

# Sisällöntuottajat

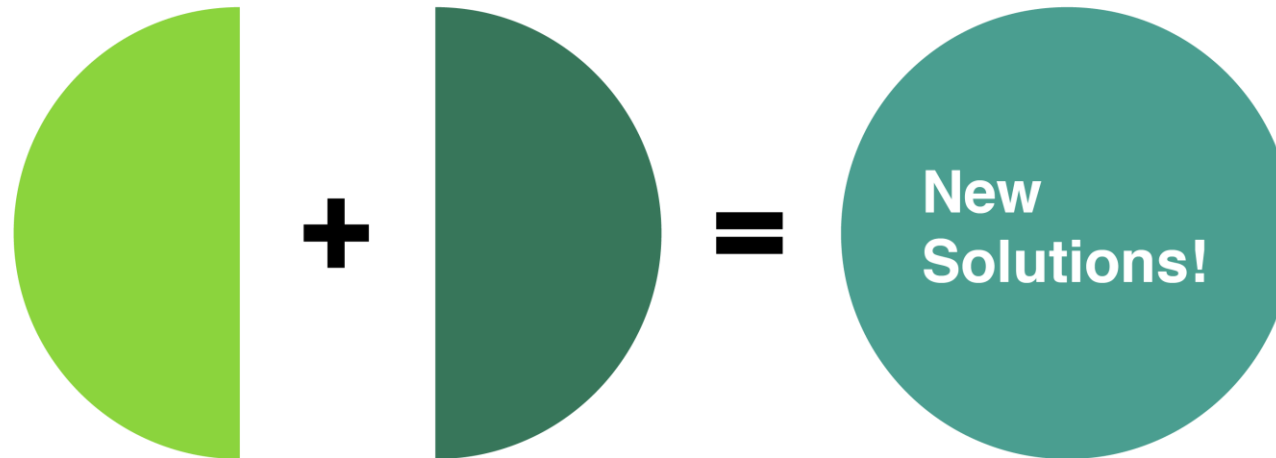
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# 1+1=3

**Service  
Design**  
Principles  
Processes  
Tools

**Circular  
Economy**  
Principles  
Business Models  
Tools



# Objectives of Circular Economy in Service Design

After the Circular Economy for Service Design course, student is able to:

- describe how value is created for the customers through service
- recognize the essence of circular economy thinking and service design thinking and methods
- apply service design process and methods and circular business models in a project based on circular economy case and develop a service concept.
- apply creative problem-solving and develop working methods individually and in teams
- foster entrepreneurship through service design and circular economy



# Pre-assignment (0-1ECTS)

The pre-assignment will provide an introduction to service design in context of circular economy.

## Aim of the pre-assignment is

- 1) to get oriented to the topic of Circular Economy and Service Design and
- 2) to get understanding of customer-focused design thinking approach and
- 3) get acquainted with central concepts in the area.

## This pre-assignment is composed of Three topics:

Topic1 : Circular Economy: A) Terms and definitions and B) Me as a consumer

Topic 2: Empathic Design

Topic 3: Innovative Customer Groups

## This pre-assignment consist three tasks:

- Report (1A) and lifestyle test (1B) related to Topic 1
- Test (Quiz) contains 15 multiple choice questions related to Topic 2 and 3.
- *In order to pass the pre-assignment section, you have to do tasks 1A and 1B and get at least 50% from the Quiz.*



# Circular Design Challenge

- Project work is based on circular design challenge by a company or an organization. The purpose is that service concepts, which are developed by student teams, will be based on a circular business model.
- Design challenge requires proper negotiations between UAS and the company, to understand the current situation, what are the objectives of the company related to circular economy and what is the expected, concrete outcome of the development work.
- Also, it's important to agree the scope of the solution.
- Following case template can be used to guide negotiations with UAS and the company.



## Circular Economy for Service Design Challenge

<b>Case title:</b>	Please write here
<b>Company/organization:</b>	
<b>Contact person's details:</b>	
<b>Case description</b> <ul style="list-style-type: none"> <li>Regarding circular economy, which problem case company wants to solve?</li> <li>What is the objective of the project? e.g. to create a solution based on sharing platform, product as a service, product life extension etc.</li> <li>Limitations, e.g. stakeholder group, customer segment?</li> </ul>	
<b>User and stakeholder groups</b> <ul style="list-style-type: none"> <li>who is the customer and who are the key stakeholders related to the design challenge?</li> </ul>	
<b>What is the expected outcome?</b> <ul style="list-style-type: none"> <li>how to measure success / impact of the end results? (e.g. key performance indicators)</li> </ul>	
<b>Who are the coaches? (UAS)?</b>	
<b>Confidentiality?</b> which materials / outcomes can be shared to others? e.g. final presentation materials are public.	
<b>What is the role of case provider?</b> e.g. participation in the project kick-off? mentoring of students, evaluation of end results in the final seminar.	



# Circular Economy assignment

## Case: My favourite garment - campaign

Tämä on Turun ammattikorkeakoulun esimerkki tehtävästä.

- Service Design in Circular Economy course includes a project. The objective is to develop a service concept which is based on circular economy business model.
- Find [videolecture](#) by Suvi-Tuuli Kankaanpää about Fashion Revolution.
- Find [videolecture](#) by Liisa LAhti about "Lempivaate/favorite garment" campaign
- In this project work you have now possibility to use all information and knowledge gained from introduction to Circular Economy and Service Design courses. This will be made in teams of 3-5 students.
- Your team project assignment:
  1. Start from Project folder and go through all service design tools and methods.
  2. The role of your team is now to design and create a campaign or service or product, which aims to minimize the negative impacts of textile industry ( see whole lifecycle). First think the textile industry as a whole and then try to find a perspective or suitable circular economy business model which answer to the need. e.g. you can just concentrate on product design, recycling or retail etc.
  3. After you have come up with the idea that you will focus on start building the by utilizing service design tools from Project folder.
  4. Please upload your final outcome here
  5. Your final output/concept must reduce the social and environmental impact of the textile industry and it will consist of value proposition, user personas, journey map and circular economy business model.



# Service Design process & tools

**Phase 1**  
Map &  
Understand

BMC as-is

Desk Research, Stakeholder map,  
Interviews, Customer Journey

**Phase 2**  
Forecast &  
Ideate

Circular business model  
canvas

Persona, Ideation

**Phase 3**  
Model &  
Evaluate

Circular business model  
canvas

Customer Journey,  
Prototyping & testing

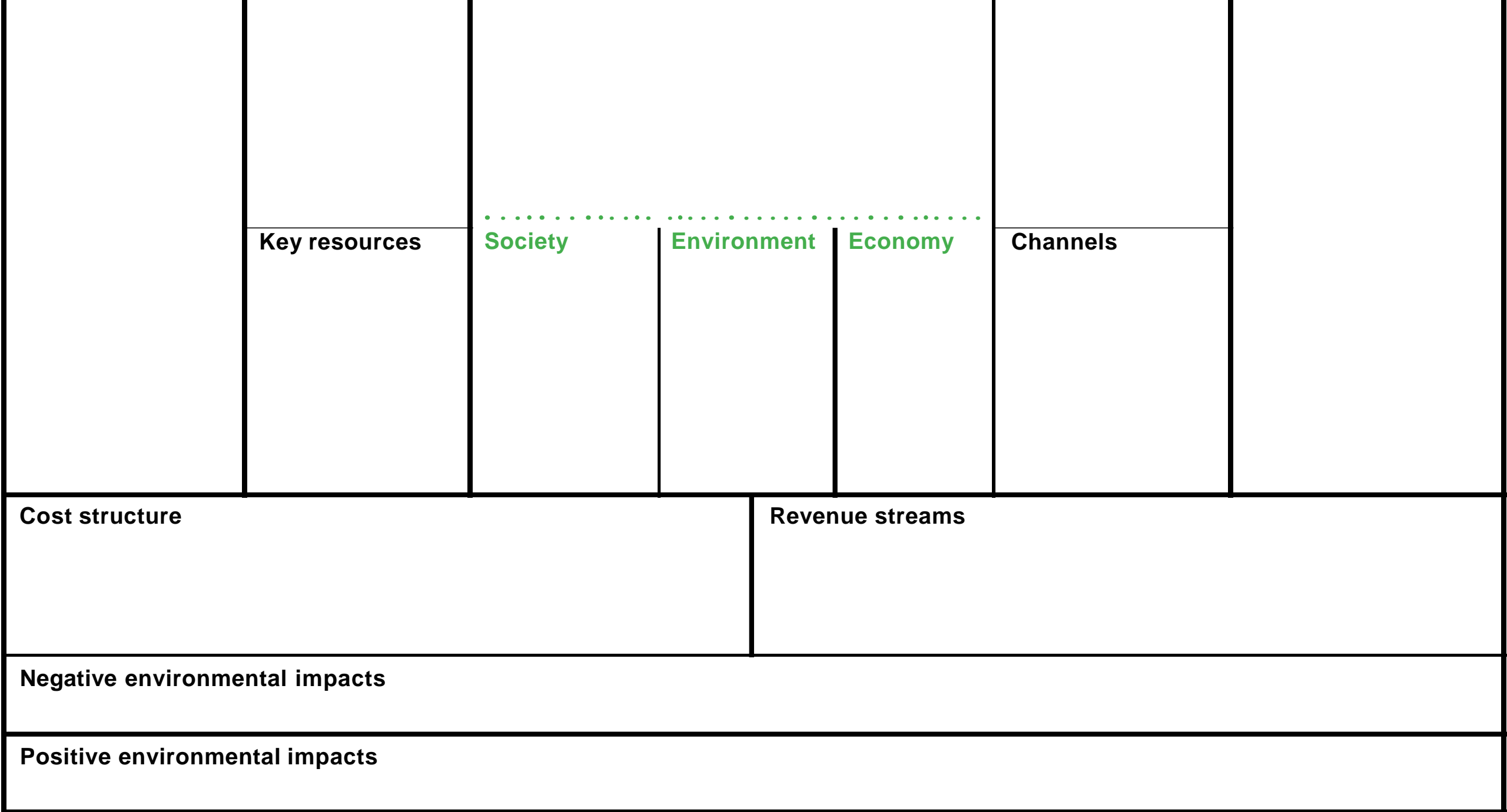
**Phase 4**  
Conceptualize  
& Influence

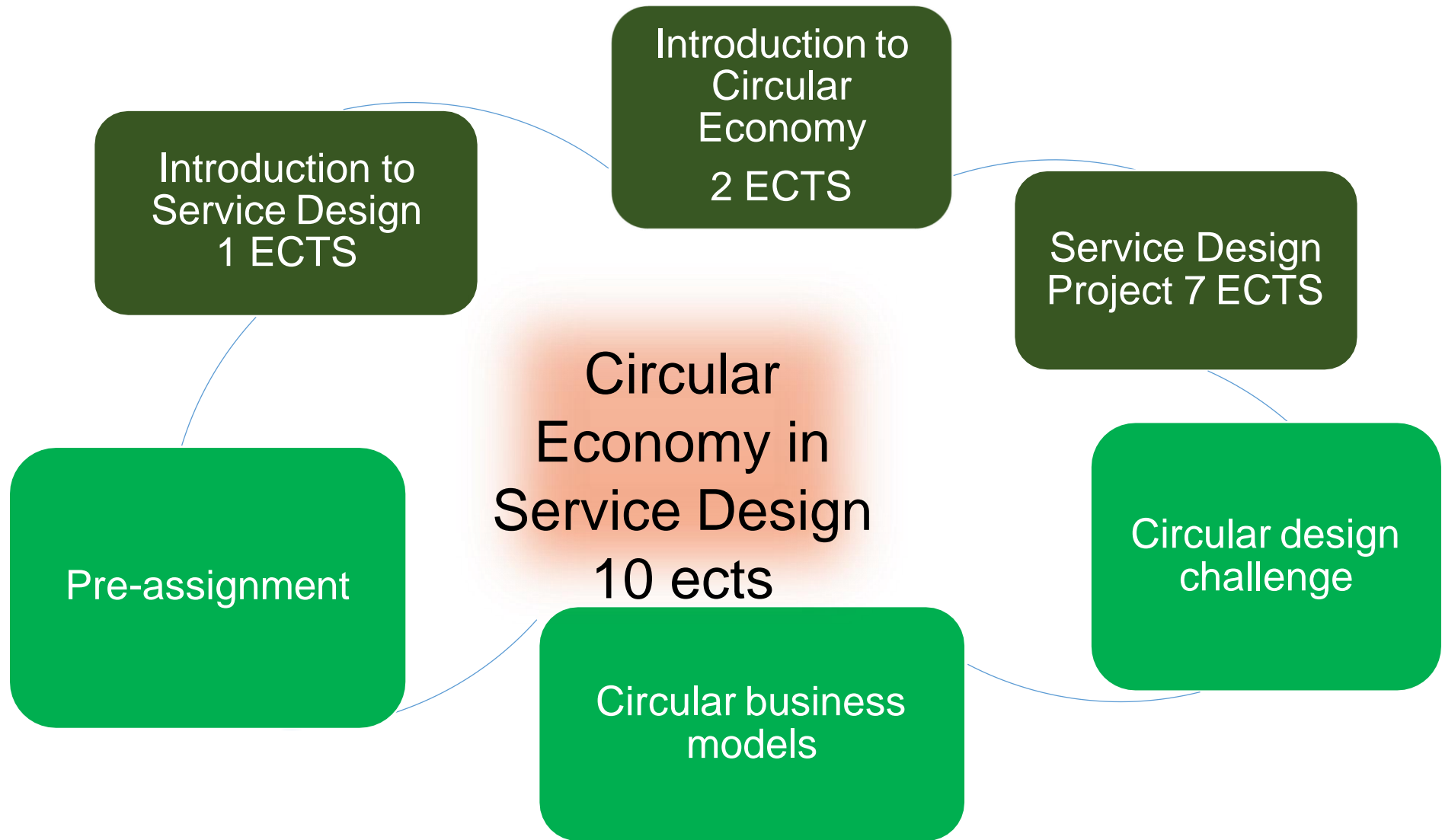
Circular business model  
canvas

Final concept pitching









# Learning Objectives in Map & Understand phase

In this first phase you are doing research to generate “a big picture” of the context. You need to understand the operating environment from company and customer point of view and what is real problem /design challenge to be solved.

Purpose is to gather information how customers, users and stakeholders act, and which problems and needs they have in their daily life.

In this phase it's important to gain deep customer insight as a basis for further development steps in next design phases. This phase is a combination of charting out the existing situation while scanning the horizon and envisioning future pathways and business opportunities.

## Phase 1 Map & Understand

Outcomes:

- Customer Insight gained: Persona and Customer Journey (current state) created based on:
- Desk Research
- Interviews & Observation



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# Learning Objectives in Forecast & Ideate phase

In the second phase, based on the research conducted in previous phase 1, you will map and analyze current and future needs of potential users by using trend analysis and persona tools.

You will develop ideas and potential solutions to improve the current situation. You will learn which service design tools to use in this phase, and how to apply them in practice.

## Phase 2 Forecast & Ideate

Outcomes:

- *Understanding of users' current and future needs*
- *Trend analysis*
- *Ideation - new potential solutions (ideas to be tested in the phase 3)*



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# Learning Objectives in Model & Evaluate phase

In the third phase you will find out if the developed service concepts are working as you thought. You will create prototypes and gather feedback from potential customers about the service concept - what is working well and what should still be improved.

In this phase it's important to concretize outcomes by visualization, and finalize the service concept based on the potential customer feedback.

## Phase 3 Model & Evaluate

Outcomes:

- Service concepts are visualized
- Prototypes are created and tested with potential customers.
- Service concepts are finalized based on feedback.



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# Learning Objectives in Conceptualize and Influence phase

In the fourth phase you will finalize the service concept and circular business model canvas. You will prepare service concept presentation for the company, who introduced the design challenge in the beginning of the project.

Launch means preparation of a pitching presentation by utilizing NABC-model structure, and selling the concept and getting the feedback.

## Phase 4 Conceptualize & Influence

Outcomes:

- Final Circular Business Model
- Final Service Concept
- Pitching presentation



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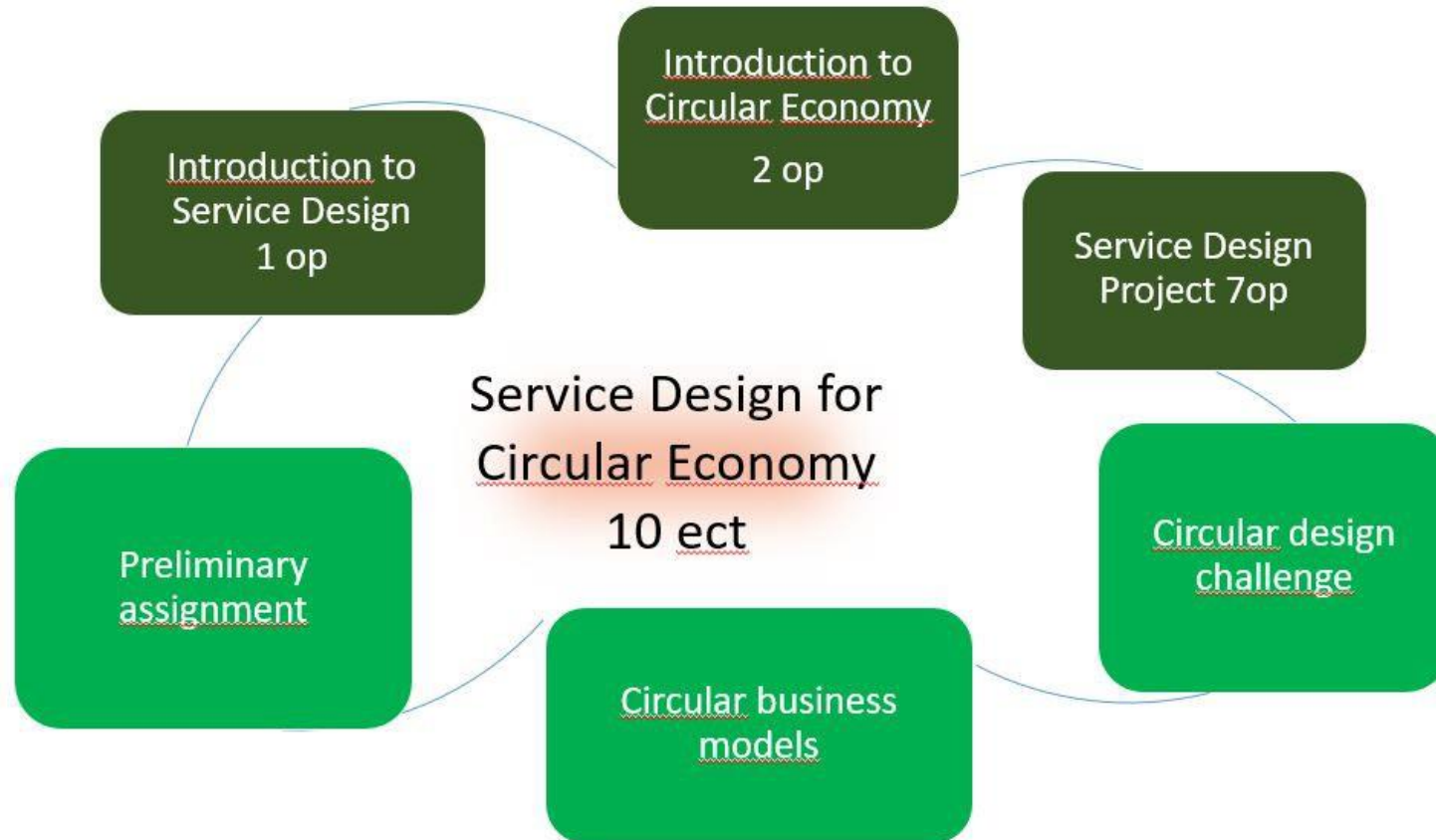
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# Ways of working: Individual & Teamwork

## Individual work 30%

Tasks:  
Completion of  
Introduction to  
Service Design  
and Circular  
Economy  
individually



## Team work 70%

Tasks:  
Completion of  
design project  
as a team

# Avoimesti saatavilla olevat materiaalit (aoe.fi)

- Kurssikuvaus; kurssin rakenne ja suoritustavat, osaamistavoitteet
- Tehtävät (erilaisia vaihtoehtoja eri ammattikorkeakouluista)
- Suositeltava lähdemateriaali

