

Implementation plan Finished

Study unit	Deep Customer Insights through Ethnographic Research (A9302), 5.0
Implementation	HYA21511: 1/2015-2016 (24.08.2015 - 23.12.2015)
Type	SERVICE LOGIC DRIVEN INNOVATION AND DESIGN COMPETENCES (A862)
Groups	Primary: HYA215SJ Others :
Involved in the project	
Lecturers	
Number of participants	Minimum: Maximum:
Enrolment period	18.05.2015 08:00 - 31.05.2015
Main timing for implementation	According to a schedule agreed by the parties
Applicability	For exchange students: No For elective studies: No Open UAS student: Yes Suitable for virtual UAS: No
Teachers	Kaartti Virpi (Teacher in charge), Laurea Leppävaara, YAMK Taneli Heinonen (Other teacher)
Campus	Laurea Leppävaara
Main location for implementation	
Implementation method	Optima realization/student group Language: English Virtuality: 1 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	23.01.2016 Storing of graded material ends.: 23.12.2016
Exam days	
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	
Other arrangements	Contact sessions: 1.10., 6.11. and 3.12.2015 at 9-16.30