

RCA Service Design + Aalto University Project 2020

Online Workshop | 1-2 & 6 October

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Bringing service design to life through an end to end design strategy, value proposition and touchpoint definition

This mean to develop a service proposition going through all the stages of service design:

- from discovering a problem,
- defining a strategy,
- developing a service / value proposition and
- prototyping, testing and refining its key components, mechanisms or touchpoints.

The brief: city as a service



Main Street Aalto

A? Aalto University
School of Arts, Design
and Architecture

Aalto University
Department of Architecture


Royal College of Art

Royal College of Art
London, Service Design
Programme

ACRE Aalto University
Campus & Real Estate

The project will be real-
ised in collaboration with
Aalto University CRE

Aalto University aims to realise the transformation of Otakaari road into a street during the forthcoming years. The university sees the campus as a living lab – a public innovation laboratory.

The aim of this project is to design services that can serve as platforms for co-creating value with the partners of the university, opening the Aalto campus to the city and turning a road into a lively street and community.

There lays a potential for a new business model for services to be placed in the temporary spaces of our site. Some of these services may be related to wellbeing, partnering and public events.

Timetable

Sep - 20				Oct-20				Nov-20				Dec-20				Jan-21				
07/09	14/09	21/09	28/09	05/10	12/10	19/10	26/10	02/11	09/11	16/11	23/11	30/11	07/12	14/12	21/12	28/12	04/01	11/01	18/01	25/01

Year week N°	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	
AAIto	Literature and case study analysis			Workshop (01-02, 06/10)	Concept design (group work)			Schematic design (individual work)			Schematic design 2 (arq individual – service group)											
	Intro	t	Seminar	t	t	t	Review	t	t	Review	t	t	Final Crit									

Project week N°													13			14			15		
RCA	1	2	3	4	5	6	7	8	9	10	11	12									
	Workshop (01-02, 06/10)	Discovery & Strategy definition (group work)			Co-creation & proof of concept (group work)			Prototyping & Refinement (group work)			Making the case			Exhibiting							
	Intro	t1	t2	t3	t4	Interim Review	t5	t6	t7	t8	Final Review	t9	Show Review	Set-up	Show						

Aalto and RCA students work together, using digital tools for collaboration.

Have weekly self-organised workshops on every Thursday within the group.

: Possible dates of traveling to Finland
 : Intensive collaborative work between AU & RCA

The RCA / Aalto: 'City as a Service' Workshop

This workshop spread out over three days will help all the teams come together and learn to work collaboratively. In the workshop sessions everyone will be putting some service design tools into practice in a way that will help expand and understand the problems each group has selected and will give teams some initial ideas as to the future directions of their projects.

The workshops will be intense but they should also be fun. In that spirit, we all work within these sessions with high energy and engagement and attitude of respect towards each other making sure to give everyone equal space to contribute freely and without judgement. So please embrace your creative side, don't fear making mistakes and build on other people's ideas working as teams.

This time should serve as a great kick-off to some exciting projects! Have a great time!

Objectives of Workshop

- **To learn how to apply some service design tools to the problem areas you have selected in this project**
- **To get to know your teammates and tutors**
- **To form some initial assumptions, ideas and directions for your project**
- **Learn how to collaborate online**

Workshop Timetable (1-2 & 6 October)

Day 1 (Thu 1 Oct): Introduction & Discovery		Day 2 (Fri 2 Oct): Design Hack		Day 3 (Tue 6 Oct): Pitch	
RCA @home	Aalto @home	RCA @home	Aalto @campus	RCA @home	Aalto @home
09:30-10:30 GMT 11:30-12:30 Fin					
Workshop introduction <i>Project briefing, Workshop flows & Set-up, Tool overview, Mixed group announcement, Tutor introduction</i>		10:00-10:30 GMT 12:00-12:30 Fin			
		Introduction of the day			
10:30-12:00 GMT 12:30-14:00 Fin		10:30-12:15 GMT 12:30-14:15 Fin			
1. Ice-breaker [in group] <i>Miro instructions, Self-introduction, Ice breaking, Member roles</i>		3. User Empathising [in group] <i>Persona building</i>			
12:00-13:00 GMT 14:00-15:00 Fin		12:15-13:00 GMT 14:15-15:00 Fin		12:30-13:00 GMT 14:30-15:00 Fin	
Break		Break		Introduction of the day	
13:00-16:30 GMT 15:00-18:30 Fin		13:00-16:00 GMT 15:00-18:00 Fin		13:00-14:00 GMT 15:00-16:00 Fin	
2. Knowledge exchange & Reflection <i>Research sharing by Aalto & RCA students, Issue mapping and Stakeholder mapping</i>		4. Problem Framing + Ideation + Share Back [in group] <i>Problem Framing, Crazy 8s, Concept Capture + Share</i>		5. Presentation preparation [in group] <i>Role play</i>	
				14:00-15:00 GMT 16:00-17:00 Fin	
				Pitch & Review <i>Persona, Mission statement, Role play</i>	

Day 1 (Thu 1 Oct)		
	1. Ice-breaker	2. Knowledge exchange
	10:30-12:00 GMT 12:30-14:00 Fin	13:00-16:30 GMT 15:00-18:30 Fin
Objectives	<ul style="list-style-type: none"> ● Set up collaboration tools. ● Get to know each other. ● Decide the group reps for the group works. 	<ul style="list-style-type: none"> ● Get basic understanding of the site. ● Explore the issues and the people of a selected topic.
Step-by-step	<p>Stage 1: Intro of Miro board (10 min)</p> <p>Stage 2: Go to breakout Zoom rooms, share the board per team and do a presentation exercise. Picture of workspace and favourite object (45 min).</p> <p>Stage 3: Decide the team rep (1 Aalto, 1 RCA) for each group (10 min)</p> <p>Stage 4: Share. Come back to same Zoom room. Team rep share the screen of their team Miro board and give key insights of who are them (5 min x 5 teams = 25 min)</p>	<p>Stage 1: Intro from Antti (15 min)</p> <p>Stage 2: Presentations (10 min present + 5 min Q&A) x 5 Aalto teams & 1 RCA team</p> <p>Stage 3: Exercise issue mapping + Stakeholder Mapping (60 min)</p> <p>Stage 4: Wrap-up (15 min)</p>
Deliverables	<ul style="list-style-type: none"> ● List of 2 group rep 	<ul style="list-style-type: none"> ● Issue map + Stakeholder Map

Day 2 (Fri 2 Oct)	
3. User Empathising	4. Problem Framing & Ideation
10:30-12:15 GMT 12:30-14:15 Fin	13:00-16:00 GMT 15:00-18:00 Fin
<p>Objectives</p> <ul style="list-style-type: none"> ● Explore problem space from the user perspective ● Establish a foundation for service concept development. 	<ul style="list-style-type: none"> ● Define a mission statement ● Ideate and Prototype service concepts. ● Establish a common ground for service & architecture design.
<p>Step-by-step</p> <p>Stage 1: Intro of problem framing. Explain persona (10 min) Stage 2: Activity. Go to breakout Zoom rooms and discuss yesterday work and areas for further research. Make 2 Personas with the chosen topic per group (20 min) Stage 3: Intro of Empathy map (10 min) Stage 4: Activity. Go to breakout Zoom rooms and make an Empathy map (20 min) Stage 5: Come back to the main Zoom room. Team rep share the screen of their team Miro board. Present Persona, Empathy map (3 min present x 5 teams) = 15min</p>	<p>Stage 1: Intro of mission statement exercise (10 min) Stage 2: Activity. Define mission statement (20 min) Stage 3: Exercise "Crazy 8s" (15 min) Stage 4: Go to breakout Zoom rooms. Share the ideas in the group, vote to choose one service idea (15 min) Stage 5: Intro of prototyping. Explain Concept Capture (15 min) Stage 6: Activity. Go to breakout Zoom rooms. Create the Concept in the group (45 min) Stage 7: Share. Come back to the main Zoom room. Team rep share the screen of their team Miro board and present the concept of the service (3 min x 5 teams = 15 min) Stage 8: Share Back (1hr) Stage 8: Wrap-up (15 min)</p>
<p>Deliverables</p> <ul style="list-style-type: none"> ● Persona ● Empathy map of the selected persona 	<ul style="list-style-type: none"> ● Mission statement ● Ideas of the service concept

Day 3 (Tue 6 Oct)	
5. Presentation	
13:00-15:00 GMT 15:00-17:00 Fin	
Objectives	<ul style="list-style-type: none">● Test the prototype.● Get feedback to the service concept.
Step-by-step	Stage 1: Intro of "Role play" (10 min) Stage 2: Activity. Go to breakout Zoom room. Make the storyline for each storyboard and role play (30 min) + rehearsal (10 min) Stage 3: Present. Come back to same Zoom room. Team rep share the screen of their team Miro board. Team members present the pain points of the persona, mission statement, and role play using the storyboard: (7 min + 5 min feedback) x 5 teams = 60 min Stage 4: Wrap-up (10 min)
Deliverables	<ul style="list-style-type: none">● Storyboard with script● Role play

Considerations for Working Online

Advanced Set-up

1. Create Miro account using your real name and profile picture
2. Create a zoom account using your real name and profile picture
3. Prepare a profile picture of yourself and have this ready on your computer.

Etiquette for working online

1. Choose a quiet and bright place with a table and stable Wi-Fi.
2. Try to keep the camera on for better participation and engagement.
3. Mute your microphone when you are not speaking (when you are not in group work)