

Implementation plan Finished

Study unit	Deep insights into customers and end-users (01039), 5.0
Implementation	HYA1311: 1/2013-2014 (01.10.2013 - 31.12.2013)
Type	USER-CENTRIC SERVICE DESIGN COMPETENCES (0319)
Groups	Primary: HYA213SJ Others :
Involved in the project	
Lecturers	Guilland Auli, Kaarti Virpi and guest lecturers
Number of participants	Minimum: Maximum:
Enrolment period	20.05.2013 08:00 - 02.06.2013
Main timing for implementation	
Applicability	For exchange students: Yes For elective studies: No Open UAS student: No Suitable for virtual UAS: Yes
Teachers	Guilland Auli (Teacher in charge), Kaarti Virpi (Other teacher)
Campus	Laurea Leppävaara
Main location for implementation	
Implementation method	Optima realization/student group, Other method of implementation, Project/venture/R&D Language: English Virtuality: 2 cr Integration of R&D: 2 cr
Implementation class	
Focus areas	
Evaluation at the latest	31.01.2014 Storing of graded material ends.: 31.08.2014
Exam days	
Having completed the study unit the student is able to	• identify factors related to customer behaviour in services • anticipate complex changes in customer behaviour and envision the opportunities this opens up • discover unarticulated customer/user needs • apply the results of the latest research and methods in his/her own operating environment • deeply understand customers'/users' experiences across all the touch points of an organisation
Previous studies	
Learning objectives	This study unit provides a solid basis for the customer-centred design of services. The study unit looks at change factors affecting service demand and customer behaviour, on the basis of which students are able to start designing new kinds of services to meet customer needs. The students practise understanding emotional (psychological) aspect in services. The students become familiar with the multidisciplinary field of customer behaviour research and apply the latest research outcomes and methods in practice. Research methods are mainly based on deep customer empathy (e.g. ethnography). Focus is on the whole customer journey – not merely on the touch points.
Evaluation criteria and methods	GENERAL ABOUT ASSESSMENT •Pre-assignment : 10 % •Literature assignment : 20 %

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	•Course task : 55 % •Presence and constructive activity shown during the session days :15% EVALUATION CRITERIA Oral presentations and activity in classes •Thoroughness of the analysis presented •Logical flow and clarity of presentations •Comments and contribution to discussion during classes •Presence Reports •Comprehensiveness of the theoretical foundation •Logic, objectivity, thoroughness and motivation of the arguments and ideas presented in the literature analysis as well as in the final report •Concreteness of the action plan provided in the final report •Clarity of the written reports For detailed information concerning the report and presentation, please consult the specific assessment criteria.
R&D methods	Service Innovation and Design methods, Ethnographic research methods
Other arrangements	Contact sessions: 12.10.2013, 7.11.2013 and 13.12.2013 at Laurea Leppävaara, at 9-17 hrs.