



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

TuE 4060 autumn 2018 (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 Contact

I am happy to meet with you by prior appointment.

email: peter.kelly@aalto.fi

mobile: +358 41 503 4508

Skype: theideastudio

Office: tuas talo 2168 - next to AVP

Schedule (subject to revision)

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

SUBJECT TO REVISION

30 October	Course Introduction
	From Design Thinking to Design Doing
6 November	A Perspective on Retail
	Coffee Experience Challenge Research
13 November	Coffee Experience Presentations

20 November Rapid Opportunity Prototyping
27 November Team Consultations
4 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.

DO NOT BOUND YOUR IMAGINATION TO THE ISSUES RAISED IN THE (DATED) MEMO AS MANY OF THEM HAVE ALREADY BEEN ADDRESSED IN SOME RESPECT.

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, 13 NOVEMBER 2018

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, 16 NOVEMBER 2018

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,
30 NOVEMBER 2018

Rethink the Concept of Banking

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 the disruptions experienced in banking. The disruptive signals have been evident for some time. As far back as 1994, Bill Gates stated: "Banking is essential, banks are not!" In fact, ask yourself the question: what is a "bank"? Many would say that the term has morphed in form over time (and over generations).

Millennial consumers appear to have fleeting loyalty towards banks. In a large scale survey, three-quarters would be excited by new financial offerings from the likes of Google or Amazon. One-third don't think they need a bank at all. More than 70% would prefer to visit a dentist than a bank!

Customers of Starbucks have more cash loaded into their loyalty cards than many major banks carry in cash.

Speaking of cash, try and find some in Sweden. Only 900 branches of Swedish banks (and falling) carry cash at all. Banks are actively shutting down branches and deactivating ATMs. How would you explain that development to your grandparents?

If Amazon became a bank, it would be the 3rd largest in the USA in terms of customers, save a quarter of a billion dollars annually in credit card interchange fees and shows signs of strong appeal among Amazon Prime customers. It also helps immeasurably to be a company publically valued at \$1 trillion.

Fintech companies have raised more than \$100 billion from venture capitalists, are agilely challenging banks in diverse areas including consumer banking, payday loans, peer-to-peer lending, payments, interbank settlement, blockchain, cryptocurrency, ...

It is also noteworthy to point out that the needs of "bank" (however you wish to define the term!) customers change and evolve over their lifetimes.

Bankers are living in exciting and challenging times, precisely a domain context that is ripe for exploring new opportunities. In the Opportunity Prototyping course, the group task was to identify and explore an "ideation nugget" for the challenge Rethink the Concept of Banking. 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 4th 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: 7 December 2018