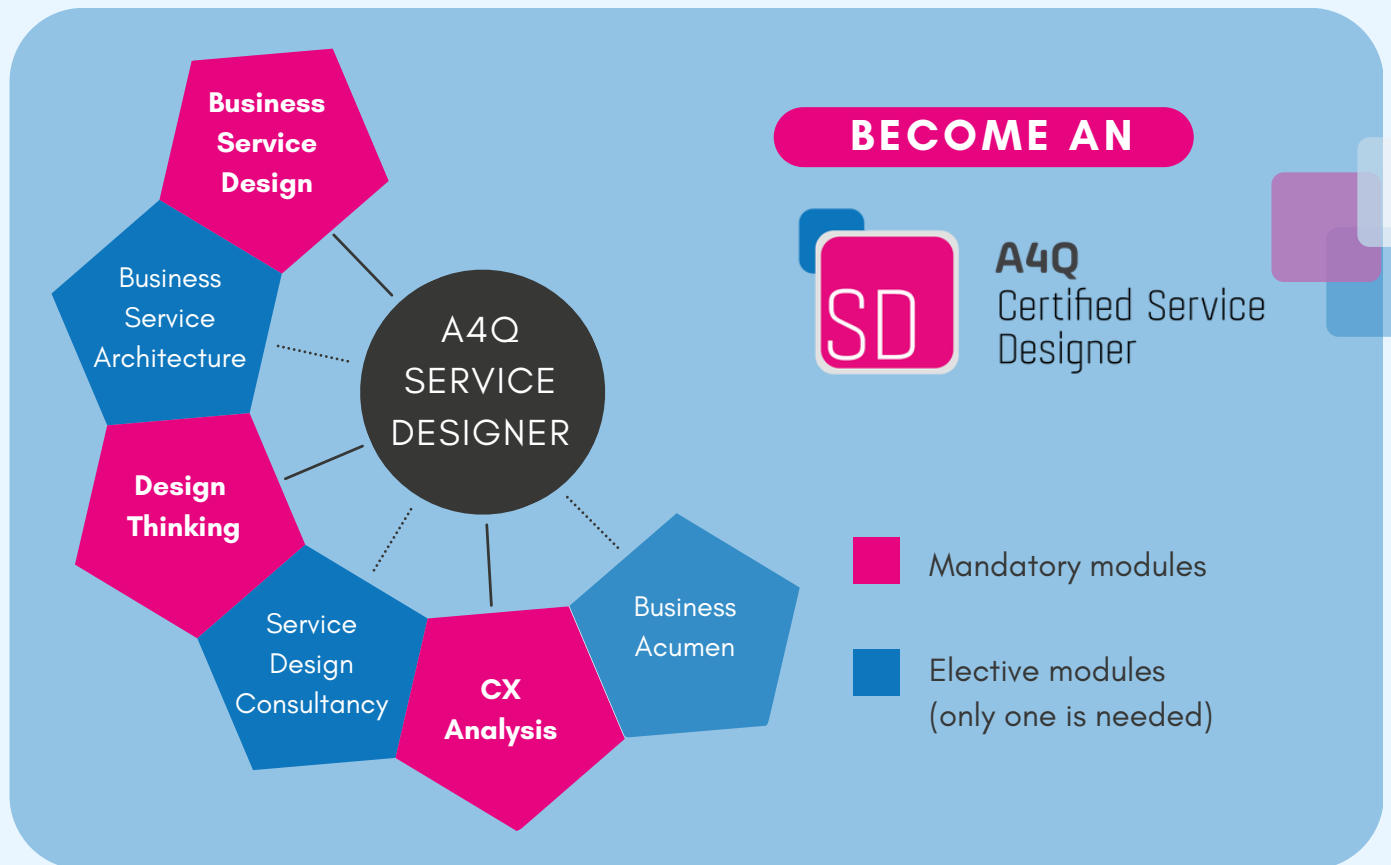


# Meet customer demands with the A4Q Certified Service Designer Scheme



**Service Design is a human-centered, iterative approach that incorporates the theory and practices of design thinking, customer experience analysis, and business service design.**

The A4Q Certified Service Designer is a modular certification programme. Each module within the scheme has its own inherent value as a certification and will add value to individuals seeking to develop and attest to skills in each of the respective fields.

Full A4Q Certified Service Designer can be applied for by candidates who have achieved the three mandatory modules and one of the electives.

[www.allianceforqualification.com](http://www.allianceforqualification.com)



**A4Q**  
Certified Service  
Designer