



Doha Challenge for

**Service
Design
For Impact**

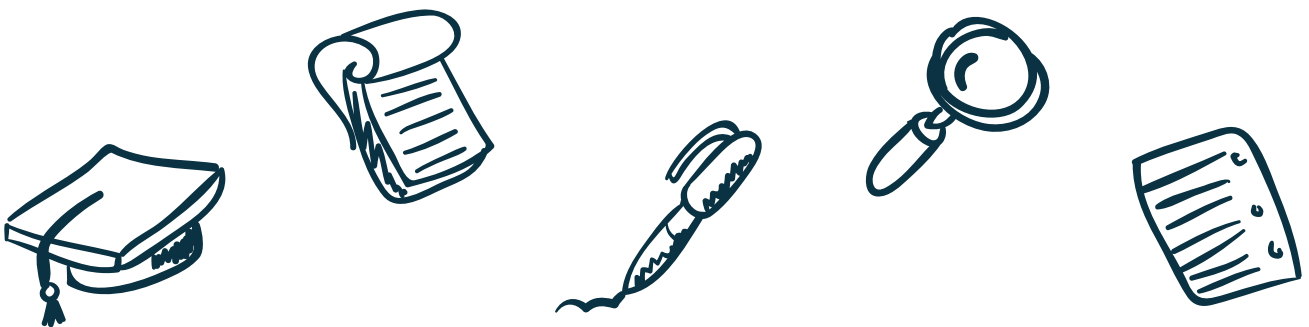
01 | 02

**MARCH
2024**

What is ? Doha Service Jam

Every year, people who are interested in service, students, academics, and entrepreneurs who are excited about using a design-based approach to problem solving and creativity will meet in **Doha Service Jam**. In a spirit of experimentation, co-operation and friendly competition, teams will have 48 hours to develop brand new services inspired by a shared theme, in order to publish them to the world.

Participants will join with tools, skills, and an innovative mindsets that work on collecting as many ideas as possible, and test them before they are adopted. They will identifies the topics to be worked on, and then start working on them immediately. There will be no exaggeration in work, no discussions, but rather the spirit of experimentation and testing of ideas rather than discussing them.



About (Global Service Jam)

The first Global Service Jam took place in **March 2011**, where more than **1200 participants** in more than **50 cities** created around **200 unique service designs** around the Theme "*(Super)HEROES*".

A sister event, the Global Sustainability Jam, took place in . Around **800 participants** in more than **40 cities** created over **100 services**, products and initiatives around the theme "*PLAYGROUNDS*".

In **2012**, the first GovJam was initiated by Protopartners, The Australian federal Government and WorkPlayExperience. WorkPlayExperience initiated the global version, Global GovJam, in **2013**.

The Global Service Jam is a non-profit volunteer activity organized by an informal network of service design aficionados, who all share a common passion for growing the field of service design and customer experience.


Global Service Jam works the same way but depending on gathering as many ideas as possible. You will work with people you may not have met before, and rely on the principle of inspiring ideas, sharing them and approving on the best ones. At this stage specifically you will not talking about ideas, but you will build a prototype for it, and plan to discover more and more about it. You will know what resources it will need, what you should do, and who should you talk to. This is a challenge Jam.

Join





Why Should You Participate?


As a participant in the Global service jam, you will work through a whole design process in one weekend. Whether you are experienced or completely new to the field, you won't just be talking about service design, you will be working with others on developing concrete ideas and designs which could become real.


 Your work and ideas will be reviewed by your peers, and presented to the world, where they can be seen by potential customers or employers, or people who could make them real.


 You will learn more about a design-based approach to problems, and about sustainability.

 You will design something that may become a real business.

 You will pick up a load of new ideas and work practices.

 You will meet a lot of cool people at all levels of experience.

 You might get rich and famous.

 You will certainly have a blast.

How to participate?

1

Sign up in advance at the location of **Doha Service Jam**

2

Bring any special tools you need.

3

Do not bring a team or an idea.
These will form at the Jam.

4

Do not bring pre-made content.
The services developed at the Jam should be new.

5

Work together in a **spirit of conversation and co-operation.**

6

Be prepared to **share the results** of your work under a Creative Commons license.

7

Have fun!

Registration Information

#GSJAM

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Register



Registration Link

<https://bit.ly/3Tbsd7R>

For more Information

doh@servicedes.com

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