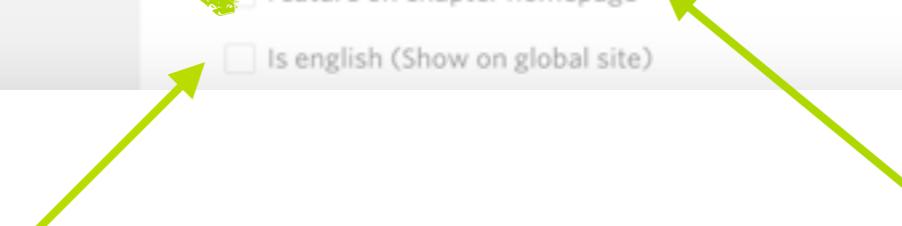


Click or drop to upload
Best dimensions 2560x630

Link to your registration or ticketing page.



Events are pre-approved for Chapters. If unmarked it will be saved as a draft - to publish event mark it as approved.



Make sure to mark this as well. Event will be visible on your Chapter homepage.

Mark only if you want your event to be visible on the Global website and it is in the English language.

SDN Website Guideline

III - Submit/Publish Chapter Event (back-end)



Global ▾

SDGC

Network

Events

Award

Knowledge

News

About



My SDN

Dashboard

Profile

Academic institution

Contributions

Chapter

Accreditation

Log off

CONTACT INFORMATION

Location

Address

Zipcode

City

COUNTRY

EVENT DESCRIPTION

Introduction text

This text will appear in the top of your event - this is not a field where you add a longer description about your event.

200

Introduction title

It will appear above the introduction text on the top of the page.

Description for Search Engines (not visible on page)

III - Submit/Publish Chapter Event (back-end)



Global ▾

SDGC

Network

Events

Award

Knowledge

News

About



My SDN

Dashboard

Profile

Academic institution

Contributions

Chapter

Accreditation

Log off

Click on the 'Add content block' button to add a content block.

Add content block

To add a text, picture or video - click on the "Add content block" and choose which option is best for your event.

Click on the 'Add program line' button to add a programline.

Add program line

Click on the 'Add speaker' button to add a speaker.

Add speaker

Submit chapter event

When you are done with adding details - don't forget to submit your event!

III - Submit/Publish Chapter Event (front-end)

SDN∞ Germany SDGC Events Members News About   My SDN

Event Banner Image 

LATEST CHAPTER EVENTS

Post Conference Event  Event Title  Introduction

21 NOVEMBER 2018 - COLOGNE

After the amazing Global Service Design Conference 2018 in Dublin we would like to celebrate the traditional Post-Conference Event with you. So save the date and let us enjoy the best of two days in two hours with great presentations, insights and a warm welcome from our very own President of the Service Design Network, Prof. Birgit Mager. And because it fits so well: Let's celebrate ONE YEAR of our event location LOFT33 afterwards with some inspiring networking, great finger food and wine. Get your ticket now!!!

[View Event](#)



CHAPTER EVENTS
SDN∞ POST CONFERENCE

Mapping Policy Collaboration – Talk with Caroline Paulick-Thiel 

17 NOVEMBER 2018 - COLOGNE

How can we improve the collection, presentation and analysis of data in decision making processes, and thereby enhance cooperation? In this talk Caroline Paulick-Thiel, who facilitates human-centered innovation in the German public sector, presents a project with the Better Regulation Unit of the German Federal Chancellery and OECD. Next to the insights, she will introduce a mapping tool that can be used for the analysis and evaluation of real-life approaches in regulation, for the comparison of different national practices or the future design of participatory processes and decision architectures within the legislative cycle.

[View Event](#)



CHAPTER EVENTS
SDN∞ TALKS

ALL EVENTS >

III - Submit/Publish Chapter Event (front-end)



Global ▾

SDGC

Network

Events

Award

Knowledge

News

About



My SDN

CHAPTER EVENTS - GERMANY

How can we improve the collection, presentation and analysis of data in decision making processes, and thereby enhance cooperation? In this talk Caroline Paulick-Thiel, who facilitates human-centered innovation in the German public sector, presents a project with the Better Regulation Unit of the German Federal Chancellery and OECD. Next to the insights, she will introduce a mapping tool that can be used for the analysis and evaluation of real-life approaches in regulation, for the comparison of different national practices or the future design of participatory processes and decision architectures within the legislative cycle.



Caroline Paulick-Thiel -

Facilitator of human-centered innovation in the German public sector

Don't miss out

[Book your ticket](#)

IV - Submit/Publish Chapter Headline (back-end)



Global ▾

SDGC

Network

Events

Award

Knowledge

News

About



My SDN

Dashboard

Profile

Academic institution

Contributions

Chapter

Accreditation

Log off

Current chapter content (33)

About section

Submit chapter event

> Submit chapter headline

PUBLISH CHAPTER HEADLINE

Publish a chapter headline

Upload headline Banner Image

Upload banner image



Click or drop to upload

Best dimensions 2560x630

HEADLINE INFORMATION

Headline title

RELATED EVENT

Is approved

Feature on chapter homepage

Is english (Show on global site)

Headlines are pre-approved for Chapters.
If unmarked it will be saved as a draft -
to publish a headline mark it as approved.

Make sure to mark this as well.
Headline will be visible on your Chapter homepage.

SDN Website Guideline

Mark only if you want your event to be visible
on the Global website and it is in English.

IV - Submit/Publish Chapter Headline (back-end)

The screenshot shows the SDN website's back-end interface for managing content. At the top, there is a navigation bar with links for Global, SDGC, Network, Events, Award, Knowledge, News, About, a search icon, a shopping cart icon with a '0' in it, and a 'My SDN' button. Below the navigation bar, a secondary menu includes Dashboard, Profile, Academic institution, Contributions, Chapter (which is highlighted in green), Accreditation, and Log off. On the left side, there is a sidebar with a 'Complete your profile' button and a section titled 'Become an SDN Accredited Service Design Trainer!' which includes a 'Become accredited' button. The main content area is titled 'HEADLINE DESCRIPTION'. It contains several input fields: 'Introduction text' (with a note in red: 'This text will appear in the top of your Headline - this is not a field where you add text of your Headline article.'), 'Introduction title' (with a note in red: 'It will appear above the introduction text on the top of the page.'), 'Description for Search Engines (not visible on page)', and a dashed box with the instruction 'Click on the 'Add content block' button to add a content block.' A green arrow points from the text 'To add text or picture - click on the "Add content block" and choose which option is best for your headline.' to the 'Add content block' button. There is also a 'Submit chapter headline' button at the bottom left.

To add text or picture - click on the "Add content block" and choose which option is best for your headline.

IV - Submit/Publish Chapter Headline (front-end)



Poland

SDGC

Headline Banner Image

Events

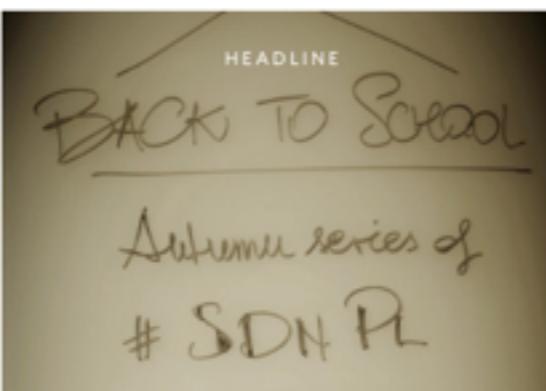
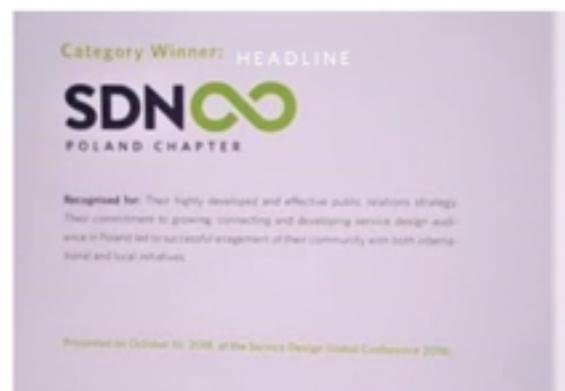
Members

News

About



My SDN



SDN Chapter Award 2018 for Best Public Relations goes to...YES!

13 OCTOBER 2018

During the Service Design Global Conference in Dublin SDN Poland Chapter won the 2018 SDN Chapter Award for the Best Public Relations!

Introduction

[CONTINUE READING >](#)[CONTINUE READING >](#)[CONTINUE READING >](#)[CONTINUE READING >](#)

1 Autumn SDN Poland Meetup in Warsaw

13 OCTOBER 2018

The #1 Autumn Meetup on September 26th was an occasion to launch a new series of meetings focused on case studies of service design implementation in different sectors and in different cities. We started with Warsaw.

Back to School – SDN Poland Chapter Meetups

01 OCTOBER 2018

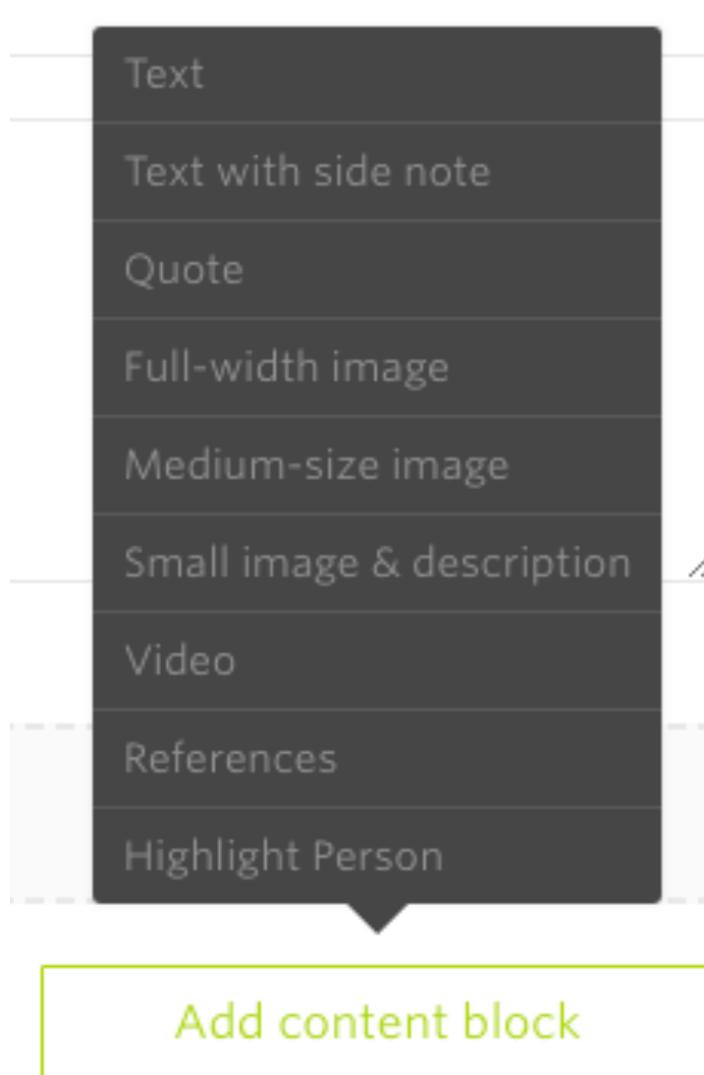
After summer break, the SDN Poland Chapter is back on track to getting the job done. We scheduled an autumn series of meetups to further integrate Service Design professionals and enthusiast in Poland.

Co-creation of the SDN Poland Chapter - girl power!

09 AUGUST 2018

Within a month from the SDN Poland Chapter kick-off meeting and with the second meeting organized in Warsaw, the co-creation process of the SDN Poland Chapter was moved to next stage. We brainstormed, elaborated and selected the best ideas on the value proposition of the SDN Poland Chapter and on the team alignment. It gave us a lot of food for thought for the summer break and a solid base to proceed with expanding our chapter's activity in the autumn.

V - Content Blocks



In the SDN website, a post can consist of 9 content blocks.

For example, you select "Text" block for a plain description and add "Full-width" or "Medium-size image" block for a visuals. If you want to continue writing sentences, you select "Text" block again.

There are 9 content blocks that you can choose. We will explain the feature of each block and what it looks like in the front page.

01 Text (back-end)

The screenshot shows a 'Text' editor window with a toolbar at the top containing bold (B), italic (I), and other text styling icons. Below the toolbar is a text area containing the red text "Text required". To the left of the main content area, there is a vertical stack of three optional fields: "Author", "Tagline", and "Quote", each enclosed in an orange oval. A large orange bracket groups these three items under the word "optional". To the right of the main content area is a circular file upload field with a camera icon, containing the text "Click or drop to upload" and "Best dimensions 1200x800". At the bottom right of the editor window is a green "Add content block" button. At the very bottom left is a green "Submit chapter headline" button.

Text required

Author

Tagline

Quote

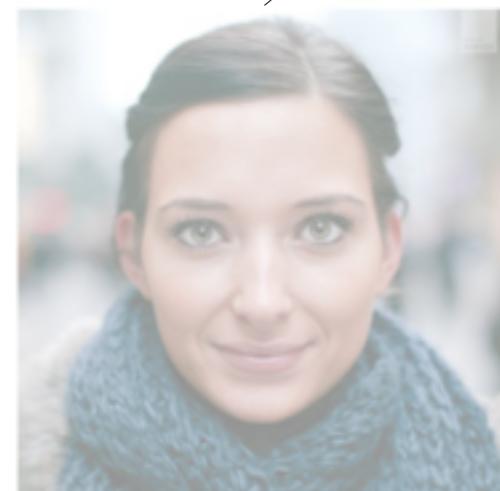
optional

Click or drop to upload
Best dimensions 1200x800

Add content block

Submit chapter headline

01 Text (front-end)



TRAFFELGAR — JANE JACOBS

tag line

author

Required
text

Optional
image
tag line
author
quote

Policy makers are realising that 'top slicing' approaches to delivering services on reduced budgets isn't viable and that innovation is vital for reform. From central government to local authorities, there are increasing examples of savings and improvements to public services achieved through embedding agile project management, service design and co-creation. These methodologies share core attributes in employing learning through continual testing (so-called 'doing') and involving end-users, customers or stakeholders from the outset.

In 2010, for the first time, design became one of ten priorities for innovation in the European Commission policy 'Innovation Union', indicating a shift in attitudes and paving the way for the European Action Plan for Design-driven Innovation three years later. This action plan led to significant pan-European initiatives, including Design for Europe and the *Sharing Experience Europe Platform*, made up of 11 European partners supporting government to embed design into innovation policies.

Policy makers are realising that 'top slicing' approaches to delivering services on reduced budgets isn't viable and that innovation is vital for reform.

02 Text with side note (back-end)

The screenshot shows a back-end content editor window with a title bar "1 Text with side note" and close/minimize buttons. Below the title is a toolbar with bold (B), italic (I), and other text styling icons. The main content area is labeled "Text". To the right of the main content is a sidebar titled "Sidenote". At the bottom of the sidebar is a section titled "SIDENOTE ALIGNMENT" with a dropdown menu icon. A green button at the bottom right of the sidebar says "Add content block".

02 Text with side note (front-end)

Creative interaction agency

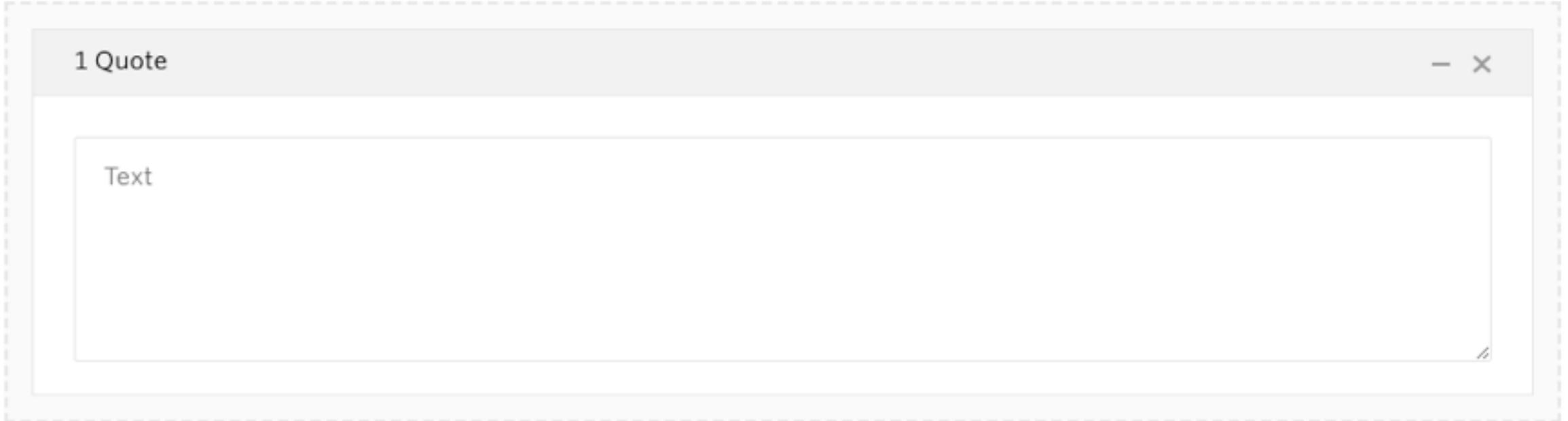
She has specialised in service design and innovation since 2005, including working at NESTA, Enterprise UK, and Redfront.

Recommended to put side notes preferentially on the left side.

It is evident that the Jam is having a global impact. Every time it takes place, new friendships and collaborations are born all around the globe. Participants still feel inspired weeks after the Jam is over. One example of such inspiration was last year's launch of the global movement Cyclehack, which strives to make the world more sustainable through reducing the barriers to cycling.

This past weekend, the fourth Global Service Jam took place in about 100 cities all around the globe. Again, teams were formed, ideas were developed, prototyped and tested and eventually shared with the world under a CreativeCommons agreement online.

03 Quote



Add content block

03 Quote (front-end)

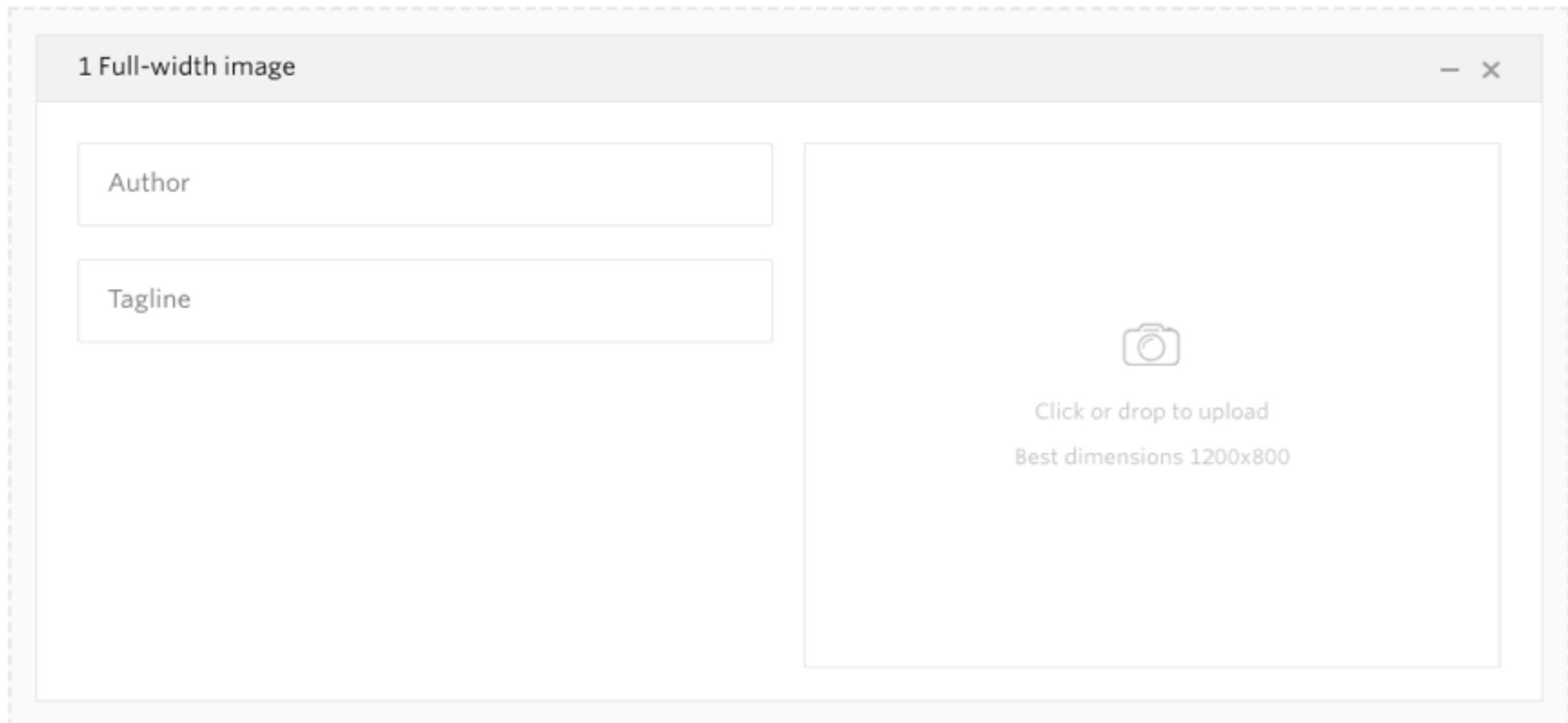
Required

text



XJamGov is an event in Global GovJam, which applies the concept and energy of the Global Service Jam and Global Sustainability Jam into the world of government and the public sector

04 Full-width Image (back-end)



Add content block

04 Full-width Image (front-end)

Required
large image

Optional
tag line
author

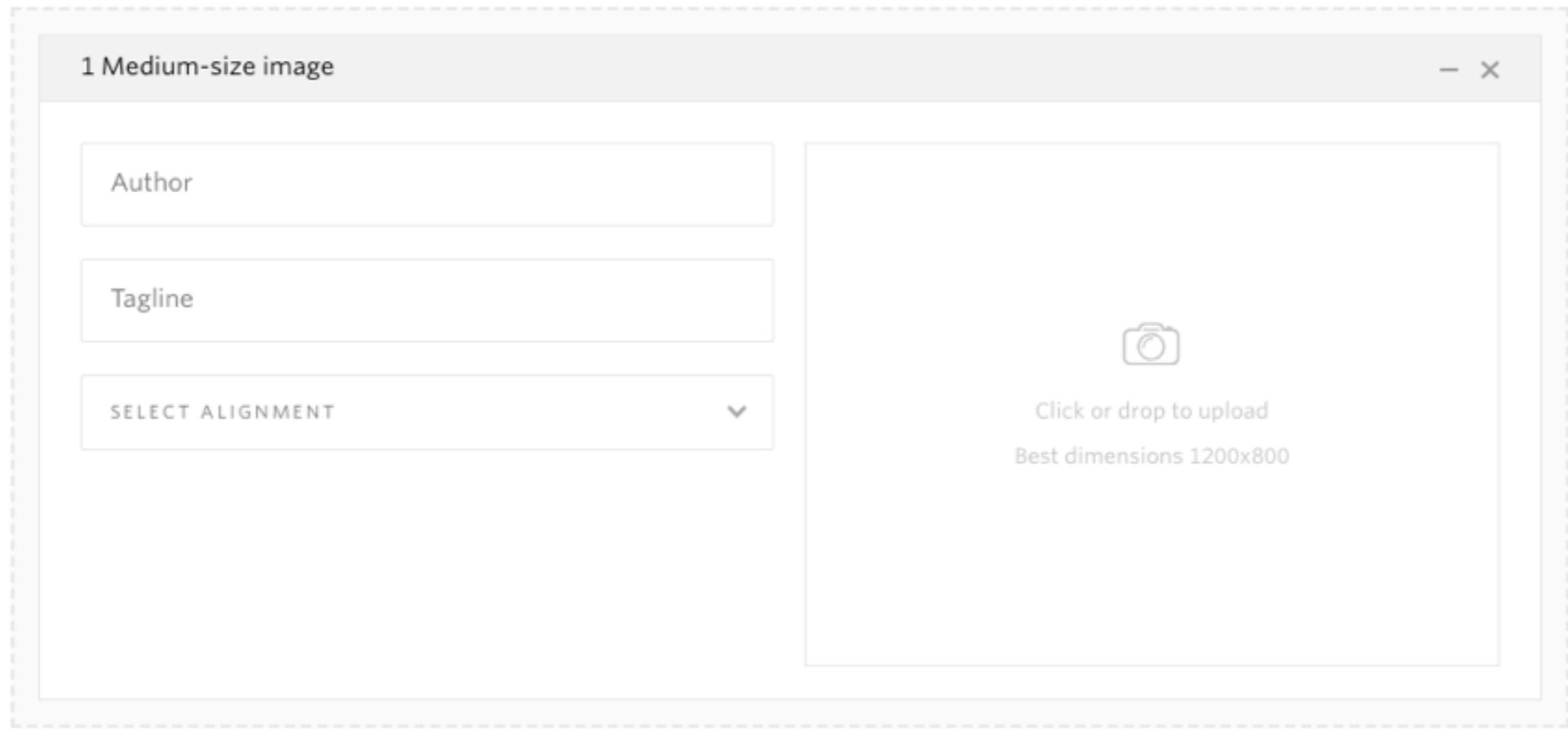
If you don't want the picture to be cropped systematically,
the best size is : 1176 pixels X free height



©2015 — MULBERRY STREET
— JANE JACOBS

author tag line

05 Medium-size Image (back-end)



05 Medium-size Image (front-end)

- * Two different sizes are available with this block.
- * You must set arrangement of the picture, either left , right or center

The best size for Medium image is : 1076 pixels X free height



©2015 — MULBERRY STREET — JANE JACOBS

tag line

author

06 Small image & description (back-end)

1 Small image & description

Heading

B I H1 H2 H3 H4

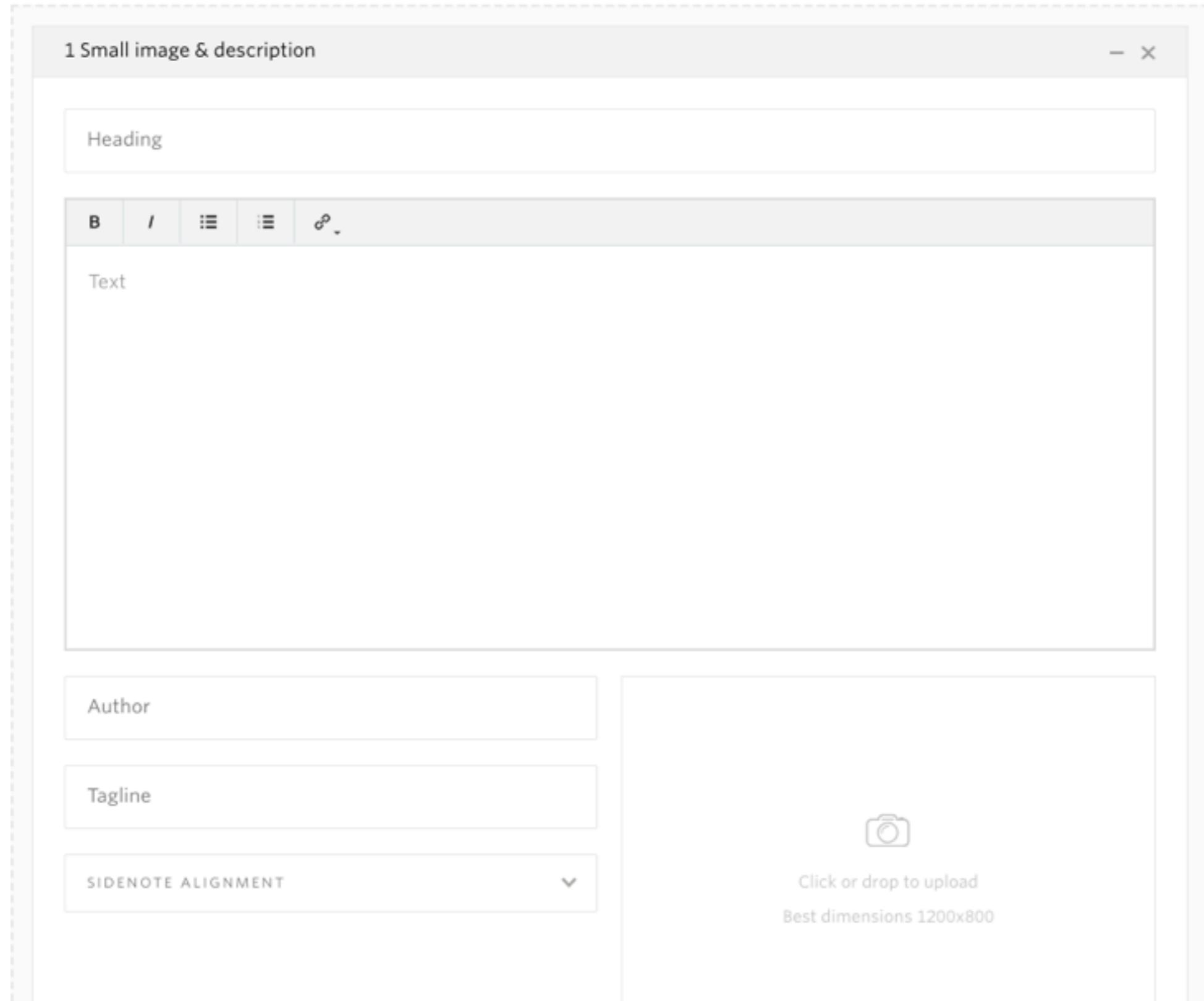
Text

Author

Tagline

SIDENOTE ALIGNMENT ▾

 Click or drop to upload
Best dimensions 1200x800



06 Small image & description (front-end)

Small size: 1076 x Free height



Last Years Impression

The conference aims to stimulate new ideas, projects and connections that will lead to new and innovative approaches to solving public service challenges.

©2015 — MULBERRY STREET — JANE JACOBS

heading

tag line

author

07 Video (back-end)

1 Video - X

Video ID required

Video author

Video tagline

SELECT TYPE required

Vimeo or Youtube

 Click or drop to upload
Best dimensions 1200x800

required

Add content block

07 Video (front-end)

Required	Optional
video type	tag line
video id	author
thumb	

Video: 717 x height



© 2015 — MULBERRY STREET — JANE JACOBS

08 References (back-end)

1 References

B I :≡ :≡ ⌂

Conclusion text

E-mail address

Add content block

08 References (front-end)

Required

text

Phillippa Rose is the director of Current Works. She has specialised in service design and innovation since 2005, including working at NESTA, Enterprise UK, and Redfront. She works in groups and one-on-one to help organisations develop user research, community engagement and build design-led capability. Clients range from niche brands Animal and Nkuku, through to the Open Data Institute and various government departments including UK Trade and Investment and the Cabinet Office. Phillipa also sits on the Fellowship Councillor of the Royal Society of Arts, Manufacture and Commerce.

phillippa@current.works

09 Highlight Person (back-end)

1 Highlight Person

Bio required

Name required

Job title required

Link required

 Click or drop to upload
Best dimensions 1200x800

required

Add content block

09 Highlight Person (front-end)

9. Person

Required

portrait

name

company

bio



Jane Bess — Service Designer at SDN

Will be a keynote speaker on the second day of the conference

SDN[∞]