



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

TuE 4060 autumn 2016 (6 ECTS)

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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

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Schedule (subject to revision)

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

SUBJECT TO REVISION

3 November	Course Introduction
	From Design Thinking to Design Doing
10 November	NO CLASS SCHEDULED
	Coffee Experience Challenge Research

17 November Coffee Experience Presentations

24 November Rapid Opportunity Prototyping

1 December Team Consultations

8 December Final Pecha Kucha Presentations

Deliverables

Coffee Experience Exercise (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 Stockmann Academic Bookstore. Additional outlets are being developed and launched in partnership with Kesko Group (5 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.

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, 17 NOVEMBER 2016

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, 21 NOVEMBER 2016

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,
2 DECEMBER 2016

Rethink the Concept of Aging

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 a rapidly and increasingly aging society. When Social Security was introduced in the US in 1935 the program was designed with an expected lifespan of 58 (men) and 62 (women) in mind. Lifespan in the US has lengthened to 76 (men) and 81 (women) and continues to increase, in part, given the rapid advances being made in medical technology and wellness space. The prospect of living longer, more active lives is already a reality - but how we occupy our time, promote and maintain a healthy lifestyle and importantly finance longer lifespan in a sustainable way is an ever present challenge both for individuals and society as a whole.

According to the Stanford Center on Longevity (www.longevity3.stanford.edu) Sightlines Project (2016):

- 75% of Americans indicate they want to live to 100 if they can do so in good health

- Received research supports the view that the ability to achieve long life is a function of healthy lifestyle, financial security and social engagement
- Smoking is on the decline and individuals are exercising more but they are also sitting more and report experiencing persistent problems with diet and sleeping
- Financial security has fallen off, particularly for millennials who experience problems making ends meet, having funded their education with debt, and with few funds available to purchase real estate, save for retirement, or meet unexpected emergencies (<\$3.000 on hand)
- Millennials do have friends they can count on in tough times although baby boomers (55-64) appear to be far less socially engaged than their predecessors

Dramatic shifts have also been observed in living patterns, consumption patterns, and the nature of work:

- 40% of US households in 1970 were married couples with children (2014 - 20%) - today 60% of households are represented by single adults and/or couples with no children
- Freelancing is becoming a popular career option across a wide variety of age groups: 30% for millennials (21-34), 33% GenX (35-50), 29% baby boomers (51-68) and 8% Seniors (69+) - more than 60% of all freelancers across all age groups choose this as a matter of choice
- For many millennials, the "experience of consuming" does not necessarily entail "asset ownership" (NOwners) - we are observing a trend among this group to "nest" for a longer time with parents. Car companies are also rethinking the

notion of mobility as many young consumers eschew the concept of car ownership.

- PWC Moneytree estimates that almost \$10 billion has been invested in the past 3 years in biotech and medical services ventures - many of which are exploring how to lengthen lifespan. Many leading disruptors like Peter Thiel (EBay, Sergey Brin (Google), Larry Ellison (Oracle) and Craig Venter (Human Genome Project) among others are active in this space.
- According to AARP (2016), by 2020, 117 million American seniors will need assistance of some kind implying market spend of almost \$300 billion.

You are living in exciting and challenging times, precisely a domain context that is ripe for exploring new opportunities to design and live a life that creates meaning for you, value for society at large, and based on a financially sustainable foundation. In the Opportunity Prototyping course, the group task was to identify and explore an "ideation nugget" for the challenge Rethink the Concept of Aging. 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 Presentation

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 last year and addresses a very real need for students to develop the ability to create and deliver high impact messages. Final presentations are scheduled for 8th 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: 12 December 2016