software
design
project

Sampola

Work Center in Hämeenlinna

Your Product Owner

- Jali Närhi

- Project Coordinator in HAMK Design Factory

- Bachelor of Business Administration HAMK 2021

- Graphic Design, Photo- and videograph, coaching interdisciplinary teams in HAMK

Work Center Sampola

- Located in Brahenkatu 26, 13100 Hämeenlinna

- Non-Profit organization

- Approx. 70 workers and is an workplace for subsidised work.

- Subcontracting work is carried out for more than 50 customer companies.

- One of their growing areas is recycled products made from recycled materials.

Target group - Companies

- Assembly, sorting and packaging work

- EAN tag and exchange and shrink wrap packaging

- Paper, cardboard and tissue paper cutting

- Graphic Design editing works

- Recycling of old company merch and making new items.

Target group – Wellbeing services

Provides options for wellbeing services to hire workers to Sampola with different options like:

- Work activity, Internship, Work trial, Supported work, Apprenticeship, Job coaching

Target group – Consumers

- Provides a webshop for consumers to buy handmade items made in Sampola.

- Their services also include furniture upholstery and restoration as well as various surface treatment works.

Challenges presented in short

- To increase their visibility and recognition, in overall and especially in social media.

- Website and Webshop

- Logo/Rebranding

Increase visibility and recognition of Sampola

- Facebook – 850 followers
  - Around 1 post per month, with 10-20 likes
- Instagram – 223 followers
  - 80 posts, around 1 per month with 10-20 likes
- Google – no data
- Website – no data
- Other medias – no data
- Linkedin – no page available

Do you know what is Sampola?

Website and Webshop

- https://www.sampola.fi/

- New ideas are needed for better website design + webshop.

- Preferred languages are Finnish, English and Swedish

- Website needs to be accessible.

  - Website reader, big elements, easy to use, etc.

Logo/Rebranding

- Current logo presented

- Main color green

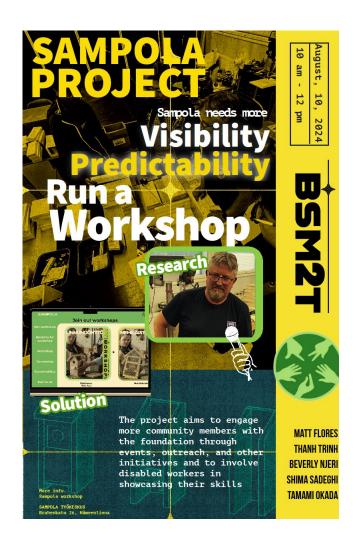 - Presenting the recycle factor

- They are seeking fresh ideas

Other challenges to look into

- Google search optimization

- Google company site adjustments

- Where else could they market Sampola?

- Does others mention/market Sampola?

- How does their physical site look like?

  - Any improvements needed there?

Service Design Summer project results

As there has been couple projects made to Sampola already, I would browse through these.

Find the submissions here:
https://tinyurl.com/4dsckpkw

Next steps?

- Get to better know Sampola by browsing through their website, social medias and other supporting materials (from learn).

- Get more **data** to support your decision:
  - Ask people around, do they know Sampola?
  - Ask how people feel about their current logo? What does it represent to them? Do they connect that logo to Sampola?
  - These people can be your classmates, people from the street etc.
  - Benchmark other type of webshops and websites that offer Finnish handmade products.
  - Ask the companies who use Sampola, how did they find Sampola?

Next steps?

- Choose your way to move forward based on the data you have gathered. What **really is the challenge** the Sampola is facing?
- Do you solely focus:
  - Generating a website/website design for Sampola?
  - Making a new logo/branding for Sampola?
  - Increasing their visibility and recognition?
  - Find new challenge that is needed to be solved?
  - Mix of everything?
- There is no wrong way, if you have data to back your decisions and direction your choosing to go forward.

Before start of Sprint 1

Empathize

- Understand your users and gather data from different sources

Define

- What is the real challenge Sampola is facing?

Ideate

- Generate multiple ideas, these ideas are generated based on the **gathered data** and solving the **defined** challenge.

Prototype

- Choose some of the ideas to be quickly prototyped (paper, figma, etc.), you do the decision based on the **gathered data.**

Before start of Sprint 1

- Start creating the backlogs for your project
  - Try to sort them out in priority, what needs to be done first etc.
  - As a Product Owner I might suggest/ask to add some backlog items.
  - Items might be needed to be added during the project.
- Create a definition of done (DoD) for your project.
  - Checked on every sprint review.
  - List of things that are needed to be done before every sprint review.
  - DoD is done before the sprints and will consist through all of the sprints.
  - DoD should include some type of testing with users in order to maintain the user centered design!

Example of Definition of Done

Automated feedback solution for student questionnaire

- Acceptance criteria is met
    - Collected data prints out a feedback in sentences
    - Data collection and feedback works in real-time
    - Feedback solution works on multiple platforms.
    - User documentation is maintained

- GDPR is maintained
    - Solution reviewed by the stakeholdersFeedback received
    - Feedback implemented

- Non-Functional requirements are metFurther development is possible for the client
    - Program/code is accessible and usable by the client
    - Requires little/zero maintenance

Before any sprint review

- Check the Definition of Done, is all of the task done?
- Test out your solution with users
- Ask feedback from Product Owner, users, teachers if needed.

Contact info for questions

- You can private message me (Jali Närhi) on teams if needed, or tag me on your group. Emails are fine too!

- If you want to have questions for Sampola, please forward the questions to me. I can collectively then ask them from Sampola and inform back to you.

    - Answers from questions might take a while, please be prepared to wait and be early with your questions!