



Documentation
Innovation Project 4

Eveliina Rissanen
Vilma Kukkonen
Laurianne Barbato
Johannes Knuutinen

UTILIZING PROJECT OUTCOME

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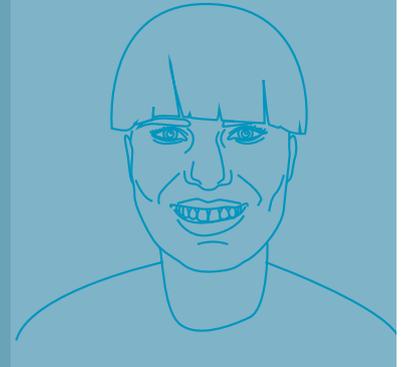
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Ideation

01 The Team

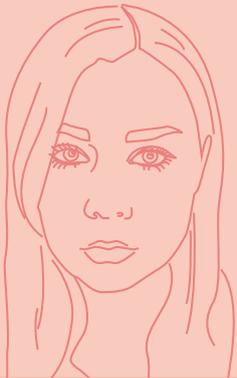
Elli Rissanen Industrial Design

It was hard to get my head around the challenge because it was so relevant but also abstract at the same time. We did a lot of benchmarking to see what is out there, but coming up with an innovative and little crazy, but feasible final solution required tons of work. I think our final concept is a simple and fun way to answer to the needs of creative students.



Vilma Kukkonen Industrial Design

The subject is important and it's a real problem inside the design field. The school needs to take serious actions around it, and I think we came up with some good ideas for them to start with. After some hard times and confusions we managed to create a final concept that serves this purpose well. I learned a lot about working with different kind of people and solving problems in this project.

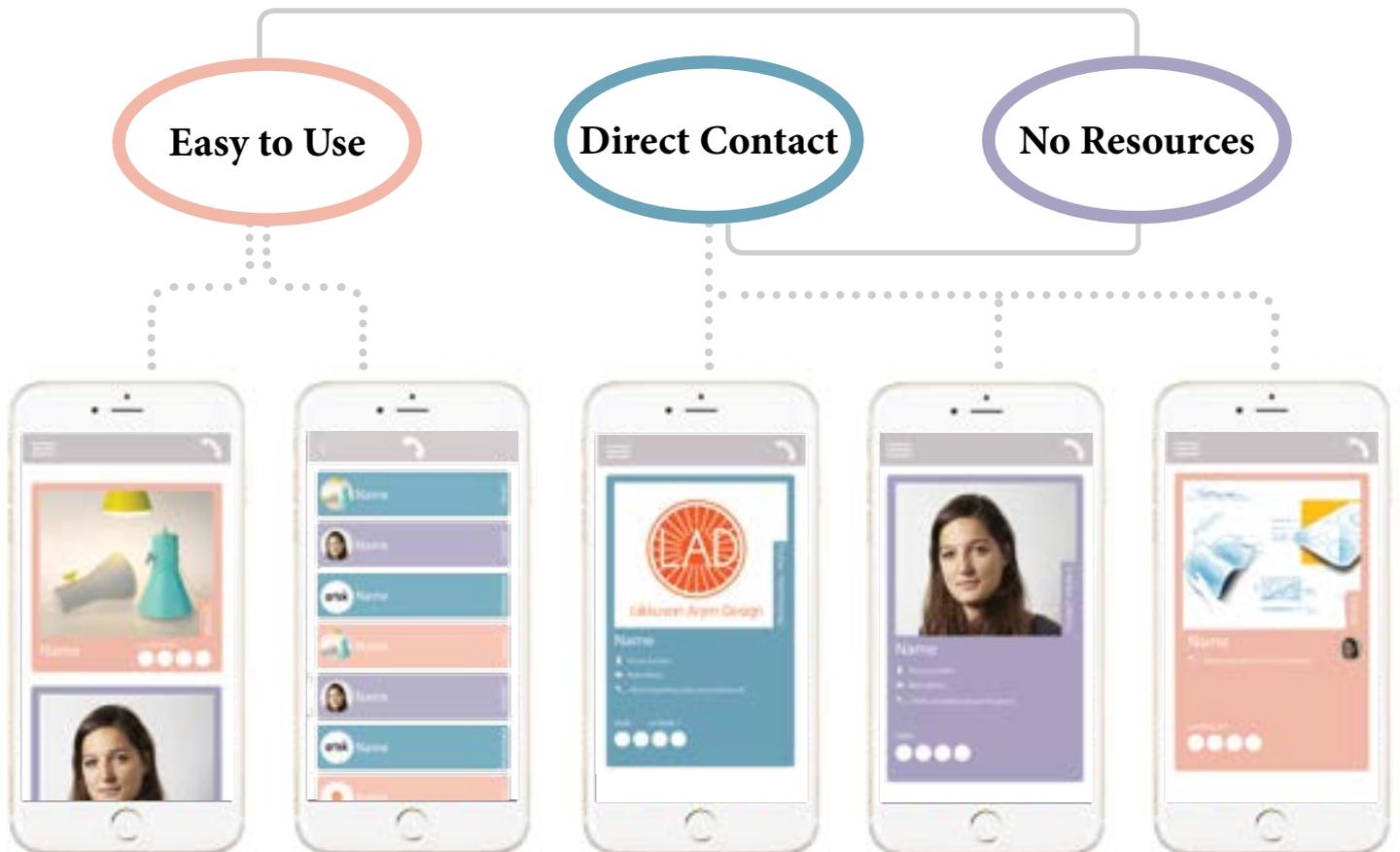


Laurianne Barbato Interior architecture

Understanding this project and brief took some time. As an interior architecture student I first struggled to understand and ideate on a problem which is not concrete like product or space. Working in a multidisciplinary team led us to great ideas like our final solution, but always once in a while we also explored so crazy ideas which was refreshing.



Johannes Knuutinen Industrial Design



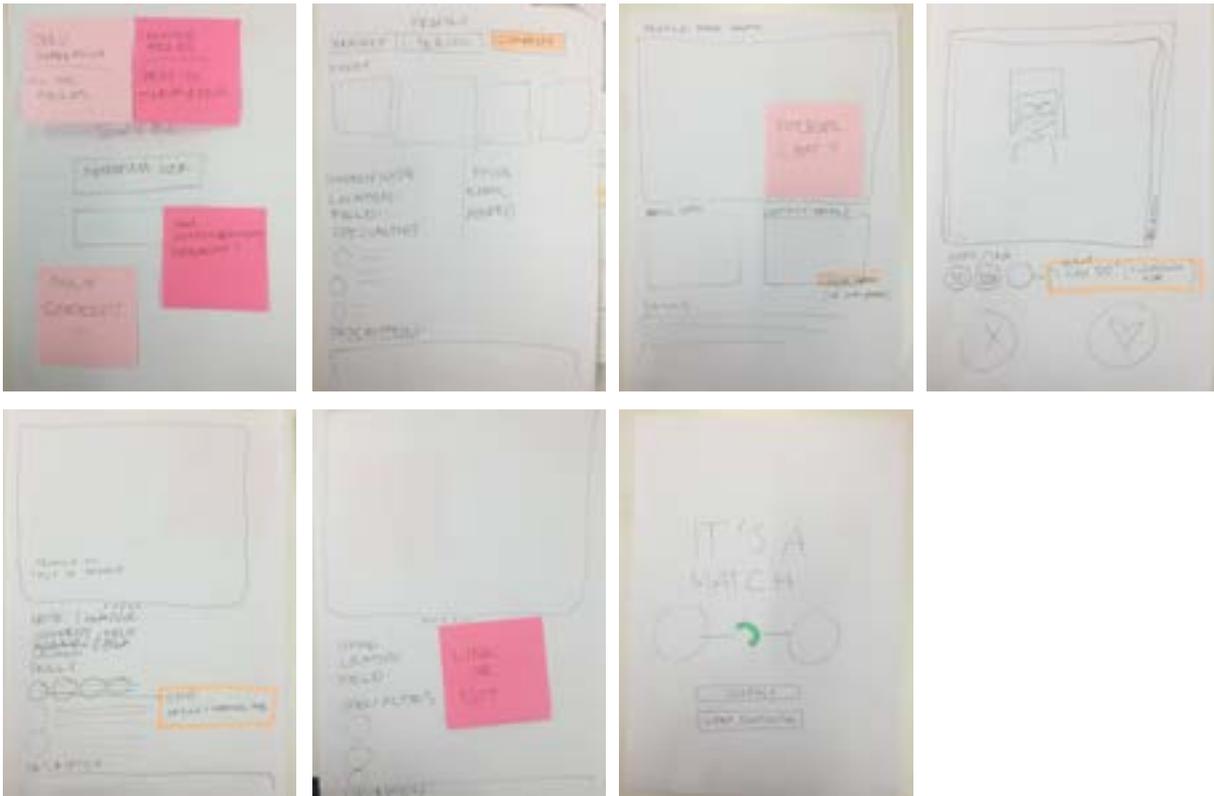
02 Final Concept

The final solution of ours focuses on connecting people and projects, and as a byproduct we connect people with other people. We build our idea around the concept of Tinder. We also explored a lot of different ways to execute the idea. We tried out different layouts and features but eventually we saw that keeping it as simple as possible is the best way to go.

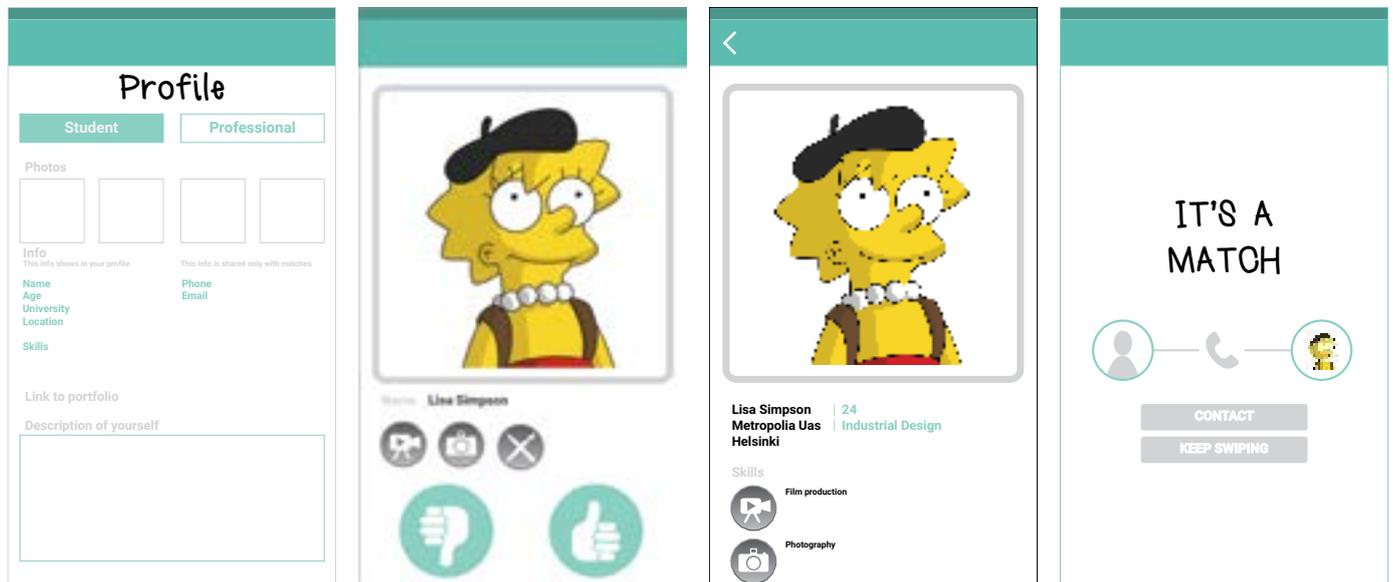
The critical function of the App is match making. Keeping the App very basic makes it easy to use and understand. We also wanted to delete all the mediators and connect directly the people and projects who like each other. This also lowers the bar to actually contact each other because you already know that if you gotten this far the other user likes your work. One big question during the ideation was also who is going to run this platform. With this solution basically the users do it by themselves so it doesn't require so much resources.

This App is an easy and fun way to find projects but also find people to join your project. It is also accessible everywhere in this modern world and very quick to update. Also the fact that the concept something new and fresh was the reason why we wanted to focus on it.

The First Papertype



Click Dummie Prototype



After ideation we build quick and dirty paper prototype to make the idea more tangible. It also helped us as an team to see what are we really building. Then we we did wireframing and build few click dummies for testing. We used powerpoint and marvelapp to build interactive prototytes. With these quick prototypes we wanted to test how people understand and react to the idea. First people were little confused with the cocnept but overall the feedback was positive and people really got inetersted. We started to ideate and developpe the app basing on the feedback we got. We tried out diferent ways to connect people and projects but also we ideated on the layout and interface desing of the app so it would be as user-friendly as possible.

Understanding & Observing

Interviews

We interviewed students of metropolia and asked them how do they promote themselves. How do they find project partners and what platforms do they use to show their work.

We found out a lot of interesting and highly relevant insights. Few of the major questions were discovered while this phase and that is why the interviews actually set the course for the rest of the project.

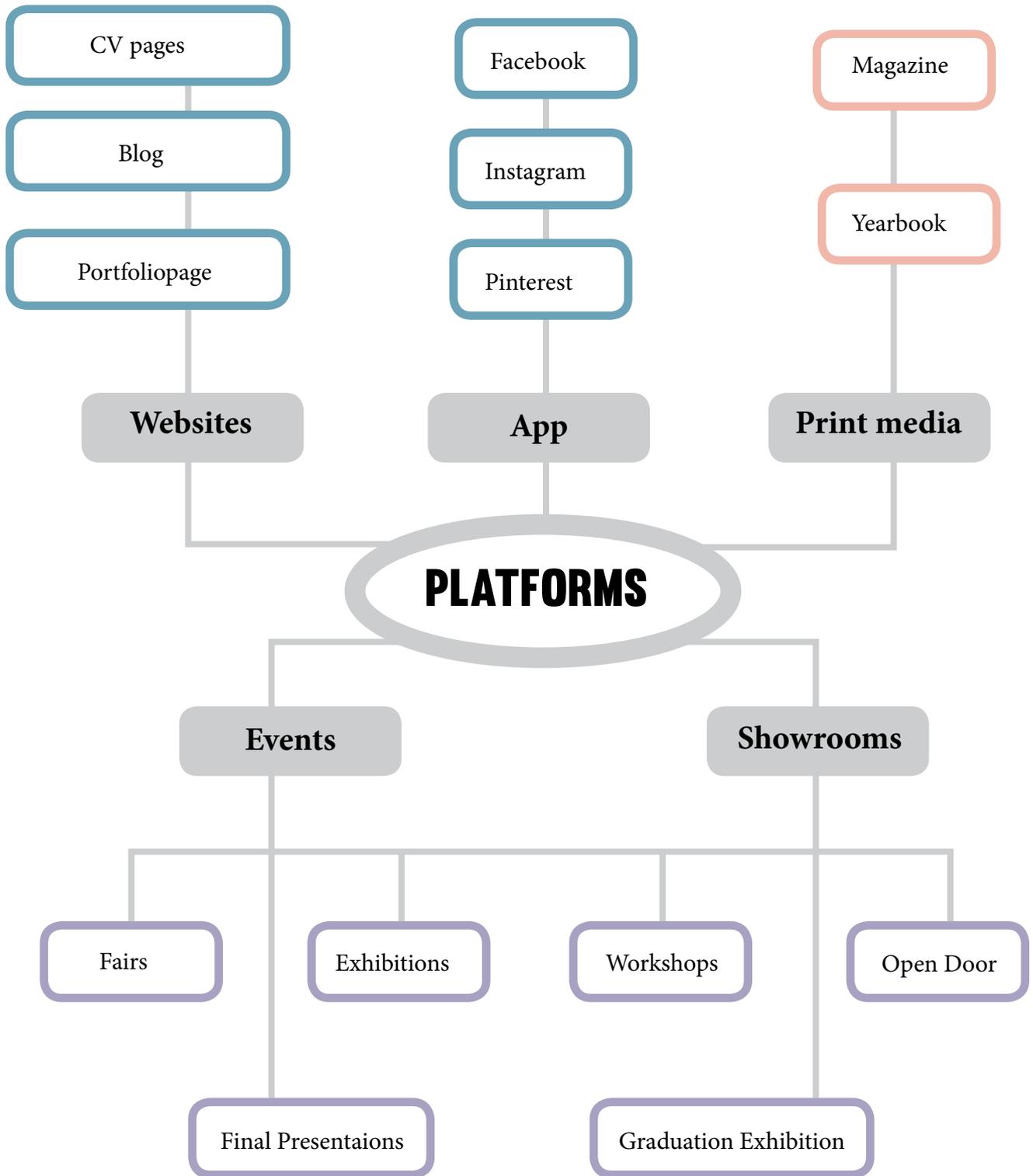
Research

We started the project by research. We looked into different ways to promote your work as a creative student or professional. We did quite a bit of benchmarking and checked a lot of existing online portfolio websites, apps and social sharing platforms. We also looked into what other universities do. For example Aalto has a yearbook which shows the work of the architecture department and is created by the students. Other things we found were different kind of events and happenings like fairs and open door days. Deep research actually helped us to see how diverse the pool of opportunities actually is.

Survey

We also prepared really quick survey to support the research and the interviews. Survey never really works by itself but we wanted to do this to get little more variety to the answers. The survey included only 10 questions which were quite general and the purpose was to find out the most popular ways to show student projects.

The main insights that we got out of the survey and interviews really supported each other. Most of the students use pretty much the same platforms like Behance and Instagram and even though all we have these amazing online, worldwide platforms most of them preferred meeting people and networking directly.



04 Insights



05 Defining the problem

Users

Our main user is a student who has a lot of great ideas and projects, but no contacts or resources.

Other users to consider: teachers, alumni, companies and other universities.

Critical function

Connect people and create opportunities.

Provide support for students
(legal, business..)

Increase visibility

06 Ideation



CVWC

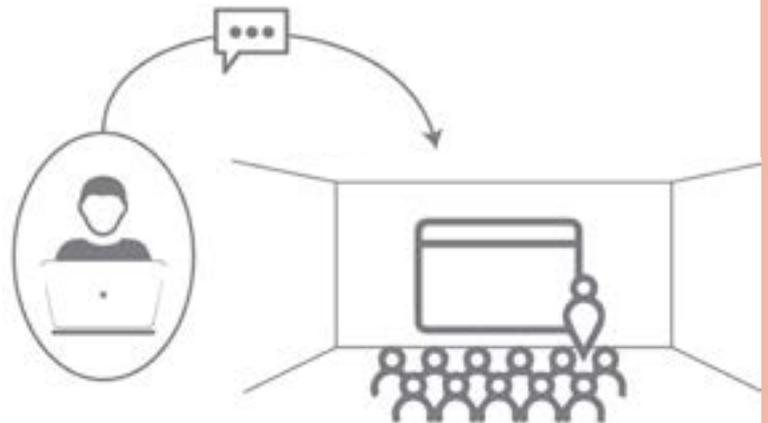
How will people find it, was one of our biggest questions. We ideated on this question and we came up with the CVWC-concept.

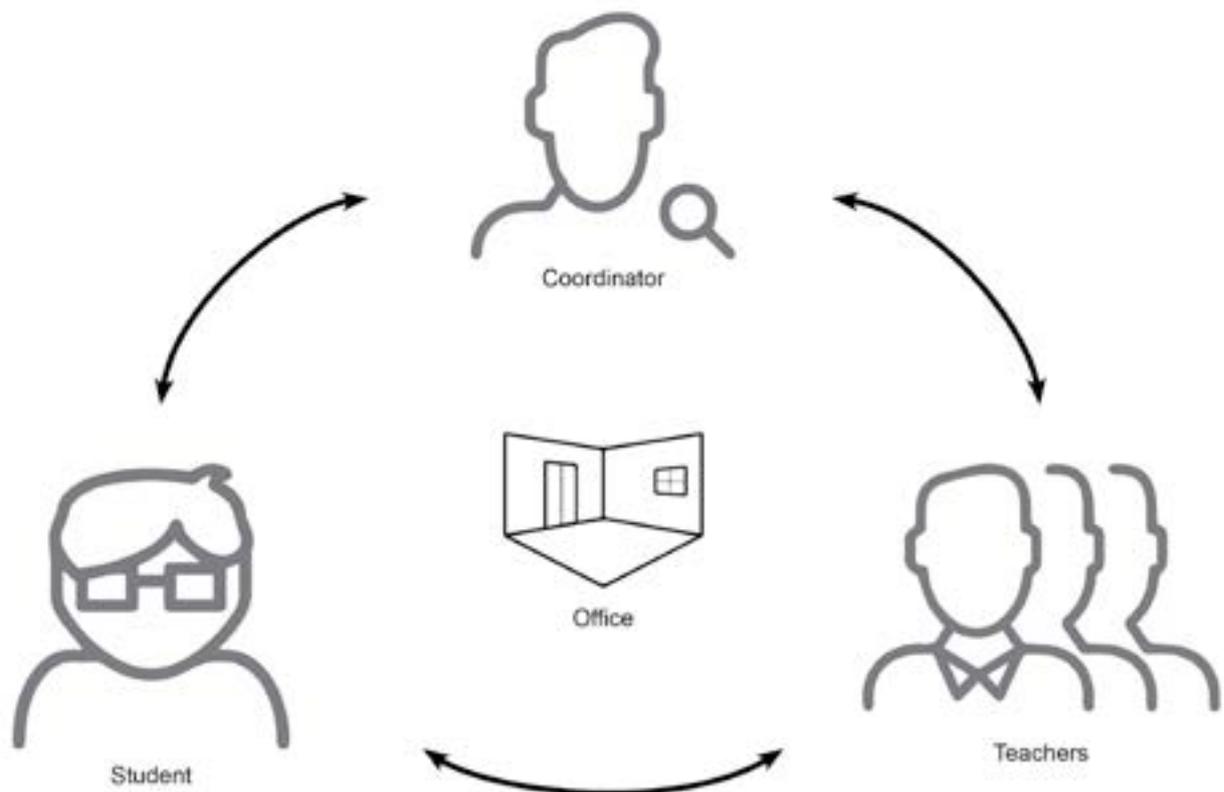
The whole idea is to advertise on surprising places. We wanted to test people's responses and collect some thoughts and feedback and that is why we did a really quick prototype to the toilets of Metropolia and Laurea.

We got a lot of good feedback about the concept and most of the critic was about the execution. People were excited about it, but it should be little neater.

Live presentations online

Visitor lectures, panel discussions and thesis are recorded and livestreamed in the Metropolia website. Students can watch these anywhere and participate by commenting on the website. People on the stage get the comments and questions in real time and can answer or discuss about the topics. This feature employs audio students and gives them good opportunities to practice their skills in real work situations.





Lounge for visitors

Consist of one coordinator person and one teacher from every field of study. The teachers have certain amount of working hours in a week just for this. Teachers are working as a consult for the students and offer to help them with their projects. Such as finding contacts, financial or legal help and also give realistic knowledge and advice about starting a company. Students can contact teachers directly by sending a message or booking an appointment, or they can talk to the coordinator who guides them to the right person. Shares grants to students by paying for a professional to make some work for them. This method makes sure that the money goes to right purpose. Concept is run by the coordinator which works at the office. People can stop by or use the internet service, which includes webpage and a mobile application. There is a project bank in the website, where students can post their ideas and projects. Projects can be directed to the right people for example teachers, other students or partners. You can also find the newest information about events and everything that happens inside university, contact list of teachers and their schedule for the meetings.

Webpage



APP



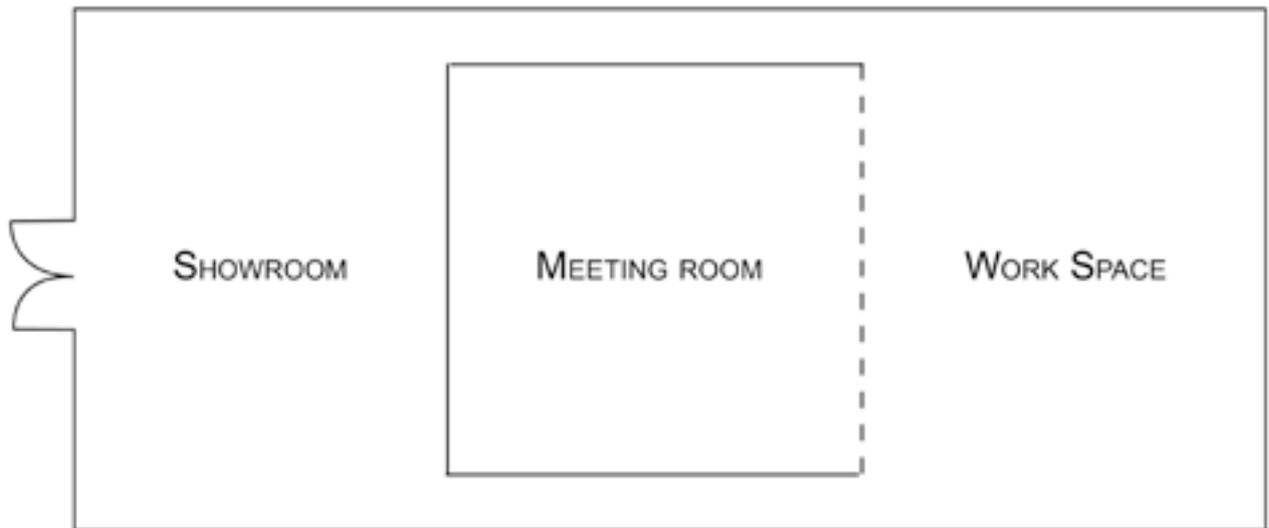
WEBSITE



VIDEO

Minno Project Bank





Showroom

Presents students projects and products
Open door day venue

What is needed:
Furniture to present products:
Shelves
Tables
Display units

Meeting room

Studio for students
Office for student service
Workshops

What is needed:
Table
Chairs
Sofa
Video projector
Computer
White board

Working space

For meeting clients and partners
Showing presentations
Interactive video conferences
Lectures
To meet people of project service

What is needed:
Tables
Chairs
Computers
Printers and 3D printer
Scanner
White board- walls

07 Pros And Cons

Webpage

- + Reaches more people than printed media
- + Easy to update
- + Doesn't require much money
- + Can be advertised on social media
- + Current
- Not very original
- Lots of existing pages inside Metropolia: Minno, MCreo, Design blog and CV
- How would people find it?
- What makes it different than other portfolio pages such as LinkedIn?

Print media

- + Some people prefer reading papers instead of using a device
- + Can be sent to companies, not so easy to ignore than email
- Needs resources
- Takes more time and effort to make than updating a website for example

Gallery and Showroom

- + Good opportunity for students to show their work
- + Encourages students to finish their projects
- + Visibility for university and students
- Needs resources
- All prototypes and projects have to be good and finished
- Ideas are hard to present
- Events, open day

Webpage

- + Versatility
- + Enables people to meet face to face and make first impression
- + Instant feedback from the audience
- + Networking
- + Outsiders can see what happens inside the university
- + Good advertise for the school
- What happens between the events?
- How to invite right people there?
- Does the open day reach the right audience? (professionals instead of regular citizens)