

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

Oskar Ehnström

Challenges and success factors when using new technology in service cre- ation

Master's Thesis
Espoo, December 1, 2015

DRAFT! — September 7, 2015 — DRAFT!

Supervisor: Professor Marjo Kauppinen, Aalto University
Advisor:

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

ABSTRACT OF
 MASTER'S THESIS

Author:	Oskar Ehnström		
Title:	Challenges and success factors when using new technology in service creation		
Date:	December 1, 2015	Pages:	15
Major:	Software Engineering and Business	Code:	T-76
Supervisor:	Professor Marjo Kauppinen		
Advisor:			
<p>A dissertation or thesis is a document submitted in support of candidature for a degree or professional qualification presenting the author's research and findings. In some countries/universities, the word thesis or a cognate is used as part of a bachelor's or master's course, while dissertation is normally applied to a doctorate, whilst, in others, the reverse is true.</p> <p>!FIXME Abstract text goes here (and this is an example how to use fixme). FIXME! Fixme is a command that helps you identify parts of your thesis that still require some work. When compiled in the custom mydraft mode, text parts tagged with fixmes are shown in bold and with fixme tags around them. When compiled in normal mode, the fixme-tagged text is shown normally (without special formatting). The draft mode also causes the "Draft" text to appear on the front page, alongside with the document compilation date. The custom mydraft mode is selected by the mydraft option given for the package aalto-thesis, near the top of the thesis-example.tex file.</p> <p>The thesis example file (thesis-example.tex), all the chapter content files (1introduction.tex and so on), and the Aalto style file (aalto-thesis.sty) are commented with explanations on how the Aalto thesis works. The files also contain some examples on how to customize various details of the thesis layout, and of course the example text works as an example in itself. Please read the comments and the example text; that should get you well on your way!</p>			
Keywords:	innovation, services, service design		
Language:	English		

Aalto-yliopisto
 Perustieteiden korkeakoulu
 Tietotekniikan koulutusohjelma

DIPLOMITYÖN
 TIIVISTELMÄ

Tekijä:	Oskar Ehnström		
Työn nimi:			
Päiväys:	1. joulukuuta 2015	Sivumäärä:	15
Pääaine:	Ohjelmistotuotanto ja liiketoiminta	Koodi:	T-76
Valvoja:	Professori Marjo Kauppinen		
Ohjaaja:	<p>Lorem ipsum Tempor tempor labore Ut reprehenderit tempor irure incididunt non labore irure dolore consectetur esse sit magna culpa ad consequat sit Ut velit veniam dolore fugiat sed nostrud reprehenderit.</p> <p>Lorem ipsum Magna non sint incididunt laboris Ut proident exercitation dolore non eu adipisicing ullamco occaecat cupidatat Duis labore eiusmod veniam nisi dolor ea est deserunt exercitation aliquip commodo anim magna dolore anim ad mollit enim officia proident nisi quis.</p> <p>Lorem ipsum Culpa enim sed tempor velit incididunt dolor aliqua consectetur ut quis officia consectetur proident magna sunt nulla cupidatat laboris et est nisi dolore exercitation consectetur est consequat ea aliqua officia Excepteur reprehenderit aliqua cillum.</p>		
Asiasanat:	innovaatio, palvelut, palvelusuunnittelu		
Kieli:	Englanti		

Aalto-universitetet
Högskolan för teknikvetenskaper
Examensprogram för datateknik

SAMMANDRAG AV
DIPLOMARBETET

Utfört av:	Oskar Ehnström		
Arbetets namn:			
Datum:	Den 1 December 2015	Sidantal:	15
Huvudämne:	Programvaruproduktion och affärsverksamhet	Kod:	T-76
Övervakare:	Professor Marjo Kauppinen		
Handledare:			
<p>Lorem ipsum Tempor tempor labore Ut reprehenderit tempor irure incididunt non labore irure dolore consectetur esse sit magna culpa ad consequat sit Ut velit veniam dolore fugiat sed nostrud reprehenderit.</p> <p>Lorem ipsum Magna non sint incididunt laboris Ut proident exercitation dolore non eu adipisicing ullamco occaecat cupidatat Duis labore eiusmod veniam nisi dolor ea est deserunt exercitation aliquip commodo anim magna dolore anim ad mollit enim officia proident nisi quis.</p> <p>Lorem ipsum Culpa enim sed tempor velit incididunt dolor aliqua consectetur ut quis officia consectetur proident magna sunt nulla cupidatat laboris et est nisi dolore exercitation consectetur est consequat ea aliqua officia Excepteur reprehenderit aliqua cillum.</p>			
Nyckelord:	innovation, tjänster, service design		
Språk:	Engelska		

Acknowledgements

TODO: Thank people here

Espoo, December 1, 2015

Oskar Ehnström

Contents

1	Introduction	7
1.1	Background	7
1.2	Research problem and question	7
1.3	Scope	7
1.4	Structure of the Thesis	7
2	Research methods	9
2.1	Litterature review	9
2.2	Empirical study	9
3	Litterature review	10
4	Empirical study	11
5	Discussion	12
6	Conclusions	13
A	Interview questions	15

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 innovation in general. Second, chapter 4 covers the findings of

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

the innovation culture at Futurice and how exposure to new technology has affected their new service creation work.

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 mote

2.2 Empirical study

- Interviews
 - 2-3 project members
 - 2-3 customers
 - 2-3 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.