

Partnering opportunity 2024

Digital Service Design Project

Join as a company partner to explore a real-world challenge with design students



Aalto-yliopisto
Aalto-universitetet
Aalto University

Finnish Design *Push*

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Moi, we are...



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Joining a study project collaboration as a company partner

- Companies have an opportunity to partner with Aalto University and take part in the learning process of our students by providing hands-on design challenges for them to work on in their courses.
- Students and partners sign a study agreement to protect client and research confidentialities.
- The course collaboration provides the partner companies an opportunity to gain new input to further their business interests by exploring new development opportunities with design students as well as learning from the experience of the other partner companies. The projects are discussed in open sessions and student materials are shared during and after the course.
- If a partner company wants to proceed forward with commercializing any of the ideas that emerge from the collaboration, it has the exclusive right to purchase the IPs for their project from the students for three months after the course (3000 Euros/project; min 600 Euros/student).
- *The 2024 edition of the Digital Service Design Project course is organized as a component of the Finnish Design Push Initiative. This means that the participating companies do not need to pay the regular partnering fee for participating in course collaboration at Aalto School of Arts, Design & Architecture (8000 Euros); making it more accessible to small- and medium-sized companies as long as they can set aside the necessary time for the collaboration. The initiative also support the partnering companies if they want to proceed forward with the results of their projects together with the students after the course, e.g., by hosting internships.*

Course basics: Digital Service Design Project

- Intensive mandatory course for all students in the bachelor program in Design at Aalto School of Arts, Design & Architecture (2 yr).
 - 2nd September – 11th October (7 weeks)
 - 40+ international student cohort
- Learning human-computer interaction and service design by working on hands-on design challenges/projects.
- Practice-oriented challenges on service design from industry/company partners which are studied in services maps and interactive prototypes.
- For the Autumn of 2024, we are looking for five partner companies to work with our students who will take on the service design challenges from the companies in groups of four to five (two groups / partner company).

Design process (sprint)

W1 Planning user research

W2 Semi-structured interviews

W3 Analysis of the service experience (service map)

W4 Use case scenario (storyboard) & Mid-term presentation

W5 Interactive prototype

W6 User evaluation

W7 Final presentation

What you get out of the course as a company partner in the course

- User research (≈ 40 respondents)
- Analysis of the current service experience (service maps) and potential areas for customer experience and new service development
- Tangible ideas for how to develop the customer experience/service (interactive prototypes)
- Customer engagement
- Recruitment opportunities with students and learning from the other participating companies

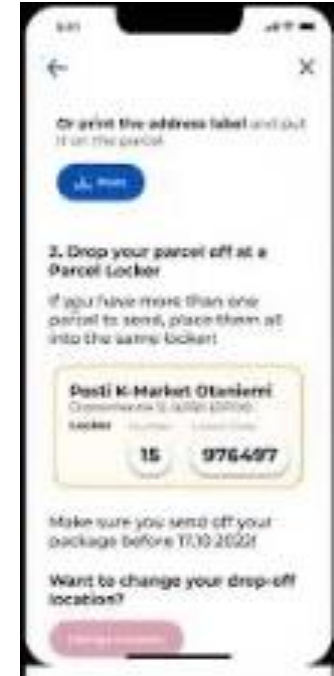
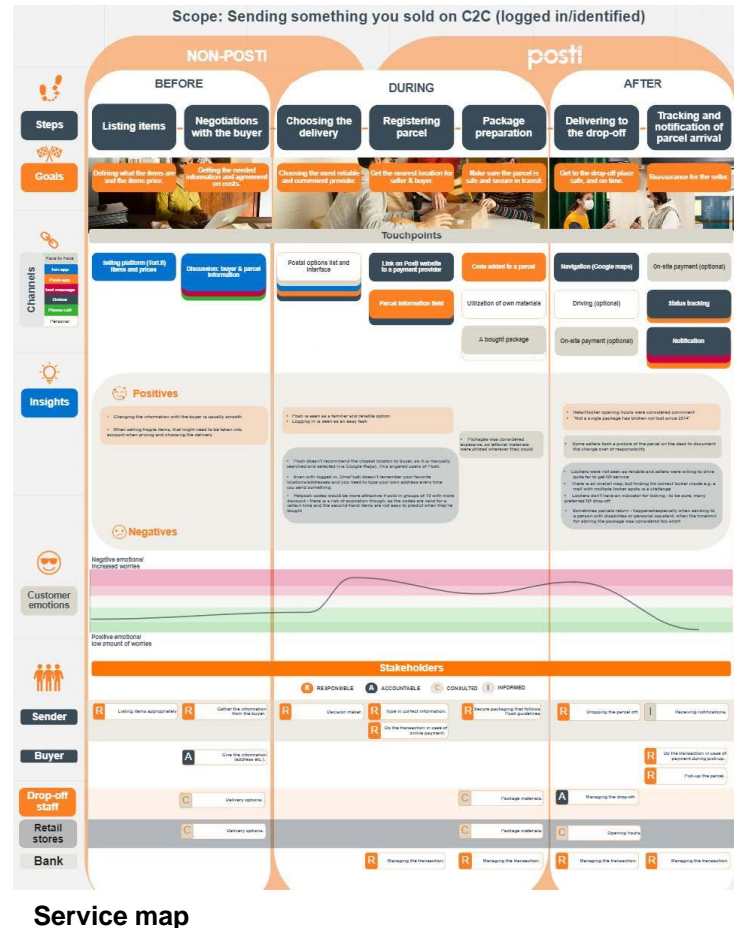
Example of course collaboration: Posti (2022)

Heavy users of eCommerce (C2C)

Focus area: Incentivise and ease of use multiple delivery, personalisation to increase efficiency

Solution: Save favourite location and multiple parcels to the same locker

Authors of the project from ARTX-C1018 Digital Service Design Project, course in 2022: Yuzu Nakamura, Mathilda Hahn, Tytti Niemi, and Owein Iveson



Interactive prototype
https://www.youtube.com/watch?me_continue=1&v=eUd2K7POAEQ&embeds_referring_euri=https%3A%2F%2Fhubblecontent.osi.office.net%2F&source_ve_path=MjM4NTE&feature=emb_title

What is expected from company partners (what we need)

- A challenge to explore new services or/and improve customer experience, including access to research participants which the students can interview (e.g., three to four customers, users or end-user). The students get training prior to the interviews.
- Possibility to attend an introduction meeting online to prepare the project assignment/brief (initial draft) on the 16th of April (14:00-16:00).
- Possibility to attend three sessions in-person at Aalto University to give feedback on the students' work during the course: 5th September, 26th September & 17th October. Only attendance is needed, no preparation is required.
- Ideally two company representatives that are informed about the project and can give feedback to the students if needed. Timely access and feedback in tandem with the presentations form a prerequisite for learning throughout the course. A course collaboration also forms an opportunity for the participating companies to learn more about service design and the development of digital prototypes.

Timeline

2024	
16th April 14:00 – 16:00	Online meeting with interested companies to learn more about being a company partner and what could form a suitable design challenge for the course.
24th May	Final decision on company partners for 2024
20th June	The brief for the design challenges, including contacts for the interviews, finalized.
19th – 30th August	Pre-interviews with the partner companies to learn more about their expectations in joining the course. (2 hours/company online or at the premises of the partner companies)
5th September 9:15 – 12:00	Course introduction onsite at Aalto University. Presenting the partner companies and project briefs to the students.
26th September 9:15 – 15:00	Mid-term presentation onsite at Aalto University. Giving feedback on the analysis of the students and helping them set a direction for how to proceed forward.
17th October 8:00 – 14:00	Final presentation onsite at Aalto University. Giving feedback on the students' prototypes.
21st October – 1st November	Follow-up discussion with the partner companies about their experiences from the course and how to potentially proceed forward with the projects. (2 hours/company online or at the premises of the partner companies)

Want to join, or know more:

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Finnish Design Push

The course collaborations in the Digital Service Design Project course for 2024-2027 are organized as a component of the Finnish Design Push initiative which is a joint research and development initiative on education between Aalto University and Technology Industries of Finland to further the position of design in small- and medium-sized companies in Finnish technology industry with support from the Centennial Foundation of the Technology Industries of Finland, Von Julin Foundation and Metex Foundation.

If you want to know more about the initiative , please do not hesitate to reach out to:

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