

Thursday, 9 February / Research day

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	
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	
	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	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 Jarvela, Reetta Kerola, Timo Parkkola, Kati Reijonen, Emma Vironmaki, Taina Vuorela: Co-Learning Service Design within the PALI Project	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 Kärkkäinen, Lotta Hassi: CASE: INSTANT EXPERIMENTATION OF SERVICES - Co-creating a better user experience in a public park	189c - Reetta Mailla, Jussi Ekqvist, Sara Ikävalko: 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 Lindström, Satu Miettinen: A Laboratory Concept for Rapid Service Prototyping: Service Innovation Corner (SINCO)	206 - Lilian Henze, Behzad Rezaei, Pieter Jan Stappers, Ingrid Mulder: Right Service & Service Right	169c - Soile Juuvarvi, 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 Bomer, Oscar Tomico, Maaik Kleinsmann, Kristi Kuusk, Stephan Wensveen: Initiating a bottom-up approach for designing Smart Textile Services	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		181 - Liliana Rodriguez, Ellie Lockley: Interdisciplinary working in service design: case studies for designing touch points	232c - Minka Rössner, 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	
	User experience							
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 Tauciu: Workshop: Design for Social Impact	
16:00- 16:30	216ws - Jürgen Tanghe: The rebirth of the SERVQUAL gaps model in service design				187 - Anoja Peethambaran: Developing ICT based services for Intellectually Disabled People			
16:30- 17:00	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				198 - Fredrik Sandberg: Co- creating service opportunities through work context maps			
18:30- 19:00	COCKTAILS @ Ritarihuone							
19:00- 01:00	CONFERENCE GALA DINNER @ Ritarihuone							

