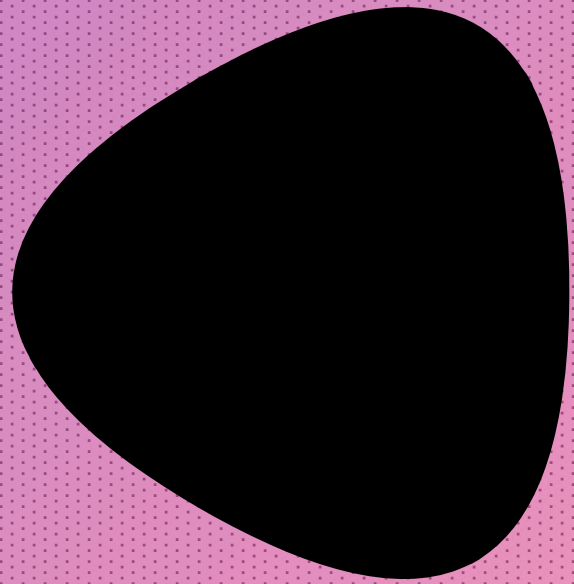
Service Design Project Course 4 ETCS



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#AaltoOpenSD

Aalto University
School of Arts, Design and Architecture

Todays agenda

- Part 1: Introduction & Practicalities
- Part 2: 4 Projects Themes
- Part 3: Get into groups
- Part 4: What are provotypes?

Part 1
Introduction & Practicalities

Who we are?

1. Tell your name?
2. What is your mission?
3. How you can contribute to the course?

Technicalities

Where Väre Building, Otaniementie 14, Espoo
Room Q103

Start 13.2. – 24.04.2018 -11 weeks

4 ECTS = 108 hours: 40 hours: contact hours /
68 hours: Independent work

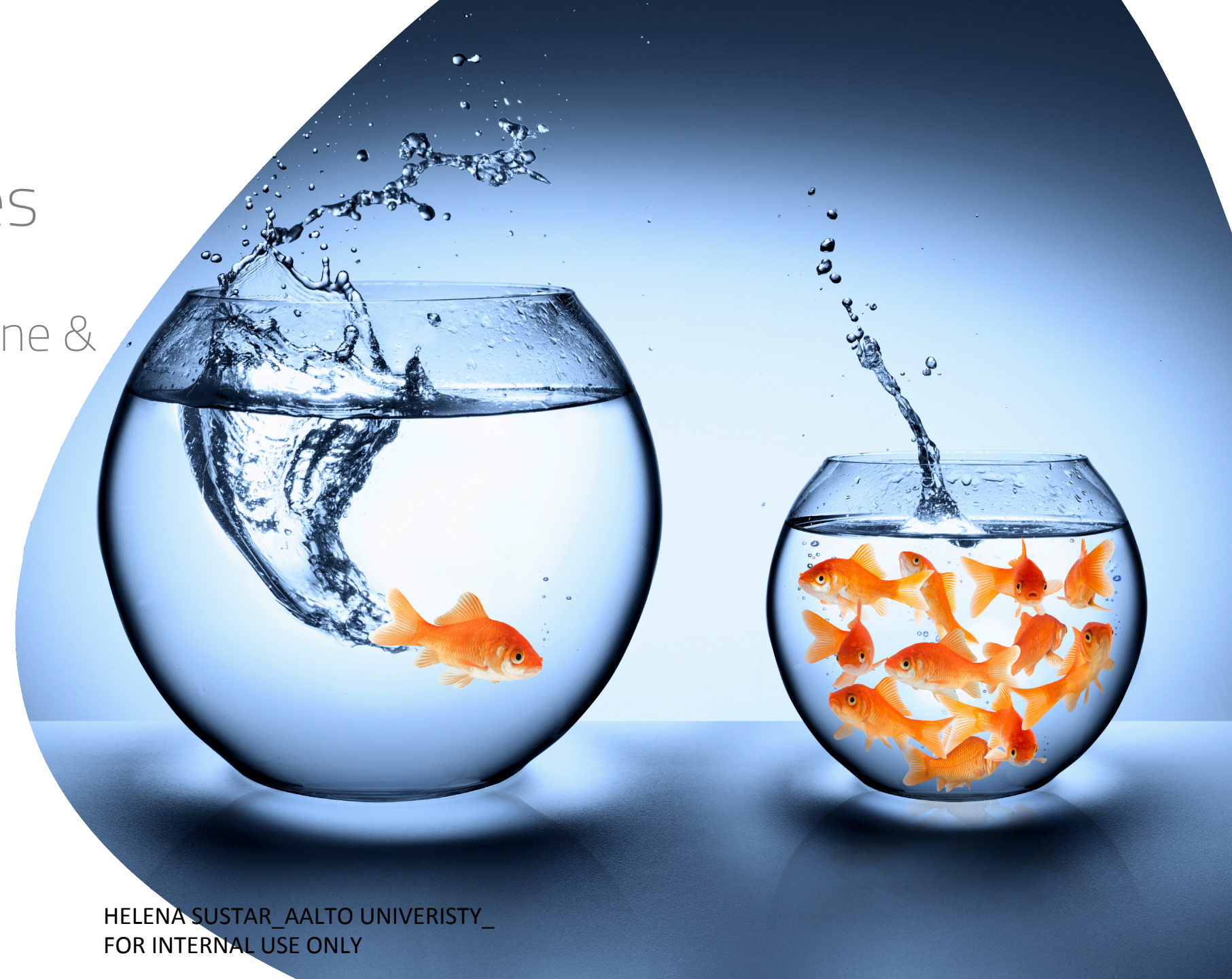
Access to My Courses
http://avoin.aalto.fi/en/studies/datasystem/
Upload your photo

Corse Learning Objectives

- Adopting various service design tools in the practical service design process
- Familiarisation with literature related to selected service design project topic
- Facilitating workshop
- Reflecting on their own service design work progress

Course Principles

Step out of comfort zone &
Trying out new things



"This course is about establishing
the context or situation in
which we can discover for ourselves
much of what we already know,
but more what we don't know."

Tim Ingold (2013) Making: Anthropology, Archaeology, Art and Architecture, Routledge

Have fun!

Practicalities

40 hours Contact hours (Mentoring)

- Lectures & Guest lectures
- Visit Service Design Agency

68 hours Independent work on your project

- Group work
- Project planning
- Collecting Data
- Developing Service design concept
- Prototyping/Testing
- Presenting

Group work

1. Case study analysis 1x (15 min)
2. Facilitate a workshop 1hour
3. Mid term project presentation (20 min)
4. Final project presentation (20 min)

Individual work

1. Contributing with questions, discussion, and reading relevant literature.
2. Writing weekly learning blog
3. Homework

Important dates: Case Analysis & Workshops

Project 1: Developing Learning Analytics Tools and Practices (for Aalto Open University) (Workshop & Case Analysis: ?) 27.02.
Project 2: Chatbot coaches to support traditional corporate and management training (Workshop & Case Analysis: ?) 13.03.
Project 3: Project 3: Circular economies as a business plan: Alternative food shopping services (Workshop & Case Analysis: Budgens) 27.03.
Project 4: Forming a trust in decentralised networks: Blockchain banking services (Workshop & Case Analysis: Tieto) 10.04.

Presentations
1. Mid term project presentation: 20.03.
2. Final project presentation: 24.04.

Individual work
Weekly learning blog

1. Critical reflections on lecture, literature, group work
2. Key learning points
3. How is this important for my service design project?
4. Other points to note (personal experiences, concerns, questions)

Instructions:
Insert visual material: drawings, photos;
inspirations important websites, …

Weekly Individually Blog = 5 blog posts A4
Each Monday at 23:00

(email)

Assessment Methods and Criteria

The final grade is created from sub-grades:

1. Use of Service Design Tools in the project (20%)
2. Reading material session (10%)
3. Service design solution (50%)
4. Learning blog (20%)
5. Participants need also attend at the course at least 80%

Part 2: 4 Projects Themes

HELENA SUSTAR_AALTO UNIVERISTY_

Project 1

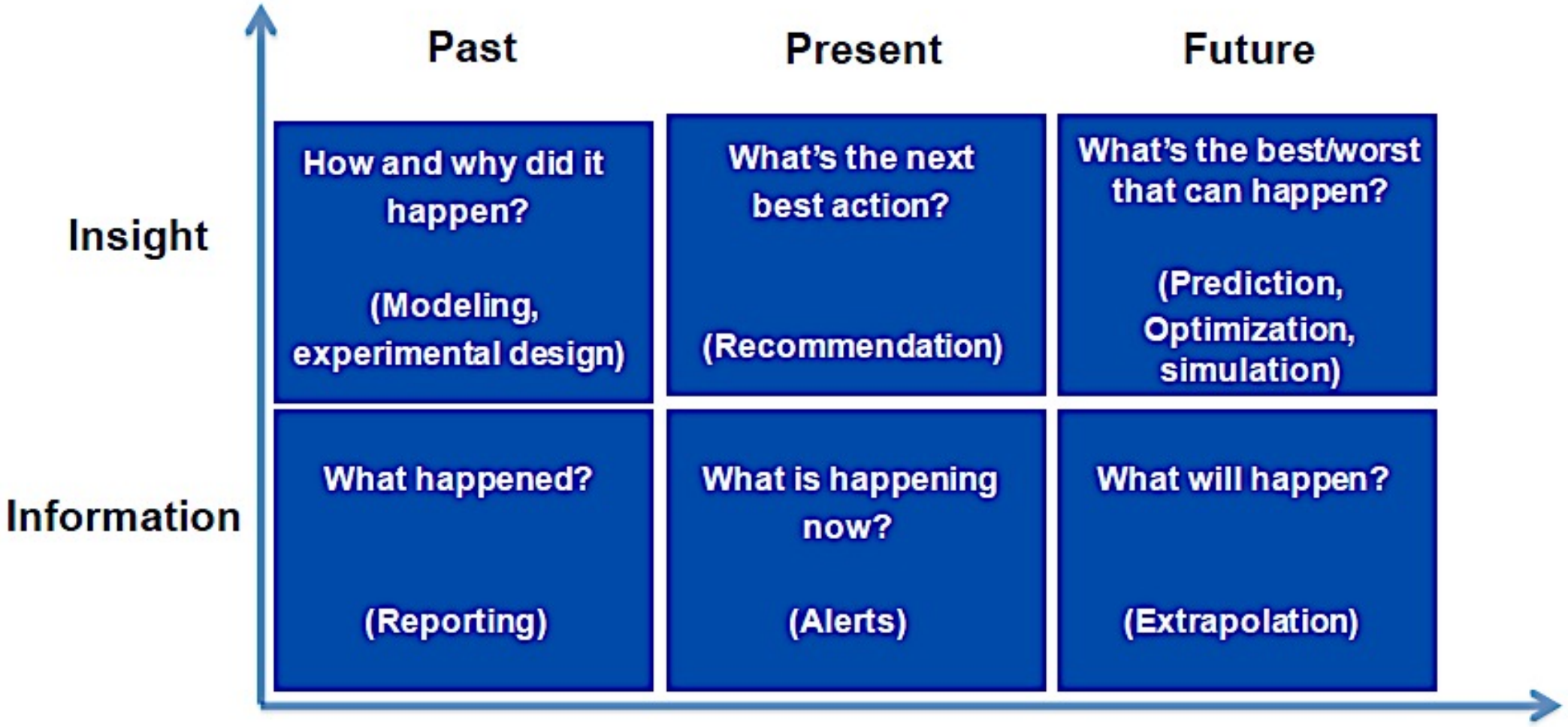
Developing Learning Analytics Tools and Practices (for Aalto Open University)

Jiri Lallimo Jiri.Lallimo@aalto.fi

Opportunities for learning analytics

- Learning analytics refers to the analysis and utilization of huge amount of digital footprints left by the students and teachers.
- Learning analytics represents one of the most growing areas in educational settings, however the practical implementation takes its first steps.
- This case offers a topical theme for service design; in order to develop and implement learning analytics, the technology, new practices and ethical issues have to be co-designed with the users.
- The knowledge student gains from this case includes interesting elements of analytics tools and AI, a new data-driven approach to support learning and working, and insight into ethical issues of technology use.

Targets of learning analytics



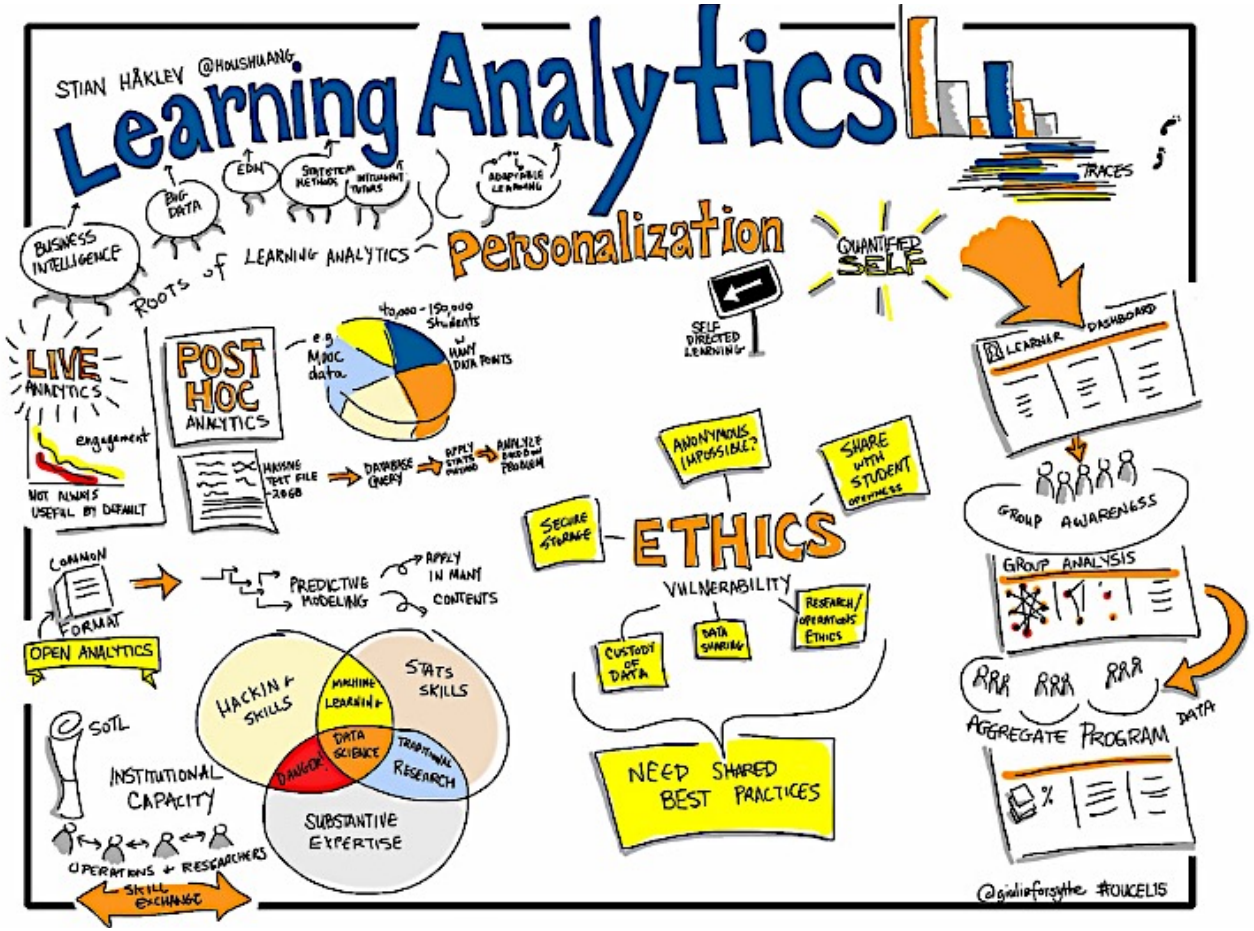
(Adapted from Davenport et al., 2010)

Project description

How can learning analytics be used in Aalto Open University to support the study experience and success?

Exploring the ecosystem of learning analytics:

- Involve several stakeholders as co-designers: students, teachers, study officers and experts of technology and learning environments
- Deepen the knowledge of current learning analytics technology, the existing practices, the ethical questions around the use of learning analytics and the implications of learning analytics results
- Utilize literacy and field interviews with stakeholders.
- Outcome: a concept of learning analytics as part of the student's study path lifecycle and during the individual courses. Mock-ups of learning analytics solutions, such as the student dashboard and its tooling



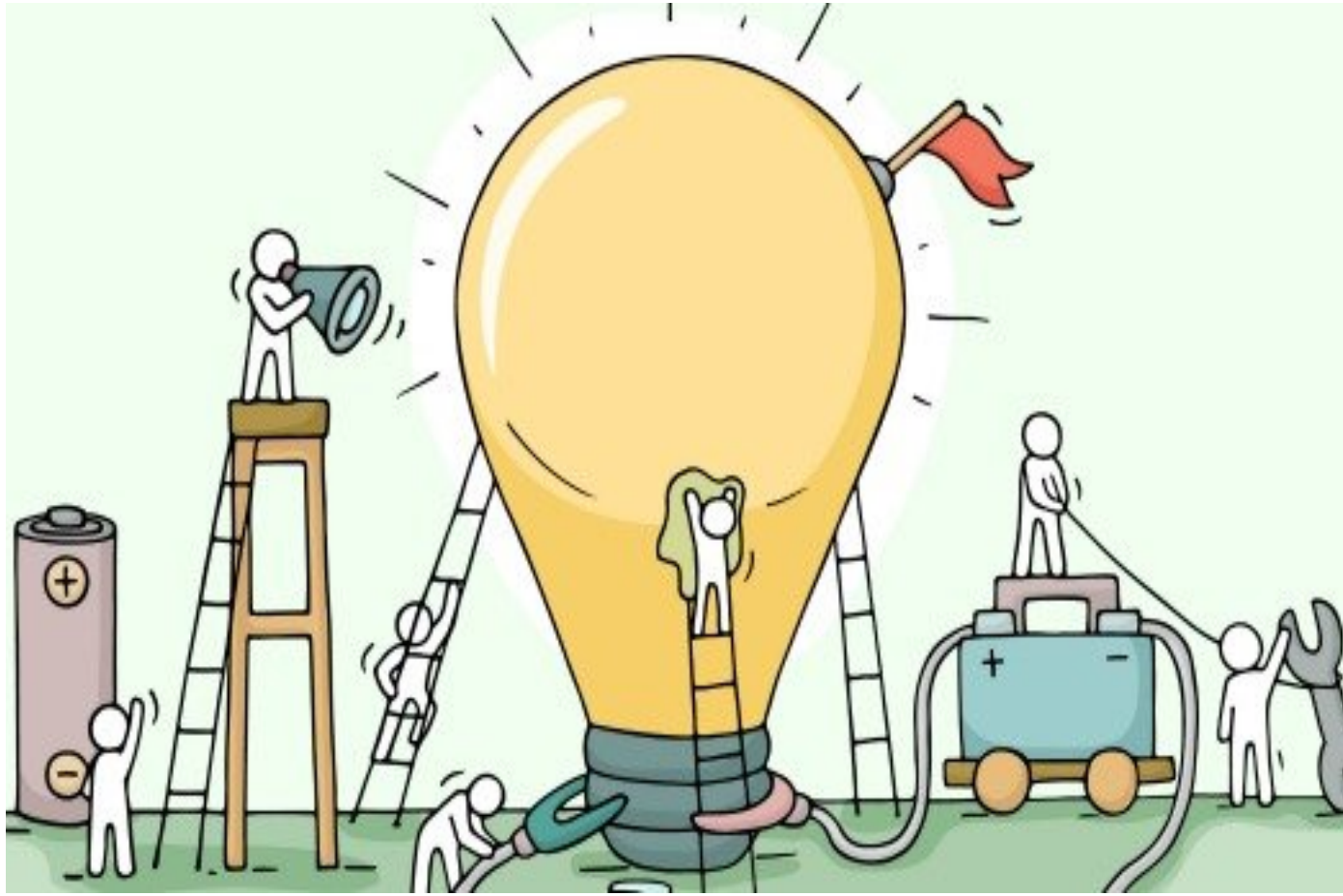
Challenges

- Learning analytics is a multidimensional design challenge, which has to take into consideration technical, practical, juridical and ethical dimensions.
- People are reserved on the collection and analysis of their personal data.
- There exist some learning analytics processes and solutions around the world, but in Finland this issue is only entering the wider implementation in higher education

Project goals and support

- Understand the meaning of boundary crossing of different elements and stakeholders inside and around learning analytics.
- Create concepts of the use of learning analytics and mockups of learning analytics solutions.
- In addition to course collaboration, you will receive expert help from Aalto University Learning services during your project.

- Contact jiri.Lallimo@aalto.fi



Project 2

Mirva Haltia-Holmberg

Agenda

The Why

The How

The What

The Goal

The Why

HAPPY AT WORK

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Traditional ways of organizing people and information are too slow and uninspiring for the post-industrial era we are now stepping into.

CHANGE IS INEVITABLE

Continuous change and communication happens efficiently in self-directing networks.

STARS OVER PYRAMIDS

Self-direction is nourished by building engagement and trust. Not just by leaders, but by the whole organization.

LEADERSHIP IS COLLECTIVE

There is a limit to what we can influence on at our workplace. But the most important piece is 100 % in our control: ourselves.

BE THE CHANGE YOU WANT TO SEE

The How

DIALOGUE OF LEARNING

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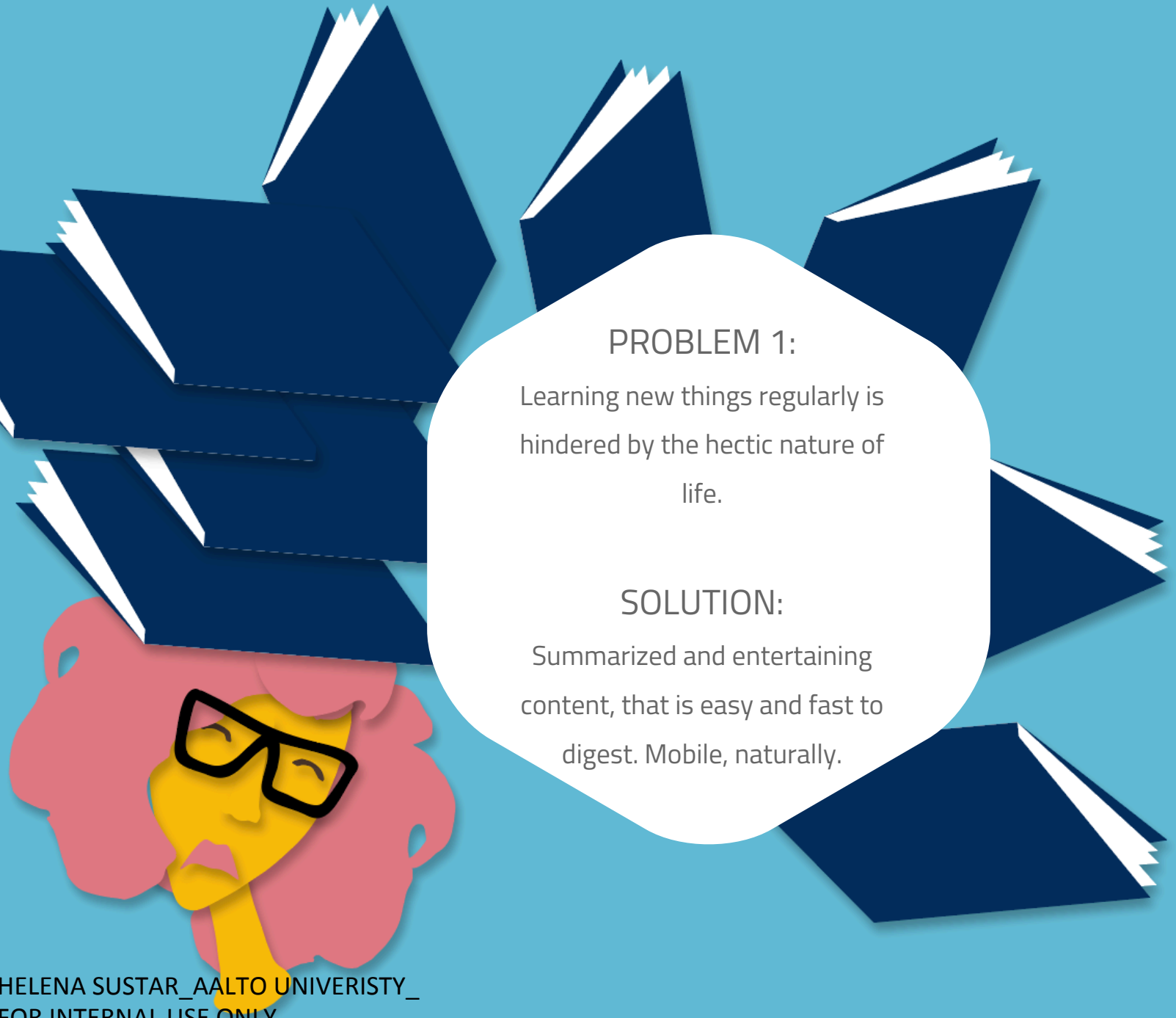
Taking the Time to Learn

TRADITIONAL CORPORATE TRAINING NEEDS NEW TOOLS



PROBLEM 1:

Learning new things regularly is hindered by the hectic nature of life.

SOLUTION:

Summarized and entertaining content, that is easy and fast to digest. Mobile, naturally.

Learning to Learn and Apply.

TRADITIONAL CORPORATE TRAINING NEEDS NEW TOOLS

PROBLEM 2:

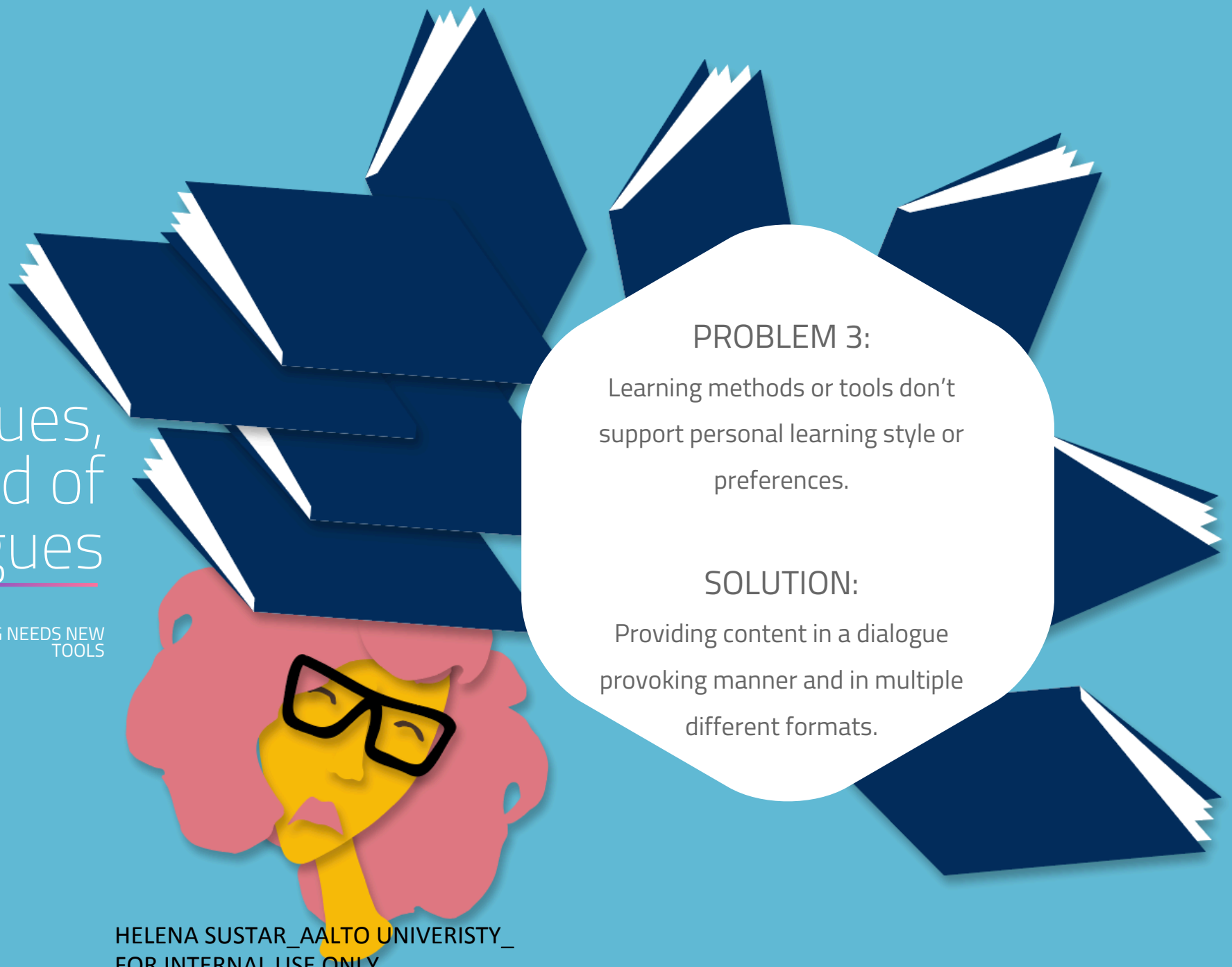
We forget to apply the things we have already learned to our everyday worklife.

SOLUTION:

Getting regular doses or engaging content about meaningful subjects.

More Dialogues, instead of Monologues

TRADITIONAL CORPORATE TRAINING NEEDS NEW TOOLS



PROBLEM 3:

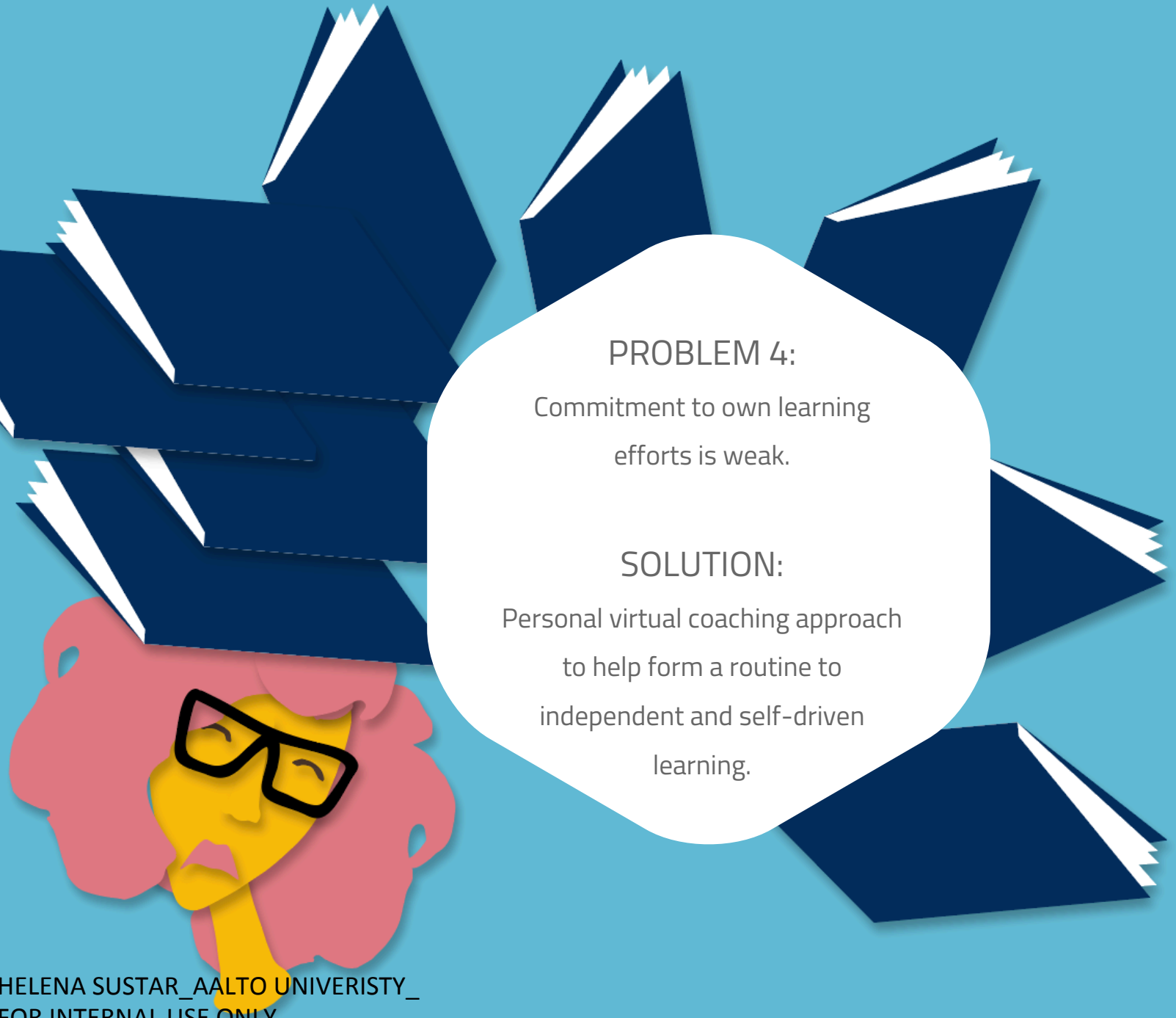
Learning methods or tools don't support personal learning style or preferences.

SOLUTION:

Providing content in a dialogue provoking manner and in multiple different formats.

Forming a habit of Learning.

TRADITIONAL CORPORATE TRAINING NEEDS NEW TOOLS



PROBLEM 4:

Commitment to own learning efforts is weak.

SOLUTION:

Personal virtual coaching approach to help form a routine to independent and self-driven learning.

The What

PERSONAL (VIRTUAL) COACHES

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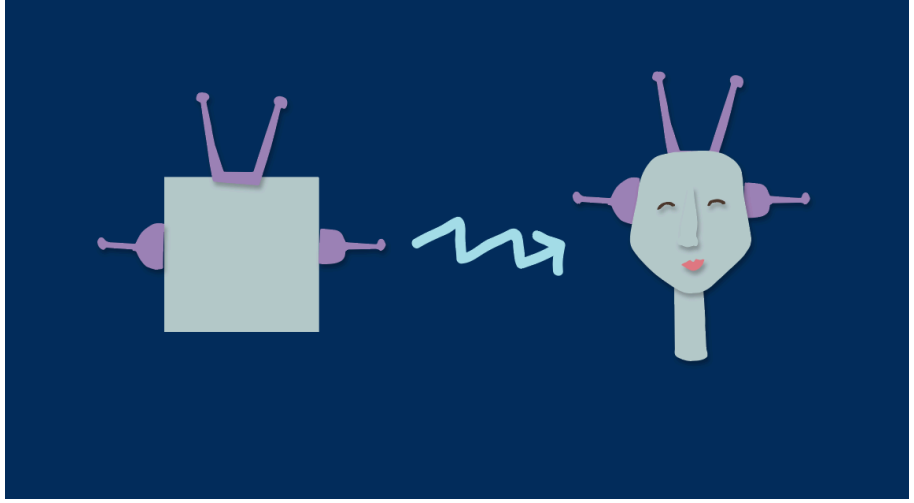
Chatbot Coaches to support Traditional Corporate and Management Trainings

WHAT BOTGROVE DOES



What is a chatbot?

Chatbot is a computer program or an artificial intelligence, that uses audio or textual means to have conversations with the user. Chatbots are often used in dialogue systems such in customer service or conducting surveys. There are basically two kinds of bots: "tree bots" and AI-bots (Artificial Intelligence). Bots recide most often on company websites or in messenger services such as Facebook Messenger or WhatsApp.

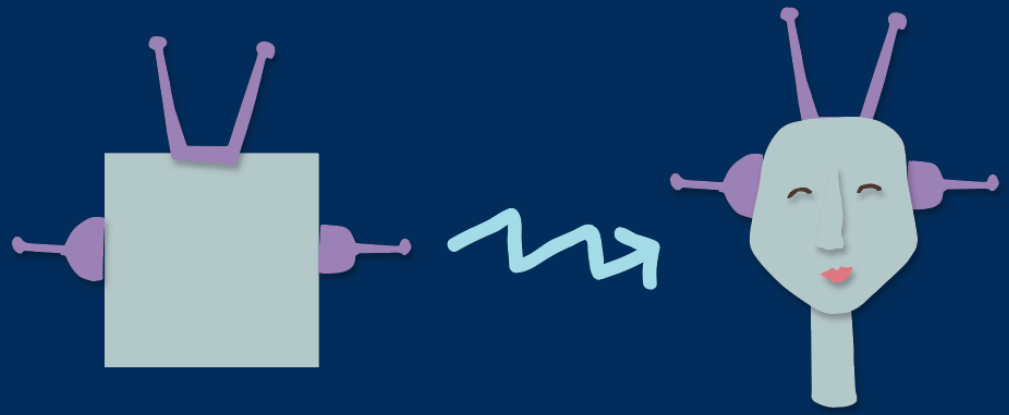
Conversational interactions with machines and services is getting more and more popular due to the simple fact that humans are social beings. Conversational dialogies - even with a bot - increase sales and commitment.

Super Intelligent Chatbots

Google Duplex is scary convincing in its demo on how it books a table on a restaurant and an appointment to a hair salon.

Microsoft Xiaoice amazes in China. In this demo video the bot calls the user to make sure she is doing okay, because the bot knows about the recent breakup the user had.

Typical Chatbots



TechCrunch.com newsbot is an advanced conversational bot that is able to recognize natural language aswell.

Departmentstore Nordstrom's bot helps the user to find a good gift idea or the right product.

1-800 Flowers' Gwyn bot helps the user to find, order and pay the perfect gift, whether Flowers or Chocolate.

Disney's Miss Piggy bot, that as stated, allows you to have conversations with the famous diva from the Muppet show.

Botgrove's prototypes

First chatbot prototypes were created during a Master's thesis process. At the moment, a first pilot is in commercial use. This pilot uses chatbots to support a traditional leadership training. There are 3 different chatbots that support a 3 module training that lasts froms January to December of 2019.

You can find all 11 of the Finnish speaking prototypes in the background reading material. English speaking prototypes can be found at www.botgrove.com/bots

The Goal

DESIGN A CHABOT THAT MAKES PEOPLE HAPPIER AT WORK

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Design Process

WE WILL:

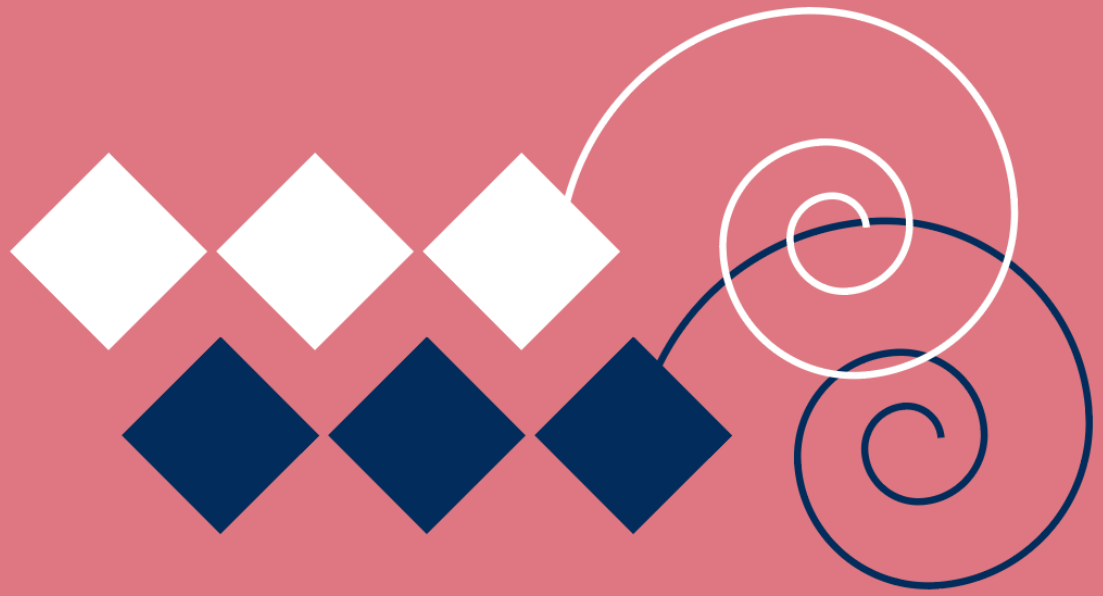
Evaluate the goal itself.

Discover insights that help us achieve the goal of creating a chatbot that makes people happier at work. There is a lot of insight already gathered on the subject (see materials).

Define what we focus on and which service design tools are suitable for this project. What benefits the end goal and you as a participant on this course?

Develop potential solutions - we can use existing bots or create completely new ones.

Deliver a working prototype. Note: you will learn to make a simple "treebot" yourself during this project.



Materials

- Website: https://www.botgrove.com
- From Canes to Chatbots – Conversational Agents as Self-Direction Coaches for Humans, Mirva Haltia-Holmberg (in Finnish!) http://urn.fi/URN:NBN:fi:amk-2018112317922
- Salanova, Marisa & Llorens, Susana & Acosta, Hedy & Torrente, Pedro 2013.Positive Interventions in Positive Organisations. Castellon, Spain: UniversitatJaume I. http://www.want.uji.es/wp-content/uploads/2017/02/2013_SalanovaLlorens-Acosta-Torrente.pdf
- Martela, Frank & Jarenko, Karoliina 2014. Sisäinen motivaatio. Tulevaisuudentyössä tuottavuus ja innostus kohtaavat. Eduskunnan tulevaisuusvaliokunnanjulkaisu 3/2014. https://www.eduskunta.fi/FI/tietoaeduskunnasta/julkaisut/Documents/tuvj_3+2014.pdf

Project 3

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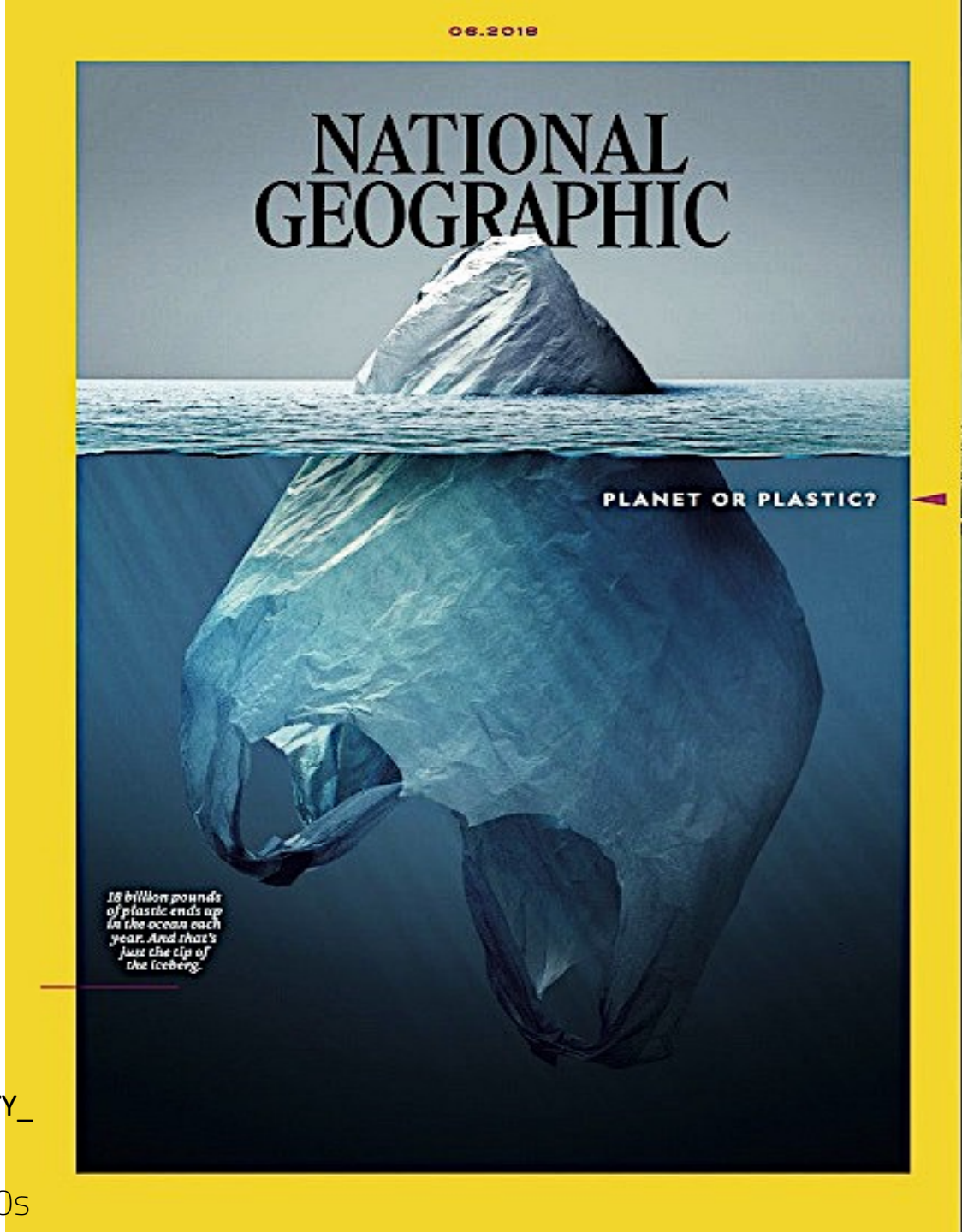
Circular economies as a business plan: Alternative food shopping services



https://www.youtube.com/watch?v=xLx4fVsYdTI&index=63&list=PLen0WKCoTP5tDB7b2z_y-lMXd13PncJ3H&t=0s

Opportunities

- Circular economy brings new possibilities for creating new services
Plastics are the most frequently used in packaging, in EU 40 %
- Nearly 60 % of the waste produced comes from plastic packaging: the disposability of plastic is still challenge.
- More efficient (non)packaging can create new markets, jobs and increase the value of sustainable way of leaving

Remember

Focus on the experience of making a difference. Make the experience of refilling, borrowing, returning or disposing as great as the experience of buying.
To remove potential barriers to behavior change, make your sustainable products as desirable, affordable and convenient as non-sustainable alternatives.

Challenges

- 2050 is the production of 1,124 million tons of plastic
- A lot of effort is put into newel materials & products, what about innovative services that can spur out of this opportunity?

- Over 100 tonnes of plastic packaging waste enters Finnish yearly. Can we avoid of this huge amount of plastic with newel food shopping habits?

Project Description

Applying circular economy principles to global plastic packaging flows could transform the plastics economy and drastically reduce negative externalities such as leakage into oceans.
This project focuses specifically on reducing the use of plastic when shopping food.
You are requested to investigate what your personal use of plastics is (soft drinks, take away food, snacks).
What is current individual plastic customer journey.
Then, identifying different user lifestyles, their values related to food and their food shopping habits".

Service design solution can go towards proposing new food shopping models or changing individuals food shopping behavioural changes.

Project's goals

- Understand individual person's food shopping habits (weekly/monthly) to think of possible solutions (for example, more targeted shopping)
- Investigate possibilities for not only recycling and reusing plastic but also reducing and eliminating it. e.g. using their own containers
- What are the key Finnish supermarkets and who are the stakeholders and actors engaged in the food market?
- Investigate what services can replace traditional food packaging.
- Who are Finnish companies that are already developing new, natural packaging?

Case analysis

Budgens

https://www.independent.co.uk/life-style/thorntons-budgens-plastic-free-zones-supermarket-uk-first-london-camden-a8624531.html

Project 4

Forming a trust in (de)centralised networks: Public- private banking services

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Forming a trust in (de)centralised networks: Public- private banking services

Project Description:

During the past couple of years, distributed platforms based on distributed ledger technology (DLT) have become more common providing the opportunity to establish new types of business and trust networks across multiple actors. Instead of relying on centralised platforms (e.g. Nordea), we now have the means to establish new types of distributed business networks whilst avoiding vendor lock-in. One example of such is the DLT-based business network created in Project Mercury earlier (public-private business network for founding companies fully digitally) in cooperation with Finnish authorities and businesses. Asiakastieto Group, Nordea Bank, OP Group and Tieto jointly with advisors from Finnish Tax Administration and the Finnish Patent and Registration Office, developed the world's first DLT- based business network that enables the founding of limited liability companies on an entirely digital basis.

Challenges

- How people form trust in digital environments when making transactions like eBay, Alibaba?
- How people's formation of trust would change when is no one platform or company to trust, but a network?
- Are people really trust algorithms or they want to verify information?
- What if is a group of verifiable people attesting to the reliance of the seller similar to the rating systems in one platform like Uber, Amazon, FB?

Project goals

- Understand the current components of building a trust in digital environments
- How distributed ledger technology could be more trustful and what would be the trust building elements?
- Identify ways of bridging challenges related to the distributed ledger technology

Project output

- Investigate how distributed ledger technology services could be introduced and implemented Public- private banking services

Case analysis

Part 3 Get in to Groups

4 members
- Male/female

- Diversity of skills:
- Systemic design skills
- Technical/IT skills
- Graphic design skills
- Project Management Skills

Forming Group: Group name, Slogan, My courses, profile

Part 4

What are provotypes?

Prvotypes

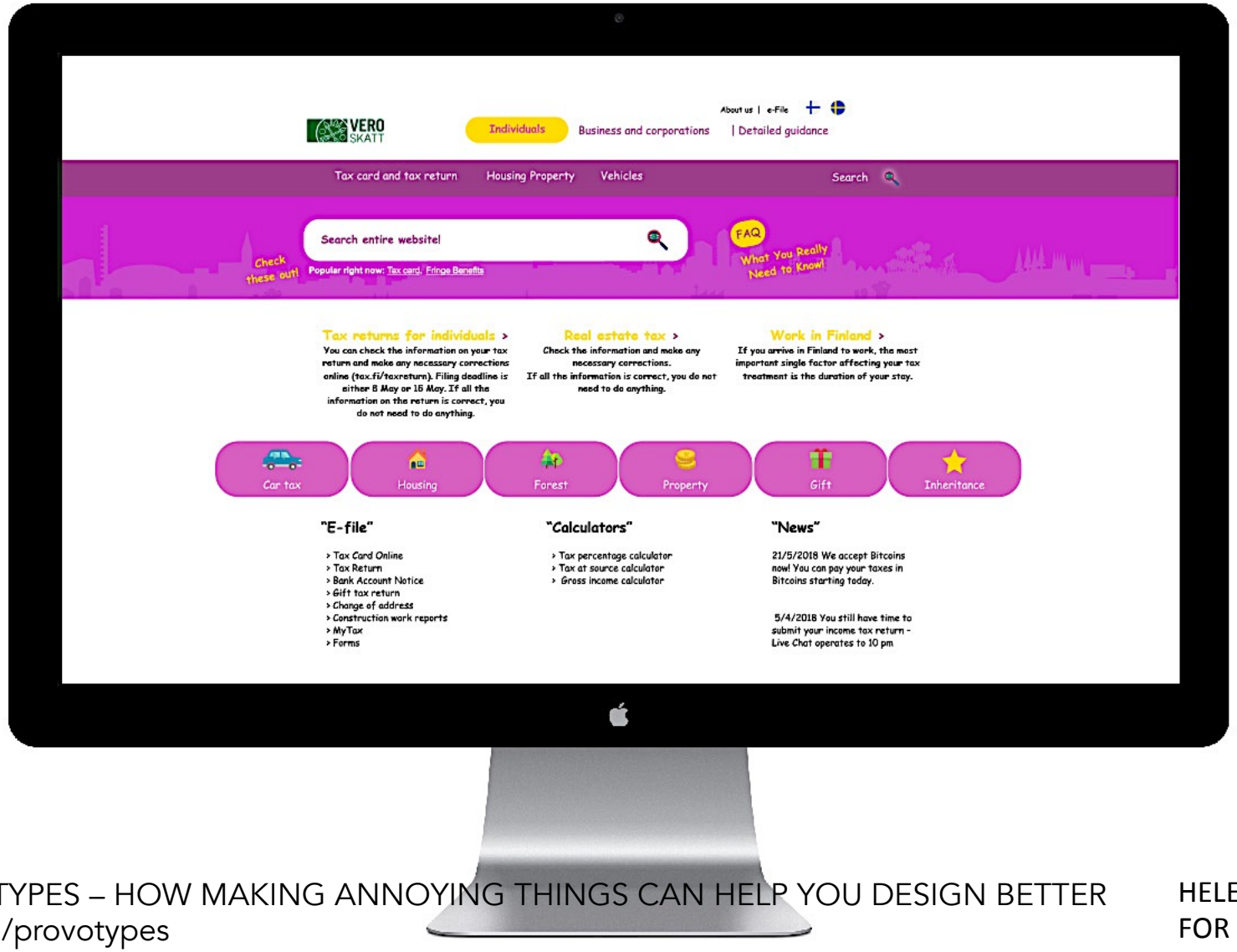
A *provotype* is a **provo**cative proto**type**.

- introduced in the early exploratory phases of the design development process to cause a reaction — to provoke and engage people to imagine possible futures.

- They can be used as a quick and effective means to explore a problem/solution space by providing tangible ideas to spark discussions.

ANNA HAVERINEN, PROVOTYPES – HOW MAKING ANNOYING THINGS CAN HELP YOU DESIGN BETTER access at https://blog.taiste.fi/provotypes

Provotypes are a designed artifacts that are informed and inspired by emerging technologies, user interviews, and co-creative engagement with end-users and organizational stakeholders.



Finnexia is the first medication to help people learn the Finnish language. The Finnexia formula offers a unique combination of cognitive enhancement, anxiety reduction, and speech therapy, all in one medication.

With Finnexia, you can enjoy a greater quality of life in Finland, and enhance your Finnish language learning experience.

http://www.finnexia.fi/about-finnexia.html

References

1. Moving from Prototyping to "Provotyping" Access at https://medium.com/@thestratosgroup/moving-from-prototyping-to-provotyping-cedf42a48e90

1. Boer, L. and Donovan, J., 2012, June. Provotypes for participatory innovation. In *Proceedings of the designing interactive systems conference* (pp. 388-397). ACM.

Reading 1

Hodgson, A., & Midgley, G. (2015). Bringing foresight into systems thinking: a three horizon approach. In Proceedings of the 58th Annual Meeting of the ISSS-2014 United States, Vol. 1, No. 1.
Question: How would you explain three horizon framework?

K. Benifand, N. Ahmed, R. Church (2014) Re-imagining the Future: The Biomime Economy
Question: What were three cases used to demonstrate three horizons?

Investigate the field of your project.

Homework 1 in a your project group

1. Create a provotype of your project service design solution. This can be a simple artefact, prototype, game, scenario. You can play it out as a role playing.

2. Be prepare to present it in a 5 min presentation.