

1) Write your group number and names of the group members who have worked on this assignment

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2) Write a short paragraph explaining your map

The map: https://miro.com/app/board/uXjVLd1kI3E=?share_link_id=729653468860

In our co-creation map, Freebike and Users are at the center as they directly interact with each other through bike usage and payment. City of Lahti, Manufacturer, Banks, Bike Technicians/Maintainers, and Energy/Charging Companies are in the middle circle, supporting key operational and regulatory aspects. Local Businesses and Bike Delivery Service are in the outer circle, contributing indirectly through sponsorship and logistics. Key exchanges include money (users to Freebike via banks), data (usage and transaction details), and information (operational needs and maintenance).

3) Write a short paragraph explaining the outcome of Step 3

- **What is/are the main interaction space/s?**
 - The physical bikes and their stations are located all over Lahti.
 - The phone app allows users to purchase subscriptions, view locations, and receive support if needed.
- **Who are the actors present in this space who are co-creating value?**
 - On-demand users.
 - Subscription users.
 - Local Businesses.
 - Freebike app by offering to use Mankeli bikes as a service
 - City of Lahti.
- **Look at the relationship, matching and service layers: are the relationship, matching, and service values high or low? Remember your own needs during the service safari!**
 - High relationship and matching values between Freebike, users, and banks highlight the direct impact on user experience and operational efficiency.
 - Service values are generally high for Freebike and its direct operational partners, while other actors like the city and local businesses play supporting roles with moderate impact.

4) Write a short paragraph explaining your main takeaways from this exercise: What did you learn?

After today's tutorial session, we learned to more holistically visualize the service we have been using almost every day. We identified the critical components and how the actors interact to co-

create values. Through this process, Freebike and other actors could improve and make the service better for all aspects involved.

The learning experience resonates well with the lecture materials of this week, such as S-D logic and co-creation of values. We got a better understanding of how a service interacts with its surroundings.