

Implementation plan Finished

Study unit	Deep Customer Insights through Ethnographic Research (A9302), 5.0
Implementation	HYA1411: 1/2014-2015 (25.08.2014 - 15.01.2015)
Type	SERVICE LOGIC DRIVEN INNOVATION AND DESIGN COMPETENCES (A862)
Groups	Primary: HYA214SJ Others :
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: No For elective studies: No Open UAS student: No Suitable for virtual UAS: No
Teachers	Guilland Auli (Teacher in charge), Kaartti Virpi (Other teacher)
Campus	Laurea Leppävaara
Main location for implementation	
Implementation method	Optima realization/student group, Project/venture/R&D, Web/virtual Language: English Virtuality: 0 cr Integration of R&D: 3 cr
Implementation class	LbD based on local project or development task
Focus areas	Service business
Evaluation at the latest	15.02.2015 Storing of graded material ends.: 15.01.2016
Exam days	Real: 15.01.2015
Having completed the study unit the student is able to	• use the ethnographic approach in service development • apply qualitative research methods • discover unarticulated customer/user needs and envision the opportunities this opens up • analyse customer/user experiences across all the touch points of an organisation
Previous studies	
Evaluation criteria and methods	See the evaluation criteria of a study unit in master studies in optima folder.
R&D methods	Interview, observation, storytelling
Other arrangements	Contact sessions: October 25, November 13 and December 11 at 9-17

Learning events

Date	o'clock/at h	Subject	Content	Status	Teachers
25.10.2014	9-17		IntroductionFrom data gathering to customer insightsPlanning an interview		Auli Guilland, Virpi Kaartti
13.11.2014	9-17		Ethnography and user ethnography, T.HarviainenReflecting the interview experiencesObservation exerciseStorytelling		Auli Guilland, Virpi Kaartti
11.12.2014	9-17		9-10.30 "Dream Catching", Anu Helkkula, Assistant Professor, Docent, CERS Center for Relationship marketing and Service management, Hanken School of Economics10.45-11.15 The role of qualitative research for understanding customer needs and informing design decisions, L.Lorenzo11.15-12 Story telling analysis12-13 Lunch13-14.20 Story telling analysis continues14.20-15		Auli Guilland, Virpi Kaartti

Implementation plan Finished

				Personas15-15.30 Case, K. von Alfthan15.30-16 Visual research and sensory ethnography, examples16-16.30 Sum up		
15.01.2015	16:30-19:30	30	Exam			