

Implementation plan Finished

Study unit	Creating Innovation through Service Design (A0132), 10.0
Implementation	MFA1311: 1/2013-2014 (26.08.2013 - 20.12.2013)
Type	DEEPENING PROFESSIONAL COMPETENCE (A023)
Groups	Primary: MFA11SN Others : HBA11SN , HCA11SN , NIA11SN , NTA11SN
Involved in the project	
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: Yes Open UAS student: No Suitable for virtual UAS: Yes
Teachers	Matvejeff Pekka (Teacher in charge), De Arruda Camara Antonius (Other teacher), Lybäck Henry (Other teacher), Martola Anne (Other teacher), Nisula Janne-Valtteri (Other teacher), Takala Jouni (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: 5 cr
Implementation class	
Focus areas	
Evaluation at the latest	21.01.2014 Storing of graded material ends.: 21.12.2014
Exam days	
Having completed the study unit the student is able to	• carry out an innovation project applying the newest existing knowledge and service innovation and design methods • carry out creative problem solving and development of working methods • know the prerequisites for profitable and customer-oriented operations • work in a diversified project
Previous studies	Developing ICT Systems or equivalent knowledge.
Previous studies, more information	120 cr
Learning objectives	The aim of the study unit is to acquaint the students with multidisciplinary knowledge in service innovation and design by carrying out a service innovation and design project. Students know the Service Innovation and Design (SID) method and learn to use various service design tools and their implications for service innovation and design practice.
Contents	Service innovations Innovation process in practice SID method and the use of service design tools Planning, conducting and evaluating an innovation project
Study material	Miettinen, S. & Koivisto, M. (toim.) (2009). Designing Services with Innovative Methods. Moritz, S. (2005). Service Design. A practical access to an evolving field (http://stefan-moritz.com/welcome/Service_Design_files/Practical%20Access%20to%20Service%20Design.pdf) The future of service business innovations. Tekes 2010
Tutoring and communication	Optima
Evaluation criteria and methods	Basic evaluation according to the Laurea policy (see evaluation criteria). Detailed evaluation criteria may be given for separate development projects.

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Learning events

Date	o'clock/at h	Subject	Content	Status	Teachers
09.09.2013	9-	Course introduction	Course introduction and orientation Dividing the students in project groups Presenting the projects		Antonius De Arruda Camara, Henry Lybäck, Anne Martola, Pekka Matvejeff, Janne-Valtteri Nisula, Jouni Takala
16.09.2013	9-	Fujitsu Kick-Off	Kick-off day of the Fujitsu project. Project owners present their perspective. See detailed programme in the Optima. Meeting at Valimotie 16, Helsinki at 8.45 p.m. 13.00- Workshops on Campus: building up personas		Pekka Matvejeff, Janne-Valtteri Nisula
23.09.2013	9-	Workshops	Going through the kick-off-day material Installing laptops and getting to know FAST Working with personas and Customer Journey		Pekka Matvejeff, Janne-Valtteri Nisula
30.09.2013	9-	Workshops	Getting to know FAST Working with Customer Journeys Stakeholder mapping Getting ready for the interviews		Pekka Matvejeff
07.10.2013	9-	On site visits	On site visits to Tampere and Fujitsu/Konala (Malminkartanonkuja 4, 00390 Helsinki) Half of the student group goes to Tampere and the other half to Konala. A detailed plan for the day with instructions on the travel arrangements tba.		Pekka Matvejeff, Janne-Valtteri Nisula
14.10.2013	9-	Workshops	Going through the collected data from the on-site visits End user perspective, user interface Shifting from understanding phase to creation phase		Pekka Matvejeff, Janne-Valtteri Nisula
21.10.2013	9-	Idea generation	Learning tools for idea generation Applying Customer Journeys, Blueprinting		Pekka Matvejeff, Janne-Valtteri Nisula
28.10.2013	9-	Idea generation	Idea generation cont.		Janne-Valtteri Nisula
04.11.2013	9-	Checkpoint Charlie	Checkpoint with Fujitsu representatives Getting ready for the 8.11. Service Desk observation in Fujitsu/Malminkartano		Pekka Matvejeff, Janne-Valtteri Nisula
11.11.2013	9-	Workshops	Working with the tools; considering the feedback from Fujitsu representatives Visiting lecturer		Pekka Matvejeff, Janne-Valtteri Nisula

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18.11.2013	9-		Workshops	Preparing for the presentationsTransfer from creation phase to final phase		Pekka Matvejeff, Janne-Valtteri Nisula
25.11.2013	9-		Workshops	Practicing the final presentationsCreating the posters		Pekka Matvejeff, Janne-Valtteri Nisula
02.12.2013	9-		Final presentations	Final presentations to the client		Pekka Matvejeff, Janne-Valtteri Nisula
09.12.2013	9-		Closing of the Course	Closing of the Course and a feedback session		Pekka Matvejeff, Janne-Valtteri Nisula