

Thursday, 9 February / Research day

TR = Track Chair R = Room

Subject to change

| | 8:30-9:00 | 9:00-9:15 | 9:15-10:00 | 10:00-10:30 | 10:30-11:00 | 11:00-11:30 | 11:30-12:00 | |
|--|--|--|--|---|---|--|---|--|
| GENERAL, Auditorium TIMO (for all participants) | COFFEE & REGISTRATION | Welcome and general information/ Päivi Tossavainen | KeyNote: Chris Pearson - Cambridge Service Alliance | 186 - Jakob Trischler, Elisabeth Sinnewe: The concept of on-going interactions in co-design | COFFEE BREAK | 184 - Daria Cantu, Marta Corubolo, Giulia Simeone: A Community Centered Design approach to develop service prototypes. Feeding Milan as a living lab | 200 - Bertil Carlsson: The Ethical Ecology of Service Design - an explorative study on ethics in user research for service design | |
| 12:00-13:00 | LUNCH BREAK & POSTERS | LUNCH BREAK & POSTERS | LUNCH BREAK & POSTERS | LUNCH BREAK & POSTERS | LUNCH BREAK & POSTERS | LUNCH BREAK & POSTERS | LUNCH BREAK & POSTERS | |
| 13:00-15:00 | CONFERENCE PAPER PRESENTATIONS | CONFERENCE PAPER PRESENTATIONS | CONFERENCE PAPER PRESENTATIONS | CONFERENCE PAPER PRESENTATIONS | CONFERENCE PAPER PRESENTATIONS | CONFERENCE PAPER PRESENTATIONS | CONFERENCE PAPER PRESENTATIONS | |
| | TR: Jukka Ojasalo R:182 | TR: Stefan Holmlid R: | TR: Leena Alakoski R:195A | TR: Satu Luojus R:238 | TR: Birgit Aurela R:239 | TR: Greta Mihhainova R:245 | TR: Irma Tikkanen R: 246 | |
| | Co-creating services & Value co-creation in services | Education track | Service concept development & Infusing creativity and art into service innovation processes | User experience & Stimulating innovation in services | Service design tools & Techniques & Technology | Service resources and management & Service connections and relationships (networks) | Case studies | |
| 13:00-13:30 | 204 - Mattias Arvola, Johan Blomkvist, Stefan Holmlid, Giovanni Pezone: A Service Walkthrough in Astrid Lindgren's Footsteps | 209 - Helena Ahola, Päivi Aro, Mikko Heinonen, Juha Iso-Aho, Marja-Liisa Järvelä, Reetta Kerola, Timo Parkkola, Kati Reijonen, Emma Vironmäki, Taina Vuorela: Co-Learning Service Design within the PALI | 237 - Daniela Sangiorgi: Think Services | 156 - Victor Kaptelinin, Lorna Uden: Understanding delegated actions: Toward an activity-theoretical perspective on customer-centred service design | 190 - Juha Kronqvist, Marika Jarvinen, Teemu Leinonen: Games as Design Medium - Utilizing Game Boards for Design Enquiry with Cancer Patients | 217 - Lia Patricio, Raymond P. Fisk: Giving Voice to Service Design in the Management Boardroom | 176c - Henna Karkkainen, Lotta Hassi: CASE: INSTANT EXPERIMENTATION OF SERVICES - Co-creating a better user experience in a public park | 189c - Reetta Maila, Jussi Ekvist, Sara Ikavalko: How the utilization of lead users changed cashier service |
| 13:30-14:00 | 160 - Ir. J. F. F. Pries, Ir. A. G. C. van Boeljen, Dr. Ir. R van der Lugt: Deep inside friendly territory | 223 - Natalia Alvarez, Lina Benavides, Angelica Bustos: Co-created tools for teaching, learning and designing services in Colombia | 213 - Nargis Guseynova: Emotions in design process - How to find an emotional touchpoint with the user | 220 - Francesco Molinari: User Experience Analysis in Service Co-Creation: A Living Lab Approach | 199 - Simo Rontti, Essi Kuure, Antti Lindstrom, Satu Miettinen: A Laboratory Concept for Rapid Service Prototyping: Service Innovation Corner (SINCO) | 206 - Lillian Henze, Behzad Rezaei, Pieter Jan Stappers, Ingrid Mulder: Right Service & Service Right | 169c - Soile Juujärvi, Minna Hagg: Change Laboratory as a method of co-creation for community development | 233c - Robert Grossi, Christopher Ferguson: Co-Creating A Customer-Centric Commercialization Strategy For A New Blockbuster Drug |
| 14:00-14:30 | 212 - Martijn ten Bhomer, Oscar Tomico, Maaik Kleinsmann, Kristi Kuusk, Stephan Wensveen: Initiating a bottom-up approach for designing | 203 - Stefan Holmlid: The first case experience of designing for service | 214 - Pirjo Nakki: Service co-design using online ideation and face-to-face testing: Case City Adventure | 229 - Masanao Takeyama: Open Experience Journey Design | 234 - Yong Se Kim: PSS Design with Integration of Product/Service Elements Using Affordance | 230 - Stuart G. Bailey: Embedding service design: the long and the short of it | 185c - Andrew J. Sedlak: Discussing Service Design within "Group Genius" | 192c - Patrik Axelsson, Jonathan Hise Kaldma, Rasmus Sellberg: Designing the Future of Broadcasting |
| 14:30-15:00 | 161 - Man Hang Yip, Robert Phaal, David R Probert: Value co-creation in early stage new product-service system development | | 215 - Janne-Valtteri Nisula: Searching for Definitions for Service Design - What do we mean with Service Design? | | 193 - Johan Blomkvist, Johan Åberg, Stefan Holmlid: Service Walkthrough to Support Service Development | 198 - Fredrik Sandberg: Co-creating service opportunities through work context maps | 181 - Liliana Rodriguez, Ellie Lockley: Interdisciplinary working in service design: case studies for designing touch points | 232c - Minka Rossner, Annika Hertz-Schlag, Christian Junker: Join to Create - Hybrid value creation through partnering |
| 15:00-15:30 | COFFEE BREAK & POSTERS | COFFEE BREAK & POSTERS | COFFEE BREAK & POSTERS | COFFEE BREAK & POSTERS | COFFEE BREAK & POSTERS | COFFEE BREAK & POSTERS | COFFEE BREAK & POSTERS | |
| 15:30-17:00 | CONFERENCE PAPER PRESENTATIONS | WORKSHOPS | WORKSHOPS | WORKSHOPS | CONFERENCE PAPER PRESENTATIONS | WORKSHOPS | WORKSHOPS | |
| | TR: Jukka Ojasalo R:182 | R:253 | R:195A | R:238 | TR: Milton Aldrete R:239 | R:245 | R:246 | |
| | User experience | WORKSHOP | WORKSHOP | WORKSHOP | Service design tools & Techniques & Technology | WORKSHOP | WORKSHOP | |
| 15:30-16:00 | 171 - Heidi Rasila: Using employee insights in fine-tuning the customer experience | 179ws - Hazel White, Stefan Holmlid, Katarina Wetter Edman, Elena Pacenti, (tbc) Birgit Mager: What Do Tomorrow's Service Designers Need to Know? | 174ws - Robert Bau: Strategy Paradoxes in Services | 216ws - Jürgen Tanghe: The rebirth of the SERVQUAL gaps model in service design | 175 - Anne-Laure Negri, Bernard Senach, Brigitte Trousse: Ideation of IoT services with citizen: coupling GenIoT and AloHa! methods | 227ws - Marc Stickdorn, Marcus Hormess: How to design a service business model | 178ws - Sebastian Tauciuc: Workshop: Design for Social Impact | |
| 16:00-16:30 | 177 - Ohyeon Kwon, Annemiek van Boeljen, Pieter Jan Stappers: Co-design of a mobile service with the homeless in London-Considerations for designers engaging with a vulnerable user group | | | | 187 - Anoja Peethambaran: Developing ICT based services for Intellectually Disabled People | | | |
| 18:30-19:00 | COCKTAILS @ Ritarihuone | | | | | | | |
| 19:00-01:00 | CONFERENCE GALA DINNER @ Ritarihuone | | | | | | | |

