



Design & **I**nnovation **I**n **C**ontext @ aalto

TuE 4060 autumn 2019 (6 ECTS)

Peter Kelly

Senior Lecturer, Aalto University

Visiting Faculty, Sydney School of Entrepreneurship
Australia

Visiting Professor of Business, Trinity College
Dublin Ireland

Visiting Professor of Design, MADA, Chile

Course Objectives

By the end of this course, students will:

Develop a deep appreciation for and exposure to design thinking principles

Apply these principles to address "customer experience challenges"

Develop an ability to craft persuasive and engaging messages

Appreciate that entrepreneurship is a design infused discipline by its very nature

Be confident and able to apply insights from this course to drive innovation in their own fields of interest

Content

This course aims to acquaint students with the "design thinking revolution" currently taking place in a wide variety of contexts including established companies, start-ups, not-for-profits and governments. At its core, entrepreneurship is a design driven activity; the entrepreneur attempts - which implies setback and failure - to design a solution to a nagging problem or challenge.

The visual on the face page of this syllabus is a very powerful entrepreneurial paradigm. Do people want it? (DESIRABILITY) Can we make it? (FEASIBILITY) Is it worth making? (VIABILITY)

Successful **E**ntrepreneurs:

spot patterns where others see chaos

are grounded in a deep and empathetic understanding of the context within which customers operate

prototype potential solutions quickly and cheaply to garner feedback

trust their instincts and intuition in knowing what customers want even if they are unable to articulate it, read Apple!

Teaching & **L**earning **A**ctivities

This course involves a blend of lectures, exercises, discussions, workshops and field research. To really experience the power of design thinking, you will be exposed to a number of creative habitats.

Taking **C**ontact

I am happy to meet with you by prior appointment.

Email: peter.kelly@aalto.fi

Mobile: +358 41 503 4508

Skype: theideastudio

Office: tuas talo 2168 - next to AVP

Schedule (subject to revision)

All sessions will be held on Tuesday from 14.00 -
16.00 at Design Factory STAGE
(www.aaltodesignfactory.fi)

SUBJECT TO REVISION

29 October	Course Introduction
	From Design Thinking to Design Doing
5 November	Design Thinking & Doing Revealed
12 November	Coffee Experience Presentations
19 November	Rapid Opportunity Prototyping
26 November	Team Consultations
3 December	Final Pecha Kucha Presentations

Deliverables

Coffee **E**xperience **E**xercise (INDIVIDUAL) **20%**

As you may be aware, Starbucks has established two outlets at Helsinki-Vantaa Airport and a flagship store in the iconic Aalto designed Academic Bookstore. Additional outlets are being developed and launched in partnership with Kesko Group (4 open thus far in metro Helsinki). Having decided to establish a presence in Finland, I want you to put your creative hats on and propose some ideas that Starbucks should consider developing.

For background, download a copy of "The Coffee Experience" where you will find a candid and critical email written by Howard Schultz of Starbucks. I want each of you to prepare a succinct 1 page memo to Howard proposing what Starbucks should do to recapture the vision and inspiration that made the company one of the most successful IPOs in the 1990s.

DO NOT BOUND YOUR IMAGINATION TO THE ISSUES RAISED IN THE (DATED) MEMO AS MANY OF THEM HAVE ALREADY BEEN ADDRESSED IN SOME RESPECT.

In addition to the one page memo, I want each of you to prepare a presentation for Howard (5 minutes maximum). Append copies of your proposed slides to your memo. I WANT TO SEE HIGHLY VISUAL, IMAGINATIVE AND CAPTIVATING WORK.

PRESENTATIONS ARE TO BE SUBMITTED TO MY COURSES BY
14.00, 12 NOVEMBER 2019

Coffee Experience Presentation/Critiques 10%

On a voluntary, first come, first served basis, you will have an opportunity to make a presentation to the class. A strict 5 minute limit will be imposed and there will be an additional 5 minutes allocated for questions from the audience.

OR

If you do not present, you will be required to submit detailed and thoughtful critiques on TWO (2) of the presentations. Needless to say you need to be present in class to prepare the critiques!

CRITIQUES ARE TO BE SUBMITTED TO MY COURSES BY 17.00,
15 NOVEMBER 2019

Reflective Essay (INDIVIDUAL) 20%

Download a copy of the article "What Makes Entrepreneurs Entrepreneurial?" by Saras Sarasvathy from:

<http://www.effectuation.org/sites/default/files/documents/what-makes-entrepreneurs-entrepreneurial-sarasvathy.pdf>

Based on insights from reading through the substantial resources that I have provided you on the course web, I want each of you to write a reflective piece to support the answer "because they embrace design thinking" to the question posed by Saras.

Word Limit: 2000

THE ESSAY IS TO BE SUBMITTED TO MY COURSES BY 17.00,
29 NOVEMBER 2019

Rethink the Concept of University

50%

Building on the insights gained from the Opportunity Prototyping course, the group task will be focused on the challenges (or opportunities in disguise) presented by the disruptions experienced in higher education around the world. Harvard Professor Clayton Christensen, a world leading authority on disruption, has been the canary in the coalmine as an early voice highlighting the challenges ahead.

In an opinion piece in the New York Times, he wrote:

"Historically, higher education has avoided competitive disruption. One reason for this past immunity is the power of prestige in the higher education marketplace, where the quality of the product is hard to measure. In the absence of comparable measures of what universities produce for their students, the well-respected institutions have a natural (read networking) advantage. A related stabilizing force is the barrier to disruptive innovation created by the accreditation process which in the past made conformance to tradition the price of entry into the industry."

As active consumers of higher education, each of you brings a deeply empathetic lens through which to explore this challenge. There is a wealth of

discussion and insights on a variety of topics uploaded onto MyCourses for your reference.

As an amuse-bouche, consider the following:

Christensen predicts that 50% of US colleges and universities will go bankrupt in the next decade. The explosion of online learning platforms was not started by universities (think Udacity and Coursera) but did stimulate their eventual entry into the space (EdX) and embracing the potential of online education.

Venture capital is pouring into the educational technology sector - almost \$1.5 billion was invested in this space in the USA in 2018

Short term bootcamps have become so powerful and impactful that they actually have been classified as an industry. Employers are engaging with these platforms because they seem to be more effective at developing and nurturing valued "doing" skills.

There are warning signs abounding that parents and students are questioning the cost/value ratio for residential university experiences. Is a degree valued any more? Will I gain the skills to land a job that brings the best out of me? Why does it take so long? Why does it cost so much? Why is it so hard to access (ie get in)?

Honing networking skills and actively creating strategic networking opportunities for students to advance their personal and professional development is a white hot topic that only now is being discussed.

When you reflect upon it, in many respects, universities appear to have many characteristics in common with cruise ships:

Typically large in scale (size, enrolment)

Have a crew (faculty, staff)
Engage passengers (undergrads, grads, post grads, lifelong learners)
Cabins (lecture halls/offices/dorms)
Programs (to keep you occupied)
Diversions (places to eat, shop, hang out, socialize, exercise and reflect)
Long life cycle (for cruise ships 30 years, for universities often hundreds of years) As an aside, University of Bologna was established in 1088.

Universities, or higher educational institutions more broadly, are living in exciting and challenging times, precisely a context domain that is ripe for disruption and exploring new opportunities. In the Opportunity Prototyping course, the group task was to identify and explore an "ideation nugget" for the challenge Rethink the Concept of University. Teams had complete freedom to explore any domain of interest to them.

YOU WILL BE BUILDING ON THE INSIGHTS OF THIS TALENTED GROUP IN THIS COURSE TO DEVELOP A PROPOSAL THAT MEET THE "DESIRABILITY", "FEASIBILITY", AND "VIABILITY" TESTS. CUSTOMERS WANT THIS TO HAPPEN, WE HAVE THE TOOLS AND TECHNOLOGIES AVAILABLE TO MAKE IT POSSIBLE, AND IT MAKES GOOD "BUSINESS SENSE" TO IMPLEMENT.

YOU WILL BE WORKING ON THIS TASK IN GROUPS OF 6.

Final **P**resentation

The presentations will be made in the form of "Pecha Kucha" - 20 slides in length, 20 seconds per slide precisely (6:40). To pull this off, you need to plan very carefully and craft a detailed manuscript to

guide delivery. You will find Pecha Kucha resource aids on the course web site.

Each team will be allocated private time with me "in camera" where I will provide you with detailed critique. This method proved to be the most valuable learning experience for course participants in previous years and addresses a very real need for students to develop the ability to create and deliver high impact messages. Final presentations are scheduled for 3rd December.

Please submit to me your presentation, script, peer assessment AND a detailed summary of the background material you consulted in undertaking your project.

Deadline: 6 December 2019