

Implementation plan Missing

Study unit	Deep Customer Insights through Ethnographic Research (A9302), 5.0
Implementation	HYA21811: 1/2018-2019 (28.08.2018 - 21.12.2018)
Type	SERVICE LOGIC DRIVEN INNOVATION AND DESIGN COMPETENCES (A862)
Groups	Primary: HYA218SJ Others :
Involved in the project	
Lecturers	
Number of participants	Minimum: 12 Maximum: 35
Enrolment period	12.04.2018 08:00 - 11.04.2018
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	
Campus	Laurea Leppävaara
Main location for implementation	
Implementation method	Language: English Virtuality: cr Integration of R&D: cr
Implementation class	LbD based on regional RDI project
Focus areas	
Evaluation at the latest	21.01.2019 Storing of graded material ends.: 21.12.2019
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	