

Einladung zum Tutorial und Workshop

„Service Design of Ubiquitous Computing Services“ von Prof. Jonna Häkkinä, Ph.D. (University of Lapland, Finland)

Abstract of the tutorial and workshop:

Service Design is an emerging design trend which has roots from industrial design, market research, and user centric design. In this tutorial and interactive workshop, fundamentals of Service Design methodologies are introduced through an interactive exercise of designing for a Ubiquitous Computing service. The workshop covers the concept design phase of a selected service, including defining service touch points, drafting the consumer journey and experimenting with bodystorming methods.



The practical work is conducted in groups. The tutorial and workshop can accept approximately 20 students with various and/or multidisciplinary backgrounds.

No earlier experience on Service Design or software development experience is required.

The workshop is held in English and explicitly invites participants from all fields of study.

Application:

The three day workshop is open to all students of the Universität Passau. The workshop is free of charge.

Interested applicants are kindly asked to register by email at Stephanie.Hoedl@Uni-Passau.de, as the number of seats is limited. Please register until 13.10.2014, 16.00h.

Timeline:

Date and Time:	Topic:	Location:
14.10.2014, 09.00 – 16.00	Introduction to Service Design and Experience Prototyping	(JUR) R328
15.10.2014, 09.00 – 16.00	Concept Design of Services	(ITZ) R138
16.10.2014, 09.00 – 12.00	Discussion and End Presentations	(ITZ) R138

Danksagung:

Wir bedanken uns bei der Universität Passau für die Förderung der Einladung von Prof. Jonna Häkkinä über das Programm zur Gewinnung von Internationalen Gastprofessorinnen und Gastprofessoren.