

# Pre-assignment instructions



# The pre-assignment in a nutshell

## What do you need to do as a team?

1. User research
2. Benchmarking

## When does the assignment need to be completed?

It is due on Friday, November 8 at 11 am. Submit it via MyCourses website under Assignments

## What is in it for you?

- Doing this well gives you a significant advantage for the intensive days!
- The pre-assignment will contribute 20% of the final grade of the course

## What to consider before you jump in and do all the work?

- Will the research help you understand the client organization's problems in a way that you can use the insights to connect back to the Nordic Smart Government's ambition and vision?
- Will the way you approach the pre-assignment help take you a step forward in bringing forth the value of structured financial data for an SME that operates within the value-chain of food?
- Will it help uncover something new about one or more of the three inter-connected focus areas / sub-challenges?



# Part 1: User Research

When designing a solution, always aim to **observe people** in their natural, real-world setting to gather insights. For part 1, please prepare a report that includes:

1. Description of the target user(s) you've selected
2. Documentation of the research methods used
3. A summary of your findings

## Who could you research?

- An employee – What are the tasks they are trying to complete? What does their day look like?
- An end-customer or a stakeholder – Who are the people your organization is aiming to serve?
- A partner – Who are the partner organizations? Who are the people your organization needs to work with in order to run their operations and to meet their objectives?
- A public authority – Who are the people your client organization needs to report to? What do they need to report? How often do they need to report?

## How to do the research?

- If you can get into a face-to-face encounter with the group(s) of people you have selected, use different direct ethnographic methods, including e.g. observations, video diaries, photographs, shadowing etc
- If you cannot get into a face-to-face encounter you could e.g. do telephone interviews, web surveys etc
- Please complement your research with secondary sources, such as articles, news, reports and public data, pre-existing research and surveys etc



# Part 2: Benchmarking

- **Do benchmarking** relevant to your case challenge and aim to find **successful and disruptive** examples of digital service concepts and solutions
- Take into consideration the following **dimensions**:
  - Similar and different organizations
  - Public and private sectors
  - Global and Finnish examples
- **Prepare a report that includes**
  1. Description of the client situation/challenge that the benchmarking is conducted for
  2. Description of 3-5 benchmark concepts and solutions



# Practicalities

## Complete the assignment as a team

- **Report format and submission**
  - Report itself max. 8 pages (A4-size) covering both assignment parts
  - Prepare also 2 slides – one on each part – and be prepared to present those later during the course
  - Be creative in using both text and visual elements
  - Remember to mark your **Team Name / letter and team members** on the cover
  - Submit it via MyCourses website under Assignments by Friday November 8th at 11:00 am
- **Evaluation**
  - Graded on scale 1-5, contributes 20% to the final grade

