

FUTURES SERVICE DESIGN: CONCEPT DEVELOPMENT IN POCKET SCHOOL (concepts – process – workshop)

Concept of the workshop

CID Group of the Finland Futures Research Centre and Lumi Interactive organise an educational pilot project in cooperation with the Innovation Centre and the Institute of Design of Lahti University of Applied Sciences. The theme of the workshop organised in spring 2009 is *Service Design*. Other key words are *Pocket School* and *Produsage*.

Pocket school is a learning environment where intelligent mobile phones are used as instruments of learning and as a means of content creation. Produsage is a new term that refers to a user or consumer oriented production of services and products. During the workshop, students act as customers creating a service they desire through their own choices in cooperation with the actual service provider. In other words, the students create concepts for service processes, and thus develop the services of the business.

Acting as customers, the students also document their service experience in photographs, video clips and stories, which also earn the students the credits for the course. The best of the (audio)visual material thus created are presented on the web site of the service provider, and if the presented material sparks an interest in the customers of the business, the service concept becomes a part of the service provider's offerings.

Tools used in the workshop include mobile phones and a multi-channel web service developed with Lumi Interactive Ltd.'s patented LumiTools software. It promotes multimedial publishing and enables users to share video, pictures and stories over the 'mobile' and 'pc' internet.

The multichannel service development environment, LumiTools, is modular by nature and enables the automated optimisation of multimedial network services. The core of the software evolves around the automatic recognition of viewing devices and the concept that the upkeep and management of the substance (video, pictures, stories) should not be tied to a specific kind of device the user (customer) is equipped with.

Workshop organised by

Innovation Centre / Lahti University of Applied Sciences

Leaders of the workshop

The course is led by Jari Koskinen (CID Group / Finland Futures Research Centre) and Sami Makkula (Innovation Centre / Lahti University of Applied Sciences)

Other lecturers

Tuomo Kuosa (Transformation Futurist, CID Group)
Jari Kaivo-oja (Research Director, CID Group)
Sam Inkinen (Strategist and Futurist, CID Group)

Petri Seljavaara (Lumi Interactive) acts as a tutor and tech support during the workshop.

Contents and schedule

In addition to five days of lectures, the workshop consists of the lecturers being available for tutoring and guidance in the novel learning environment. The students are invited to the new environment on April 15th.

7.5. Institute of Design, Antin sali

15.–16.5. Lahti Fair Ltd.

12.–13.6. Institute of Design, Antin sali

Registration for the workshop closes on March 18th. Participants use their own mobile phones during the workshop.

The participating businesses are announced as the learning environment is launched on April 15th.

Headlines of the lectures

1. Background and methodological considerations (Pocket School and Produsage in service design). The participants are given an assignment that requires the utilisation of a mobile phone. This assignment follows the students throughout the whole workshop

2. Analysing and portraying the concepts and processes of service design (two days)

3. What is going on in the world right now? –viewpoints to the changes of our operational environment and to the advancement of design

4. What is futures research? –basic foresighting methods presented from the viewpoint of service design

CID GROUP is a transdisciplinary research and development group which operates in deep co-operation with Finland Futures Research Centre of the Turku School of Economics. CID combines crossdisciplinary research with exploratory activities. The group focuses on developing expertise in design, architecture, communications, marketing, art, media, the relevant technologies and foresight. Service design is in the core of CID's R&D. Various development projects relating to service design are being prepared. Additional information: www.service-design.tv