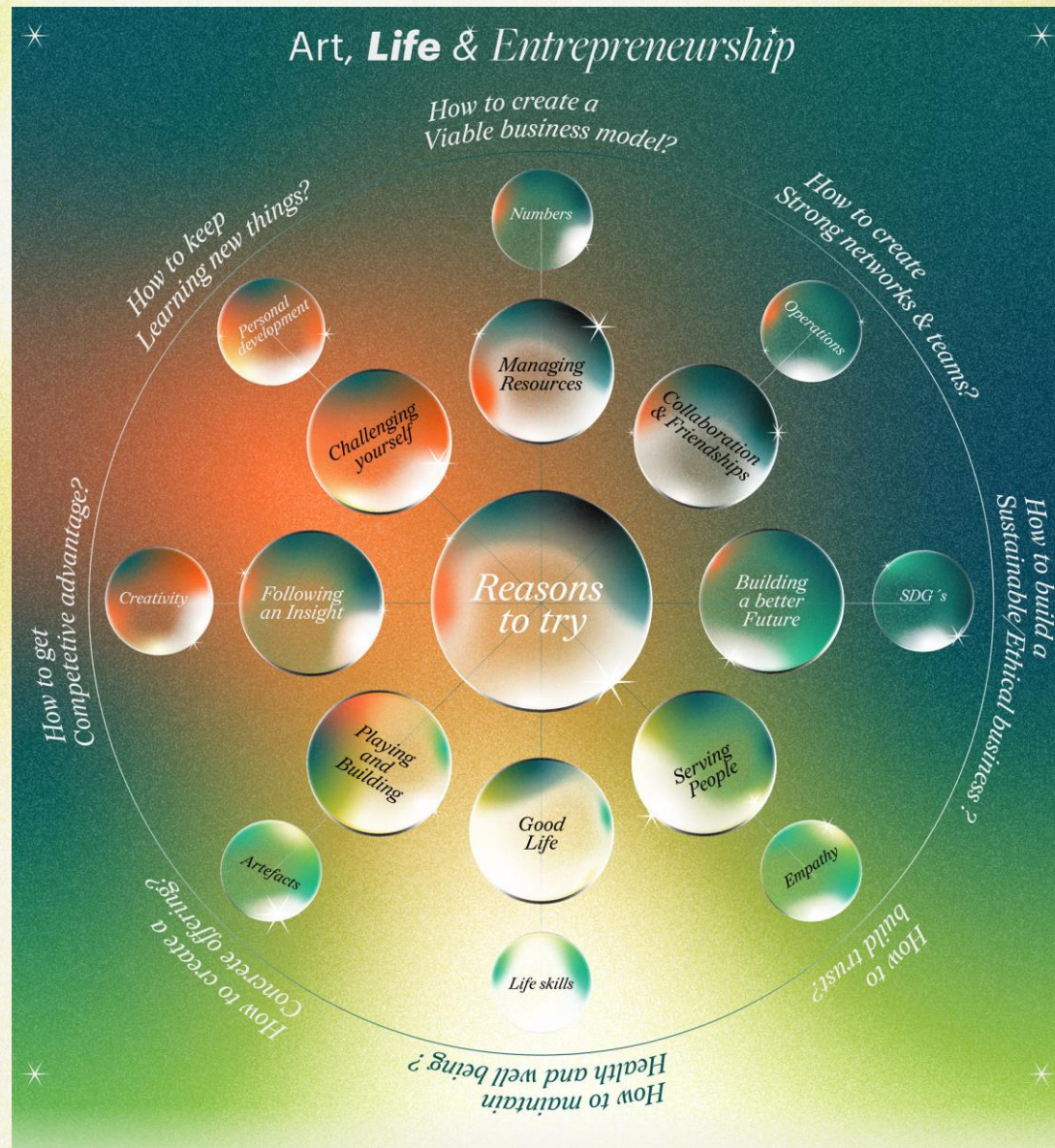


**We will start at 12:15**





Session 1 – April 19

*Test run (of your own business)*



# Katri Manninen

Doctoral student, Aalto Arts, ELO  
Master of Arts  
Screenwriter, Author

Areas of focus:  
Screenwriting, script development,  
academic writing, practice led research



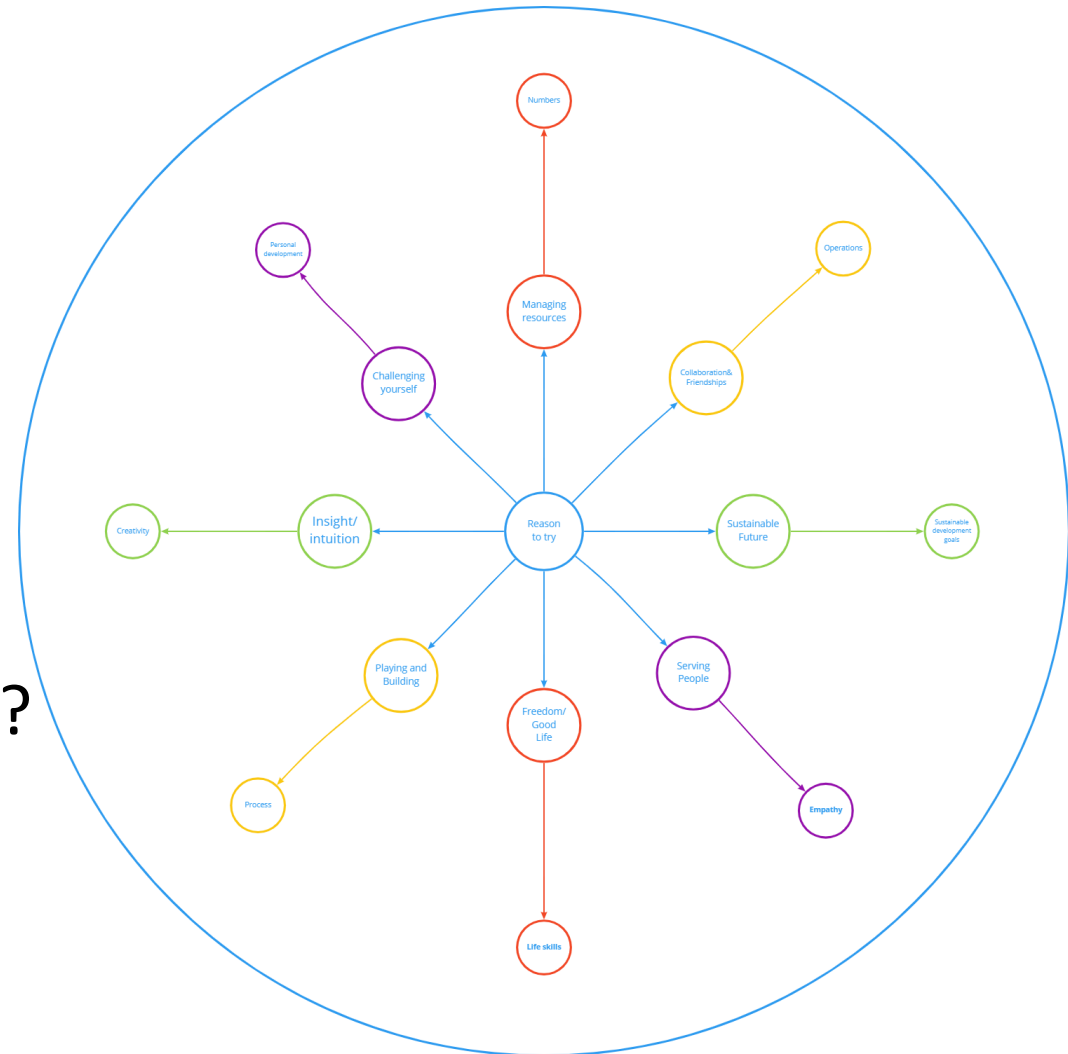
# Home assignment: My strengths

Quick review of homework

Match made in heaven?

In pairs, compare your strengths.  
Would you complement each other in case you worked as a pair?

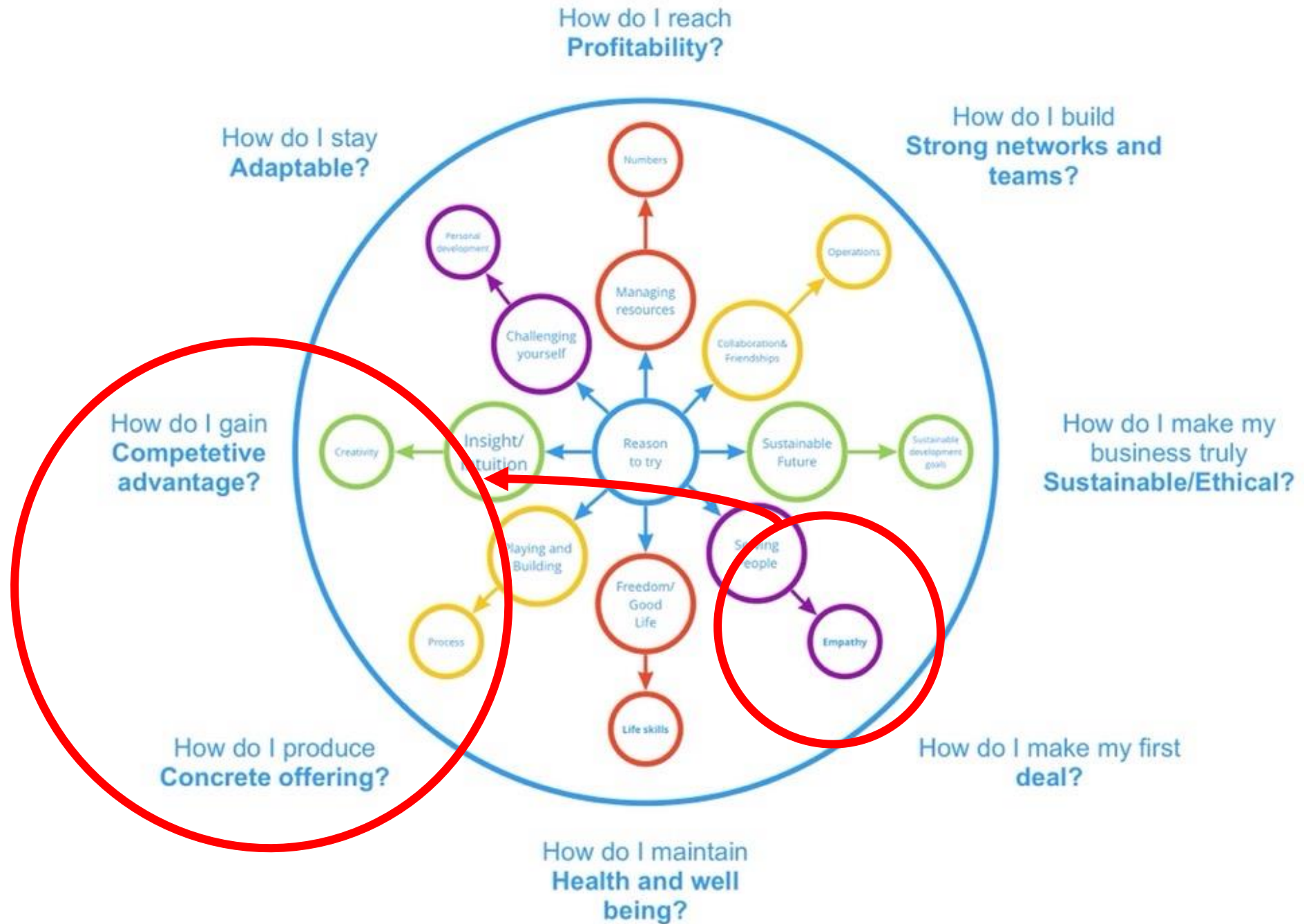
Breakout rooms: 10 minutes



A top-down view of architectural drafting tools on a blueprint. A large metal compass is positioned on the left side. Two markers, one orange and one green, are at the top. A clear plastic ruler is on the right. A black pen with its cap off is at the bottom right. The blueprint features various architectural drawings, including a grid with labels like '3770.2', '1000', '5.38', '1001', '3770.2', '2024.2', and '1770.2'. A central drawing shows a circular area with a dashed line and a rectangular area with a grid of circles, labeled 'Café omšedinski klub'. Other labels include 'možna prostor' and 'prostor za stolu'.

Designing for an outcome







Nokia 3650



**Central standard timing**

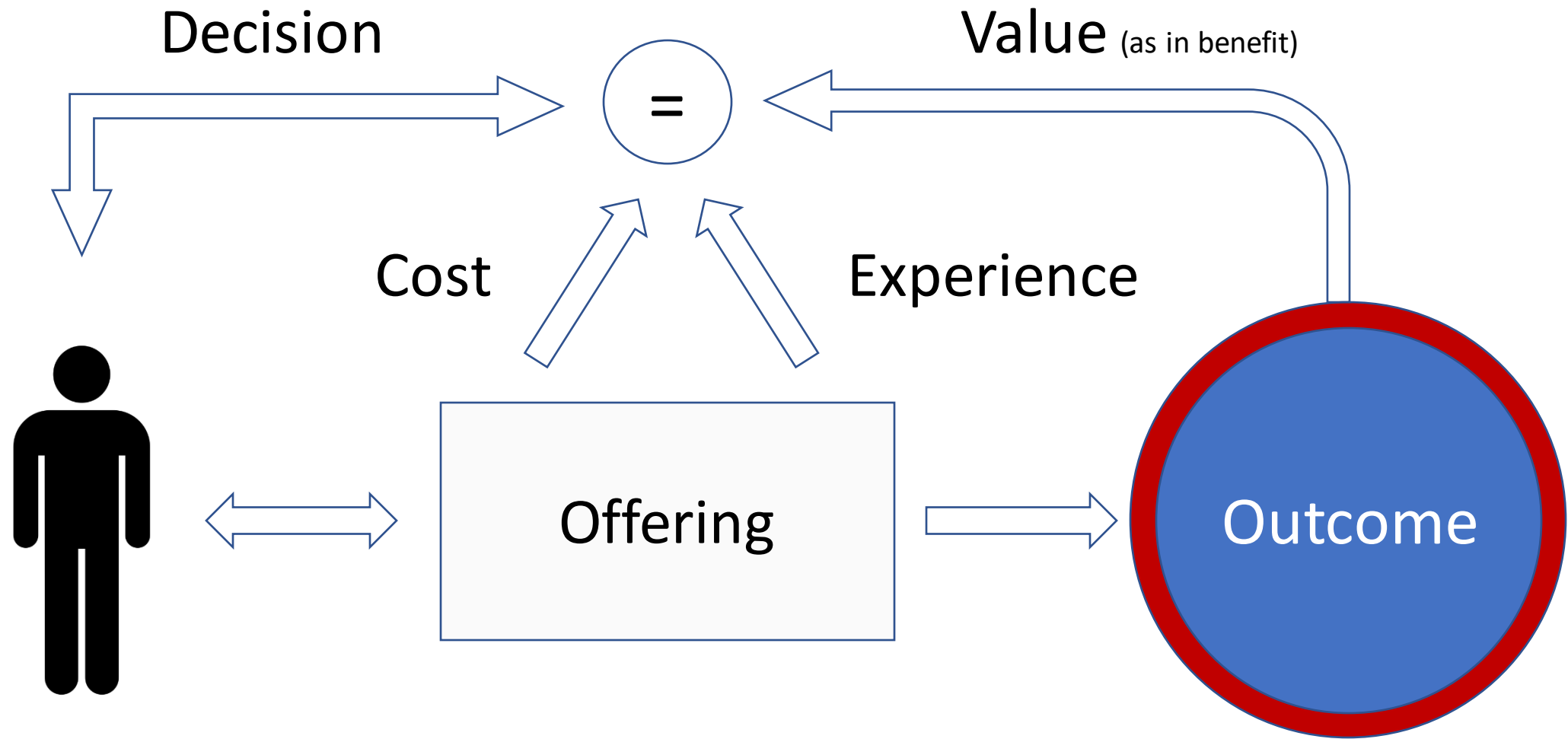




Juicero

The designers designed the product

**FAILURE!**

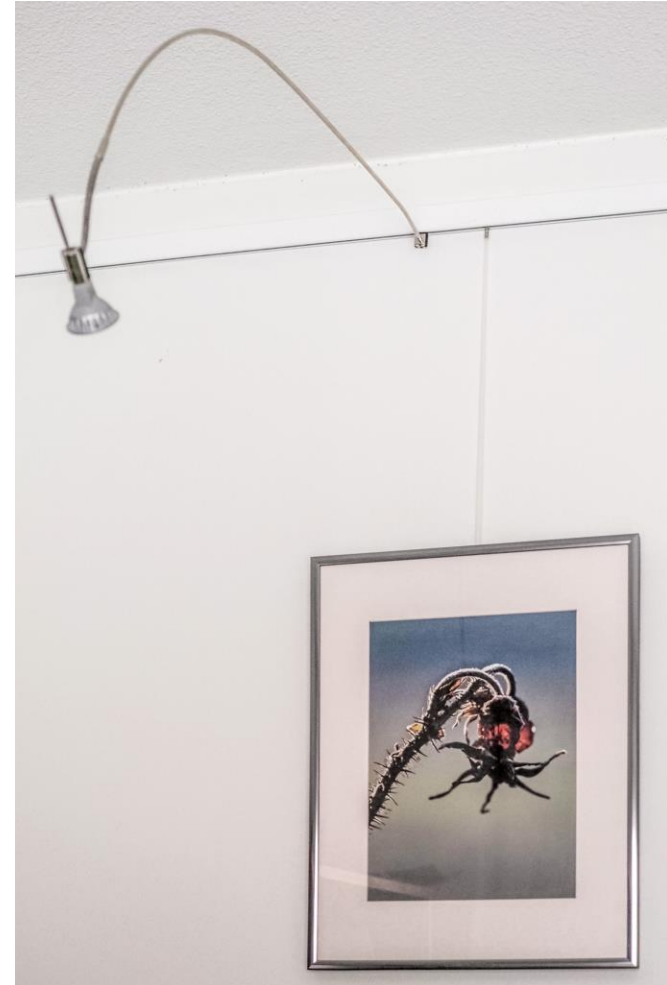




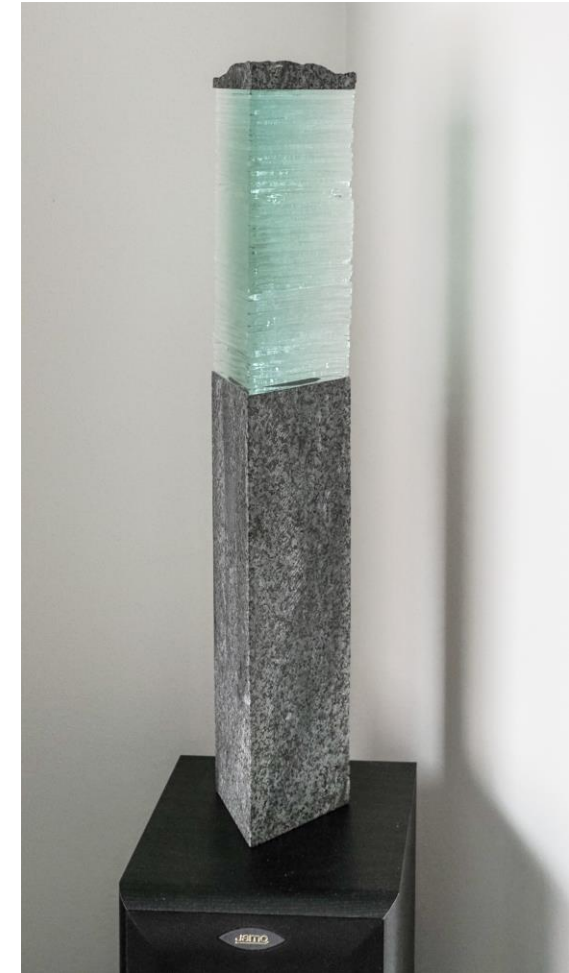
“People don’t buy 6mm drill bits, they buy 6mm holes”



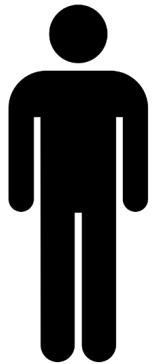
“People don’t buy 6mm drill bits, they buy 6mm holes”



“People don’t buy 6mm drill bits, they buy 6mm holes”





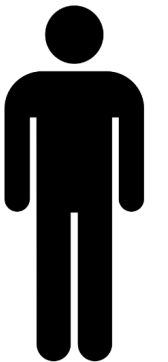
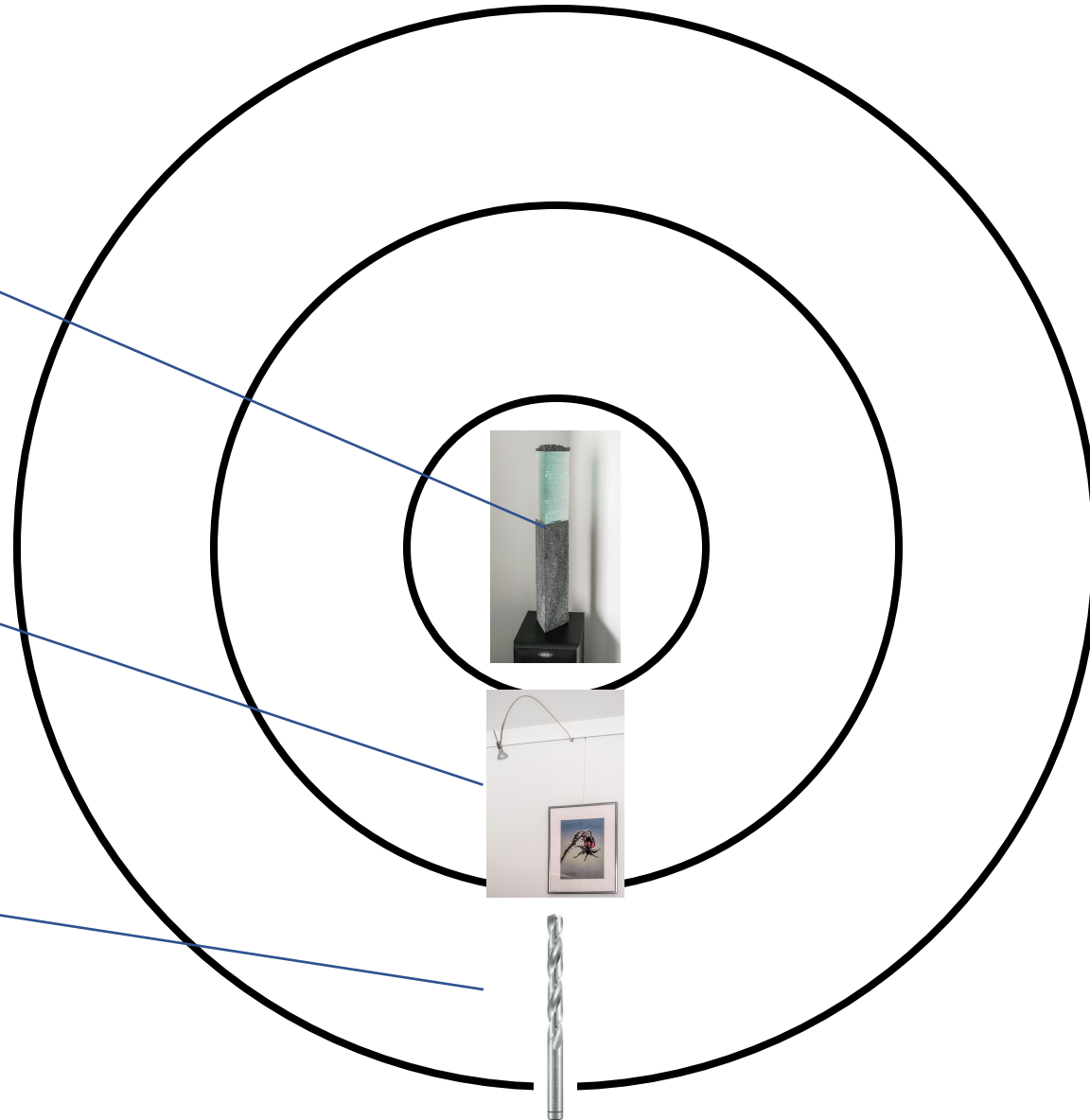


Type of outcome	Design for
Values	Personal fulfilment
Activities	Experience, habits
Actions	Effectiveness, skills, muscle memory

**Values:**  
Collecting art

**Activity:**  
Interior decoration

**Action:**  
Drilling a hole in the wall



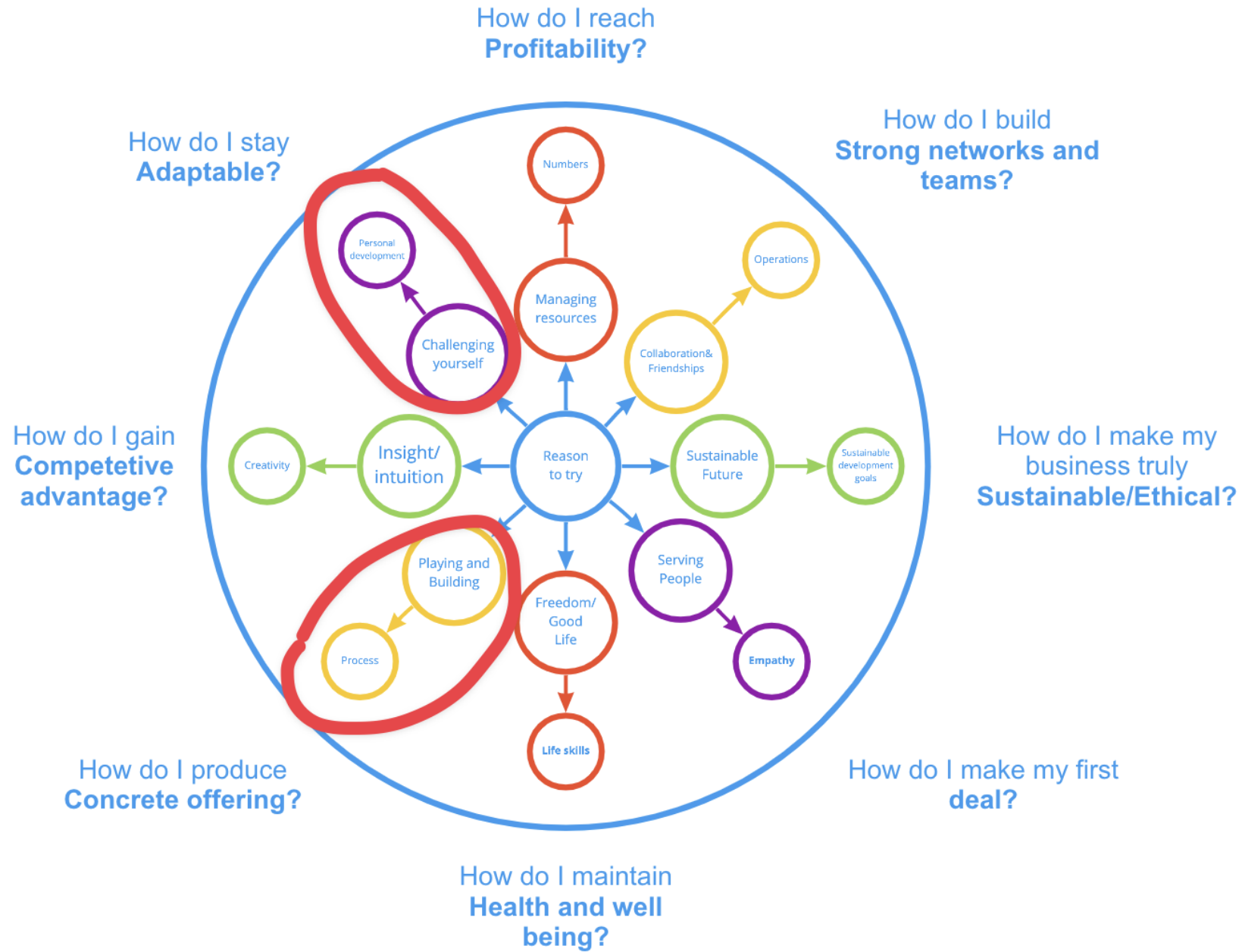
Great discussion of underlying design theories (works best for B2C):

<https://jtbd.info/know-the-two-very-different-interpretations-of-jobs-to-be-done-5a18b748bd89>



Guest speaker

Petri Aukia





Weekly assignment – your first sale

Name \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

# A fun and light-hearted sale during vappu



- Let's make your first deal during Vappu
- Come up with something that you can sell, and then sell it at some suitable occasion during vappu
  - Face-to-face (no online or social media selling)
  - Price does not matter, but collect at least 1€
  - Practice getting your customer involved in a discussion about their outcome
  - If you want to, use your Aalto student status as an ice-breaker