

Aalto University
School of Science
Degree Programme in Computer Science and Engineering

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Challenges and success factors of using new technology in service creation

Master's Thesis
Espoo, December 1, 2015

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Supervisor: Professor Marjo Kauppinen, Aalto University
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ABSTRACT OF
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Chapter 1

Introduction

1.1 Background

Futurice is a software consult agency developing digital solutions for their clients. Their methodology has always been agile and has long focused on the overall experience of the end-users. They aim to take their customers through the whole lifecycle of a product, from ideation to lifecycle management. The process Futurice uses for this holistic approach is called Lean Service Creation (LSC).

1.2 Research problem and question

The research problem is defined as follows:

How does a new service creation project that uses new and untested technology differ from a traditional service creation project that uses familiar technologies and concepts?

To investigate this problem three research questions have been set up in table 1.1.

1.3 Scope

1.4 Structure of the Thesis

The thesis is split into two distinct sections. First, chapter 3 covers service design and new service creation frameworks. Second, chapter 4 covers the

Question	Litterature review	Empirical study
What are the currently available frame-works for new service creation?	x	
What are the success factors of a new service creation project involving novel technology?		x
What are the challenges when execut-ing a new service creation project using novel technology?		x

Table 1.1: Research questions and their respective sections

findings of a project involving new service creation using new and untested technology for end-users.

Chapter 2

Research methods

2.1 Litterature review

- How was the litterature review conducted?
 - Scholar
 - Key articles then their sources
 - Same author, look for more
 - Same conference, look for more

Keywords: *new service creation, service-dominant, design thinking*

2.2 Empirical study

- Interviews
 - 2-3 project members
 - 2-3 customers
 - 2-3 end-users
 - 1-1.5 hours each (5-10min for end-users)
- Semi-structured interviews

Chapter 3

Litterature review

Research question and help questions should define this

Chapter 4

Empirical study

Chapter 5

Discussion

At this point, you will have some insightful thoughts on your implementation and you may have ideas on what could be done in the future. This chapter is a good place to discuss your thesis as a whole and to show your professor that you have really understood some non-trivial aspects of the methods you used...

Chapter 6

Conclusions

Time to wrap it up! Write down the most important findings from your work. Like the introduction, this chapter is not very long.

2 pages

Bibliography

Appendix A

Interview questions

Here goes the questions from the interviews.