

# GOING POSTAL



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KARKKO  
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KOKKONEN  
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HERLEY

**Design Project 2019**

# Agenda

## Friday 11.1.

Time	Topic	Speaker
09:15 – 10:00	Voice of Design, team/mentor pairing	Mika P. Nieminen, Mentors
10:00 – 10:30	Team/mentor initial meeting	Students + Mentor company reps
10:30 – 11:00	User Research Recap	Mika P. Nieminen
11:00 – 11:45	New eCommerce Services	Ville Vasaramäki, Posti
11:45 – 12:00	Sprint 1 assignment	Mika P. Nieminen



# Mentors



**QVIK**



**VINCIT**

*Columbia  
Road*



# Introducing the mentors

<b>Columbia Road</b>	Victoria Vabre Mikko Karjalainen	<b>Digitalist</b>	Karoline Kwon Tatyana Chuzhanova Vexi Savijoki
<b>Eficode</b>	Mervi Rauhala Andreas Koutsoukos Emma Kataja	<b>Qvik</b>	Matias Pietilä
		<b>Reaktor</b>	Tuomas Husu Anne Luotonen
<b>Nitor</b>	Otso Hannula Annika Madejska Jesse Enqvist & Heidi Holm	<b>Vincit</b>	Lassi Seppälä Lauri Sumari

# A few basic guidelines for mentoring

## **Teams should try to meet the mentors in each sprint**

- Please try to schedule meetings already today, calendars fill up quickly!
- Setting up the meetings etc. is the responsibility of the team!

## **Have a meeting agenda for the meeting**

- The team is responsible for the agenda: What do you want to achieve?
- Have questions/problems/request etc. ready for the meeting
- Agree how to proceed

# A few basic guidelines for mentoring

## Teams normally visit the mentors

- The team travels – call it field work ;-)

**Post a team+mentor selfie to FB group each time you meet!**

**([www.facebook.com/groups/DesignProject2019](https://www.facebook.com/groups/DesignProject2019))**

# Presentation order

Team formerly known as...

Pineapple

Orange

Apple

Peach

----- **Special rule** -----

Kiwi

Saskatoon

Strawberry

Order courtesy of [randomizer.org](https://randomizer.org)



# Teams

# Teams

Code	Name	Mentor
Apple	Postal revolution	Columbia Road
Orange	Orange tree	Vincit
Peach	Reach	Nitor
Strawberry	PostalNinjas	Qvik
Pineapple	Pinata	Digitalist
Kiwi	Team Kiwi	Reaktor
Saskatoon	Team Posteidon	Eficode

# Practical stuff

# Practical stuff

- **All students must sign the “Agreement on Study Project”**
  - This is done during the kick-off lecture 14.1. and afterwards
  - The agreement is available for 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/>

# Sprint 1 assignment

# Problems worth solving

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Aalto University  
School of Science

# Problems worth solving

## **Find at least 4 interesting problems you could investigate**

- Who has the problem? (customer segmentation)
- What is the problem? (problem space)
- Why would solving the problem matter? (impact)
- Tentative: How and who could solve it? (design space)

## **Based on investigating real users or customer needs**

- Don't bring your own ideas, bring the users/customer's voice

# End-of-sprint, Friday 1.2.2019

## All Sprints deliverables:

- Pitch presentation
- Mentor group selfie (Sprint1 theme, “Our mentor”)
- 1-page activity report
- Method briefs
  - *Very short (under 250 words) descriptions of used new or adapted methods*

## Sprint 1 deliverables:

- Documentation of (analyzed) user research
  - *4 Problems worth solving*
    - Description
    - Customer segmentation (profiles,user groups,...)
    - Stakeholder map