

Course Overview 2023

	Problem space <i>What's the problem to solve?</i>				Solution space <i>What needs to be designed to solve it?</i>		
	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7
Project steps	Immerse into the topic, get to know your team and plan fieldwork together	Uncover the pain points of the current service experience by interviewing end-users	Analyse the 'as is' current service experience and identify opportunities to improve it	Imagine one (new or existing) digital interaction to improve the service – based on the current experience analysis	Plan how to prototype the improved experience. Build a prototype for users to interact with (Figma)	Test the experience of the new interaction with users, by using the Figma interactive prototype	Present and justify the final solution with research evidence and design process documentation
Learning Outcomes	<i>Carry out work in collaboration with a real partner and in a project team</i>	<i>Apply basic co-design methods as part of the design process</i>	<i>Analyse an existing service experience from a multi stakeholder and organizational perspective, and identify front-stage opportunities for improvement</i>		<i>Develop a user journey and an interactive prototype and evaluate it with users</i> <i>Make use of interaction design and service design in service development and evaluation</i>		<i>Justify a design solution and define the main benefits of the solution for its stakeholders</i>
Activities	MOOC 1 - 5 Trying the service	Service map Interviews	Storyboard	Mid-Term	User evaluation plan	User evaluations Interactive prototype (Figma & Programmed)	Final Presentation
Group submissions	Interview schedule	Discussion Guide	Service Map	Storyboard Mid-Term Presentation	Evaluation Plan	Figma Prototype Programmed prototype	Final Report Presentation
Individual submissions		MOOC 1+2	MOOC 3 Reflective Essay I	MOOC 4	MOOC 5		Reflective Essay II

Course Schedule 2023

Day	Times	Room	Contact teaching topic	Contact teaching pre-task	Independent project activities	Weekly Submissions
Week 1: Introduction						
Tuesday 05.09	09.15 - 12.00	Otakaari 1, U356	Course Introduction	-	Arrange 4 interviews Start thinking about the discussion guide for next week	Group: Interview schedule (Fri 08.09 by 18h)
Thursday 07.09	09.15 - 12.00	Väre Biz, T003	Client presentation	Pre-task: Try the Sanoma Learning and prepare questions		
	13.15 - 12.00	Väre Biz, T003	Conducting Fieldwork	Pre-task: Read the chapter: "In-depth interviews..."		
Week 2: Understand						
Monday 11.09	Check slot (09 -12)	Groups 1-5: U401b Groups 6-10: U229a	Group tutorials	Share weekly assignment work in progress and any other question to support your teamwork	Conduct 4 interviews (Participate at least in 2)	Group: Discussion guide (Tue 12.09 by 18h) Individual: MOOC 1+2 (Fri 15.09 by 18h)
Tuesday 12.09	09.15 - 12.00	Otakaari 1, U356	Service map introduction	-		
Thursday 14.09	09.15 - 12.00	Väre Biz, T003	Service map workshop	Bring your laptop, we will work on Miro in class		
	13.15 - 16.00	Väre Biz, T003	Optional tutorial: MOOC 1+2			

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Week 3: Analyze						
Monday 18.09	Check slot (09 -12)	Groups 1-5: U401b Groups 6-10: Y309a	Group tutorials	Share your work in progress of the weekly assignment and any other question to support your teamwork	<u>Prepare Mid-Term presentation</u>	<u>Group: Service map</u> (Tue 19.09 by 18h)
Tuesday 19.09	09.15 - 12.00	Otakaari 1, U356	Storyboard Introduction	-		Individual: MOOC 3 (Fri 22.09 by 18h)
Thursday 21.09	09.15 - 12.00	Otakaari 1, U405a	Storyboard workshop	Bring your laptop and the Use case scenario description ready.		<u>Individual: Reflective essay I</u> (Fri 22.09 by 18h)
	13.15 - 15.00	Otakaari 1, U405a	Optional tutorial: MOOC 3	-		
Week 4: Imagine						
Monday 25.09	Check slot (09 -12)	Groups 1-5: U401b Groups 6-10: Y309a	Group tutorials	Share your work in progress of the weekly assignment and any other question to support your teamwork		<u>Group: Storyboard</u> (Tue 26.09 by 18h)
Tuesday 26.09	09.15 - 12.00	Otakaari 1, U356	Optional tutorial: MOOC 4			<u>Group: Mid-Term Presentation</u> (Thu 28.09)
Thursday 28.09	09.15 - 15.00	Väre, M202	Mid-term review presentations	Agenda can be found in the <u>MyCourses > Mid-Term presentation</u>		Individual: MOOC 4 (Fri 29.09 by 18h)

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Week 5: Prototype						
Monday 02.10	Check slot (09 -12)	Groups 1-5: U401b Groups 6-10: Y309a	Group tutorials	Share your work in progress of the weekly assignment and any other question to support your teamwork	Prepare evaluation materials Design a prototype for one touchpoint using Figma Arrange evaluation times with participants between Friday 13th and Tuesday 17th – after pilot test	Group: User Evaluation plan (Fri 06.10 by 18h) Individual: MOOC 5 (Mon 09.10 by 18h)
Tuesday 03.10	09.15 - 12.00	Väre, F102	Evaluation and co-design methods			
Thursday 05.10	09.15 - 12.00	Väre, M202	Interaction design			
	13.15 - 15.00	Väre, M202	Optional tutorial: MOOC 5			
Week 6: Test						
Monday 09.10	Check slot (09 -12)	Groups 1-5: U401b Groups 6-10: Y309a	Group tutorials	Share your work in progress of the weekly assignment and any other question to support your teamwork	Conduct 4 User evaluations between Friday 13th and Tuesday 17th – after pilot test (participate at least in 2)	Group: Figma prototype (Wed 11.10 by 18h) In pairs: Simple programmed interaction (Fri 13.10 by 18h)
Tuesday 10.10	09.15 - 12.00	Otakaari 1, U356	Programming a simple interaction			
Thursday 12.10	09.15 - 12.00	Väre, M202	Pilot tests			
	13.15 - 15.00	Väre, M202	Programming a simple interaction			

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Week 7: Finalise & Present						
Monday 16.10	Check slot (09 -12)	Groups 1-5: U401b Groups 6-10: Y309a	Group tutorials	Share your work in progress of the weekly assignment and any other question to support your teamwork	Finish evaluations, analyse the findings and summarise them for the final presentation and report	Group: Final Report Presentation (Thu 19.10)
Thursday 19.10	09.15 - 15.00	Väre, M202	Final Presentations	Agenda can be found in the MyCourses > Final Report Presentation		Individual: Reflective essay II (Fri 20.10 by 18h)

No contact teaching on Tuesday 17th October