

We will start at 13:15

# Intelligent buildings

Clinic 1

Håkan Mitts

# A couple of Zoom instructions

- Rename yourselves to “1 – My Name”, i.e. put your team number before your name
  - Participants – hover over yourself – more – rename
- To help manage breakout-rooms, choose your own breakout room based on team.
  - Team number = breakout room number
  - 1, 3-11

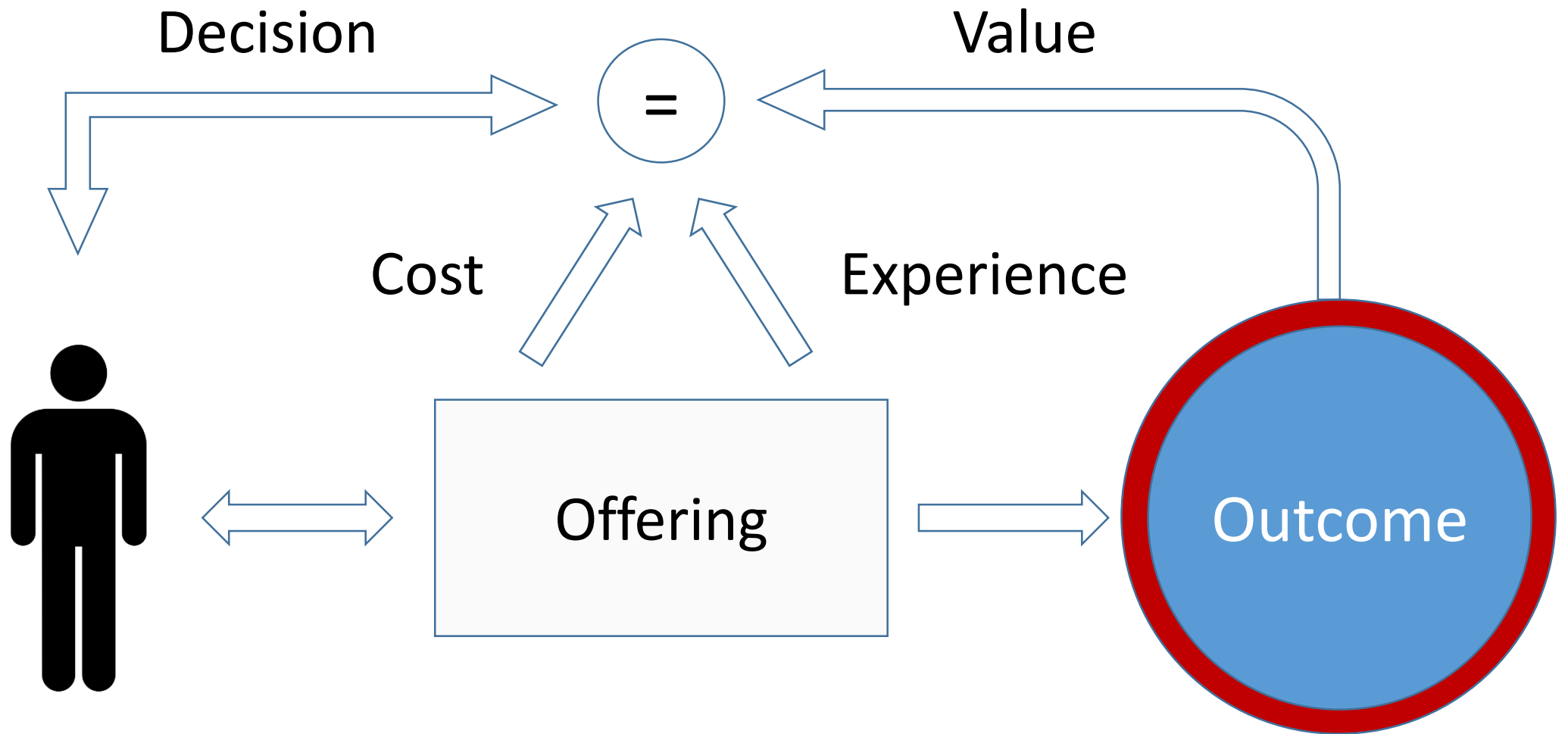
Objective of the day

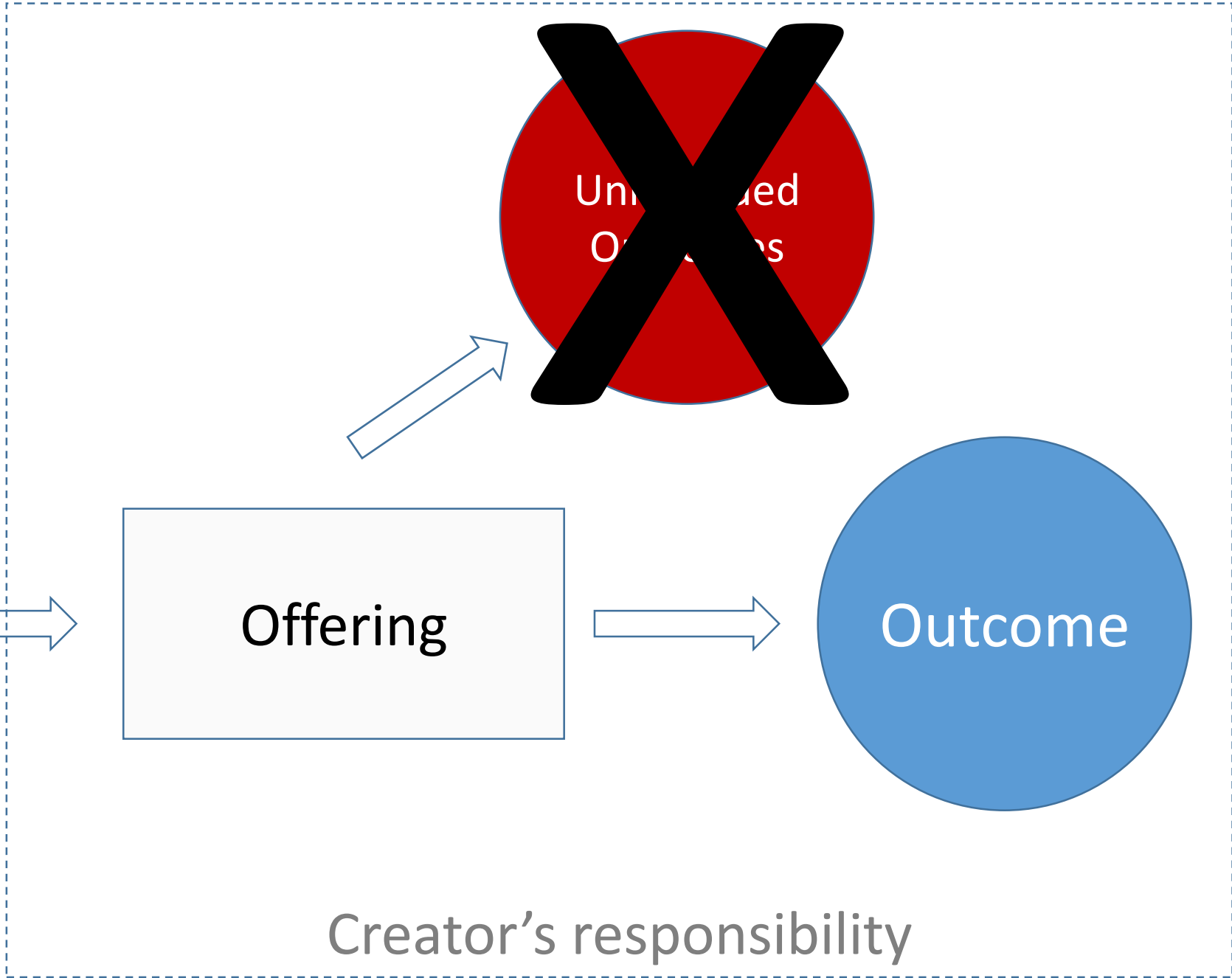
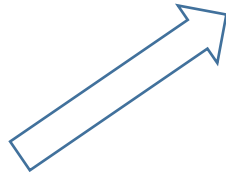
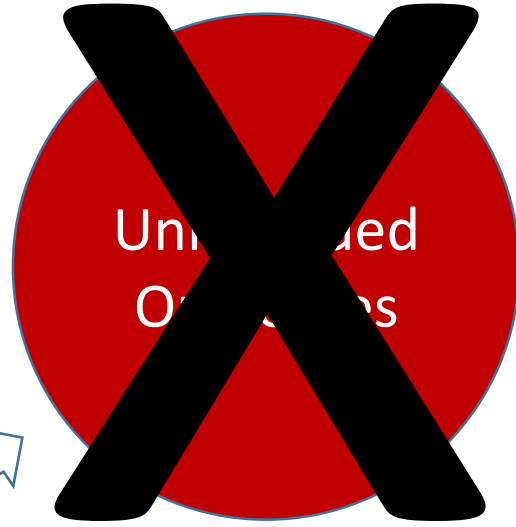
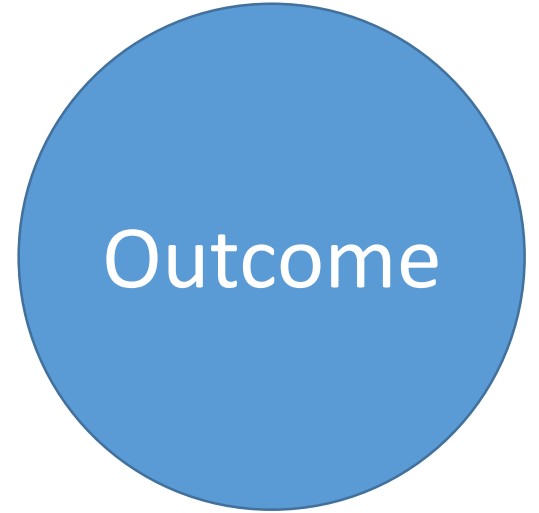
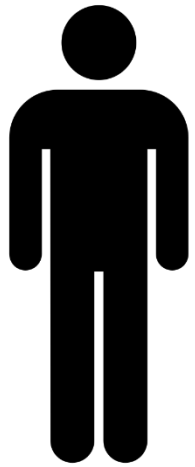
**Solution idea(s) to evaluate with ACRE**

Objective of the day - learning-wise

- 1 - Discover and practice methods
- 2 - The outcome of the use of the methods  
to be discussed with ACRE

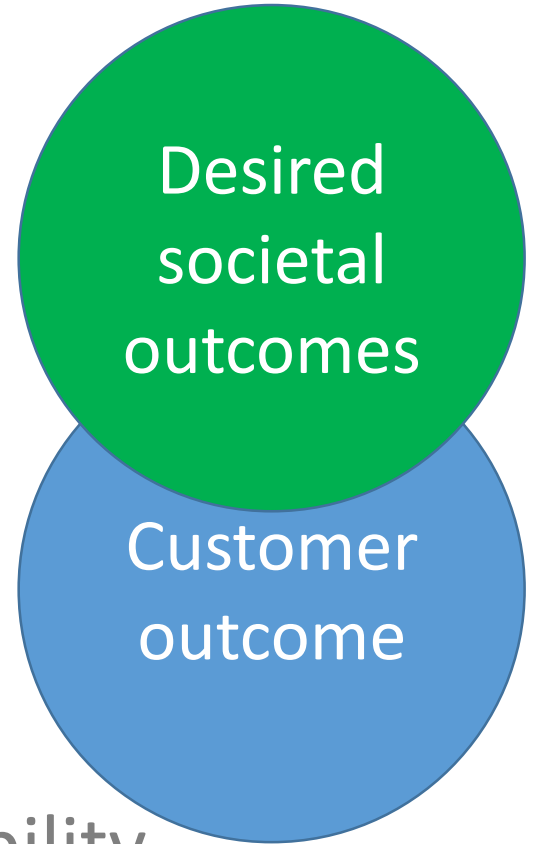
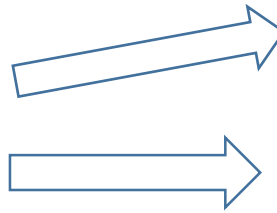
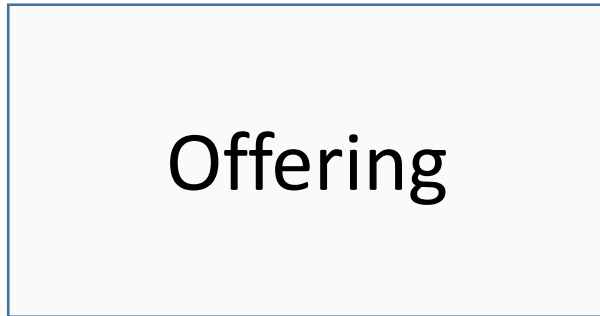
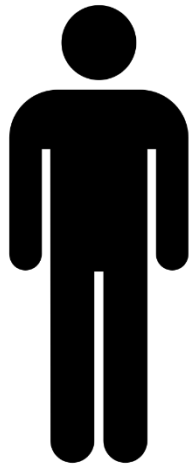
What are we looking for?





Creator's responsibility





Creator's responsibility

# Step 1 – Analyze your interview results

- Goal: Uncover problems worth solving
- Looking for “problems”
  - Who has the problem = who is experiencing an outcome that is less than optimal?
  - What is the desired outcome?
- Source of information:
  - Your interviews
  - Any other background research that you have done
  - BUT: Stay away from (technical) solutions

# Affinity map

- Fancy term for “grouping Post-It notes on a whiteboard”
  - Sticky notes in Miro
- Used to structure large masses of data
- Find patterns, connections, etc

Format the data into a form for easy processing

Your insight in  
4-6 words

- Document on sticky notes
- 1 observation/note

CROCKERY RETURN SIGN UNCLEAR  
 COAT RACK HIDDEN  
 Only one cashier  
 Soup between Salad Counter & Main Counter  
 INFO DESK/BOARD DIRECTED TO MAIN DOOR  
 Clean Interior need more Colors  
 Spacious & not too noisy  
 SALAD PLATES MISSING  
 skip the bread table  
 Missing Trays  
 Confused about Main dish & Supplement  
 SIGNS IN FINNISH  
 TRASH BINS CONFUSING  
 Plenty of rooms  
 IS SOAP BOWL = SALAD PLATE?  
 SOUP EATERS CONFUSED  
 BACK DOOR VS MAIN DOOR  
 OIL & VINEGAR ARE RACED TOO HIGH  
 Novice Instruction  
 SALAD IN GOOD PLACE  
 Lack of space on bread table  
 NAPKINS TOO CLOSE TO CASHIER  
 USED NAPKIN SHOULD BE LAST  
 BREAD AFTER CASHIER  
 ONLY ONE CASHIER  
 Short Cashier, Stressful  
 No take-away & coffee cups  
 150-200 Customers / day  
 FORGET TISSUES WHEN PAYING THE BILL  
 ONLY ONE CUTLERY RETURN BIN  
 TRASH BINS SIGNS CONFUSING  
 Lack of specified procedure  
 invisible seeds & oil  
 TOO SHORT PAYMENT COUNTER  
 English Menu  
 Open hour needs Extension  
 GLASS RETURN BINS DIFFERENT THAN TAKING NEW  
 Nice light vs. cold feeling  
 Restaurant NAME???  
 Busy paying the bill  
 TOILET HARD TO FIND  
 MAIN DISH VS SUPPLEMENTS ??? (PRICES)  
 LACK OF BARRIERS & DIRECTION  
 Mixed forks & knives  
 Salad plus + soup  
 One plate policy  
 TOO SMALL TOILET  
 CASHIER DESK TOO SHORT  
 TRAYS ARE HIDDEN  
 QUIET ATMOSPHERE  
 LOCATION IS OK  
 NOT TOO CROWDED  
 hidden coat rack & Table  
 CONFUSION ENTER/EXIT DOORS  
 Donno how much food one can take  
 unclear menu board  
 FRUITS AVAILABLE WITH SALAD 😊  
 A LA CARTE VS NORMAL LINE?  
 LARGE SPACE  
 OVERALL VERY PRACTICAL  
 BREAD DESK TOO SHORT  
 FORKS & KNIVES UPSIDE DOWN  
 HIDDEN KETCHUP & CO.

ENTER/EXIT DOORS  
 CROWDED  
 RETURN SIGN UNCLEAR  
 SMALL TOILET  
 DESK TOO SHORT  
 ATMOSPHERE  
 AND NOT IN THE END  
 Only window menu is visible  
 COAT RACK HIDDEN  
 Nice light vs. cold feeling  
 Restaurant NAME???  
 MISSING SALAD PLATES  
 LACK OF BARRIERS & DIRECTION  
 skip the bread table  
 invisible seeds & oil  
 OIL & VINEGAR ARE RACED TOO HIGH  
 LOCATION IS OK  
 Spacious & not too noisy  
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 Plenty of rooms  
 A LA CARTE VS NORMAL LINE?  
 Lack of space on bread table  
 HIDDEN KETCHUP & CO.  
 BACK DOOR VS MAIN DOOR



SPACE  
 SERVICE  
 CONFUSING  
 FOOD  
 FORGET TISSUES WHEN PAYING THE BILL  
 GLASS RETURN BINS DIFFERENT THAN TAKING NEW  
 FORKS & KNIVES UPSIDE DOWN  
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 Confused about main dish & Supplement  
 Donno how much food one can take  
 FRUITS AVAILABLE WITH SALAD 😊  
 FOOD NOTHING SPECIAL

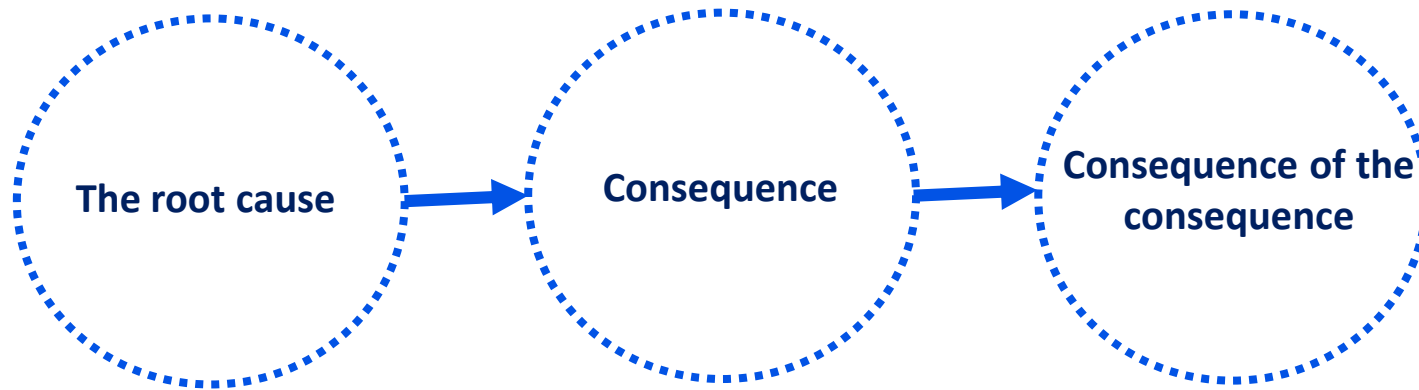
# Task 1 – Affinity map analysis of your ideas

- In your teams (in breakout rooms) analyse your data in your Miro boards
- Lean towards problem-focused grouping
- Can you find 2-3 interesting problems that you could solve?
- Time 20 minutes

Some alternative analysis methods

# Process

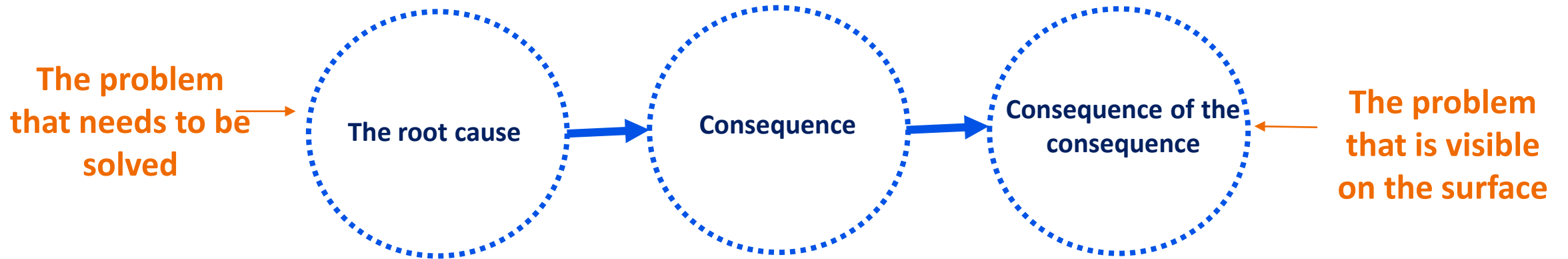
The process map helps to visualize the cause-and-effect relationship.





# Process

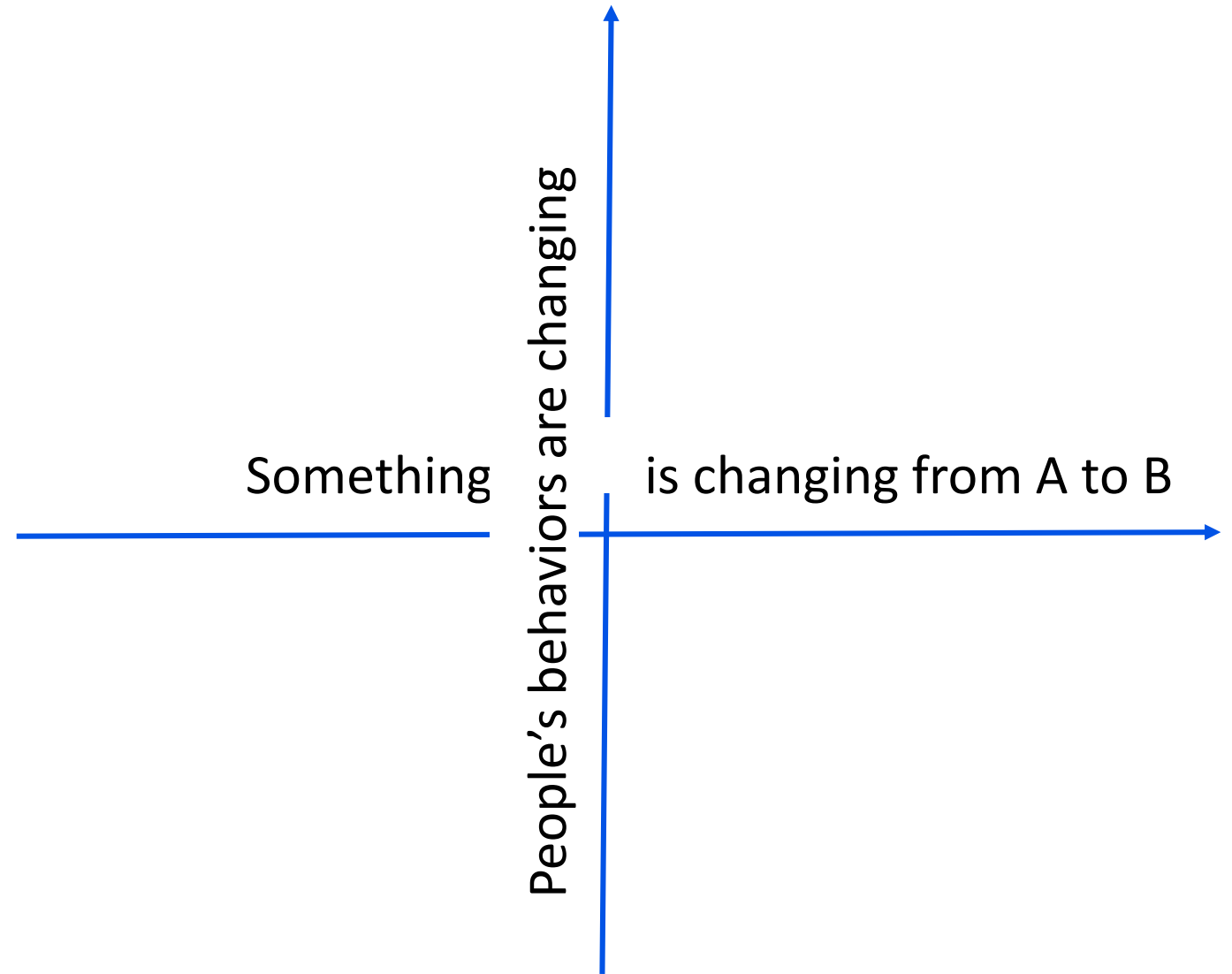
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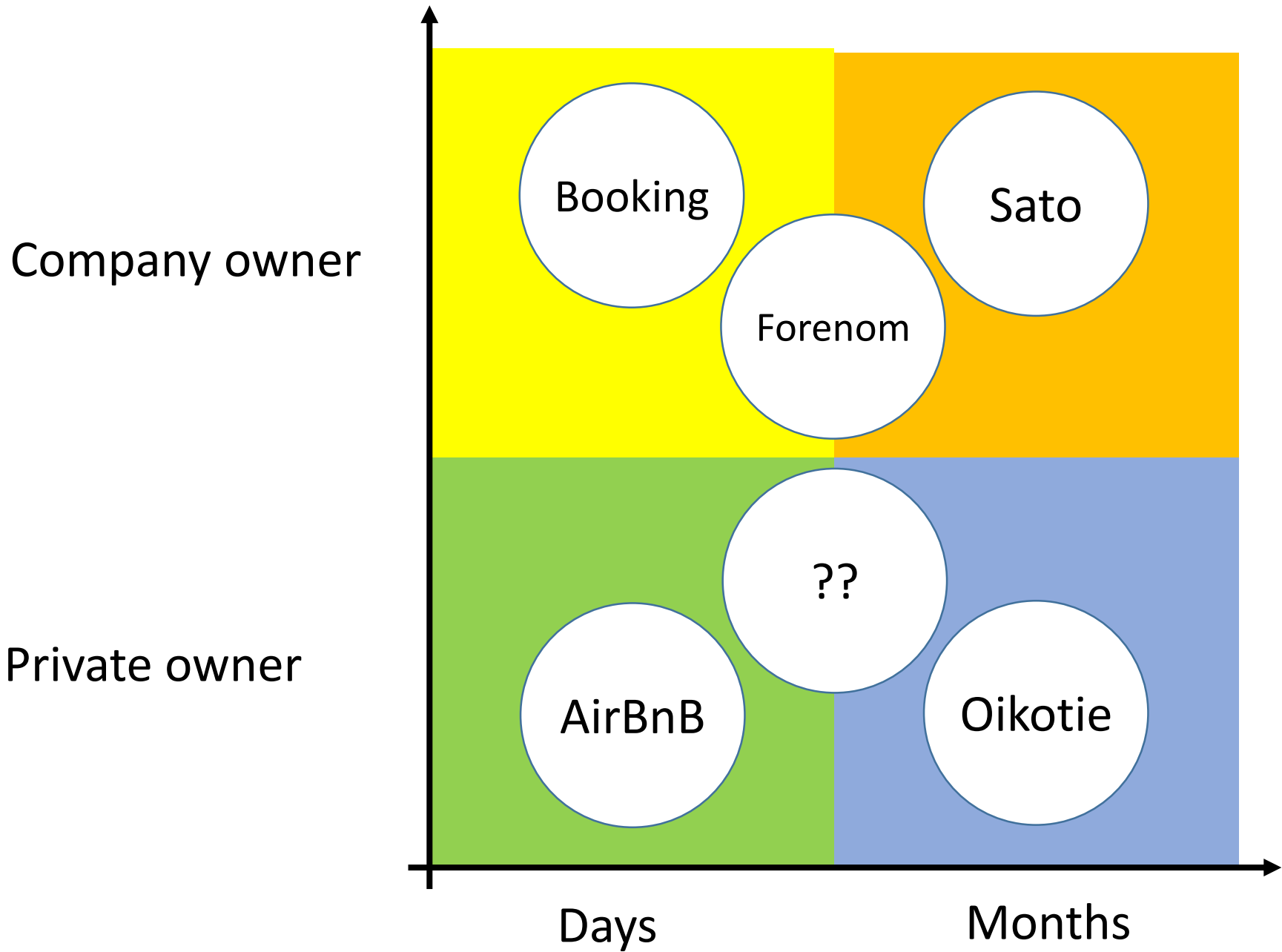


# Matrix

Help to identify different patterns of

- Customers
- Markets
- Competition
- ....



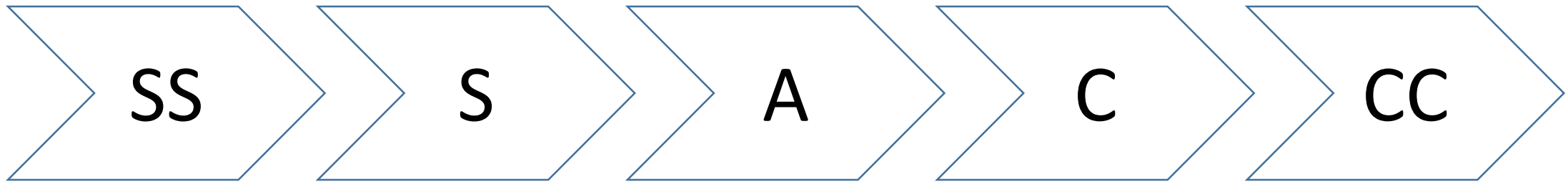


# Stakeholders

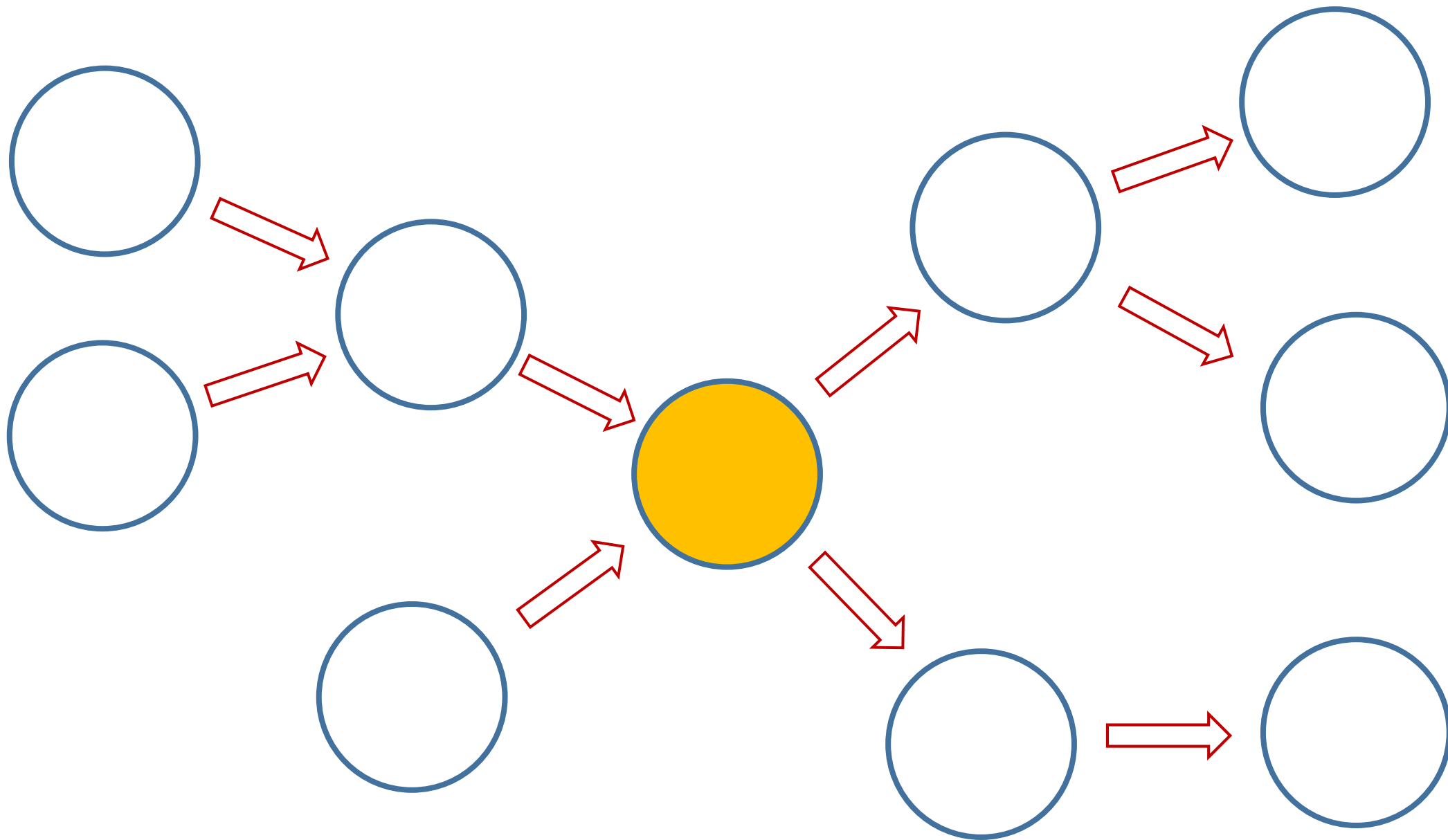
# Stakeholder

- Someone who has
  - an influence on the service
  - an interest in the service
- Person, role or organization
- Not necessarily an active actor in service provisioning
  - Decision maker
  - Social media

# Who are your customers?

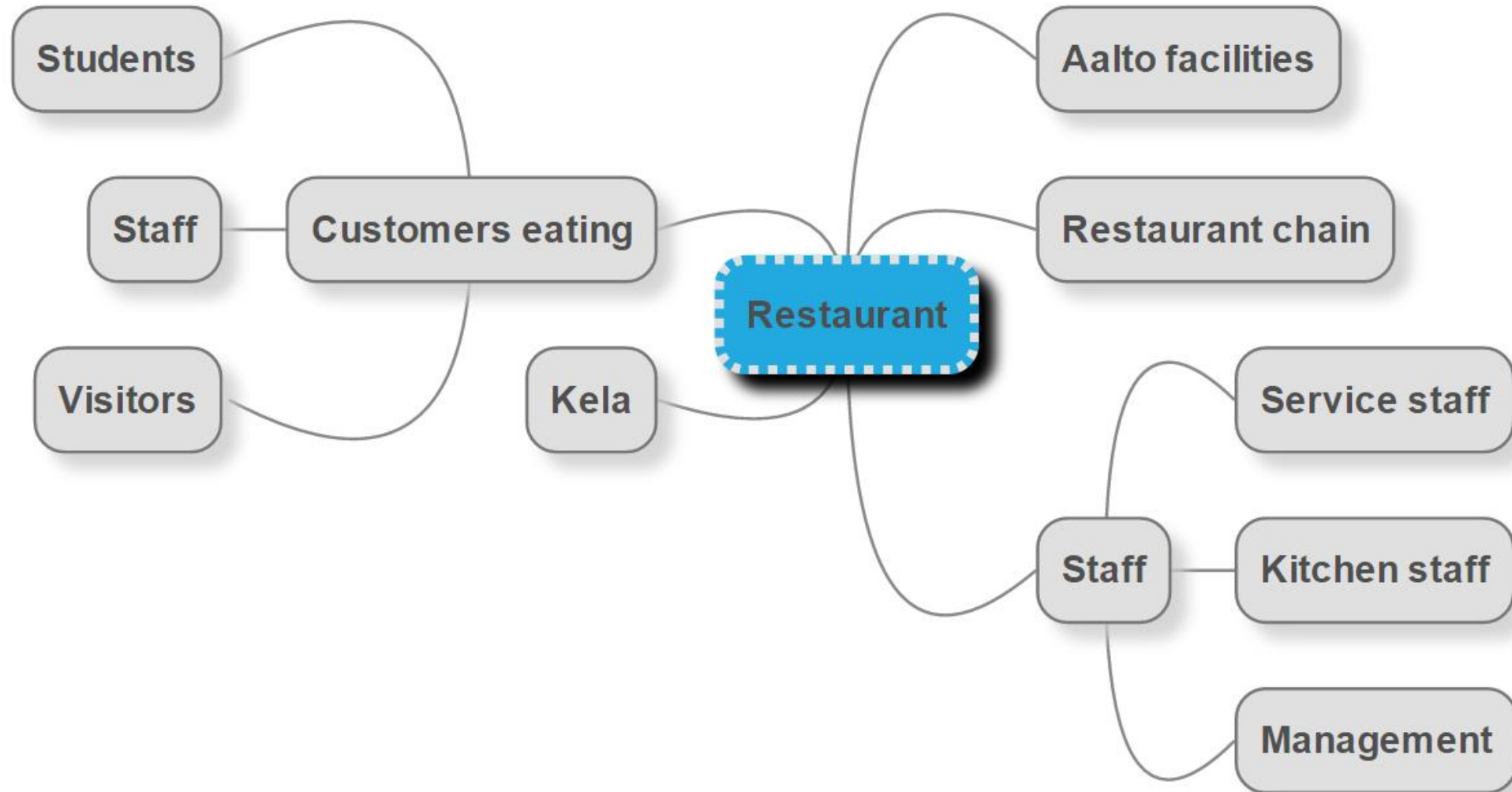


Industry value chain



Value map

# Example





## Step 2 – Stakeholder map(s) for your problems

- Based on your customer interviews and the problems you have identified in Step 1
- Analyse what stakeholders for each problem
- Select the most relevant stakeholder(s)
  - Who are you designing for?
- Time 15 minutes

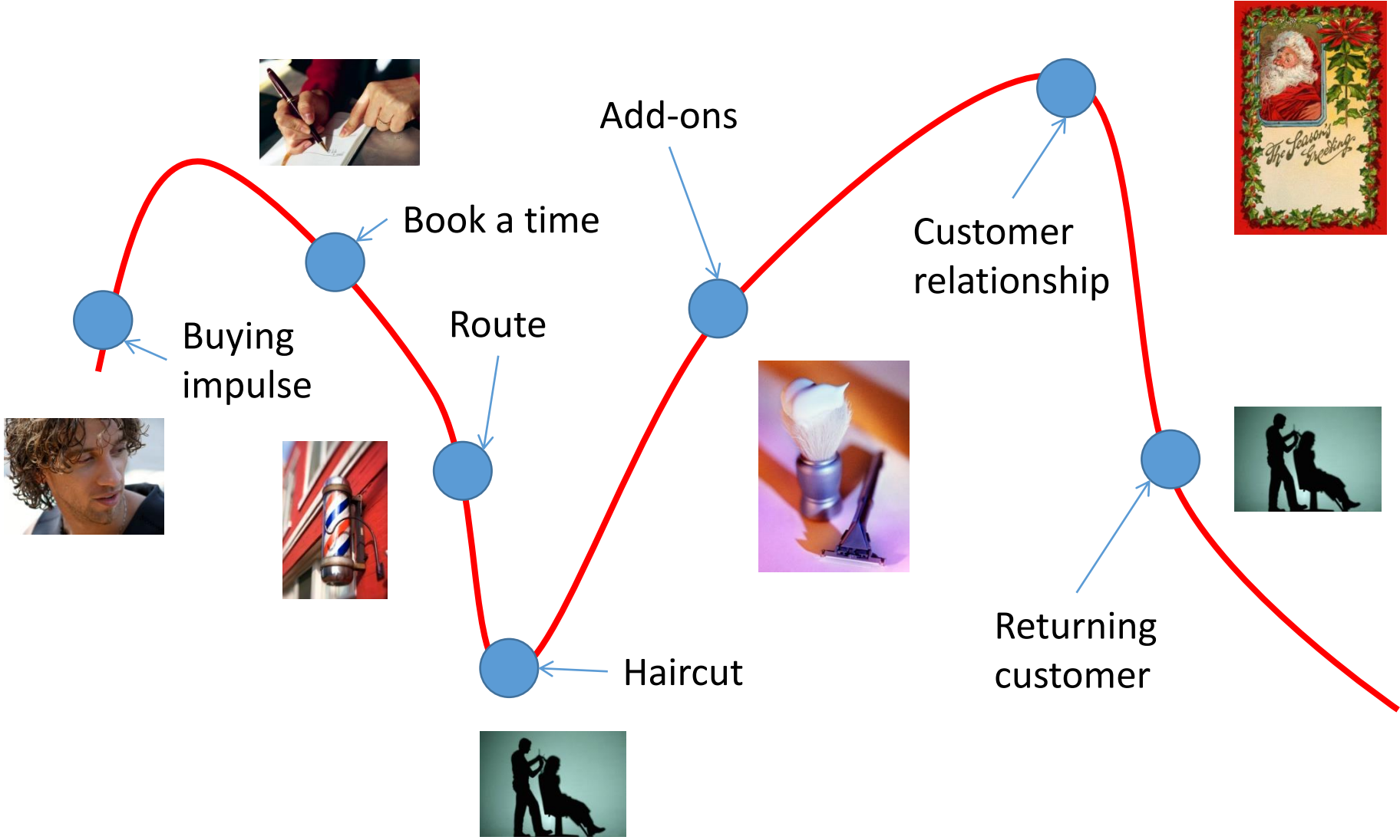


# Customer journey

# Customer journey

- For a stakeholder
  - Choose a viewpoint
- Time-line
  - When does an "interaction" start and end?
- Cover relevant interactions of stakeholder with "system"
  - Include (all) things that belong together
- Non-tangibles
  - Feelings, reactions, fears, ..

# Example - haircut



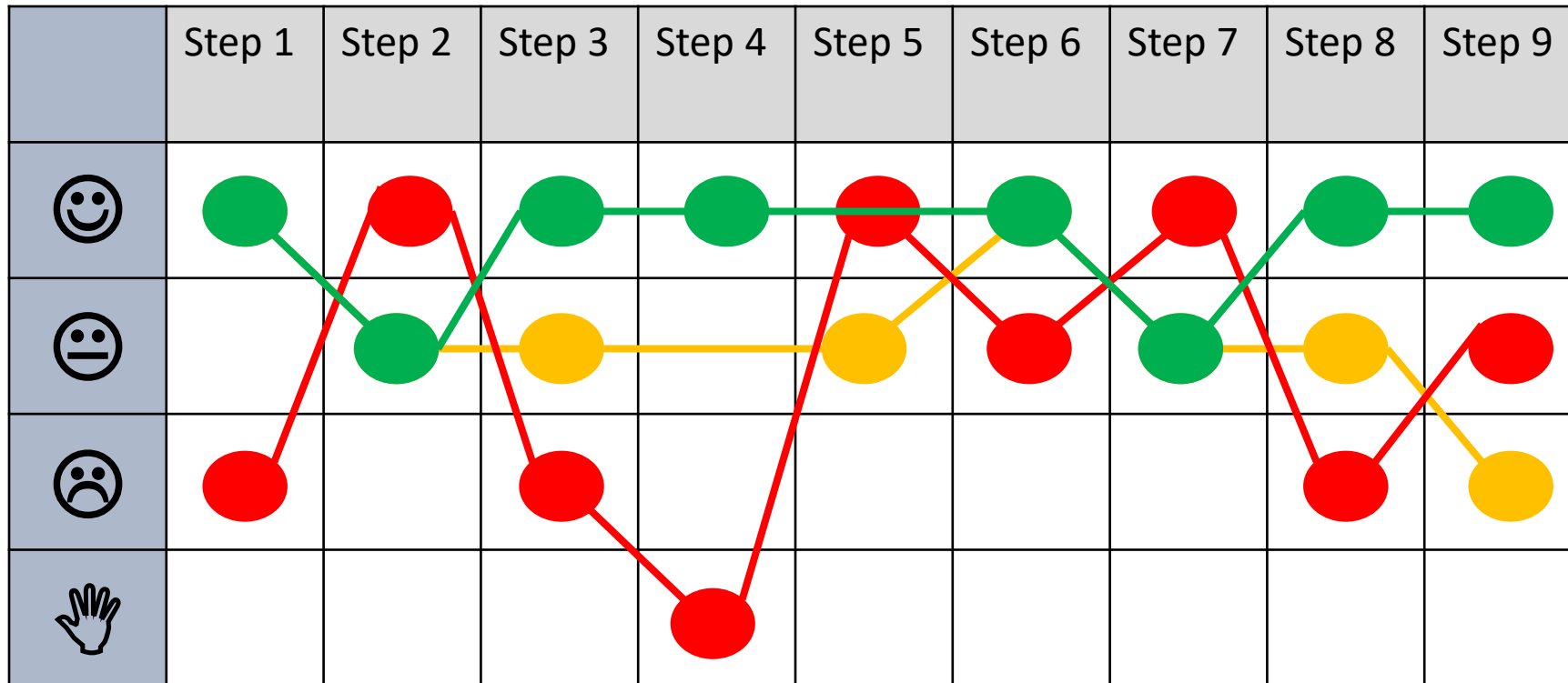
# Basic components

- Timeline
  - Interactions happen in a certain order
  - Cause <-> effect, pre-requisites, ..
- Touch point
  - Where business and customer meet
  - Can be physical, digital, indirect, etc
- Between touchpoints
  - Customer decision!

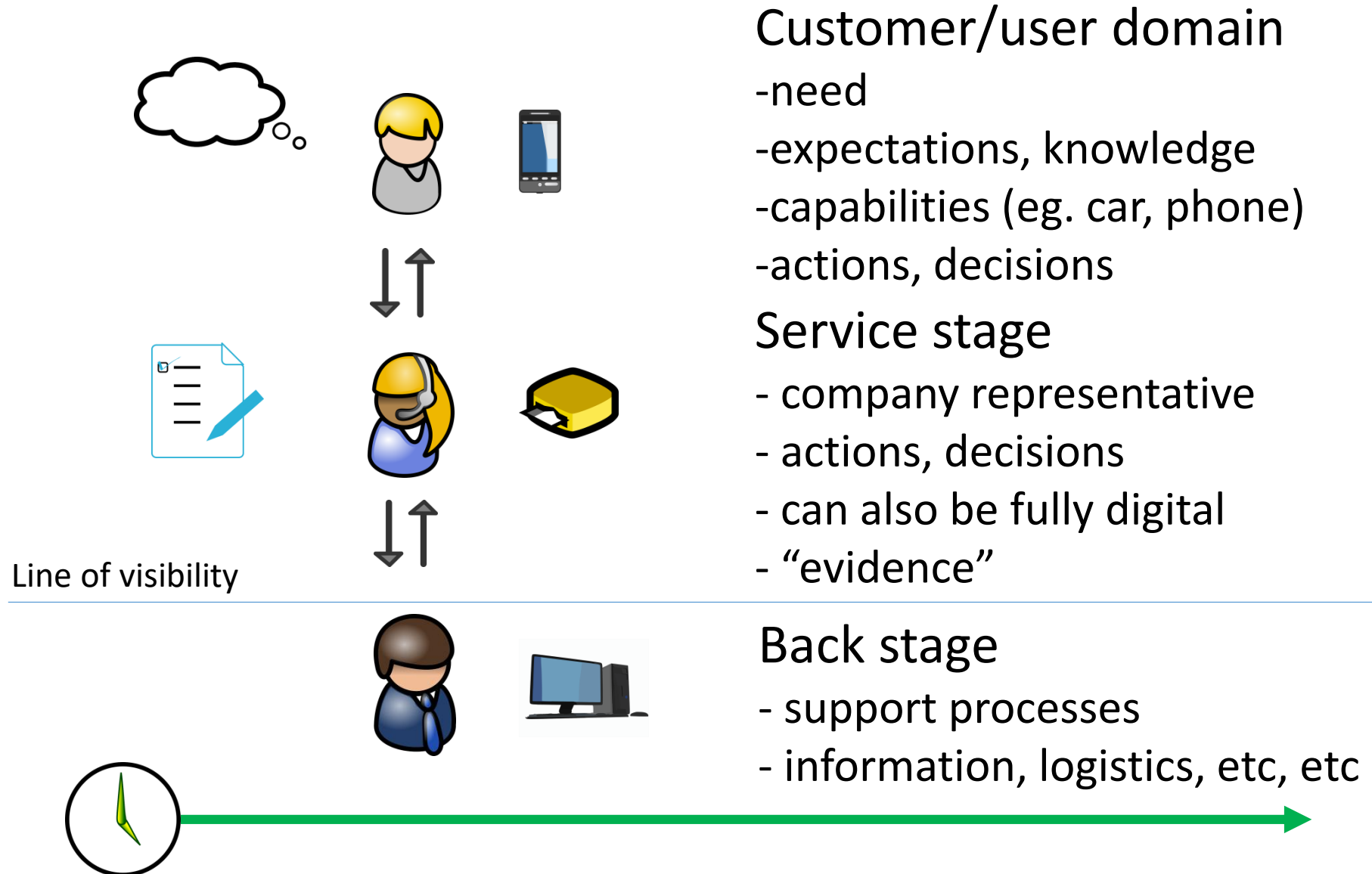
# What is the overall Customer Experience (CX, UX)?

- Customer experience is created by the complete journey
- Impact of individual touch points defined by quality of meeting and importance
- It is not “the sum of all experiences”, it works more like multiplication
- Can be measured (with some reliability)

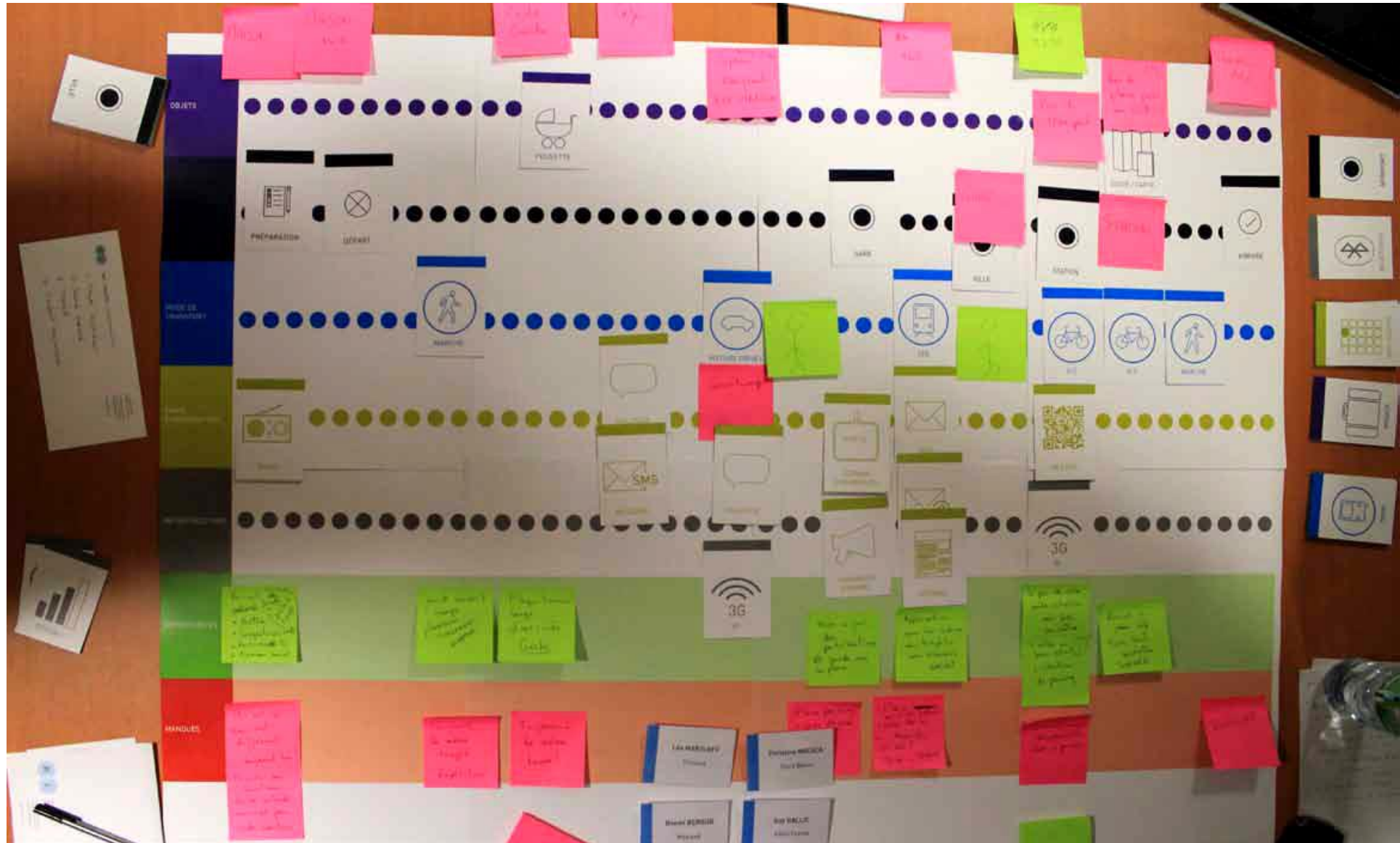
# Customer journey vs experience

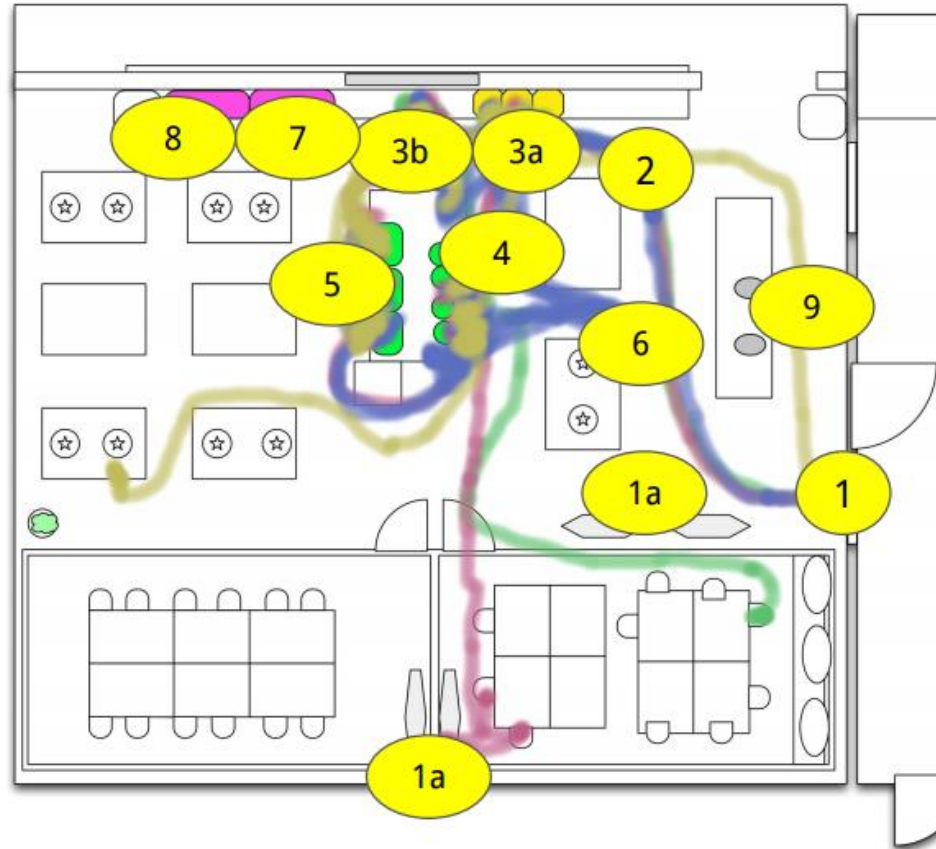


# Anatomy of a touch point









**List of tasks:**

1. Orient about what to do first
  - a. *Optional:* Leave coat to coat rack
2. Queue for counter
3. Counter
  - a. Get cutlery
  - b. Pay for food
4. Get salad & bread
5. Get warm food
6. Be seated

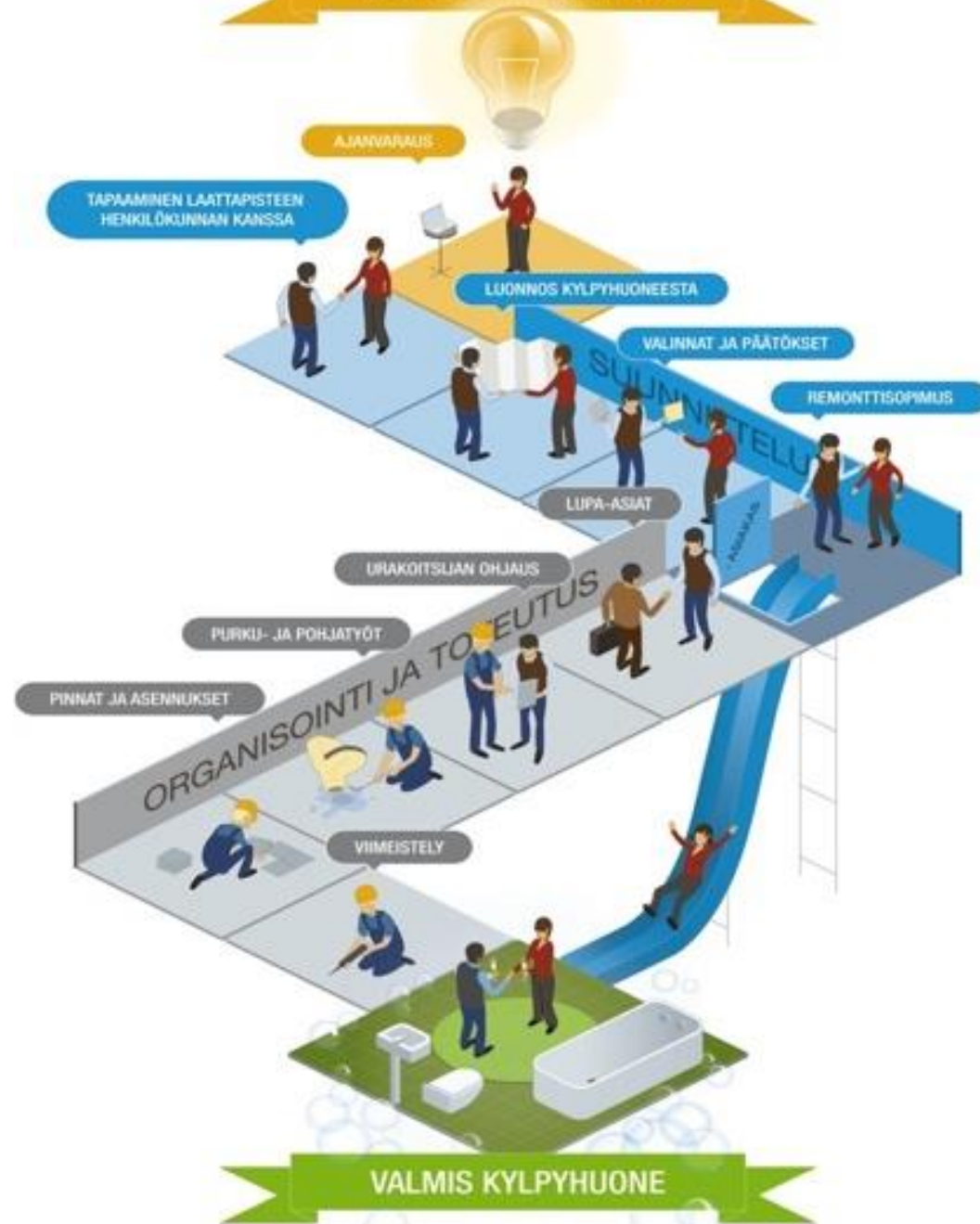
**Optional:**

7. Get non-water drinks
8. Get dessert / coffee

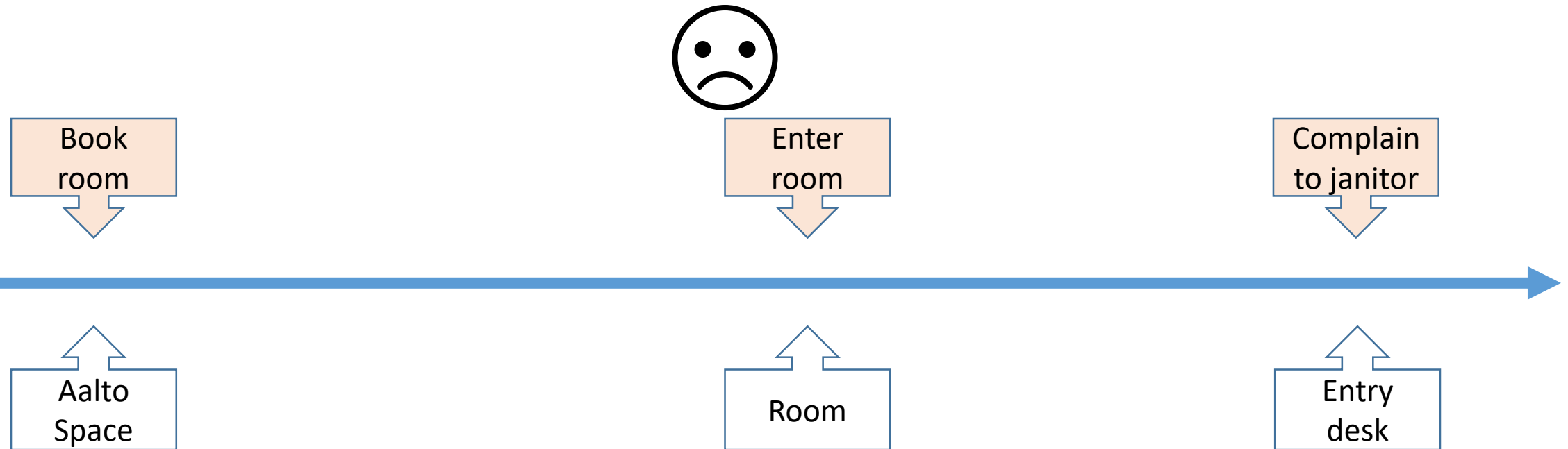
**Finally:**

9. Return the dirty dishes

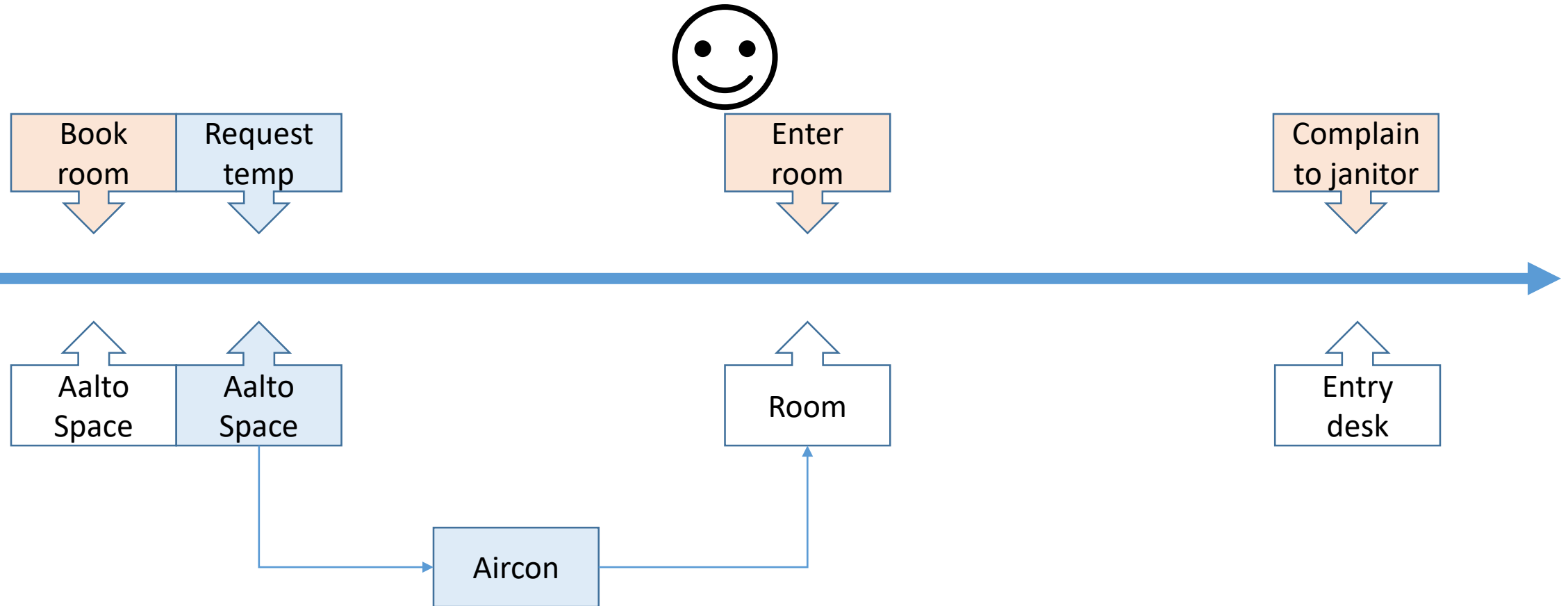
# IDEA KYLPYHUONEESTA



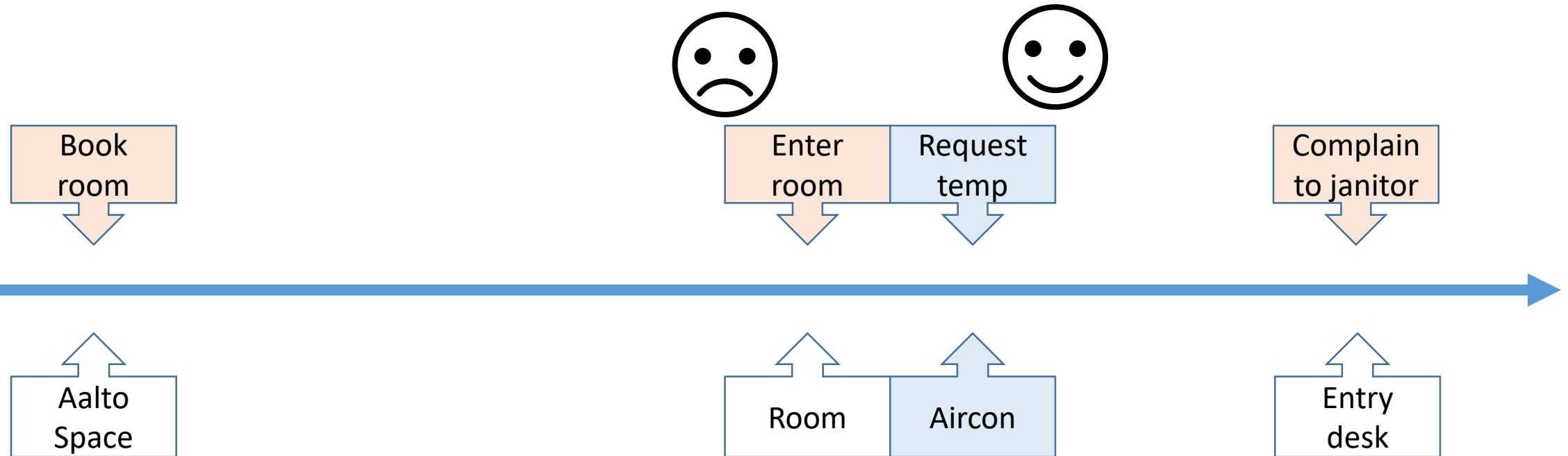
# From analysis to design



# From analysis to design, alternative 1



# From analysis to design, alternative 2



# Exercise 3 – Customer journey

- For the selected stakeholder
- Analyse your stakeholder's journey
- Are there points of dissatisfaction?
- Time: 15 minutes

# Before next clinic

## Homework before next clinic

- Evaluate and test your 2 ideas and choose the best
- Have a 4 slides summary of your chosen solution
  1. Problem (who has the problem and what is the problem)
  2. Solution (not in technical terms but in terms of benefits for user)
  3. Business case = value for ACRE
  4. Business case = value for ISS/L&T/Palmia
  5. Open questions