

Implementation plan Finished

Study unit	Creating Innovation through Service Design (A0132), 10.0
Implementation	MFA1411: 1/2014-2015 (25.08.2014 - 23.12.2014)
Type	DEEPENING PROFESSIONAL COMPETENCE (A023)
Groups	Primary: MFA12SN Others : HBA12SN , HCA12SN , NIA12SN , NTA12SN , NTA13KN
Involved in the project	
Lecturers	
Number of participants	Minimum: Maximum:
Enrolment period	19.05.2014 08:00 - 02.06.2014
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), Bourdache Kaci (Other teacher), De Arruda Camara Antonius (Other teacher), Nisula Janne-Valtteri (Other teacher), Putkonen Juha (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: 10 cr
Implementation class	
Focus areas	Security, safety and social responsibility, Service business
Evaluation at the latest	21.01.2015 Storing of graded material ends.: 21.12.2015
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	Coaching sessions, client meetings, optima
Evaluation criteria and methods	Basic evaluation according to the Laurea policy (see evaluation criteria). Detailed

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	evaluation criteria may be given for separate development projects.
Project (name)	Project tasks will be announced and specified at the beginning of the course.
R&D methods	Service Design method will be applied throughout the whole course. The Service Design tools will be selected according to the project.
Other arrangements	The Course starts on Wednesday the 3rd of September, 2014 at 9.00 a.m. Students will be working with a client organization in smaller task groups.

Learning events

Date	o'clock/at h	Subject	Content	Status	Teachers
03.09.2014	9-	Introduction to the Course	Course introduction What is Service Design? Getting to know the main SD-tools		Kaci Bourdache, Antonius De Arruda Camara, Pekka Matvejeff, Janne-Valtteri Nisula
10.09.2014	9-	Project work	Workshops: Customer Journey, touchpoints		Kaci Bourdache, Antonius De Arruda Camara, Pekka Matvejeff, Janne-Valtteri Nisula
17.09.2014	9-	Project work	9-11.30 Studying the layout of CRW Station 12.30-16 Observing the CRW Station and Pasila RW Station; restaurant concepts, shops, touchpoints, main customer flows		Antonius De Arruda Camara, Pekka Matvejeff, Janne-Valtteri Nisula
24.09.2014	9-	Project work	9-11.30 Kick-off of the Avecra project: Johan Nykvist & Sanna Närhinen from Avecra The main customer flows at CRW Station; Customer Journey, Personas JV off duty		Kaci Bourdache, Antonius De Arruda Camara, Pekka Matvejeff, Janne-Valtteri Nisula
01.10.2014	9-	Project work	9-12 Workshop: Benchmarking railway stations 13-16 Observing CRW Station; restaurant concepts AC off duty		Kaci Bourdache, Pekka

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						Matvejeff, Janne-Valtteri Nisula
08.10.2014	9-		Project work	Restaurant concepts, defining group tasks, stakeholder mapsKB off duty		Antonius De Arruda Camara, Pekka Matvejeff, Janne-Valtteri Nisula
15.10.2014	9-		Project work	Avecra special lecture: Sanna Närhinen.Understanding conceptsPEM off duty		Kaci Bourdache, Antonius De Arruda Camara, Janne-Valtteri Nisula
22.10.2014	9-		Project work	Coaching sessions for groupPersonasField trip to railway stations		Kaci Bourdache, Antonius De Arruda Camara, Pekka Matvejeff, Janne-Valtteri Nisula
29.10.2014	9-		Project work	PersonasIdea generation: brainstorming, affinity diagram, 8x8		Kaci Bourdache, Antonius De Arruda Camara, Janne-Valtteri Nisula
05.11.2014	9-		Project work	9-12 Finetuning and practicing presentations13-15 Presenting the status of the project to Avecra15-16 YIT representative presenting Pasila Tripla		Kaci Bourdache, Antonius De Arruda Camara, Pekka Matvejeff, Janne-Valtteri Nisula
12.11.2014	9-		Project work	9- Wrap up of the last week's Avecra feedback Developing tasks according to feedback Desktop walkthrough, Storyboard Train groups: early group wrap up on Campus; late group wrap up at the station Dutch guests observing our work		Kaci Bourdache, Antonius De Arruda Camara, Pekka Matvejeff, Janne-Valtteri Nisula
19.11.2014	9-		Project work	9- Train groups presentation Process		Antonius De

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				schedule Business Model Canvas Lunch Working in task groups Output plansKB Erasmus/Avance		Arruda Camara, Pekka Matvejeff, Janne-Valtteri Nisula
26.11.2014	9-		Project work	KB Airbeam projectJV off duty		Antonius De Arruda Camara, Pekka Matvejeff
03.12.2014	9-		Project work	Rehearsals for the Final showcaseAC off duty		
10.12.2014	9-		Project work	Final showcase for the clientAC off duty		