Service Design at ThinkPlace^X

ThinkPlace

Part of Synergy Group

Service Design

Designing services that work – for people and the systems they are part of.

At ThinkPlace[X], we use service design to help organisations rethink how they deliver outcomes- across experiences, channels, and systems. Whether we're creating something new or improving what exists, our approach is human-centred, evidence-led, and systems-aware.

We bring together insights, strategy, and agile delivery to design services that are effective, efficient, ethical and meaningful. Our service design practice enables better experiences for users, clearer processes for staff, and greater impact for organisations with lasting public value.

Our Approach

We start with deep understanding
We conduct user research and contextual analysis to uncover the behaviours, expectations, and barriers that shape service experience- enabling design grounded in real needs.

We map the system
We analyse the service ecosystem — including policy, technology, people, and process- to identify pain points, interdependencies, and opportunities for change.

We design for alignment and impact
Using service blueprints, journey maps, and logic models, we make the complexity visible- bringing clarity and alignment across teams, touchpoints, and stakeholders.

We co-design and deliver with users and teams
We facilitate collaborative design across users, frontline staff, leaders, and partners- building ownership, accelerating buy-in, and ensuring services are fit for context.

We prototype, test and adapt
We work in agile cycles to test concepts early and often- learning what works and refining solutions before scaling.

Why Clients Choose Us

- We blend service design with strategic insight and systems thinking
- We engage users and staff in meaningful, structured collaboration
- We build capability and alignment across diverse stakeholder groups

How We Can Help

User Research & Insight
We conduct contextual research to uncover insights about user behaviour and engagement, enabling evidence-based decision-making.

Ecosystem Analysis
We analyse the broader environment in which services operate – policies, governance, technologies, and partnerships – to design services that are sustainable and scalable.

Service Mapping & Blueprinting
We visualise the entire system—including user journeys, business processes, and delivery mechanisms – to identify opportunities, diagnose issues and drive alignment across teams.

Co-design & Strategic Facilitation
We design and facilitate structured collaboration across internal teams, users, and delivery partners, building ownership and accelerating alignment.

Prototyping & Iterative Testing
We rapidly test and refine ideas, validating what works before committing to large-scale investment or implementation.

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From Insight to Impact

Great services don't just meet needs —
they build trust, create value, and improve lives.

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