

Implementation plan Finished

Study unit	Deep Customer Insights through Ethnographic Research (A9302), 5.0
Implementation	HYA21611: 1/2016-2017 (29.08.2016 - 23.12.2016)
Type	SERVICE LOGIC DRIVEN INNOVATION AND DESIGN COMPETENCES (A862)
Groups	Primary: HYA216SJ Others :
Involved in the project	
Lecturers	Taneli Heinonen
Number of participants	Minimum: 12 Maximum: 35
Enrolment period	16.05.2016 08:00 - 31.05.2016
Main timing for implementation	According to a schedule agreed by the parties
Applicability	For exchange students: No For elective studies: No Open UAS student: No Suitable for virtual UAS: No
Teachers	Kaartti Virpi (Teacher in charge)
Campus	Laurea Leppävaara
Main location for implementation	
Implementation method	Optima realization/student group, Other method of implementation Language: English Virtuality: 1 cr Integration of R&D: 3 cr
Implementation class	LbD based on regional RDI project
Focus areas	Service business
Evaluation at the latest	23.01.2017 Storing of graded material ends.: 23.12.2017
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	
Study material	Study material will be published in the optima workspace.
Tutoring and communication	Via email and during the study unit also in an e-learning environment (optima).
Evaluation criteria and methods	Evaluation criteria of a study unit in master studies.
Project (name)	Building insights for VR - Understanding the Potential of International Travellers on Finnish RailsVR Group http://www.vrgroup.fi/en/vrgroup/vr-group/
R&D methods	For data gathering: interview, observationFor analysis: affinity diagram
Other arrangements	Contact days: 8.10., 10.11. & 8.12.2016 at 9-16:30