



Aalto University
School of Science

CS-E5200 Design Project

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Antti Salovaara

Jarmo Seppälä

Marko Nieminen

Agenda

Friday 11.1.

Time	Topic	Speaker
09:15 – 09:30	Welcome & Preliminary Scoping	Mika P. Nieminen
09:30 – 10:30	Customer & Initial Scoping	Jesse Palo, Posti
10:30 – 10:45	Next Monday, and how to get there	Jesse Palo, Posti
10:45 – 11:30	Course overview, schedule, practicalities, grading, agreement	Mika P. Nieminen
11:30 – 11:45	Sprint 0 assignment	Mika P. Nieminen

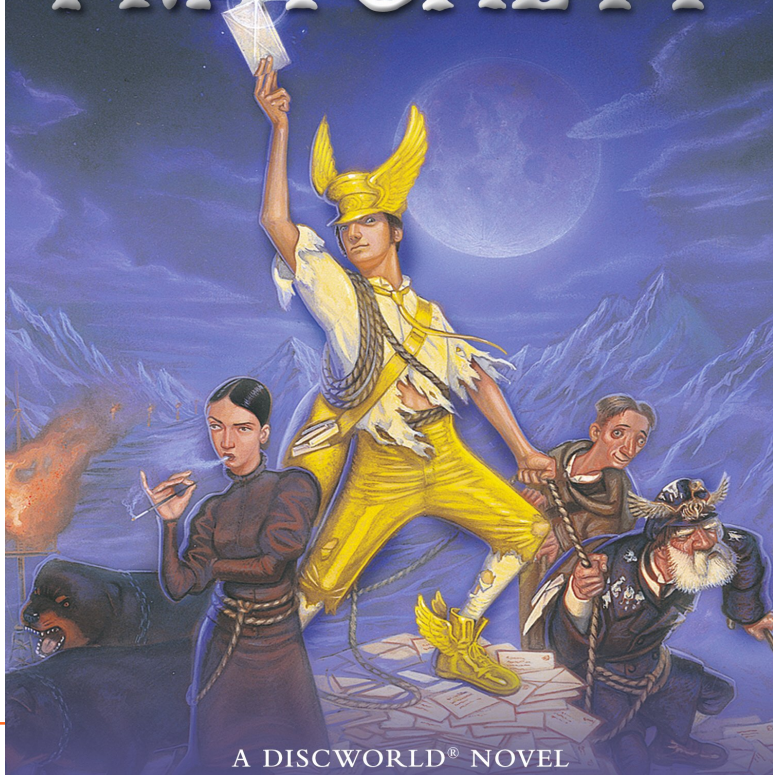
GOING POSTAL



IV
TUURI
ATTER
WELIN
STEWART
KARKKO
III
PÄRNÄNEN
PELLINEN KOPON
MÄLMIVÄÄRÄ
II
TUOMINEN
RIIET
LÄM
KOKKONEN
I
HERLEY

Design Project 2019

TERRY PRATCHETT



A DISCWORLD® NOVEL

GOING POSTAL

The post was an old thing, of course, but it was so old that it had magically become new again.

The post is a creaking old institution, overshadowed by new technology. But there are people who still believe in it...

who's prepared to push the envelope . . .

‘There’s a moral toughness here, which is one of the reasons why Pratchett is never merely frivolous’
Time Out

Illustration by Paul Kidby

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Image: <https://www.iltalehti.fi/tyoelama/a/201805072200926713>



Design Project 2019 Customer



Design Project 2019 Case Posti

Design Project 2019

Structure & Practicalities

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CS-E5200 Design Project Facts

10 ECTS, 22 weeks, ~35 students

- 10 ECTS = $10 \times 27\text{h} = 270$ hours of work/person
- 6 sprints => 45 hours/sprint => 15 hours/week
- Lectures + mentor meet-up ~10 hours/sprint
- ...For a grade 3 (Good)!

Students from

- HCID
- CS
- Information networks
- Aalto BIZ, Aalto ARTS, IDBM, USchool
- Others

Three main phases

Phase 1 (~ period III) – User studies & Problem Space

- Gain in-depth insights about your user segment
- Discover un-met needs, problems or desires
- Ideate initial solutions

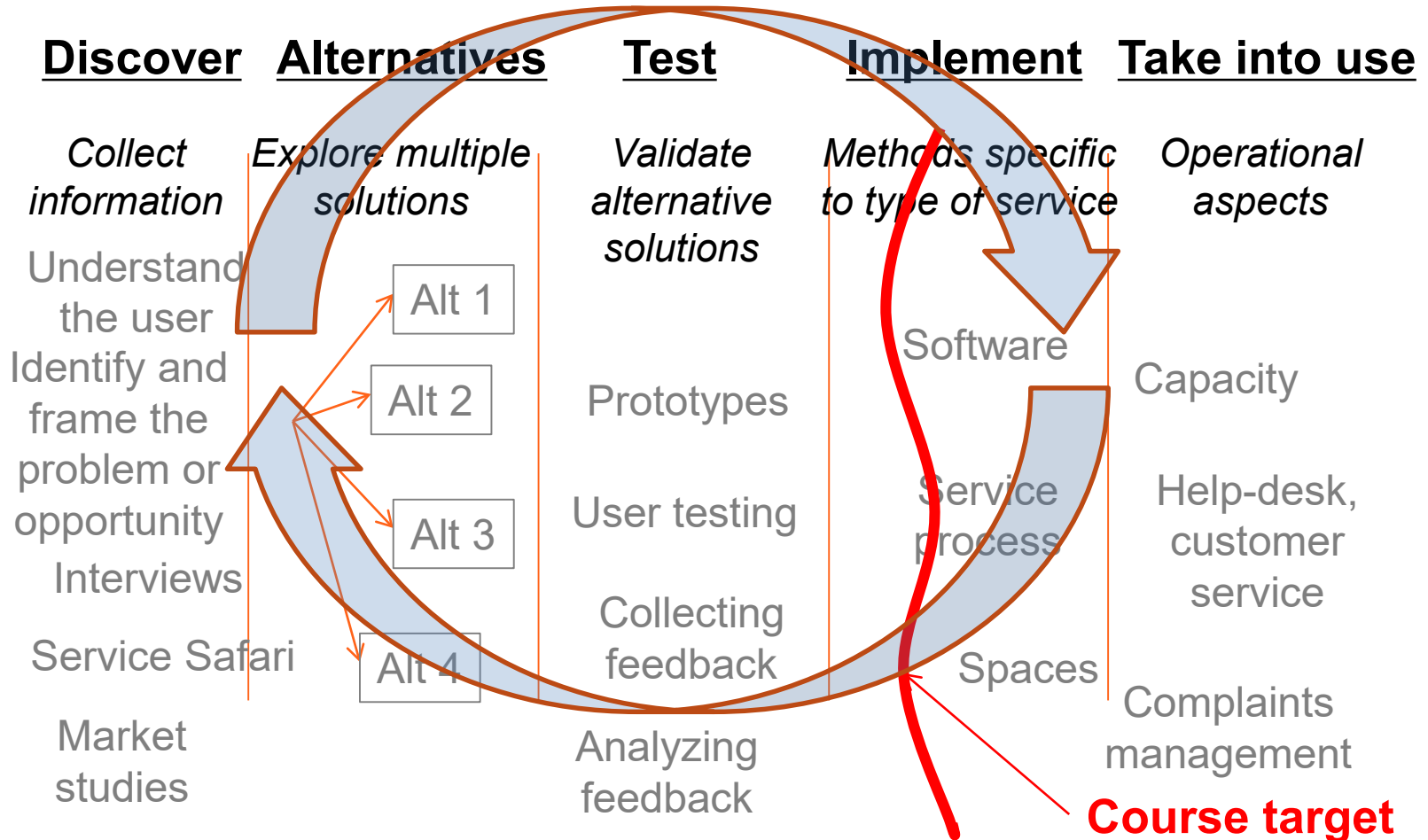
Phase 2 (~ period IV) – Concept Design

- Design and evaluate concepts to address issue from user studies

Phase 3 (~ period V) – Prototype & user testing

- Build interactive prototype of final concept
- Evaluate design using advanced user testing

Simple development model



Three-week sprints

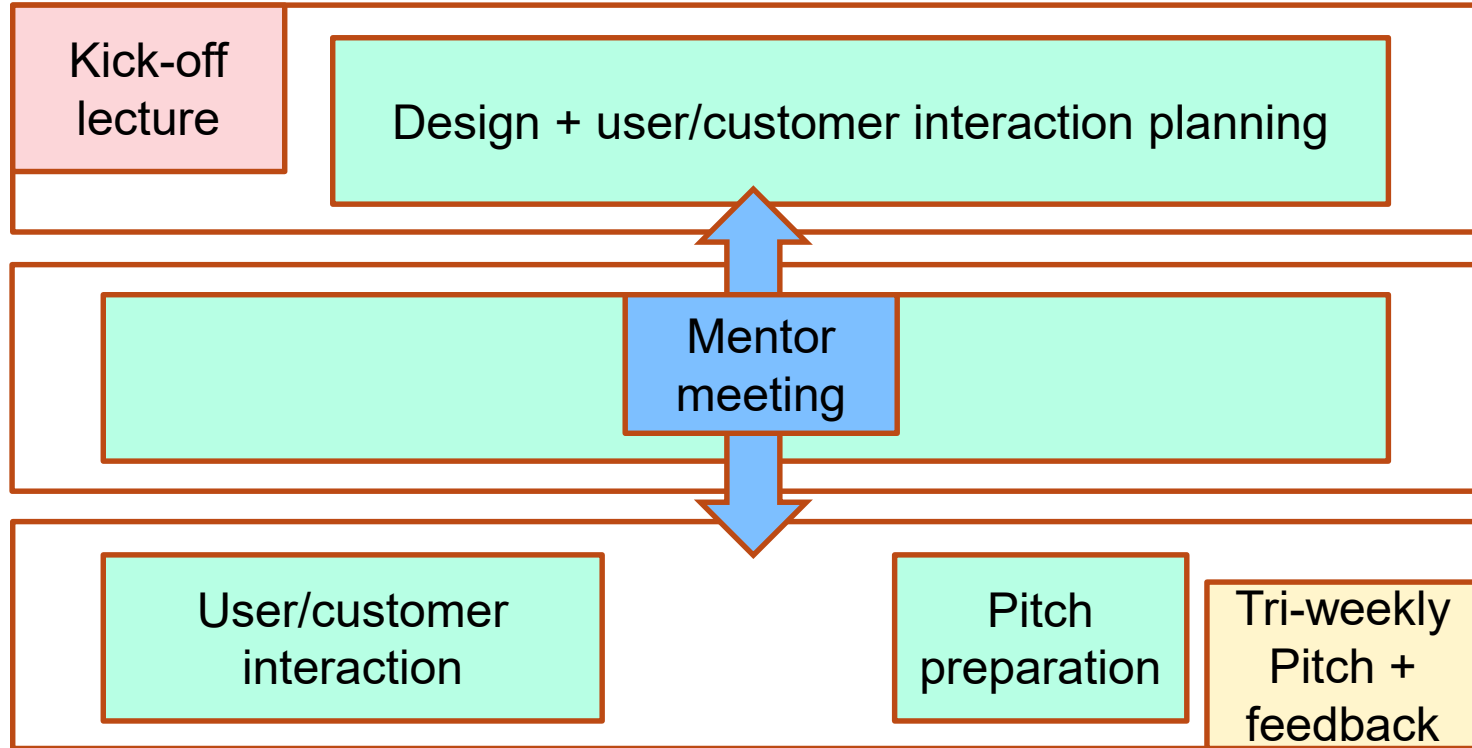
Monday

Tuesday

Wednesday

Thursday

Friday



Sprint activities

Sprint kick-off

Mondays 9:15-12:00

- Topical lectures & exercises

Sprint wrap-up

Fridays 12:15/12:30 – 16:00

- Team presentations (5min pitch)
- Individual feedback round with review team (customer+faculty)
- Update materials and deliverable in MyCourses

Deliverables

- **Sprint deliverables**
 - Pitch slides
 - Mentor group selfie
 - 1-page activity report
 - Other deliverables
- **Team online marketing materials (DL Fri 24.5.)**
- **Final presentation (Wed 29.5.)**
 - Will be recorded and will have a much larger audience

Schedule

Fri 11.1 + Mon 14.1.

Mon 14.1. – Fri 21.1.

Mon 21.1. – Fri 1.2.

Mon 4.2. – Fri 22.2.

Mon 25.2. – Fri 15.3.

Mon 18.3. – Fri 5.4.

Mon 8.4. – Fri 3.5.

Mon 6.5. – Fri 24.5.

Wed 29.5.

Course kickoff days:

Friday at Otaniemi, Monday at Posti in Helsinki

Sprint0: Use Experience, teaming up

Sprint1: Problems worth solving

Sprint2: Initial ideas

Sprint3: First final concepts

Sprint4: Final validated concept(s) & business model

Sprint5: Prototyping

Sprint6: Marketing Communications, validation test results

Design Project Gala

Design is teamwork

Domain expert

Software guru

Project manager

Graphics designer



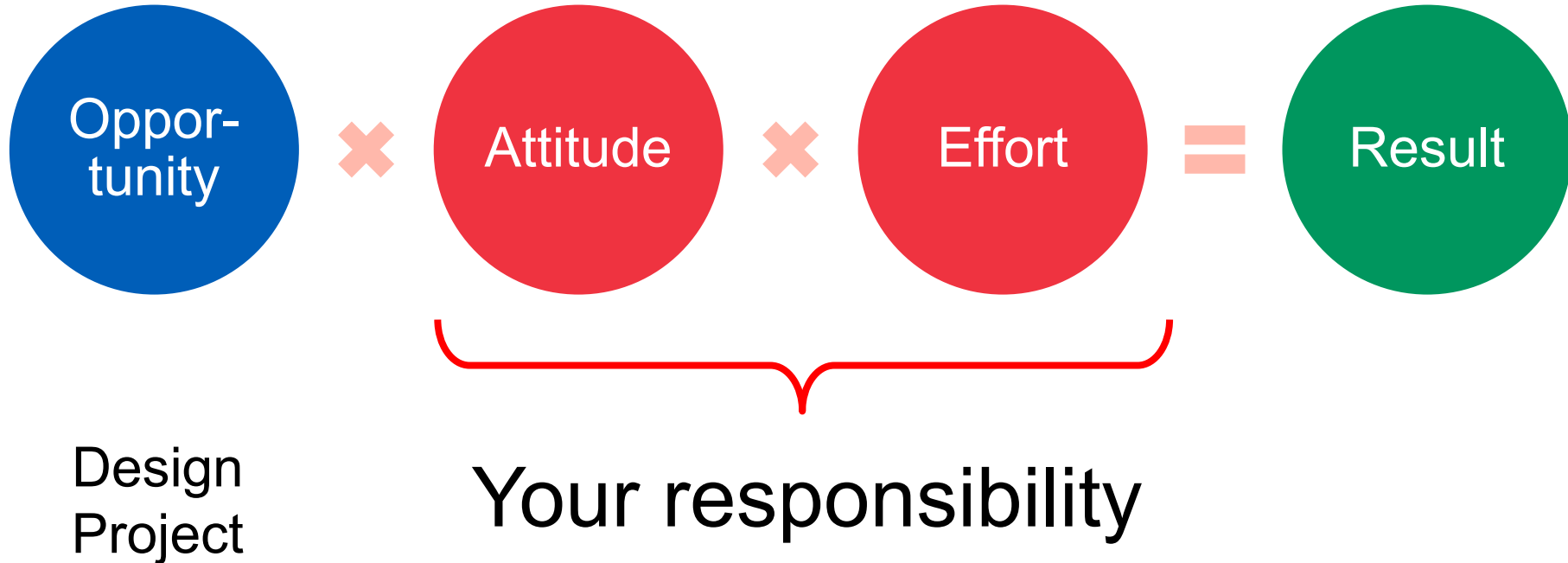
Diversity

- **Diverse, multi-skilled teams produce much better results than homogenous teams**
- **However, this is true only if**
 - Diversity is not seen as a problem
 - You work on understanding others
 - You appreciate the ideas and inputs of others
- **YOU are responsible for your work attitude!**
 - And your own contribution!

Experiential learning

- **Don't believe what I say, believe what you experience yourselves**
 - Changing your attitudes, values and views
- **“You cannot experience the experience before you experience it”**
 - Have courage to try and fail
- **Experiential learning requires participation**
 - No way to “compensate” afterwards

Experiential learning rules



Mentoring

- **A unique opportunity to learn from the best**
 - **Mentors volunteer to help you**
 - **NOT** to do the work for you
 - **Mentors are Not paid!**
 - **Deserve the utmost respect for their effort**
 - Be very mindful of meeting times etc
 - The whole team meets with the mentors
 - **Any complaint from the mentors on student (mis)behavior results in failing the course**
 - **Including not attending the mentoring meetings**
-

Mentors



QVIK



VINCIT

tulos

*Columbia
Road*

NITOR

SOLITA

A Aalto University
School of Science

Reaktor

Critical success factors

- **Team co-operation**
 - Very tight schedule, start NOW
 - Everyone is needed all the time
- **Team organization**
 - Define clear roles and responsibilities
 - Team leader could play a critical role
- **Meaningful division of labor**
 - Good results are achieved with active co-operation
 - Every team member must be an active contributor
 - Maximize parallel processing
 - Feedbacks, comments, improvement ideas etc. fuel a successful team

Practical stuff 1

- **All students must sign the “Agreement on Study Project”**
 - This is done during the kick-off lectures 11.1. and 14.1.
 - The agreement is available to a good read at MyCourses/Materials
- **Communications**
 - Facebook group for informal communications
 - Find the DesignProject2019, and ask to join it
 - <https://www.facebook.com/groups/DesignProject2019/>

Practical stuff 2

- **MyCourses forums for team deliverables**
- **Contact info:**
 - mika.nieminen@aalto.fi 040 731 2625
 - antti.salovaara@aalto.fi
 - jarmo.seppala@aalto.fi
 - marko.nieminen@aalto.fi 050 3684 763
- For most comms use cs-e5200@aalto.fi

One more thing

NO ONLINE THEFT !

- **Only use licensed media contents**
 - <http://freemusicarchive.org/>
 - <https://www.flickr.com/>
 - <http://pixabay.com/>
 - <https://openclipart.org/>
 - ...and many, many more!

Passing the course

Passing the course

Individual requirements

- Actively contribute to team/group work
 - Work is not a valid reason not to participate!
 - To be on the safe side, agree with M or A about any absences
 - Complaints of undue absence by rest of team or from mentors will result in failing the course
- Present at 4/6 Friday feedback and pitching sessions

Group requirements

- **All deliverables done and stored in MyCourses by 29.5.**
 - No links to cloud files, submit only static documents
-

Grading

Grading will be based on

- Pitch+Feedback/review sessions: 50%
- Deliverables+Documentation in MyCourses: 50%
- Exceptional final presentation can give: +1 grade
- Grading snapshots given after sprints 2 and 4

The course will be graded per team

- All team members will get the same grade
- Non-participation of a student will not result in a lower grade, the student will simply not pass
- You cannot compensate later for a low grade/fail

Grading

Pitch Grading Criteria

1. Process and methods
 - The team applies appropriate research methods throughout the project
2. Grounding in data
 - The work is clearly focused and grounded in the information gathered by the team. Makes proposals on how results could improve things.
3. Value and sustainability
 - The team relates the value proposed in the project to all relevant stakeholders

Teams

Teams

- **Will be announced Thursday 17.1.2019**
- **Make sure to meet before mentoring selection Mon 21.1.**
 - Find out who the mentors are, and whom you like best
 - Prepare a 1 minute pitch, selling your team to the mentors

The mentors will pick the team they like best

- **First come First served basis (Voice of Design)**

Sprint 0 assignment

Get to know me!

Familiarize yourself with Posti

After next Monday Posti-day

- 1. Find a Posti service, any service (but try not to be boring)**
- 2. Explore and use that service**
- 3. Write an Use Experience Testimonial about it**
 - Describe when, how, why, for what,... you used that particular service and how do you feel about it.
 - Should be written as a scenario or personal narrative
 - No longer than 250 words
- 4. Submit your testimonial to MC, DL 17.1.**
 - Use a descriptive title