

Service Design and Engineering (SDE) track

2.9.2020



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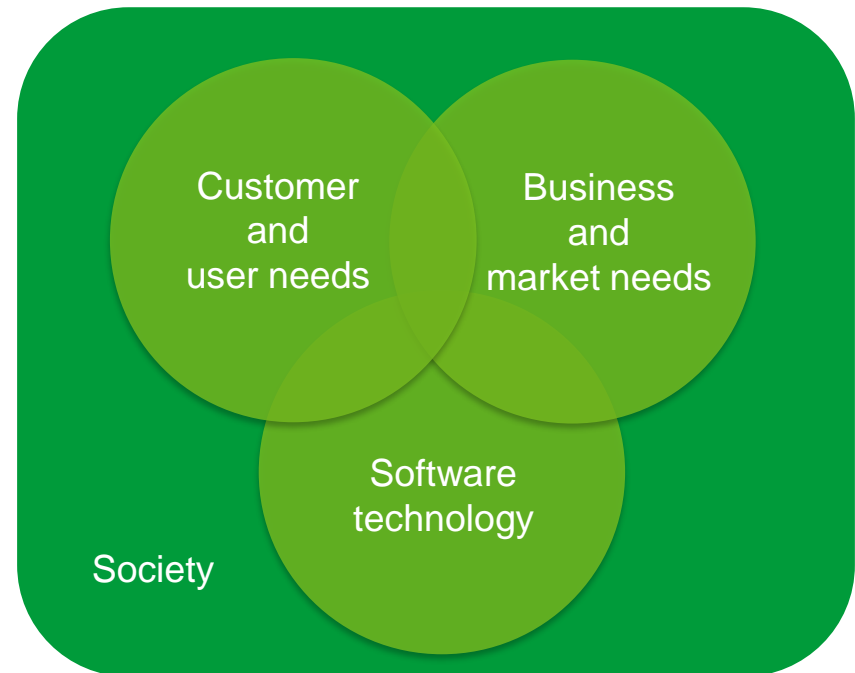
Service Design and Engineering (SDE) - why

Digital services can change any business and public sector radically.

Digital services are developed by **multidisciplinary teams**.

Professionals that are able to develop digital services by combining

- **user-centered design**
- **software engineering**
- service design
- business and entrepreneurship



The SDE track is for students who want to specialise in developing **human-centric digital services** and analysing their impact on **business** and **society**.

Service Design and Engineering (SDE) - why

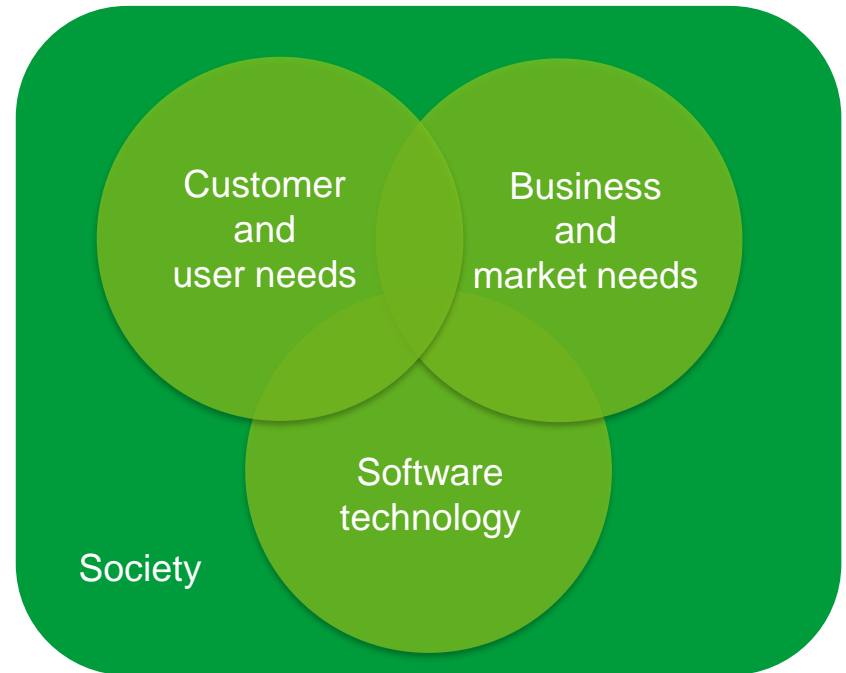
After completing their studies, students can work in

- industry
- design and engineering companies
- public organisations
- startups

as

- product owners
- software developers
- user interface and interaction designers
- usability specialists
- user experience managers
- service designers
- project managers
- business analysts.

The track also provides a good starting point for doctoral studies.



Track: Service Design and Engineering (SDE)

Master's thesis (30 cr)

Any Aalto minor (20-25 cr)

Elective Studies (20-25 cr)

Courses of **user-centered design & software engineering**

Human-computer interaction
User interface construction
Collaborative evaluation of interactive systems

Software design and modelling
Software processes and projects
Requirements engineering
Software architectures
Software testing and quality assurance

Compulsory courses

Data-Driven Concept Design
User-Centered Methods for Product and Service Design
Software Engineering

Compact major (40-45 cr)

Track: Service Design and Engineering (SDE)

Master's thesis (30 cr)

Elective Studies (20-25 cr)

Courses of **user-centered design** and **software engineering** +
other optional courses

Compulsory courses

Data-Driven Concept Design

User-centered Methods for Product and Service Design
Software Engineering



Long major (55-65 cr)

UFISA

User-Centered Design for Innovative Services and Applications

*- example on studies in
international settings
connected to research*



Collaborative Service Prototyping and Evaluation

- **Co-designing** services: participatory and user-centered design in international multi-disciplinary student teams
- Creating **service blueprints** and **prototypes** for exploration and evaluation
- **Evaluation in real settings** with local community members
 - Presentation and walkthroughs of service ideas and prototypes
 - Discussions with the youth, feedback on the contextual fit of the proposals



Service Design and Engineering (SDE)

- Teaching staff can support you.
- Do not hesitate to contact us
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