

## Implementation plan Finished

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| <b>Study unit</b>                                             | Creating Innovation through Service Design (A0132), 10.0                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Implementation</b>                                         | MFA1512: 1/2015-2016 (07.09.2015 - 23.12.2015)                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Type</b>                                                   | DEEPENING PROFESSIONAL COMPETENCE (A023)                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Groups</b>                                                 | Primary: MFA13SN Others : HBA13SN , HCA13SN , NIA13SN , NTA13SN                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Involved in the project</b>                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Lecturers</b>                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Number of participants</b>                                 | <b>Minimum: Maximum:</b>                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Enrolment period</b>                                       | 18.05.2015 08:00 - 31.05.2015                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Main timing for implementation</b>                         | On working days during daytime                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Applicability</b>                                          | <b>For exchange students:</b> Yes <b>For elective studies:</b> Yes <b>Open UAS student:</b> No <b>Suitable for virtual UAS:</b> Yes                                                                                                                                                                                                                                                                                                                    |
| <b>Teachers</b>                                               | Lybäck Henry (Teacher in charge), Harmoinen Päivi (Other teacher), Mantere Päivi (Other teacher), Salomaa Marjaana (Other teacher)                                                                                                                                                                                                                                                                                                                     |
| <b>Campus</b>                                                 | Laurea Leppävaara                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Main location for implementation</b>                       | At the campus                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Implementation method</b>                                  | Optima realization/student group, Other method of implementation, Project/venture/R&D <b>Language:</b> English <b>Virtuality:</b> 2 cr <b>Integration of R&amp;D:</b> 8 cr                                                                                                                                                                                                                                                                             |
| <b>Implementation class</b>                                   | LbD based on regional RDI project                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Focus areas</b>                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Evaluation at the latest</b>                               | 21.01.2015 <b>Storing of graded material ends.:</b> 21.12.2015                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Exam days</b>                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Having completed the study unit the student is able to</b> | <ul style="list-style-type: none"> <li>• carry out an innovation project applying the newest existing knowledge and service innovation and design methods</li> <li>• carry out creative problem solving and development of working methods</li> <li>• know the prerequisites for profitable and customer-oriented operations</li> <li>• work in a diversified project</li> </ul>                                                                       |
| <b>Previous studies</b>                                       | Developing ICT Systems or equivalent knowledge.                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Previous studies, more information</b>                     | 120 cr                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Study material</b>                                         | Miettinen, S. & Koivisto, M. (toim.) (2009). Designing Services with Innovative Methods. Moritz, S. (2005). Service Design. A practical access to an evolving field ( <a href="http://stefan-moritz.com/welcome/Service_Design_files/Practical%20Access%20to%20Service%20Design.pdf">http://stefan-moritz.com/welcome/Service_Design_files/Practical%20Access%20to%20Service%20Design.pdf</a> ) The future of service business innovations. Tekes 2010 |
| <b>Tutoring and communication</b>                             | Optima                                                                                                                                                                                                                                                                                                                                                                                                                                                 |

## Learning events

| Date       | o'clock/at h | Subject                  | Content                                                                                                                                                                                                        | Status | Teachers                                               |
|------------|--------------|--------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|--------------------------------------------------------|
| 07.09.2015 | 9-15         | Orientation introduction | Getting to know each othersUnderstand the course structure and objectives, evaluation, assessment criteriaFirst steps to Service Design process (handling the preassignment)Getting task for teaching sessions |        | Päivi Harmoinen, Henry Lybäck, Päivi Mantere, Marjaana |

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|            |       |  |                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |  | Salomaa                                                              |
| 14.09.2015 | 10-15 |  | Starting the project work | <p>Theme: Learning the company environment and project context</p> <p>10.00 - 10.15 Ways of working in customer projects and team rules(ph)</p> <p>- remember name tags/students</p> <p>10.15 - 11.00 Introduction of KISKA project (<b>Tuukka Ylälahti</b>)</p> <p>11.00 - 11.45 Lunch</p> <p>11.45 - 12.30 Introduction of Sello shopping mall project (<b>Sanna Kouvalainen</b>)12.30 - 13.30 Short descriptions of all projects (flipcharts) will be put on the wall and each student will select 3 preferred projects using post-it notes. -&gt;Students having selected KISKA as 1st priority, will discuss and get further informationwith Tuukka (30 mins.).Those who selected Sello as 1st priority, discuss with Sanna (30mins.). After this, other way round, until all students have received detailed information from both companies.13.30 - 14.30Global trends (Päivi Mantere). Other teachers form 10 teams (3 Kiska, 10 Sello)14.30 – 15.00 Confirmation of teams and next steps (f2f)</p> |  | Päivi Harmoinen,<br>Henry Lybäck, Päivi Mantere,<br>Marjaana Salomaa |
| 21.09.2015 | 9-16  |  | What is Service Design?   | <p>Sello Team1/teaching session: Service Design<b>10.00-11.30 Guest lecturer (Tuukka Ylälahti)</b>Understand Service Design and the SD process</p> <p>Creating teams' service design processes according to own project casesAssignments: 1) Teams start making own reports with at least following sections: Sello or Kiska 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 companies, the team's project manager can directly email ).</p>                                                                                                                                                                                                   |  | Päivi Harmoinen,<br>Henry Lybäck,<br>Marjaana Salomaa                |

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| 28.09.2015 | 9-16  |  | Service Design methods used in the Understanding phase               | <b>Sello Team2/ teaching session:</b> Methods used to increase understanding->interviews, surveys and cultural probes<br><b>Sello Team3/ teaching session:</b> Methods used to increase understanding ->benchmarking & observations<br><b>Sello Team4/ teaching session:</b> Methods used to increase understanding->trendscouting & netscouting<br>Brainstorming:4 methods /each team to be tested<br>Conclusions in the classroom<br>Project work                                                                                                                                                          |             | Päivi Harmoinen, Henry Lybäck, Päivi Mantere, Marjaana Salomaa |
| 05.10.2015 | 9-16  |  | Service Design methods used in the Understanding and Creating phases | <b>Sello Team5/ teaching session:</b> methods used to increase the understanding ->customer journey & profiles (personas).<br><b>Sello Team6/ teaching session:</b> methods used in the delivering phase -> blueprint.12.00 - 13.00 <b>Service Logic in Business Model Canvas and Business Case:</b> <i>principal lecturer Jukka Ojasalo</i> Note location: <b>auditorium</b><br><b>Timo</b> Work to create own customer journeys and customer profiles (personas).The teams will continue to write the report. Cheking point: theory, knowledge bases and methods are presented and analysed in the report. |             | Päivi Harmoinen, Henry Lybäck, Päivi Mantere                   |
| 12.10.2015 | 9-16  |  | Starting to think about the Concept                                  | <b>09.00-10.00 Sello Team7/ teaching session:</b> prototype<br><b>10.00 -11.30 Guest lecturer Tuukka Ylälahti, Concepts</b><br><br>Lunch<br><b>12.30-</b> Sello and Kiska meet the project teams<br><br><b>class 253:Sello (Marjo Kankaanranta, Sanna Kouvalainen, Meri Kajas)</b><br><br><b>class 255: Kiska (Tuukka Ylälahti)</b>                                                                                                                                                                                                                                                                          | 253         | Päivi Harmoinen, Marjaana Salomaa                              |
| 19.10.2015 | 9-16, |  | Meetings by teams                                                    | First report version.<br><br>Review progress with teacher and also review material.Henry & Marjaana<br>1,2,3,4,10Päivi & Päivi<br>5,6,7,8,910.00-10.30: Team 4/8<br><br>10.30-11.00: Team 3/711.00-11.30: Team 2/6<br><br>12.30-13.00: Team 1/513.00-13.30: Team 10/9                                                                                                                                                                                                                                                                                                                                        | Beat Corner | Päivi Harmoinen, Henry Lybäck, Päivi Mantere, Marjaana Salomaa |

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| 26.10.2015 | 9-16 |  | Project work                                           | Independent team work                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |     |                                                                |
| 02.11.2015 | 9-16 |  | Delivering phase: visualisation and selling your ideas | <b>Guest lecturer Mervi Rauhala</b><br><b>Storytelling and Visualization</b> Half of teams (1,2,3,4 & 5) 9-11 classroom 181Half of the group (6,7,8,9 & 10) 12-14 classroom 234<br><b>Jari Wahlström</b><br><b>Workshop about how to present ideas and concepts</b> Half of group (6,7,8,9 & 10)9-11 classroom 205Half of the group (1,2,3,4 & 5)12-14 classroom205A                                                                                                                                                                                                                                                                                                                      |     | Henry Lybäck, Päivi Mantere                                    |
| 09.11.2015 | 9-16 |  | SWOT                                                   | <b>(Kiska)Team8/</b> teaching session: using pitching as a method<br><b>(Kiska)Team9/</b> teaching session using poster as a method<br><b>Kiska) Team10/</b> teaching session: SWOT as a method to assess created solutionsUnder guidance of teacher each Teamprepare a SWOT chart about own solutions being developed<br><br>Teacher explains requirements for next week's face-to-face meetings<br><br>Independent team work to continue with own casesReturn the latest version of your project report including your service concept, by Friday 13th November by noon (12.00 am) in your team folder. (Please title your report so that it can be understood to be the latest one :)) |     | Päivi Harmoinen, Henry Lybäck, Päivi Mantere, Marjaana Salomaa |
| 16.11.2015 | 9-16 |  | Guidance                                               | Face-to-face meeting at Beat Corner 1 (161A) to cover following agenda:<br><br>-Team presents and describes own reports to teachers: report structure, theory, teams own SD process, outcomes of each applied SD method.<br><br>- Teachers' feedback8.00-08.30: Team 3/7<br><br>08.30-9.00: Team 10/99.00-9.30: Team 2/6<br><br>9.30-10.00: Team 4/810.30-11.00: Team 1/5                                                                                                                                                                                                                                                                                                                 | 253 | Päivi Harmoinen, Henry Lybäck, Päivi Mantere, Marjaana Salomaa |
| 23.11.2015 |      |  | Project work                                           | Project work in teamsSelf and Group Evaluation begins!                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |     |                                                                |
| 30.11.2015 | 9-16 |  | Guidance and presentation rehearsals                   | Face-to-face meeting at Beat Corner 1 (161 A) to cover following agenda:<br><br>- rehearsal of customer presentation to teachers (max 15 minutes)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |     | Päivi Harmoinen, Henry Lybäck, Päivi Mantere,                  |

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|            |      |  |                             | - review of team's final report and other material with teachers<br><br>- Students provide feedback on the A0132 course (room 204)08.40-9.00 : Team 49.00-09.30: Team 10/9<br><br>0930-10.00: Team 3/710.30-11.00: Team 2/6<br><br>11.00-11.30: Team 1/512.30-13.00: Team 8Self and GroupEvaluation ends!                                                                                                                                                                                                                                                                          |  | Marjaana Salomaa                                                     |
| 07.12.2015 | 9-16 |  | Presentation to the clients | <b>Teams' final presentation to the client:</b><br><br>- presentation time15 minutes /team + 5 min. discussion<br><br>Teams: please upload your final reportsto Optimaby <b>Thursday 3rd December.</b><br><br><b>9.00-9.10 Welcome &amp; agenda</b><br><br>9.10-9.30 Team 10<br><br>9.30-9.50 Team 9<br><br>9.50-10.10 Team 8<br><br><b>10.10-10.20 Break</b><br><br>10.20-10.40 Team 7<br><br>10.40-11.00 Team 6<br><br>11.00-11.20 Team 5<br><br><b>11.20-12.40 Lunch</b><br><br>12.40-13.00 Team 4<br><br>13.00-13.20 Team 3<br><br>13.20-13.40 Team 2<br><br>13.40-14.00Team 1 |  | Päivi Harmoinen,<br>Henry Lybäck, Päivi Mantere,<br>Marjaana Salomaa |