



Aalto University
School of Arts, Design
and Architecture

2019 BA SERVICE DESIGN

Project brief

Brief: Aalto University is a platform that aims to cater students varying educational needs across their life. AALTO SERVICES wants to **create services that support students learning journey at each stage of their life, from student to working life**. For that we first need to identify, what are the different outcomes that people are trying to achieve in their life stage? Secondly, what services are relevant and necessary? And thirdly, how can the new service be accessed and assisted?

Scope: Students will decide what service area to focus on: in-campus services, the traditional student services, or out-of-campus services from living, well-being or mobility services. And also what life stage and user to focus on, including BA MA DR and exchange student programmes.

Goals: 1. Support AALTO SERVICES 2020 vision to create cross-campus & user-centred services that students can access easily and through their own (digital) channels, and 2. Inform AALTO 2035 strategy.

Impact and results: An improved learning experience through user-centred services will:

- Attract more students
- Create a remarkable experience, a place to come back as a lifelong learner
- Support the education for future game changers
- Transform AALTO campus into a unique collaboration hub

Deliverables:

1. Service concept sketch + value proposition description

What type of new services are needed to help students achieve their goals?

2. Service interaction prototype

How will students access, receive and interact with the new service?

3. Final presentation slides

A storyline that engages other Aalto stakeholders and communicates the project in a nutshell

Links:

<https://www.aalto.fi/aalto-university/strategy-2016-2020-shaping-the-future>

<https://www.aalto.fi/join-us-in-creating-our-new-living-strategy>

INTERNAL NOTES

How the students view the services they need if they had the chance to design and implement them all over again using the greenfield approach (if everything would be possible)

We would like them to focus on

A) content and the ideal setup the services. **What type of service.**

B) how the services should be available to them, how would they like to receive the service,

They should not focus on who might be delivering the service **Explore strategic partnerships**

==> the students should think about the services with wider scope - not only focusing on “traditional student services” but considering all the support they could use on their complete learning path: BA-MA-DR-exchange student-lifelong learner. **Campus life, outside of the campus...**

Could you draft the first version of the brief based on the details above? Are we missing any details required in the brief?

The future of students lives as such. When Aalto is planning a new strategy 2035, this year. All stakeholder's involved.

What services Join up their services. Not to think about today only. To make them they think on what do I do in 10 years, heading a business unit. What do I need from Aalto.

Aalto services: HR, Financial, Communication services, Learning services, leadership support services.

Vision for Aalto services. To be user-centric, digitalised as much as possible.

Have the team take a step back and state what is the impact if that problem is solved? Is that really the ultimate impact or can you shoot for more? Are there any other ways to make that happen?

Link this problem to a real goal of your organization and equally important to a customer need. Why is the problem important?

Who is this a problem for?

What cultural/social/economic/environmental factors influence the problem?

Why is it worth the effort to solve?