

**Innovative approach to designing services**  
**Case study: Bar & Bistro Wanha Apoteekki**

Angelina Eskina

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<p><b>Author</b> Angelina Eskina</p>	<p><b>Group or year of entry</b> 2009</p>
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<p>The main purpose of this thesis is to show how creative thinking, learning by doing and innovative approach influence the process of studying a particular subject and implementing changes. It contains the overview of learning journey towards service design, its processes, principles and techniques.</p> <p>Learning process is based on a real case of Wanha Apoteekki Bar &amp; Bistro, a unit of S-Group's regional cooperative Varuboden-Osla. Within the project aimed at developing customer driven service design processes and personal professional skills the project team was supposed to improve restaurant's services in order to attract younger customers.</p> <p>The project was done through learning the theory of service design and developing service design innovative thinking in order to implement creative solutions to restaurant's services. Experimentation, prototyping and learning by doing as well as using contemporary tools and techniques such as storytelling, observation, mindmaps, etc. were the main methods in achieving the goals. Gathering customers' insights played crucial role in the development process as well.</p> <p>The results revealed that innovative and creative approach to learning process and preparation for the project actually expanded motivation and inspiration within the project team and contributed to the implementation of non-standard solutions for improving services in Wanha Apoteekki Bar &amp; Bistro. Contemporary learning methods helped to advance service design thinking and assisted in breaking the conventions of service development.</p>	
<p><b>Keywords</b> Service Design, Innovation, Learning By Doing, Experiment</p>	

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# 1 Introduction

The name of the thesis is “Innovative approach to designing services. Case study: Bar & Bistro Wanha Apoteekki”. The main aim of this report is to show the student’s learning journey towards principles of service design and innovative approach to designing new services and improving existing ones. Learning process consists of theoretical insights received during the course of Designing Services conducted by HAAGA-HELIA University of Applied Sciences and certifying the professional skills by applying the knowledge to the real case of Bar & Bistro Wanha Apoteekki.

Chapter 2 of the report provides an understanding of service design discipline. It explains all the details related to service design and its main principles, innovation towards service design thinking as well as complicated nature of service itself and the entire service design process with all its important aspects and challenges.

Chapter 3 is dedicated to the project commissioned by Varuboden-Osla and focused on development of customer driven service design processes within its unit Bar & Bistro Wanha Apoteekki. This chapter contains full overview of learning journey and developing personal professional skills. The journey begins with acquaintance with theoretical framework towards service design, its principles, tools and methods and continues with the work in real environment of Wanha Apoteekki while improving existing services.

In this thesis I would like to prove that innovative and creative approach to educational process expands students’ creativity and innovative thinking when working with the real cases and helps to achieve desirable results in service development and improvement.

## 2 Innovation towards Service Design and Service Design thinking

### 2.1 Innovation towards designing services

We all know an academic discipline called New Service Development. However, many things have been changed dramatically during the last years and with time there appeared necessity of innovation.

One definition of service innovation was proposed in 2006 by TEKES, the Finnish Funding Agency for Technology and Innovation:

Service innovation is a new or significantly improved service concept that is taken into practice. It can be for example a new customer interaction channel, a distribution system or a technological concept or a combination of them. A service innovation always includes replicable elements that can be identified and systematically reproduced in other cases or environments. The replicable element can be the service outcome or the service process as such or a part of them. A service innovation is a service product or service process that is based on some technology or systematic method. Service innovations can for instance be new solutions in the customer interface, new distribution methods, novel application of technology in the service process, new forms of operation with the supply chain or new ways to organize and manage services. (TEKES 2006)

There are four main drivers that lead the service innovation:

- Growth of service economy

Service sector occupies a significant part of world's economy. Moreover, it is dominant in the economy of most developed countries. This is why innovation and permanent development is extremely important for service sector. (Moritz 2005, 24-26)

- Satisfaction of product market

Nowadays market is fulfilled with variety of different products and brands that fits the needs of every customer target group. However, a product cannot exist without any service support. Therefore, service plays a role of tool in building a platform for better competitiveness and creating additional value for every product. (Moritz 2005, 24-26)

- Technological innovations

Recent technological growth uncovered new possibilities for all kind of service providers. For instance, rapid development of information technologies makes service performance not only easier and cheaper, but considerably decreases a need for face-to-face communication. (Moritz 2005, 24-26)

- Increasing of humans individual needs and expectations

Every customer has individual needs and expectations related to services. Changes in the world are followed with changes in people's behaviour as well; hence service providers are forced to put more and more effort to estimate customers' needs. (Moritz 2005, 24-26)

Due to all these factors the new discipline of Service Design was born in order to fit into the era of innovation, technology and customers' perspective, bring more creativity in the process and make the service performance more effective in fulfilling customers' unique needs and expectations.

## **2.2 Definitions of service design**

The more people try to reflect on Service Design, the more definitions appear. The phenomenon of Service Design is highly versatile; it consists of several aspects that can be understood in different ways by different people. In order to understand the nature of Service Design I would like to address to some sources offering different definitions.

Mager (2008) offers one of them:

Service design refers to the process of planning and organizing people, infrastructure, communication and material components of a service, with the goal of improving the service's quality, the interactions between a provider and its customers, and the customers' experiences.

Two more definitions I found interesting and helpful from the book "This is service design thinking: basics, tools, cases".

Service design definition with academic approach:

Service Design helps to innovate (create new) or improve (existing) services to make them more useful, usable, desirable for clients and efficient as well as effective for organisations. It is a new holistic, multi-disciplinary, integrative field. (Stefan Moritz 2005, 6)

And service design definition with agency approach:

When you have two coffee shops right next to each other, and each sells the exact same coffee at the exact same price, service design is what makes you walk into one and not the other. (31 Volts Service Design 2008)

These definitions can show the reader a clear picture about what service design is and its complex nature.

### **2.3 Difference between product and service**

In order to understand better the principles of service design it is important to call back to service nature and how it basically differs from product.

Unlike product, nature of service is much more complicated. It is relatively easy to describe and measure the new product development process since it is related to something physical that one can touch. Oppositely, it is rather hard to put service design process into a rough frame.



The following table shows some helpful comparison of product and service.

What differentiates services

<b>PRODUCT</b>	<b>SERVICE</b>
→ Produced	→ Performed
→ Material	→ Immaterial
→ Tangible	→ Intangible
→ Can be stored	→ Can't be stored
→ Usually without client	→ Interaction with client
→ Consumption after production	→ Consumption = production
→ Defects in manufacturing	→ Mistakes in behaviour

Table 1. What differentiates services. Backmann, 1998

Zomerdijk and Voss (25, 2008) state:

Services are often designed from the perspective of the customer journey rather than as a single product or transaction. The journey perspective implies that a customer experience is built over an extended period of time, starting before and ending after the actual sales experience or transaction. During a customer journey, numerous touchpoints occur between the customer and the organization or the brand. These touchpoints need to be carefully designed and managed.

## **2.4 Principles of service design**

### **2.4.1 Service design is user-centred**

Considering service design it is extremely important to remember that all services are customer-oriented and the customer is situated in the centre of the entire service design process.

There is an undeniable significance of understanding the real customers, their everyday life's habits, basic cultural and social issues in order to meet their needs and fulfil expectations. However, statistical data is important as well. Considering statistical record of customers' age, occupation, marriage status, level of income and other criteria also comprises essential value for service design. (Schneider & Stickdorn 2011, 36-37)

### **2.4.2 Service design is co-creative**

During the process of service design appears the fact that there exist many different customer groups as well as other people involved in the industry where service is developed for further customers' consumption. Each customer group has its own unique expectations and needs and all of them have to be taken into consideration as far as it is possible. (Schneider & Stickdorn 2011, 38-39)

Talking about other people involved in creating, development and consumption of services, there could be mentioned stakeholders, managers, designers, engineers and other employees from different companies. Involving everyone in the process of idea creation, prototyping of service, its development and testing is one important principle of service design. (Schneider & Stickdorn 2011, 38-39)

Working with different people, successful communication, co-operation, negotiation and active listening can help to get a genuine picture of customers' insight in order to develop a service suitable for all customer groups and moreover to create sustainable customer and employee satisfaction. Therefore, it can be said that co-creation is an important aspect of service design. (Schneider & Stickdorn 2011, 38-39)

### **2.4.3 Service design is sequencing**

The other principle of service design lies in sequencing. Stickdorn and Schneider (40-41, 2011) state that “every service process follows a three-step transition of pre-service period (getting in touch with a service), the actual service period (when the customers actually experience the service) and the subsequent post-service period”. The described transition happens again and again during the whole service process.

Every step of interaction with the service has its special issues and requires close communication between all parties since each affects the successful further improvement. (Schneider & Stickdorn 2011, 40-41)

### **2.4.4 Service design is evidencing**

The evidence of service plays a significant role. Often it happens that some services stay at the backstage and they are never noticed by the customers.

As an example let’s imagine that customer purchases a pack of crackers at the mall, brings it home, eats it and never thinks of a service platform supporting the product. Evidence of the service certainly makes the customer aware of considerable work behind the service. (Schneider & Stickdorn 2011, 42-43)

### **2.4.5 Service design is holistic**

One more principle states that service design is holistic. The work related to service design should be considered in wide context. It is important to pay attention to as many details as possible through the entire process and consider different alternative situations that could appear to any touchpoint during the interaction between the customer and the service. Service provider should consider everything that affects customer’s perception and experience. (Schneider & Stickdorn 2011, 44-45)

## 2.5 Service design process

It is quite difficult to measure such a complex process as design and formulate it into the academic text. However, in this chapter I want to describe basic approach, which is offered by various sources. The approach consists of four stages: exploration, creation, reflection and implementation.

The whole service design process is nonlinear and the sequence of stages blurs considerably. Those stages systematically iterate during the process, one can be replaced by another and there is always a possibility to go back or speed up some stage ahead. Moreover, every step consists of its unique paradoxes followed by complicated dilemmas. (Schneider & Stickdorn 2011, 124-127)

The following loop graphically shows complex and iterative process of service design.

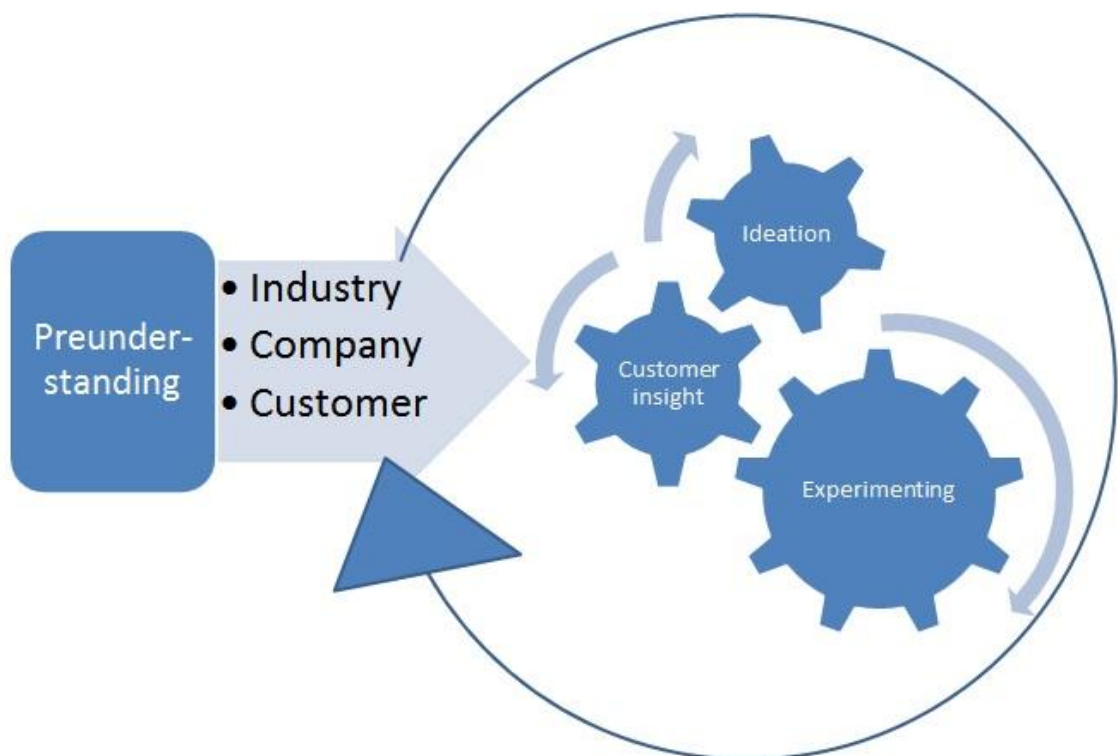


Figure 1. The Service Design Loop. Alhonen & Lassila 2012

### 2.5.1 Exploration

Service design usually starts when the designer clearly understands the culture and goals of the company as well as overall perception of the market, its products and services, brands, customer satisfaction and competitors' analysis. It helps the designer and the company to find an optional way for successful development and innovation in the field.

The market research supports the service provider in order to understand and identify current and potential customers' needs and expectations as well as such an important aspect as future trends. (Design Council, Market research 2012)

During the process of gathering data there appear topics of interest such as:

- Consumer behaviour and preferences in relation to the product or service offered by the company
- New modes of communication
- New service needs that may emerge on the basis of social, economic or
  - o environmental changes

(Design Council, Market research 2012)

After the market research eventually comes the user research. It is an important aspect of the exploration stage since the entire process aims to put the customer in the centre of service design. User research is intended on identifying the potential customer's journey and the way of interaction between the customer and the service. Also it helps the company to find out the area of improvements and innovation as well as opportunities for the future. (Design Council, User research 2012)

In order to understand the behaviour and mind of current or potential customers the can be used a wide range of tools and methods which will be deeper discussed later. The last task of the exploration stage is to analyse the information on market, users' perspective and future trends in order to plan further processes and structure the work.

Those findings should be shared between the whole team so that the interaction takes place. (Design Council, Managing and planning 2012)

### **2.5.2 Creation**

Schneider and Stickdorn (2011, 130-131) state that the task of service designer on creation stage is "...to generate and develop solutions based on the identified problems and in-depth insights generated in the exploratory stage; the identification of customers' needs motivations, expectations, the service providers' processes and constraints, and the illustration of the customer journey, consisting of a sequence of touchpoints."

Co-creation involving stakeholders, customers and other employees within the interdisciplinary teams plays a significant role on this stage and helps to achieve good results and success. (Schneider & Stickdorn 2011, 131)

On the creation stage designers filter all the ideas appeared on the exploratory stage in order to find the best one. Consequently, here comes an initial project development and definition on the possible problems and opportunities. Besides, the wider context of company's internal and external situations should be taken into consideration. It includes company's own financial and technological capability, competitor's situation with the similar products, customer's needs and expectations as well as overall social and economic background. (Design Council, Project development 2012)

After project development on the creation stage comes the project management phase. During project management it is important to visualise the whole process before adopting a concept to implement in order to ensure avoiding serious problems and risks after launching the final product. (Design Council, Project management 2012)

### 2.5.3 Reflection

On the previous stage of creation the best ideas were picked and the action plan was visualised, therefore the upcoming reflection stage is the time for building prototypes and testing them.

As it is stated by the Design Council (Development methods 2012) “Whatever a company is designing, the principle of the Development phase is to prototype and iterate the concept to get it as close to an end product or service as possible”.

It is extremely important to remember that iteration happens all the way during all four stages of service design process. Also the iteration approach is used during prototyping, testing and retesting the concepts. The goal of the stage of reflection is to build the prototype, test it in the environment as close to reality as possible, based on the received feedback improve the concept and test it again. Hence, there appears a necessity for active experimentation with the ideas and of course making mistakes.

Schneider and Stickdorn (2011, 130) writes that “One of the main features of service design thinking is that this approach is not about avoiding mistakes, but rather about exploring as many as possible mistakes. The crux is to make them as early as possible in the process and learn from these as much as possible before you implement or adopt the new concepts.”

Due to intangibility of services it is difficult to test a concept and get a sufficient feedback. The designer’s task is to create rather emotional impression for more successful interaction and better understanding of the service by the customer. There exist various tools, methods and approaches that help in effective prototyping, testing, gathering feedback and finding solutions for further improvement. (Schneider & Stickdorn 2011, 132-133)

## **2.5.4 Implementation**

The final phase of service design process is all about delivery the service to the market. It is the time for final testing, approval and transferring the service concept from laboratory environment to real context. The aim if implementation stage is to indicate the problems explored on the previous stages as well as to evaluate the results and receive sufficient internal and external feedback. The experience of previous mistakes serves as a tool to avoid as many obstacles as possible before the final service concept is launched. (Design Council, Deliver 2012)

## **2.6 Tools of service design**

There exists a huge variety of different tools and methods that support service design process in the wide context and each of its stages in particular. Each service developer is entitled to choose whatever is suitable for some particular case and make any combinations while designing a new service concept. Moreover, active experimentation with the existing tools and finding new ways and opportunities in using them is highly welcomed and recommended. (Schneider & Stickdorn 2011, 148)

Due to a huge amount of tools used in service design any attempt to describe each of them in details is meaningless. Hence, my goal is to name some tools and explain when it is appropriate to use those.

The aim of exploration stage is to discover new perspectives on a particular service as well as its background. Clear understanding of customers' needs and expectations is required in order to develop user-centred concept. The tools that help to achieve this understanding are the following: stakeholder maps, service safaris, shadowing, customer journey maps, contextual interviews, the five whys, cultural probes, mobile ethnography, a day in the life, expectation maps and personas. (Schneider & Stickdorn 2011, 149, 150-178)



Creation is the stage where the concepts are created and visualised, while reflection stage is aimed on testing the ideas. Creation and reflection are barely distinguished since the majority of iterations usually happen within these two phases. There are some creative tools to use in order to achieve better results: idea creation, what if, design scenarios, storyboards, desktop walkthrough, service prototypes, service staging, agile development and co-creation. (Schneider & Stickdorn 2011, 149, 178-199)

The implementation stage is about putting ideas into actions, thus the tools used on this stage are aimed on supporting the service delivery. These tools are: storytelling, service blueprints, service roleplay, customer lifecycle maps and business model canvas. (Schneider & Stickdorn 2011, 149, 202-213)

Each of the tools mentioned above has its own unique purposes and specifics. In order to learn more about the tools and understand how and why they are used, I would recommend to deepen into “This is service design thinking: basics, tools, cases” book edited by Marc Stickdorn and Jacob Schneider. Besides, useful and sufficient information on service design tools can be also found on [www.servicedesigntools.org](http://www.servicedesigntools.org) webpage.

### **3 Case study: Bar & Bistro Wanha Apoteekki**

#### **3.1 Goals of the project and the project's background information**

The project was focused on customer driven service design and innovation. It was coordinated by HAAGA-HELIA University of Applied Sciences.

The project's goal was to develop customer driven service design processes as well as personal professional skills and to use research and development methods to develop new services and improve existing services. Personal learning targets of project team were aimed on learning by doing, organizing the development processes in creative way, breaking conventions of service development, experimenting rapidly and making as many mistakes as possible for more effective learning. The work was done in co-operation with the project partner Varuboden-Osla which was regional cooperative store operating in Uusimaa and Ahvenanmaa.

Varuboden-Osla is an independent part of S-group and in conducts the operations within various chains. S-group owns such chains as: S-market, Prisma, Alepa, Sokos, Sokos Hotels, Radisson Blu –hotels in Finland, Rosso, Sevilla, Fransmanni, Memphis, Amarillo, Public Corner, other S-Group restaurants and many others. (SOK)

The project was designed by the HAAGA-HELIA's course of Designing services and focused on three units of Varuboden-Osla: Amarillo, Bar & Bistro Wanha Apoteekki and Coffee House. The project lasted for the whole autumn semester 2012. The course participants were divided in three project teams so that each team is responsible for one unit. The Designing Services course as well as the project was supervised by Marika Alhonen and Sirpa Lassila.

I was the part of Wanha Apoteekki project team. Wanha Apoteekki team was multinational and consisted of 7 students of HAAGA-HELIA: 2 Russians, 1 Moroccan, 1 German, 3 Finnish and 1 Swedish. Those students were: Maria Strelkova, Nicole Huikko, Taoufik El Fassi, Katja Kuronen, Annemari Mäkinen, Jonas Tigerstedt and me - Angelina Eskina. Jonas Tigerstedt was assigned to be the project manager and

was the one who represented the whole team and contacted the commissioner on the regular basis. Other responsibilities were equally shared amongst the rest of the team.

During the project we had been documenting several parts of our work both with reports and pictures. In this thesis I am going to use the materials created by the project team as well as my own notes, observations and other documentation.

### **3.2 Background of Wanha Apoteekki**

A vendor Johan Henrik Linderth from Porvoo built a sugar factory building in 1822. It was operated for 13 years. After Linderth's death in the end of 1835 his wife continued the operations of the sugar factory for four more years. (Wanha Apoteekki)

Linderth's estate sold the house in 1841 to apothecary Leonhard Hougberg. The pharmacy services that had started in Porvoo in 1740s moved to the facilities of the old sugar factory. The pharmacy operated for several years. (Wanha Apoteekki)

In 1917 the building belonged to a pharmacist and a multi entrepreneur Mikander who decided to sell it to Birger Poppius. Poppius run the business for twenty years and even when he passed away in 1937 the pharmacy building stayed in the family. (Wanha Apoteekki)

The building that used to be a sugar factory and a pharmacy is now operating as a restaurant, Bar & Bistro Wanha apoteekki. Even though the operations have changed over the years, the good old values have stayed. In Wanha apoteekki listening and respecting the customers are the points of honour. The verisimilitude, warm sense of community and tolerance are playing an important role. The cosy atmosphere relaxes and attracts customers inside to enjoy the delicious straightforward food, good company and anodyne music. (Wanha Apoteekki)

Wanha Apotekki is located in the centre of Porvoo, Mannerheimintie 8, close to

several shops and businesses. Every day of the week Wanha Apoteekki offers lunch incl. coffee or tea to its customers, which may be eaten in the bistro and is available as take-away portion as well. The unique aspect of the restaurant is that they support the local producers' of raw materials. In cooking Wanha Apoteekki uses only the food provided by Finnish suppliers.

The restaurant itself is very cosy, living room-like. Wanha apoteekki has an extremely unique interior. Both history and present can be found from the restaurant.

Typical products in bars and bistros are dishes that are comparably simple, affordable and can be prepared without too much effort, in other words not haute cuisine. Other typical products on offer are alcoholic drinks in a mid-range price scale. Music in the background is almost obligatory. On Friday and Saturday there are organized live music events. Usually local Finnish music bands are invited to perform in Wanha Apoteekki with own repertoire or with cover music.

Wanha apoteekki offers to its customers small snacks, lunch, dinner and desserts. Also vegetarians have been taken into account when planning the menu. The menu has a wide range of different courses from pasta to burgers, and from salad to beef. Wanha Apoteekki offers something for everyone.

Wanha Apoteekki has no concrete target customers' group. The restaurant invites everyone without distinction of age, gender or marital status. The prices are reasonable for working people. The main focus might be the people in their thirties or above.

Talking about the potential competitors of Wanha Apoteekki, there can be: Amarillo, Bar & Bistro, Buffa, Coffee House, Fiesta!, Fransmanni, Grill It!, Memphis, Presso, Public Corner, Rosso, Rosso Express, Sevilla and Torero. However, all these restaurants are very different so they have slightly different target customers.

This information on the background of Wanha Apoteekki Bar & Bistro was taken from the team's industry analysis, which was done during the course meetings.



(Interior of Wanha Apteekki Bar & Bistro. Strelkova 2012)

### **3.3 Expectations of the commissioner**

On 17<sup>th</sup> of September the meeting with the commissioner party was arranged. Our project team organized a meeting in advance in order to collect a list of questions for an interview. The interview was aimed to meet the commissioner, get acquainted with the people we supposed to work with during the project as well as to learn better the background of restaurant and find out the main service problems to be solved and issues to be developed.

So the meeting took place at HAAGA-HELIA Porvoo Campus and the participants from the commissioner's side were Jan Peter Sjönröös, representative of Varuboden-Osla, Mia Marttinen, restaurant manager, and Anni, waitress from Wanha Apoteekki. From the project side the participants were Sirpa Lassila and Marika Alhonen, supervisors of the project, and students Maria Strelkova and Taoufik El Fassi.

Sirpa began the meeting with asking about the previous project which was conducted during spring 2012. The focus point in that particular project was to note the customers in general restaurant matters. After the introduction of the previous research, our project team members started interviewing the commissioner.

The first questions were about the live music performances taking place every Friday and Saturday night in Wanha Apoteekki. Team members asked how well did restaurant customers receive live music and what kind of feedback did they give on that. Also it was asked what style of music the restaurant did prefer for the live performances, how were the musicians chosen and recruited.

The commissioner replied that the live performance definitely brought more people to Wanha Apoteekki and the customers were pleased and satisfied with those. Bands usually contacted the restaurant themselves, came to introduce themselves and had a CD to play so that the staff had an idea on their style, skills and attitude. There had been exceptions such as international bands, it worked in some other way. They

preferred to have bands that played cover music, so that the customers could sing along. Besides, the restaurant staff prepared all needed equipment for performances. The team also asked about how the musicians were usually rewarded, and the commissioner answered that they paid for the bands. One more question was about how popular was the karaoke in the restaurant and the answer was that karaoke was not seen as a very beneficial business, since there was a particular need for a host, otherwise people were not brave enough to start singing.

The management and staff of Wanha Apoteekki was highly satisfied of their live performances so far.

The following questions were about the concept of Bar & Bistro chain and how was the history of the building reflected on Wanha Apoteekki, its furniture and decorations.

The reply was that the Wanha Apoteekki could make independent decisions in decoration and other things. For instance, Oulu's restaurant was transformed into a fire station, Tampere's – into a library. This certain restaurant chain had a history behind which had to be brought into life through decoration. They had a designer, but the visions did not quite meet. The aim was to make the restaurant more relaxed and comfortable, to create an impression of own living room and to add old-style decorations. Budget was an essential element when making changes, therefore those could not be made that often so far. There was a wish to renovate the restaurant into a pharmacy.

The team also asked what did customers usually consume in the restaurant. The commissioner replied that the customers consumed more on salad and ice water. Young people consume more for alcohol. The balance of consumption on that moment was 70% of food and 30% of drinks. The commissioner also added that the restaurant was known as a Bistro during the day and a Bar at the night time. They did not want to expand their food menu, furthermore, they wanted to avoid composable products. They were offering a few local beers but expected to receive more local

wines. Besides, Wanha Apoteekki was very disappointed on the amount of customers last summer. The restaurants near the river attracted much more tourists.

The last question Maria and Taoufik asked was about the Facebook page of Wanha Apoteekki and the frequency of using it. It was replied that Wanha Apoteekki did not use Facebook very actively, but it was an important element in marketing. The restaurant's staff posted on Facebook an information on some changes happening in Wanha Apoteekki, announcements of upcoming events, invitations for having lunch, congratulations for holidays and other necessary and unnecessary things. However, they wanted to take easily everything related to social networks, since personal feedback from customers was more relevant. Customers share their experiences more freely on the restaurant's official website. Local newspaper used for advertisement. Surprise customers with small.

In the end of the meeting both parties discussed the plan of the project and what the project team had to focus on the most.

The team had to concentrate on ways of bringing more young people to the restaurant and bar. In able to do that, the team must come up with some evening activities, such as live music events. We needed to increase customers' awareness about the affordable prices in the restaurant as well. Small surprises needed to be implemented to the customers. Under small surprises it was meant something memorable, something that could give the customers positive experience and probably made them to come back again. Finally, Wanha Apotekki gave us permission for experimentation.

So the meeting was very effective and helpful and gave us some ideas about the project performance.

### **3.4 Beginning of the project and the first steps**

The course of Designing Services started in the end of the summer 2012 and the first part of the semester was designed as a learning of theory in order to acquaint the



students with theory of service design thinking and give a proper platform for starting real work.

Our lecturers and supervisors of the project Marika and Sirpa organized the learning process in the way that we had long sessions every Monday and the rest of the week we had a possibility to enlarge the knowledge towards the subject ourselves. We supposed to learn by reading the materials provided by the supervisors as well as by searching for helpful information from the course books and internet. Besides, we had plenty of time to arrange the meetings with project teams. The course itself was based mostly on group work with addition of some personal assignments to complete.

### **3.4.1 Learning process overview**

The first half of the semester was dedicated to theoretical framework and during the second half we were working on our own and presenting our results once a weeks to the lecturers and the rest of the course group. During the course we also had 3 workshops organized in co-operation with Mind Project from Aalto University of Applied Sciences.

Theory is quite important even if learning such a creative and unpredictable discipline as service design. It is an important part of learning process. During the theoretical part of the course we learned the theory towards the service design, innovation and customer driven service design thinking. The main issues taken into consideration were:

- Understanding the principles of service design and how to differentiate service design from new service development
- Innovation towards service design and service design thinking
- Gathering customers' insights and the importance of understanding the customers' perspective while designing new services and improving existing ones
- Breaking the conventions of service development

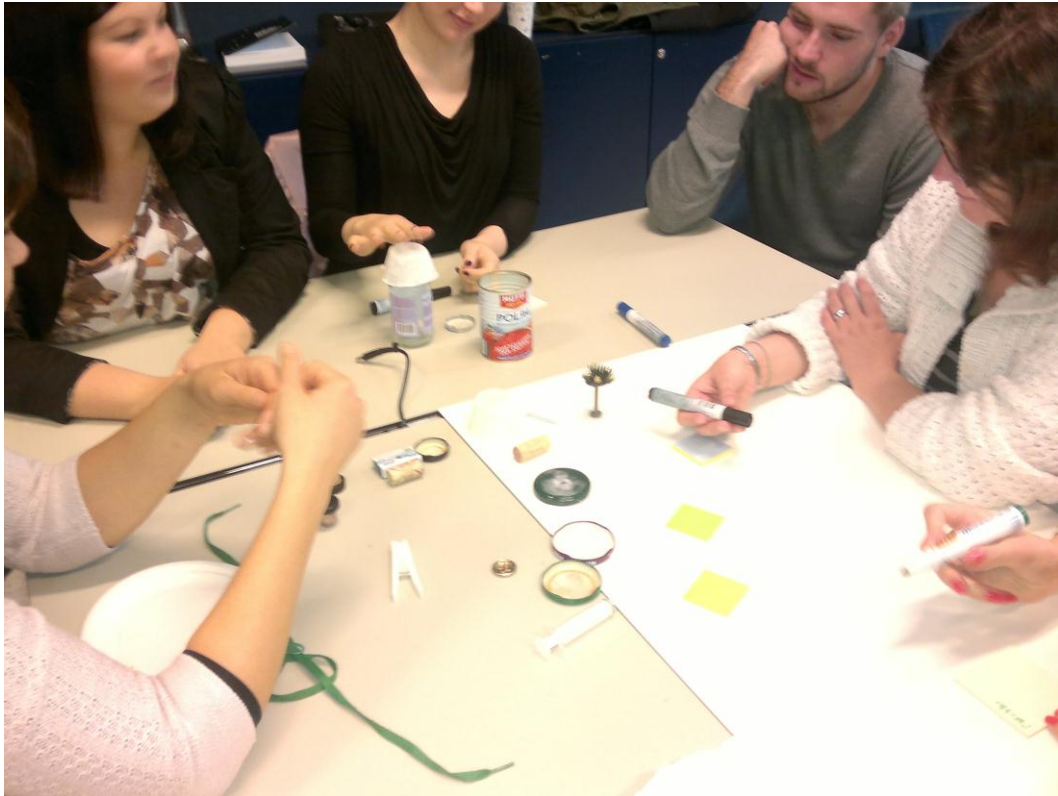
- Understanding the principles of customers' satisfaction and getting an ability to put ourselves into the shoes of customers in order to design services more effectively
- Placing the customer in the centre of the whole service design process
- Ability to think through carefully the customer's journey as well as the entire process of service design
- Learning the methods of gathering customers' insights
- Learning the methods of idea creation and concept development and making prototypes
- Learning on what the experiment is, how to make the experiment effectively and how to learn from the failures
- Testing the ideas, improving the ideas and retesting the ideas
- Being creative and not afraid of mistakes

### **3.4.2 Expanding creativity**

During the course various exercises were implemented in order to expand our creativity. Those exercises were aimed to prepare project teams to think outside the box, to be able to accept crazy ideas which were seemed to be impossible to implement and not to be afraid of experiments. Our supervisors' goal was to develop creativity in our characters as a key for successful approach to designing services.

The one exercise I want mention separately was called "Making value of trash". The principle was to create some product ideas from the heap of trash provided by Marika and Sirpa.

At first, the rules of this exercise prostrated the whole group. It seemed quite a wasting of time and noone of us really understood the purpose of such activity:



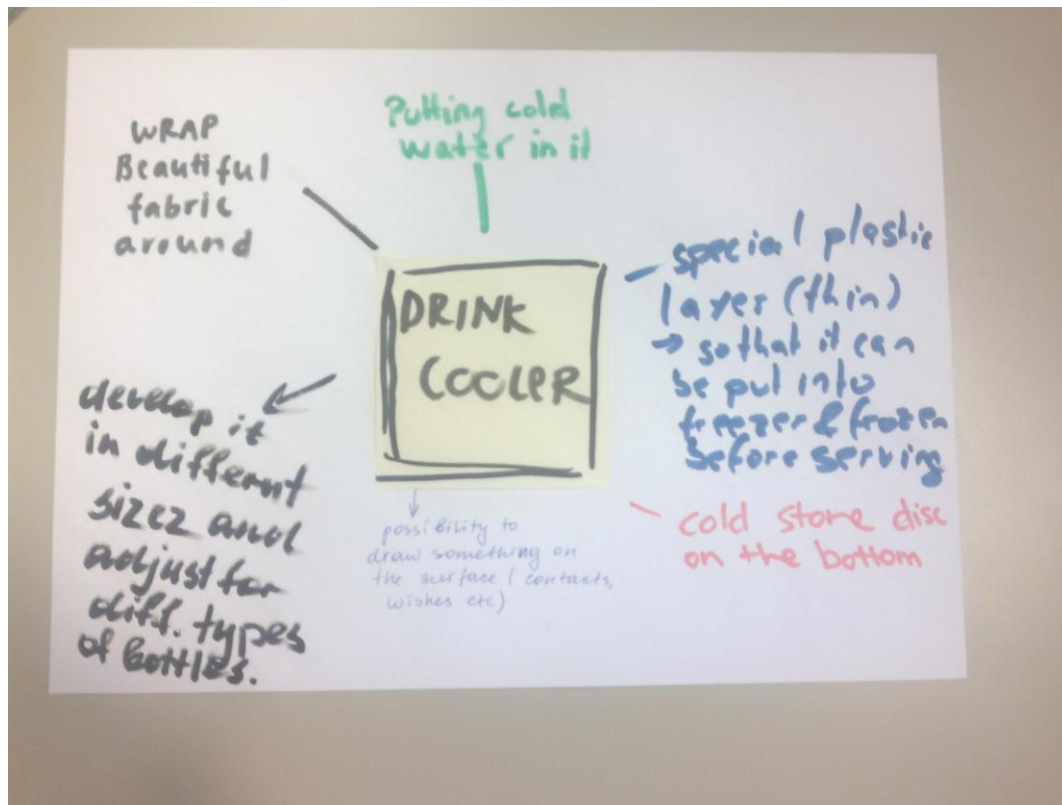
(Making value of trash. Alhonen 2012)

However, after thinking for couple of minutes we started to touch things spread on the table and share ideas:



(Making value of trash. Alhonen 2012)

The result of the exercise was fantastic. We managed not only to make use of random trash, but to create some really interesting concepts:



(Making value of trash. Alhonen 2012)

### 3.4.3 Workshops with Mind Project

During the course we had 3 different workshops. 2 of them were designed especially for the course in co-operation with Mind Project of Aalto University of Applied Sciences and dedicated to experimentation and prototyping. One more was focused on communication and customers' journey.

Those workshops were also an important part of learning process since we got some initial knowledge and skills towards experimentation, prototyping, creative service design thinking, building a creative service development process, and learning by doing as well as proper communication skills. That knowledge assisted us a lot while working with the real case.

I would like to put emphasis on the first workshop which took place at the Design Factory of Aalto University in Otaniemi. That was the workshop that gave us the most

sufficient understanding of how to think differently and prepared us for experiments. We learned how to do the same things but differently, how to build prototypes and how to perform experiments both in laboratory conditions and in real environment. The learning process was supported with different creative tasks and challenges.

### **3.5 Beginning of experimentation with ideas**

So there came the time to find out first ideas for improving services in Wanha Apoteekki. Since it was just a beginning of the project, we were not really confident in what we were going to do at that time. We were not sure at all where that project was leading us to. So we decided to pick some simple concept which was relatively easy to implement right away.

#### **3.5.1 Experiment 1**

After some brainstorming session our project team decided to focus on customer behaviour and satisfaction. We agreed to test how slight changes in a restaurant environment affected the customers in purpose of staying longer or purchasing more. Since our customer target group happened to be students, we decided to make an experiment in familiar surroundings of the Porvoo Campus cafeteria on Wednesday 26 and Thursday 27 September 2012 between 10 AM and 15 PM.

We agreed to make some changes to cafeteria in order to test our hypothesis. We decided to make a few places more attractive and cosy-looking by putting pillows to the benches. The experiment supposed to show if people make preferences to those places while choosing a place to have a meal, whether they pay attention to slightly distinguished interior, and appreciate it or even ignore.

Additionally we decided to cover a few tables by paper sheets and place on them

Sudoku games. Also pens were provided for each table. In order to make a hint that the visitors are free to write or draw on the surface of papers, we wrote on them a few compliments or put a smile icons. The purpose was to test, whether some kinds of activities will attract or interest more people, or the clients come just to have a meal without any need to be entertained.

The third idea was to surprise the cafeteria's customers by attaching a strip of paper with nice quotations about food or compliments to the napkins. Not all of the napkins should contain these stripes in order to increase the interest among the people. Because of hygienic requirements we had to modify this idea, and it was transferred to having table baskets filled with scrolled paper stripes with the quotations. By this idea we tried to implement and test "little surprises for the customers" and observe their reaction.

Preparation for this experiment happened really rapid. The day before we had a meeting where we discussed what was needed to be done before the experiment takes place. We confirmed from the cafeteria manager if we are allowed to use their premises for our experiment purposes. We collected all the materials (papers, pens, etc.) needed for the experiment, chose and printed out the Sudoku games. We also discussed with Marika about the pillows and confirmed that we are allowed to borrow them from the class rooms.

Then we made the observation timetable for all the team members for both days of the experiment. On the experiment days we prepared the cafeteria for testing, took our places and started to observe and document the customers' reaction. The example of observation notes can be found in attachments as Attachment 1.



(Experiment 1. Huikko 2012)



(Experiment 1. Huikko 2012)

On both experiment days we noticed that the facial expressions of the customers were amused and curious at the same time. The most obvious finding was that the customers were mainly confused if they were allowed to sit at the tables or not. Majority of the customers stood around the tables wondering what was going on, but they did not actually sit down.

On the first experiment day the tables were taken only when there was no other seat available. Fortunately on Thursday the customers were more open-minded and sat at the table more willingly. It might be because on Wednesday we did not have any signs around the tables but on Thursday we wrote on the table “Please have a seat”.

We also noticed that people did not really take the paper slips with quotes on Wednesday. For that reason we changed the tactic for Thursday. On Thursday we wrote a note on the basket saying “This may cheer you up... OR NOT”. This note obviously made the customers more curious and encouraged them to take one. A great number of people did not settle for one paper slip but instead they read several quotes, and put them back to the basket after reading them. Our idea was that the customers would take one with them. Afterwards in the discussion came up that we could have wrapped the quotes around candies which may have worked better.

Taking notes worked as a Domino-effect. When one customer took a paper slip also the person’s friends or colleagues took one. A positive fact was that the paper slips with quotes created conversation, and friends compared their quotes.

However, a negative aspect was that the Sudoku-games might have been too challenging for most of the customers. We got this comment from one of the customers sitting at the table on Wednesday. Also the fact that so few Sudoku’s were filled supported this theory. Even when we printed out easier ones for Thursday, the results were poor.

### **3.5.2 Experiment 2**

Our next experiment we decided to transfer from cafeteria directly to real surroundings of Wanha Apoteekki.

After our first experiment we arranged a meeting with the commissioner in order to share our ideas. In the meeting we discussed our previous experiment and got some feedback on that. The commissioner really liked our idea about the “happy notes” or



“health notes” and wanted to implement that idea in the bar. Mia Marttinen said that they already had salmiakki candy which they usually gave to the customers at the same time as the bill. So why not to roll a happy note around the salmiakki? The other thing we discussed was the possible student discounts and that was something they also wanted to try in order to attract younger customers. In the end of the meeting we discussed our near future in the project and came to the conclusion that we should go to Wanha Apteekki together as a whole group so that we could really do some good brainstorming at the spot.

So before planning the next experiment we decided to visit Wanha Apoteekki all together, since more than half of the group had never been there before the project started. We chose Thursday 25<sup>th</sup> of October and Friday 26<sup>th</sup> of October for the meeting in the restaurant to check the situation both on a regular week day and on Friday, when the life performance was organized. We wanted to observe the restaurant atmosphere itself as well as kinds of people visiting it on different days.

After our observation days in Wanha Apoteekki our team found out a lot of important things for our project. After visiting the place with the whole group our perception of the restaurant changed completely. The first experiment was planned for some hypothetical restaurant’s services. The exact environment of Wanha Apoteekki gave us a particular opinion about its interior, atmosphere, quality of existing services, food, drinks and other important details. It built us a great platform for future development ideas.

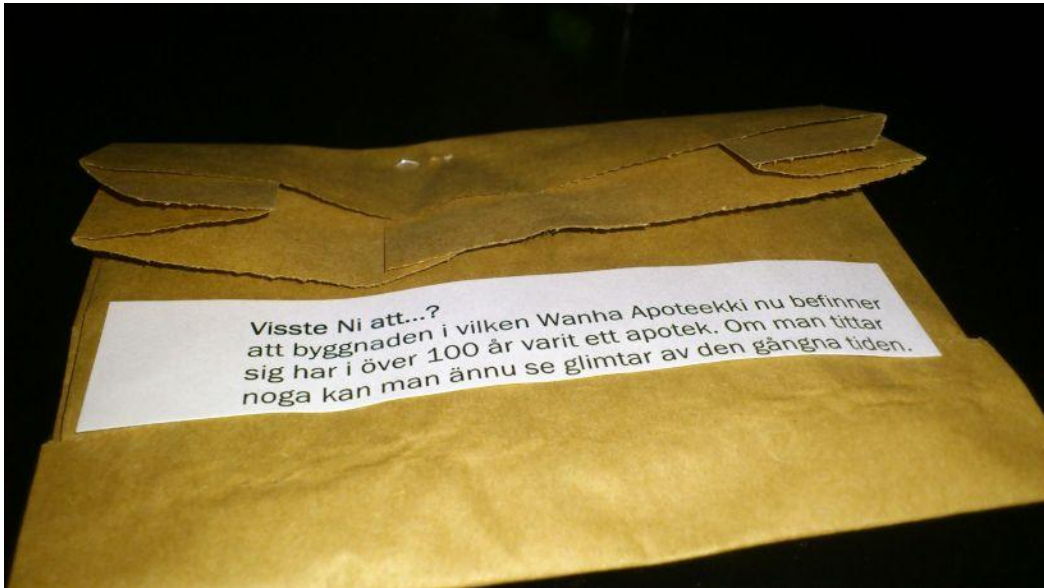
Later on our project team had a meeting where we discussed the restaurant in general and some particular things that could be developed. In general, each of the team members got quite positive impression about the place. Everyone noticed that Wanha Apoteekki was a good restaurant with nice and warm atmosphere, friendly staff, interesting interior, good food and music. However, there were some not pleasant things we noticed from our observations such as confusing language of the menu and slightly too loud music.

Apart from our own insights at the same time we tried to get some more opinions from different people. We used a tool of storytelling and asked various students in HAAGA-HELIA to tell us something about their experience of Wanha Apoteekki's services. We got various stories and mostly all of them were quite positive. People were telling about friendly staff, nice interior, etc. However, there were some suggestions also. One person noticed that the interior could be more like in pharmacy, since it had such a rich history behind. One more person said that due to decorations the music on the background could be more from 70s or 80s. Another student mentioned that he liked the place, however, next time he would go to some nightclub or other youngsters-oriented place. Many people noticed the history of Wanha Apoteekki and wanted this history to be more visible. This factor gave us a brilliant idea for the next experiment.

So the date of our next experiment was coming up rapidly and we decided to transform our previous idea of happy notes. Due to rich historical background of Wanha Apoteekki we wanted to put special emphasis on it. So we agreed to put together happy notes and history by making historical notes attached to salmiakki bags. We generated some notes like "Did you know that...? at the site of Wanha Apoteekki a sugar factory has been located in the first half of the 19th century?" or "Did you know that...? for several decades salmiakki was used as a cough medicine. In Finland salmiakki was originally available in pharmacies only, sold as powder licked to soothe sore throat." We translated it in Finnish and Swedish also.



(Salmiakki bags with history notes. Huikko 2012)



(Salmiakki bags with history notes. Huikko 2012)

Apart from salmiakki notes we generated some more ideas for the next experiment:

- Introducing the performers by someone from staff members in order to create warmer and friendlier atmosphere as well as to attract customers' attention to the stage
- Adding napkins, jars with herbs to decorate the tables
- Adding curtains to give a warmer atmosphere
- Building some kind of a shelter outside the restaurant or giving plaids for those customers who go outside to enjoy a cigarette
- Advertising about special offers, performers, events on the TV screen

However, only an idea of introducing was approved by commissioner.

We implemented the second experiment on week 44. The goal of salmiakki notes was to make the customers to learn some small new things about the place and the food they were eating and to make customers more aware of the history behind Wanha Apoteekki in order to increase interest and positive experience towards the restaurant. The goal of introducing the musicians was to attract attention of the customers to the

stage when the show started and to provide some background information about the performer.

After all, the commissioner informed us that both changes got extremely positive feedback from the customers. Mia said that before we decided to tape historical notes to salmiakki bags, the customers barely put attention on those and mostly left the bags on the table. The situation changed, the customers started to read those notes and take salmiakki bags with them. The introduction was also positively met by customers, yet, the staff members should modify their speech to make it more interesting and catching.

### **3.5.3 Learning outcomes from first experiments**

Our project team implemented 2 experiments and tested some concepts aimed for customers' satisfaction in real environment of HAAGA-HELIA Porvoo Campus and Wanha Apoteekki Bar & Bistro. Those experiments had a great impact on my learning process.

First of all I learned how to make an experiment and test the ideas. Experimentation helped me to visualise ideas and see how it could be developed. I learned how the iterations happen during the service development process, since some of them happened for real in our project. In the beginning we created some idea and tested it. We observed the behaviour of the customers within the experiment, detected the problems, did one step back, modified the idea and tested it again. This approach helped to identify the problem on early stage and solve it right away.

Secondly, I understood the importance of placing the customer in the centre of service design process. Customers' insights provided a lot of fresh ideas about services and helped to generate brilliant concepts towards development. I learned how to use some tools for gathering customers' insight such as storytelling, observations and contextual interviews.

Also I learned some communication tools. In the team we had to be very open-minded and creative in order to develop the idea together. We used brainstorming as a tool for idea creation. I learned that supporting each other ideas plays a huge role in service design as well as positive attitude.

In conclusion I want to add that small changes make a big importance on the long way of service design. Something big is always built from small pieces.

### **3.6 Restaurant Day in Porvoo Campus**

During our work on the project and observations in Wanha Apoteekki we noticed small awareness of people about the restaurant. We desired to increase its visibility so we decided to dedicate our next experiment to this matter.

We couldn't understand how this amazing place happened to be out of public's view? Probably it was because Wanha Apoteekki opened only about a year ago on the place of analogue restaurant Sevilla and the loyal customers had remained from those times. We wanted to increase visibility of the restaurant amongst students and other target groups and we started to search for ideas of how to do that.

We had several brainstorming sessions with our project team. During whose sessions we tried to create some good idea for experiment but almost everything that came up to our mind was lack of value. One of our ideas was to install an advertising stand of Wanha Apoteekki at some supermarket belonged to S-group, however, turned out that was impossible to implement that soon. Moreover, we couldn't get any sufficient feedback and measure the effect of the stand. We also started to think about some promotional campaign with ourselves as promoters; however, very soon we understood that no one was going to allow us to do that.

Our team was critically desperate at the moment we recalled about the Restaurant Day that was going to take place on 17<sup>th</sup> of November at Porvoo Campus. However, only a few days remained before the event. We needed to act really rapidly.

Our idea was to create a quiz related to facts about Wanha Apoteekki in order to find out how well participants were aware about the restaurant and its background. To fit in the Restaurant Day event we decided to put promotional stand in the lobby of the Campus and arrange some reward for people participated in the quiz. Our team set a hypothesis: “Wanha Apoteekki is an interesting and unique place, but people are not aware with this fact. Pop-up stand and the quiz can raise awareness among people who come to the Restaurant day and spread the information”. So we were going to test veracity of this statement. We contacted the commissioner right away to discuss this matter and quite soon we got the positive reply. Besides, the commissioner promised to provide us with Wanha Apoteekki poster, salmiakki bags and badge-keepers and hats with the restaurant’s logo so that we could give those away to quiz participants as a small gift of appreciation. As a reward for the winner they promised to provide a free lunch at Wanha Apoteekki.

The evening before event we spent preparing our stand and printing out the quiz created by Nicole Huikko in three languages: English, Finnish and Swedish. The quiz can be found in attachments as Attachment 2.

The promotional stand got amazing success. We collected 94 filled quizzes in the end of the event and about 70% of them were filled in correctly. We gave away all our gifts in 4 hours and were happy to observe extremely positive reaction of people approached our stand. Age range of participants was quite wide. There were kids, adults, students as well as people in years. We were sure that we highly increased the awareness of Wanha Apoteekki amongst visitors of Restaurant Day. Even if people did not know about the restaurant before, the quiz definitely attracted their attention. In the end of the event we randomly chose one quiz paper and the winner was some exchange student of HAAGA-HELIA.



(Promo stand of Wanha Apoteekki. Eskina 2012)

### 3.7 Manic Monday Music Night event

Semester was coming to its end so as the project, therefore, it was a good moment to create some big experiment as a logical ending for all the work we had done by that time. Our project team implemented an experiment related to promotion and advertising on the Restaurant Day – great platform for some kind of event. We successfully increased the awareness around Wanha Apoteekki so we could expect high participation of students.

The team started to think about organizing the event even before the Restaurant Day and all the time we kept in mind some ideas. At the meeting with the commissioner we figured out that Wanha Apoteekki was pretty much full during the weekends due to live performances and other activities. However, during the week days they had lack of customers in the restaurant. The question was how to make week days also attractive for customers?

We were looking for some good event idea that could attract students to come to Wanha Apoteekki during the week days. During the brainstorming sessions with the group we created a concept of making use of the stage not only on weekend, but on other days as well. Nicole Huikko came up with the idea of organizing a pop-up concert or open-stage night, where people could simply enter the stage, make music, (stand-up) comedy, read poetry-slam texts, show their dancing skills etc. The rest of the team was highly inspired with such a concept so we started to modify this idea until it started to be easy to implement.

Talking about open-stage night, turned out it was quite hard to make visitors of Wanha Apoteekki simply take the stage and start some improvised performance. We needed to show some example for the customers to avoid shyness and non-confidence. For this purpose we adopted the idea of Talent Show in Porvoo Campus took place some time ago and agreed to invite some talented students from HAAGA-HELIA to perform in Wanha Apoteekki. The event had to be not a regular concert, but it had to have an image of cosy relaxed evening with friendly atmosphere, where people performed on voluntary basis in order to entertain each other and give an example to others.

When we all agreed on nature of event we started to plan it. I would say it was rather hard to take everything into consideration, since there were quite a lot of details we had to think about. Our initial plan looked like this:

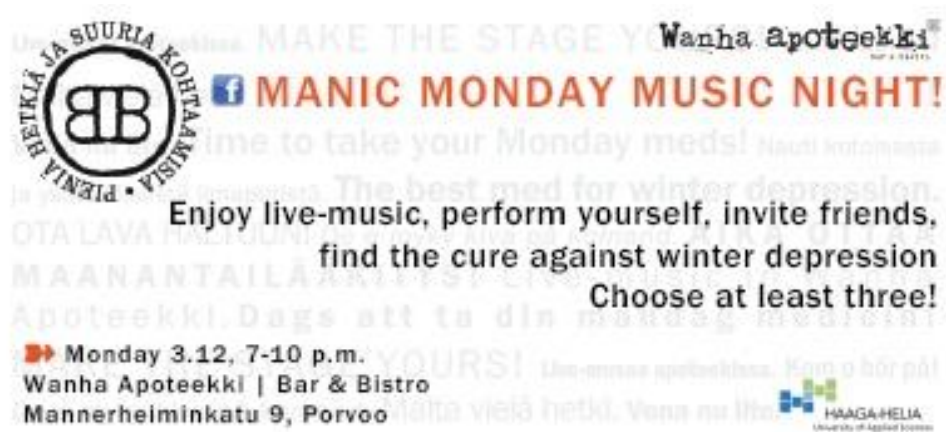
- Contacting the commissioner in order to get green lights for organizing
- Picking the date of the event
- Recruiting talented students
- Advertising of the event

We contacted the commissioner, explained the idea and got permission and full support, since Mia considered our idea as excellent one. We analysed all the possible dates and on the account of other projects and events picked the date of 3<sup>rd</sup> of December for our event. The name of the event had to be eye-catching and close to students' spirit. After some brainstorming we all agreed on Manic Monday Music Night. After that we started recruiting students.



The team member Taoufik had great networks amongst students of HAAGA-HELIA so we entrusted him to contact talented people of the university and try to talk them into taking part in our music evening. He did his very best and convinced 3 musicians in very short terms. At the same time we launched the Facebook page with the description of the event and all the necessary information about it as well as invitation for talented students to show their skills on Manic Monday Music Night. People were leaving their desires there also. Besides, we invited all our friends to the event. In order to increase awareness we sent a message to Reija Ahmaoja, secretary of Student Affairs Office, and asked her to advertise our event through sending information to all the e-mails addresses from HAAGA-HELIA database.

At the same time we created flyers, printed them out and distributed all over the Campus for advertising matters.



(Event flyer created by Wanha Apoteekki project team. 2012)

While recruiting the performers turned out that some of them had lack of some equipment. We tried to solve those problems as soon as possible, so we got some equipment from school and some other necessary things turned to be available already in Wanha Apoteekki. Communication with the performers and solving organizational questions was a really hard task for our team. We tried to find some easier way of effective communication so we decide to create a Google Docs page with open access so that everyone could update the field asking question or giving instructions. This page could be found at the following link:

<https://docs.google.com/spreadsheets/ccc?key=0AtrDtHv09ARYdEJqOVdKcXI0d2xpR0JBbzV0RlpBN3c#gid=0>.

The estimate timetable was created during one of the brainstorm sessions. The timetable was aimed to help us and the performance to organize the time wisely. We decided to make a small break after each performance in order to give musicians some time to prepare the equipment and let the visitors discuss the show and share impressions.

While preparing the event we still were trying to find the way of how to make it as interesting as possible. At some point there came the idea of inviting the host. The host was found pretty fast. We invited an exchange student from Spain - Alex, since he was very friendly, witty and talkative person and could add some special easy mood to the event.

So everything was ready to the event and it took place on Monday 3.12.12. Surprisingly it got amazing success. Wanha Apotekki had never been so full on Mondays; about 40 people participated in the event. We got a lot of positive feedback and requests to repeat the event as soon as possible.



(Photos taken during Manic Monday Music Night. Mäkinen 2012)



(Photos taken during Manic Monday Music Night. Mäkinen 2012)



(Photos taken during Manic Monday Music Night. Mäkinen 2012)



(Photos taken during Manic Monday Music Night. Mäkinen 2012)

The main idea of the experiment was to attract younger customer target group to Wanha Apoteekki, to make weekdays at the restaurant the same attractive for the customers as weekends, to create an event which became a tradition. We performed the last experiment brilliant and we hoped that the staff of Wanha Apoteekki adopted our idea and continued tradition of Manic Monday Music Night event in the future.

### **3.8 Learning outcomes**

As a continuation of previous work we implemented two more experiments aimed on increasing awareness of Wanha Apoteekki and attracting younger customer target group to the restaurant.

From those experiment our project team in general and I in particular learned a lot about service design, ideation, experimentation, etc.

During the development of Restaurant Day event and Manic Monday Music Night I realised that effective organization of team work could be quite challenging. The development process required high participation in the project by each of the team member. We had to be motivated all the time and keep in contact as much as possible in order to succeed in idea creation and implementation. However, frequently it happened so that our team was stuck at some point of ideation and could not develop good idea due to different reasons. The mood of the team was changing from highly motivated to powerless and it was extremely hard sometimes to find inspiration and bring the project process to the higher level. However, I learned how to manage bad mood and stress and continue searching for new ideas and inspiration.

It was also challenging to implement some experiments in very short terms without a proper planning. Due to complicated and creative nature of service design it is highly not recommended to plan too much. Service design is more about active rapidly in many directions at the same time in order to gain as much experience as possible.

All in all, during the development process our team made many mistakes and I learned how to make use of them. Every mistake was followed with long and effective discussion amongst the team members. This factor helped us to solve the problems appearing during the process and avoid facing them in the future. It was extremely useful for my personal learning process.

### **3.9 Evaluation of the project**

During the project our team achieved several goals that were set in the beginning:

- Developing customer driven service processes

During the course our team received a theory of service design and its processes which efficiently assisted us in performing tasks related to the project. We started to understand the principles towards service design thinking and learned what innovation is and how it influences service development process. We learned how to place the customer

in the centre of service design and understood the importance of gathering customers' insights in order to develop successful and satisfactory service.

- Developing personal service skills and attitude

We expanded our creativity to a new level and effectively developed our communication skills and skills of working as a part of the team. We discovered the principle of learning by doing and stopped being afraid of failures. We participated in different workshops organized for learning purposes and discovered ways of prototyping and experimenting. Those skills assisted us a lot in the project process.

- Using research and development methods to develop new services and develop existing services

During the project our team used different tools and methods supporting the process of service design and improving existing services. We were aimed to gathering customers' insights as the customers were the central part of service development. We implemented tool of storytelling in order to understand customers' satisfaction of existing services and discover their needs and dreams. We used an observation as well as a supporting tool aimed for better understanding of customers' behaviour and effective following users' journeys. All those tools were used in order to develop a user-centred service created by customers for customers. In the idea development process we used mind maps as a tool of visualising the concepts and brainstorming as a way of creating ideas. The prototyping and experimentation methods helped us to test the concepts and evaluate findings. Experiments were aimed for testing the ideas, detecting the problems and solving them right away.

## 4 Conclusion

There exist various conventions of how service development is structured, how to conduct the process correctly and what methods to use while developing services. During the semester when the project took place both students and teachers broke a lot of those conventions and proved that accurate planning and following the system of traditional methods could be avoided. The project instructors brought up a variety of innovative educational methods, different creative tasks and accompanying workshops in order to raise the desire to think differently amongst the students. And the students in their turn successfully adopted those methods while performing the tasks.

The semester was broken in two parts. First part was dedicated to learning the theory towards service design, acquaintance with different methods and tools supporting designing process and developing personal professional skills for successful work over the project. The second part aimed on the project itself. We were expected to learn background of Wanha Apoteekki, figure out the expectations of the commissioner and start working on service improvement via experimentation and prototyping both in laboratory and real environments. Our aim was to expand creativity and learn the methods to think differently in order to create something new and break the convention of developing services for restaurant industry.

During the project we were highly motivated and inspired and we managed to achieve our goals and fulfil both ours and commissioner's expectations. We performed range of experiments and learned from them. We broke the convention of service development and opened our minds for creative and crazy on the first glance solutions. We stopped being afraid of mistakes and failures and started to make use of them. We learned to involve customer in the designing process as a central figure of service in order to gain absolute satisfaction. We proved that creativity and innovation in minds assisted to achieve brilliant results in service development.

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## Attachments

### Attachment 1. Observation notes of Experiment 1

<b>Time</b>	<b>Table 1</b>	<b>Table 2</b>
11:16	Was empty all the time.	Two guys sat at the table. They looked puzzled. Did not quite understand what was going on.
11:35		2 guys sat down and started to eat. No interest in Sudoku.
13:15	A group of girls occupies both tables and started to solve sudokus.	

<b>Time</b>	<b>Reactions on quotes</b>
10:52	People stay around the basket but do not take anything
10:58	2 girls took quotes. Neutral reaction. 2 more people took quotes and put them back. People are mostly just looking at the baskets and don't take.
11:00	2 girls passed by and one of them asked "what is this?"
11:02	Two girls stayed around the basket for some time checking several notes and discussing them. They looked amused.
11:06	Suspicious and confused looks.
11:10	A group of girls came to the basket and doubted for a while but finally took quotes and left smiling.
11:17	2 guys took quotes. No reaction.
11:21	A group of people took quotes with neutral reaction.
11:22	One guy took a quote and smiled. His friend followed the example and took one too.
11:23	A group of girls came to the basket. One of them took one quote and the others followed her example.
11:25	3 people took quotes and started to discuss them.
11:53	Someone threw trash into a basket.

12:03	2 girls took quotes and threw them away after reading without any emotions.
12:04	Another 2 girls took quotes and looked amused.
12:07	A group of girls took quotes and smiled.
12:51	A group of lecturers took some quotes. It seemed they found them funny, they were smiling.
13:17	Group of people came and started to read several quotes.
13:25	Two guys took quotes and were interviewed by Angelina. They said it was funny and good idea to put those quotes in cafeteria, but it did not seem they were totally honest. One guy looked shocked and stuck after reading. Angelina looked at the quote and it was “Eat right, exercise regularly, die anyway”, what a fortune! ☺

## Wanha Apoteekki Quiz

*(Fill this quiz and get the chance to win a small surprise!)*

1) Wanha Apoteekki is a.....

- pharmacy
- museum
- bar and bistro

2) In October 2012 Wanha Apoteekki celebrated its.....

- 3<sup>rd</sup> birthday
- 1<sup>st</sup> birthday
- 5<sup>th</sup> birthday

3) Every Friday and Saturday evening in Wanha Apoteekki there is

- live music
- impro theatre
- a DJ

4) For more than 100 years in the building where Wanha Apoteekki is now there was a....

- library
- pharmacy
- fire station

5) Wanha Apoteekki is located in....

- Helsinki
- Loviisa
- Porvoo

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_