

SERVICE DESIGN AND ENGINEERING

How studies helped me in work life and how it can help you



HELLO!

- From Turkey
- Graduated last year
- Background in Computer Science
- Came for Software Engineering → Chose to proceed with SDE later in studies
- Currently working as a UX Designer

WHY SERVICE DESIGN?

- I enjoyed the courses related to design more
- Gave me an interesting reason why we do the things we do
 - Focusing on end user needs and expectations
 - This won't be the only reason you develop things though, but as a designer that's what you'll bring to table 😊
- Diversity in participants
 - I mostly took courses with students from Information Networks > User-Centered Design major
 - In few courses, I had teammates from IDBM and New Media studies
- Project & teamwork-oriented courses

COURSES THAT HELPED ME

Curriculum is very flexible, make the most of it for you

Mandatory:

- CS-E4900 User-centred Methods for Product and Service Design
- CS-E5200 Design Project → this seems to be replaced (CS-E5250?)

Teamwork/Project:

- CS-E4940 Requirements Engineering
- CS-E5210 Usability evaluation
- CS-E5220 User Interface Construction
- CS-E4100 Mobile Cloud Computing

- CS-E4920 Portfolio in Software and Service Engineering
- CS-E5000 Seminar in Software and Service Engineering
 - I didn't take it, but I recommend taking [CS-E5005 Research Methods in Software and Service Engineering](#) before this



There are [Special Courses](#) that has different subjects in different semesters, try to keep an eye on them and take the one you are interested

e.g. I took CS-E4002 Special Course in Computer Science: The Internet of Things

Heard good things about this:

- CS-E5002 Special Course in Software and Service Engineering : Digital Service Design

BUT I'M NOT A DESIGNER...

- Not yet
 - I wasn't either, and I'm not inclined to visual arts either
- UX/Service/Product design is about
 - Exploring and understanding people's interactions with services, their habits, their expectations
 - Trying to reflect these in your solution ideas
- Not just about creating visual identity; **UX encompasses a lot of things**
 - there are a lot more different professions contributing to providing a good user experience
 - Graphic designers, UI Designers, creative writers, motion designers, **engineers...**
 - And you'd need to work together with these professionals 😊



WHAT I DO AT MY JOB

- Requirements Analysis
- Concept design = Making ideas tangible
 - Especially for new/future product or features
 - Wireframing / prototyping / non-final UI designs
 - Rarely for imagining and presenting future ideas to partners
- User journey design & analysis

UX Design

- Mobile & web design
 - Relying on platform guidelines
 - Collaborating heavily with visual & UI designer for specs and scalability guidelines
 - Working with engineers to make sure you're proposing realistic UI designs

UI design

- Planning and conducting user tests & Analyzing results
- Prototyping
- Benchmarking

Research

YOU'LL HAVE AN EDGE

- You know how to communicate with engineers and work with them
- A lot of practices and skills you'll practice in your studies are workshops companies pay for and host for their employees
 - E.g. facilitation, presentation
 - There are also quite contemporary courses at Aalto
 - E.g. CS-E5370 Law in Digital Society → we were focusing on GDPR in this course

PROJECT & TEAMWORK - COLLABORATION

- I have colleagues from Information Networks and IDBM studies, in addition to CS
 - It's important that you get exposed to opinions coming from different backgrounds → you will face it eventually 😊
- Collaboration is going to be a huge part of your work as a designer
 - The project courses I took prepared me for that
 - You need to be adaptive in your communication with different people → You'd need to explain the same things in different ways to different people
 - Aalto provides a diverse group of students, try to go out of your friend group 😊



PROJECT & TEAMWORK - ITERATION

- In work life, it's probable that you work on the same product/service for very long time and you still need to keep a fresh eye
 - In studies, you have [projects that span a whole semester or more](#) → I recommend choosing some courses that offer this type of projects
 - They get you familiar with iteration
 - Definitely a great aspect of Finnish education: in my previous studies, projects were mostly limited and created the notion of done and gone

FEEDBACK

- Design work iterates based on feedback
 - Can be received from users, teammates, project stakeholders, clients etc.
 - You'll receive a lot of it
 - You need to learn how to recognize the patterns, prioritize and filter them out
 - And iterate based on them
- Studies give you a great sandbox to get used to receiving and applying feedback
 - Take them all – even with industry collaboration, you are not doing things to profit primarily in courses (maybe you can on the side)
 - Get used to the practice, get used to understanding the given feedback on the work you do is not personal

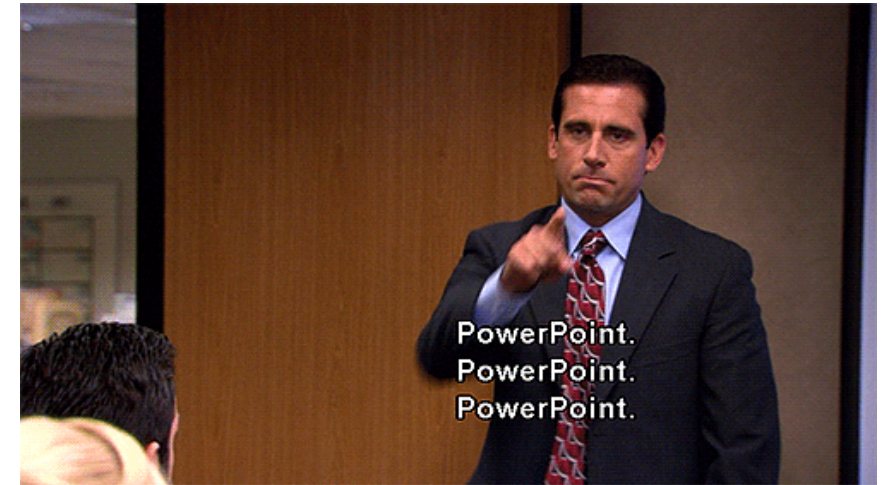


COLLABORATION WITH INDUSTRY

- Gets you exposed to feedback with possibly different priorities
 - You will hear these in work life
 - Good to start working with them
- One way to start building your network and references
 - Will come handy especially if you're not a local

BONUS: FACILITATION & PRESENTATION SKILLS

- These skills might not be the core of your work
 - might be as well depending on your position, especially later in your career, if you'd like
 - I had colleagues working as Service, Strategy or Business Designers and a big chunk of their work was facilitating workshops
- You need to develop and hone these skills to help you with your regular tasks as a UX/Service/Product designer
 - You'd need them e.g. when
 - Conducting interviews
 - Conducting user tests
 - Facilitating workshops with different stakeholders to gather requirements
 - Showing your progress and gathering feedback
 - Discussing within your project team
- In a lot of courses, you get to practice these
 - Even if it's out of your comfort zone, try to practice these



THESIS

- A great opportunity to
 - learn more and be almost an expert about a topic
 - for me, it was also the opportunity to read fundamental materials in design studies
 - reserve time to explore something you're interested in
 - You also get to practice it yourself
 - As a young designer, it's a case study for your portfolio as well 😊
 - get up to speed with the contemporary in the chosen topic
 - practice concise writing
 - As a designer, you should become aware of how you explain things, even if you're not the creative writer



I recommend choosing a topic you're interested in

It's a long project and you'd need to analyze some aspects very deeply



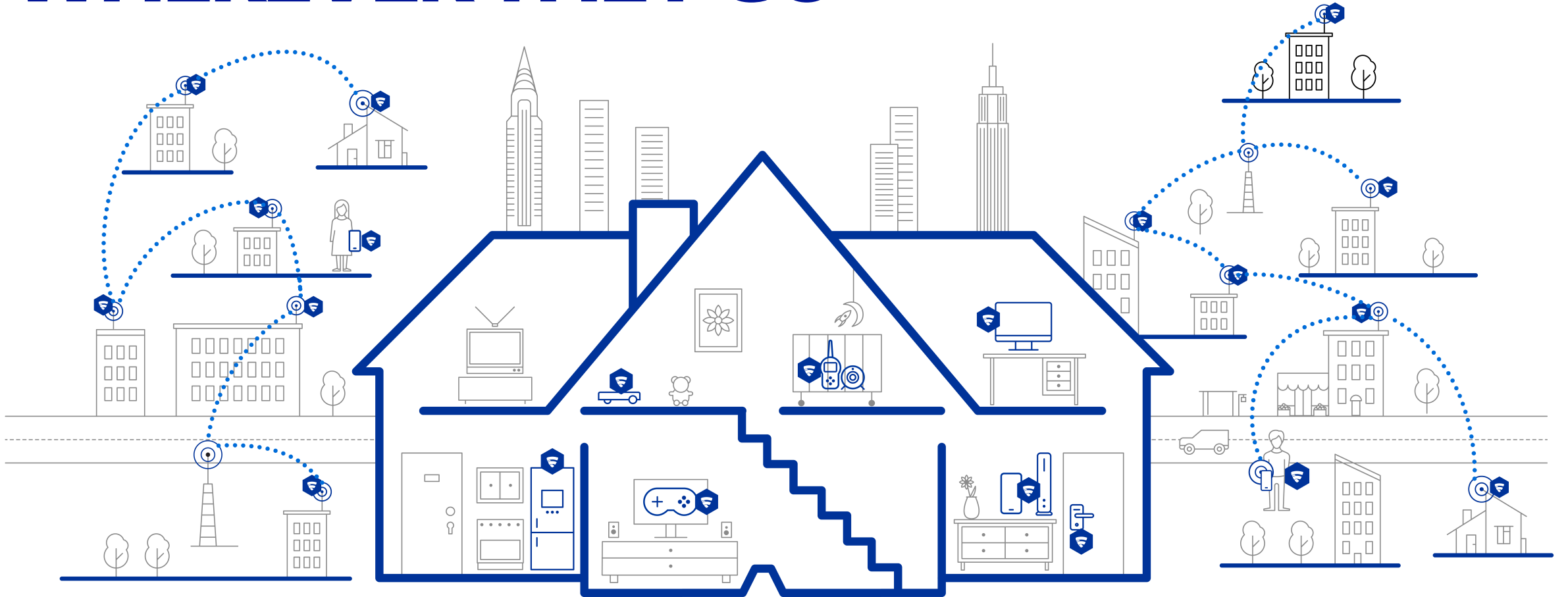
You will have the support of your supervisor, try to make most of it

They will probably even advise you on scheduling as well

**WE EXIST TO BUILD TRUST IN SOCIETY
AND TO KEEP PEOPLE AND BUSINESSES
SAFE**



PROTECTING CONSUMERS WHEREVER THEY GO



WE'RE HIRING

B2C design team is looking for teammates (You can apply even if you're not a senior designer, we have some more openings):

<https://emp.jobylon.com/jobs/66926-f-secure-senior-ux-designer/>

For all vacancies:

<https://www.f-secure.com/en/about-us/careers/job-openings>

**GOOD LUCK
AND
ENJOY!**

