

Implementation plan Finished

Study unit	Deep Customer Insights through Ethnographic Research (A9302), 5.0
Implementation	HYA21711: 1/2017-2018 (28.08.2017 - 22.12.2017)
Type	SERVICE LOGIC DRIVEN INNOVATION AND DESIGN COMPETENCES (A862)
Groups	Primary: HYA217SJ Others :
Involved in the project	
Lecturers	Taneli Heinonen
Number of participants	Minimum: 12 Maximum: 35
Enrolment period	15.05.2017 08:00 - 31.05.2017
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: Yes
Teachers	Kaartti Virpi (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 regional RDI project
Focus areas	Service business
Evaluation at the latest	22.01.2018 Storing of graded material ends.: 22.12.2018
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	
Contents	• Consumer insights • Interview • Observation • Data analysis
Study material	The literature for the study unit will be published on optima workspace
Evaluation criteria and methods	Evaluation criteria for the studyunits on master level
Project (name)	Project for the client including • Interviews • Observation • Data analysis • Creating insights • Presentation and report
R&D methods	Data gathering: interview, observation
Other arrangements	Contact days: 5.10., 11.11. & 30.11.2017 at 9-16:30