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PALVELUMUOTOILU TUTUKSI

**RAHOITUSHAKEMUS HELSINGIN
KAUPUNGIN INNOVAATIO RAHASTOSTA**

4.4.2008

1 Taustaa

Palveluja voi muotoilla kuten tuotteita. Palvelumuotoilu on uusi ajattelutapa ja menetelmä, joka muotoilun keinoin auttaa palveluyrityksiä ja -organisaatioita uusien innovatiivisten palvelukonseptien löytämisessä.

Palvelumuotoilua voidaan soveltaa mille tahansa sektorille tai toimialalle ja mihin tahansa palveluprosessiin. Palvelumuotoilun avulla syntynyt palveluinnovaatio on asiakkaalle hyödyllisempi, käytettävämpi, merkityksellisempi, tarkoituksenmukaisempi ja haluttavampi. Samanaikaisesti muotoiltu palvelu on sitä tuottavalle organisaatiolle kannattava ja toiminnallisesti järkevä.

2 Tulokset

Palvelumuotoilu tutuksi -projektin myötä virastot ja laitokset, joilla on omaa palvelutuotantoa, ymmärtävät palvelumuotoilun mahdollisuudet ja voivat soveltaan uutta menetelmää, palvelumuotoilua, palvelujen laadulliseksi parantamiseksi. Kaupungin oman palveluhenkilöstön näkökulmasta palvelumuotoilu lisää asiakastyön mielekkyyttä ja parantaa työssä jaksamista. Lisäksi palvelumuotoilua pidetään yhtenä ratkaisuna innovatiivisten julkisten hankintojen toteuttamiseksi.

Projektin tuotokset tukevat Living Lab toiminnan, matkailun ja osaamisintensiivisten liike-elämän palvelujen (KIBS) kehittymistä. Palvelumuotoilu itsessään on luova toimiala. Lisäksi käynnistyvät palvelumuotoilun hankkeet synnyttävät aitoa public-private-partnership toimintaa. Edellä mainitut asiat liittyvät keskeisesti kaupungin elinkeinopoliittisiin strategisiin linjauksiin.

3 Palvelumuotoilu tutuksi -projektin toimenpidekokonaisuudet

Projektin aikana palvelumuoto-sanalle rakennetaan osallistujien kesken yhteinen todellisuuskäsitys. Määrittelyn pohjalta tuotetaan verkko-oppimiskäytäntö, jotta palvelumuotoilun hyötyjä ja käytäntöjä voidaan kustannustehokkaasti välittää mahdollisimman monelle. Verkko-oppimiskäytännön käyttöönottoa tuetaan laitoksille ja virastoille kohdistettavalla kampanjalla. Seminaarit ja verkko-oppimiskäytäntö auttavat yhteisen ymmärryksen luomisessa ja nopeuttavat palvelumuotoilu projektien käynnistymistä.

3.1 Palvelumuotoilu-sanana määrittely ja materiaalin tuottaminen

Toimenpide: Palvelumuotoilu-sanana määrittely ja verkko-oppimiskäytännön tuottaminen.

Toteutus: Toteutus kuvattuna projektisuunnitelmassa, liite 1 (*Introduction to Service Design, Project plan 4.4.2008, Jussi Sorsimo, Culminatum Ltd.*). Projektisuunnitelma on englanniksi, koska palvelumuotoilu sanana määrittelyprojektiin osallistuu palvelumuotoilun edelläkävijöitä mm. Saksasta ja Englannista.

Vastuuyksikkö: Helsingin kaupungin talous- ja suunnittelukeskuksen elinkeinopalvelu ja Culminatum Ltd Oy

Muut osapuolet: Kts liite 1.

Rahoitus: Määrittelytyölle ja *Palvelumuotoilu tutuksi* verkko-oppimiskäytännön tuottamiselle haetaan rahoitusta 45 000 euroa + ALV.

3.2 *Palvelumuotoilu tutuksi* -kampanja kaupungin virastoille ja laitoksille

Toimenpide: Seminaarien (8-10 kpl) järjestäminen virastoille ja laitoksille, joilla on omaa palvelutuotantoa.

Toteutus: Kohderyhmät ja seminaarien sisältö määritetään aluksi. Seminaareissa on tarkoitus esitellä palvelumuotoilun konseptia sekä lanseerata verkko-oppimiskäytäntö. Seminaarien päätavoitteena on keskustella osallistujien kannalta mahdollisista kehittämiskohteista, joita voisi lähteä kehittämään palvelumuotoilun avulla. Seminaarien jälkeen kehitysohjelmiin osallistuvat voivat käyttää *Palvelumuotoilu tutuksi* verkko-oppimiskäytäntöä virastoissa ja laitoksissa varsinaisten kehitysohjelmien tukena.

Vastuuyksikkö: Helsingin kaupungin talous- ja suunnittelukeskuksen elinkeinopalvelu ja Culminatum Ltd Oy

Muut osapuolet: Vastuu virastot ja palvelumuotoiluyritykset.

Rahoitus: Palvelumuotoilu tutuksi -kampanjalle haetaan rahoitusta 20 000 euroa.

3.3 Rahoituskokonaisuus

Edellä mainittujen toimenpiteiden kokonaisrahoitustarve on 65 000 euroa + ALV, mikä sisältää hankehallinnon ja koordinoinnin.

4 Osapuolet

Helsingin kaupunki, Talous ja suunnittelukeskus, elinkeinopalvelu:

Elinkeinopäällikkö Nyrki Tuominen

Yritysasiamies Anu Mänttari

Culminatum Ltd Oy, Osaamisintensiiviset liike-elämän palvelut-kehitysohjelma:

Ohjelmajohtaja Jussi Sorsimo

Palvelumuotoilun teemaryhmä (kts. liite 1)

5 Rahoituksen hakija

Culminatum Ltd Oy Helsinki Region Center of Expertise (Y-tunnus 1004368-8)

Ohjelmajohtaja Jussi Sorsimo

Puh: 0400-561 040

sähköposti: jussi.sorsimo@culminatum.fi

Liite 1

Introduction to Service Design, Project plan 4.4.2008, Jussi Sorsimo, Culminatum Ltd.

1. BACKGROUND INFORMATION

Service design is a rather new concept and methodology that supports the innovation of new service concepts or the development of existing services.

Service design concept and methodology supports the creation of services that are more useful, usable, meaningful and desirable for customers as well as profitable and effective for organizations. Service design concept can be applied to any service.

However in many cases service design is just a buzzword or there are different opinions on service design concept, methodology and definitions.

2. MAIN OBJECTIVES

The main objective is to create common language and mutual understanding about service design among different stakeholders and practitioners within the service economy. Common language and mutual understanding promotes faster growth rate of service design markets as well as the creation of required competence in Finland.

3. PROJECT PLAN AND ACTION POINTS

First phase

Communication/eLearning solution

Introduction to Service Design -digital communication/eLearning solution created during the first phase of the project shall be used

1. to introduce service design to people who have never heard about it before.
2. as a source of practical information, tools and tips and as a step by step guide for service design practitioners during the actual process of designing a service.

Solution will be a self-explanatory communication tool and training solution that can be used to increase the awareness and understanding of service design concept, definitions, process, phases, activities, deliverables, skills and competencies required.

Introduction to service design should

- Clarify the potential value captured by service design.
- Clarify SD's role on service innovation and development process.
- Define the main activities and deliverables at each phase of the service design process.
- Point out knowledge competence, thinking and skills that are needed at each phase of the service design process.
- Clarify the interfaces with other service design related areas of expertise like service business strategy, service management, sales and marketing, service branding, customer research and web design.
- Clarify service design relations to other concepts like transformation design and concept design.

First version of *Introduction to Service Design* -digital communication/eLearning solution shall be written in English, but the solution shall be designed in a way that it can be easily localised for several other languages like e.g. Finnish and German.

Second Phase

Road show

Service design road show shall be implemented in the second phase of the project. *Introduction to service design* - solution together with service design road show will encourage private and public sector to choose service design methodology, process and tools to create new service innovations.

Possible target groups for Service Design road show in Finland include:

- service managers and developers in public and private sector

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- service designers as well as other consultants and experts from the various fields like service business strategy, service management, sales and marketing, customer research and design
- university students or participants of training programs related to service business management, service innovation and service design

Service design pilot projects and cases

After the creation of the generic part of the *Introduction to service design* -eLearning solution the idea is to add business and public sector specific service design cases make the final solution more concrete. Case descriptions help the user to understand the definition part of the solution through practical examples.

The purpose is to start separately financed service design pilot projects e.g. in public sector and in Tourism and Experience Management Competence Cluster. Business and public sector specific pilot cases shall be added *Introduction to Service Design* -digital communication/eLearning solution.

The following issues shall be described per pilot case: methods applied and deliverables produced as well as the value captured or added by service design in innovation process. Cases shall be produced with same multimedia format as the introduction part and shall be approved by the validation group. Service design cases shall be published at least in English for validation purposes.

Education and training programs

Introduction to service design - solution shall be used for blended learning solution in education and training programs. The purpose is to unify all basic level university education and training programs in so far as service design definitions, concept and methodology.

4. ROLES AND RESPONSIBILITIES

Culminatum Ltd Oy – Helsinki Region Centre of Expertise is responsible for

- project initiation
- creating project and financing agreements
- overall project management, coordination and communication
- choosing the eLearning consultant
- coordinating the solution creation team (Service Design working group)

Birgit Mager is responsible for

- providing her own service design material; state-of-the-art theory, methodology and practice for the solution creation to be used as a starting point of *Introduction to Service design* project
- recruiting and coordinating the international validation team

Birgit Mager is the first European professor on Service Design at the University of Applied Sciences Cologne, Germany. Since 1995 she has been developing Service Design theory, methodology and practice.

Consulting companies (members companies of Service Design Working Group in Culminatum's KIBS-forum (Knowledge Intensive Business service)) are responsible for

- defining service design concept. Definition work is done on basis on material provided by Birgit Mager and other service design material available.
- The content and structure of the *Introduction to service design* -eLearning solution is defined and created at workshops by KIBS-companies and by chosen eLearning consultant.

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Following companies belong to the Service Design working group coordinated by Culminatum Ltd Oy (status 12.3.2008):

Ego Beta Ltd (Mikko Jäppinen at Ego Beta Ltd is the chairman of the KIBS-forum's service design team 01-06/2008): 2C Customer Consulting, Broadview Ltd, Conventus Lakiasiaintoimisto Ltd, Design Reform Ltd, Efecto Ltd, Entersol Ltd, Focusta Ltd, Pöyry Consulting, Rekola Design Ltd and Zone Interactions Ltd.

eLearning consultant is responsible for

- writing a multimedia script
- producing the final eLearning solution.
- adding business area/public sector specific service design cases

eLearning consultant shall be chosen by open bidding. Potential suppliers are Prewise Ltd, WSOYpro, Discendum, Valve Ltd and Context learning.

Validation board is responsible for

- commenting and approving of the manuscript and the content of the final solution. Validation board might also approve all cases proposed to be added to the solution later on.

Validation board is recruited and coordinated by Birgit Mager who is a co-founder of the International Service Design Network. Validation board consists of the Members of International Service Design Network and possibly representatives from Finnish service business and Universities. Culminatum is responsible for recruiting possible Finnish validation board members

Project financiers and project steering group are responsible

- financing the project according to separate agreements
- decision making in steering group

Project financiers may take part in the solution creation.

The estimated overall cost for the generic part of the *Introduction to service design* -eLearning solution is around 40 000 €. This does not include business sector specific cases and service design road show.

5. INTELLECTUAL PROPERTY RIGHTS AND RESTRICTED USE

Birgit Mager gives permission to refer to, copy and modify the material provided for this project. Birgit Mager warrants that she is the owner of the material provided and all intellectual property rights thereto.

Project parties shall have unlimited use rights to Birgit Mager's material specifically granted for this project and the permission granted hereunder. Material provided by Birgit Mager may only be used to fulfill this project plan. Material may not be used by project parties for other business purposes or may not be transferred to a third party.

All project parties shall in the end have the rights to use the eLearning program in their marketing, communication and training activities. Project parties may not sell the eLearning program or the use for other business purposes.

Project parties may make copies of all or any part of the eLearning solution. Project parties shall place a notice on all copies of the eLearning solution to indicate that intellectual property rights therein and that possession and use of the eLearning solution must strictly conform to agreements

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made by project parties and that possession does not convey any right to disclose, reproduce, or permit others to use the Product.

6. TIME SCHEDULE

Project planning (12/2007-03/2008)

- Project agreements and project financing
- Approved project plan

Defining the content (03-04/2008)

- Choosing eLearning consultant
- Workshops 1-3: Content creation
- Commenting the manuscript and the content of first version via project site.

Solution creation and testing (04-06/2008)

- Transition into media manuscript (text, pictures, animations, sound and speak etc.)
- Commenting via project site
- Workshop 4: Final Approval
- (Installation) and testing

Launch and the use of the solution (06-/2008)

- Launch
- Summary and conclusions
- Workshop 5 (2nd half of 2008): User feedback, corrective and future actions