

Implementation plan Finished

Study unit	Creating Innovation through Service Design (A0132), 10.0
Implementation	MFA1412: 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	On working days during daytime
Applicability	For exchange students: Yes For elective studies: Yes Open UAS student: No Suitable for virtual UAS: Yes
Teachers	Lybäck Henry (Teacher in charge), Ligthart Ruusa (Other teacher), Matvejeff Pekka (Other teacher), Nieminen Susanna (Other teacher), Tossavainen Päivi (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: 8 cr
Implementation class	LbD based on regional RDI project
Focus areas	
Evaluation at the latest	21.01.2014 Storing of graded material ends.: 21.03.2015
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
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

Learning events

Date	o'clock/at h	Subject	Content	Status	Teachers
08.09.2014	09-15	Introduction to course and timetable	Getting to know each others Understand the course structure and objectives Getting to know team members Getting tasks for next week		

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15.09.2014	9-14.30		One-site visit to Haltia	Learning the company environment and project context	Haltia	
22.09.2014	9-15		Preparing and organizing the project	Understand Service Design and the SD process Creating teams' service design processes according to own project cases Assignments: 1) Teams start making own reports with at least following sections: Haltia as a company, product and services. Background of the case. Team's own topic. Overview of service design and the service design process. Using Laurea's reporting format. Save first draft in Optima until next Monday. 2) Teams study for next week the different methods that will be used in the Understanding/Thinking phases (you can start using the methods if you like). If you need information from Haltia, the team's project manager can directly email Petra Niskanen (Haltia).		
29.09.2014	09-15		Guidance and team work	Team work to create own customer journeys, service blueprints, and customer profiles (personas). Each team should have a first draft ready during the day.		
06.10.2014	09-11		Theory and team work	Review progress with Teachers (make a timetable for students) Review questions to be made to Petra Niskanen. Team work to continue making report, customer journeys, service blueprints, and trainee profiles (personas).		
13.10.2014	09-15		Guidance and team work	Teacher guided idea generation session. Teams generate own ideas for the service concepts being developed		
20.10.2014	09-15		Guidance and Team work	Teams self-evaluation and creation of teams project check list, first version Review progress with teacher and also review material for 03/Nov		
27.10.2014	9-16		Team working	Independent team work advance with project report and rehearsal presentation.		
03.11.2014	09-15		Visualization (Heidi Uppa)	Guest lecturer Heidi Uppa		
10.11.2014	09-15		Theory and team work	Theory: SWOT Teams under guidance of teacher prepare a SWOT chart about own solutions being developed		Susanna Nieminen, Päivi Tossavainen

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				Teacher explains requirements for next week's face-to-face meetings Independent team work to continue with own cases		
17.11.2014	09-15		Guidance and team work	Face-to-face meeting at Beat Corner 1 (161A) to cover following agenda: - By using the projector, the team presents and describes own reports to teachers: report structure, theory, teams own SD process, outcomes of each applied SD method. - Teachers' feedback Meeting times: 0800-0845: Team 1 0845-0930: Team 2 0930-1015: Team 3 1015-1100: Team 4 1100-1145: Team 5		
24.11.2014	9-15		Team work	Independent team work to advance with project report and rehearsal presentation		
01.12.2014	09-15		Guidance and presentation rehearsals	Face-to-face meeting at Beat Corner 1 (161 A) to cover following agenda: - rehearsal of customer presentation to teachers (max 15 minutes) - review of team's final report and other material with teachers - teachers give self-evaluation and peer-to-peer evaluation forms to students - Provides peer evaluation team members and functionality with comments in numerical estimate of 1-5 - Students provide feedback on the A0132 course (room 204) Meeting times:		

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				0800-0845: Team 5 0845-0930: Team 4 0930-1015: Team 3 1015-1100: Team 2 1100-1145: Team 1		
08.12.2014	09-15		Presentation to customer	Teams deliver completed self-evaluation and peer-to-peer evaluation forms to teachers Teams' final presentation to customer Teams upload final reports to Optima NOTE!(Deadline, Thursday 04.12 23:59) Discussing feedback provided by A0132 students and closure of course	Laurea Leppävaara 234	