



SELLÖ MALL: CUSTOMER EXPERIENCE FOR PEDESTRIANS AND CYCLISTS

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PHASE 1: DISCOVER



1.1 BUSINESS OBJECTIVE AND CONTEXT



Sello has provided a file containing data they've collected in 2018 from their customers and explained to us what their goals and needs are during the kickoff meeting. We combed through that data and discussed our own experiences with the mall in a meeting. We used that data and our conclusions of the meeting to get a better idea of the operations of the mall.

Sello defined the objective of the project as "defining different customer journeys and concrete development ideas for better customer experience". During the meeting they told us that they want more visitors/customers to stop and shop because they know they have a lot of passthrough traffic. If they can get those people to spend more time in the mall, they would potentially spend more money at the mall.

Thinking of what enables a good customer experience for people arriving on foot or by bicycle, we looked at the megatrend of global warming in which there is a noticeable trend of people looking for a more ecological way of transportation. Besides that, Sello mall has a good central location in Leppävaara, which more easily enables people to go on foot or by bicycle to the complex.

The restrictions we see on the other hand are of course first of all the present pandemic situation and restrictions that might slow down any possible increase of visitors or increase of time spent at the mall by visitors. We also took note of the competition of all the other malls in the Helsinki metropolitan region even though in the scope of our customer group (arriving on foot or by bicycle) it should not be that influential.

We are using the specific timing of one year to check the results as a measurable metric so that we or Sello mall can compare the data from earlier years with the (hopefully) improved situation.

BUSINESS OBJECTIVE AND CONTEXT

Fill together with the person funding this project

How will we know that we have succeeded?
(After a month? After one year?)

After one year the number of customers arriving by foot or bicycles has increased and spend more time and money.

Who needs to be involved?
(Stakeholders, old and related projects..)

Sello mall

Visitors/(potential) customers

Shop, restaurant and bar owners

What is our business objective?
(business problem/need/opportunity..)

Customer journeys: Define different customer journeys and concrete development ideas to offer better customer experience

B2C scope

What enables us?

(Our brand, our new strategy, competencies, resources, new legislation, previous project, specific conditions, new trends....)

Why is it important?
(How does it fit our strategy?)

To get visitors/(potential) customers to stop and shop instead of just passing through.

To have visitors to spend more time at the mall when arriving on foot or by bicycle.

What restricts us?
(Budget, Schedule, Organization, Legal, Competition,..)

Present pandemic situation

Competition of all the other malls in the immediate Helsinki metropolitan region

More ecological transportation

The mall has a very central location and ease of access by bike or foot.

A lot of the present customers live or work in the neighborhood.

We filled this together with the person funding this?
We talked these goals with our supervisors?
All in this canvas is clear and understandable?
We are comfortable to proceed



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1.2 BENCHMARKING (1/3)

The purpose of our benchmark was to gather research material and investigate arrival to the shopping center Sello and Iso Omena by bike and by foot. We chose to compare Sello to Iso Omena because Iso Omena is located near Sello and has the same type of services. For our benchmark template, we chose to use a table that compares Sello's and Iso Omena's bike park and entrance features.

We went to Iso Omena to explore its surroundings and its accessibility by bike and on foot. Our intent is to compare that is the arrival to the Iso Omena clearer and is the bike parks and entrances easier to locate than at Sello. On our comparison, we also utilized both Iso Omena's and Sello's websites and then made observations at both locations.

Sello

From what we gathered, a lot of the bicycle parks and surrounding areas of Sello lack visible surveillance. Our observations regarding Asematunneli are that the bike parks are somewhat isolated and the lighting there is weak. We also noticed that there are usually groups of people loitering. We searched for information about bike park locations from Sello's website and found very little information. The information was a short text in Finnish about the locations which may not be useful for someone visiting Sello for the first time. There was not any visual guidance e.g. map.

On foot, the accessibility is rather weak because there are 3 different buildings and none of those are connected. For a customer, it is complicated to choose the right entrance, and customers are forced to go outside when moving to another building. The only way to stay inside and move from one building to another is to use the parking lot. We also marked that if the customer arrives from Ratsukatu they need to walk outside to get to the main building. The shopping center layout forces the customers to walk outside, and the layout is not straightforward.



Floor plan of Sello mall

1.2 BENCHMARKING (2/3)

Iso Omena

We did a lot of observations about bike parks and entrances at the Iso Omena when we visited the location. The main observation was that there are a lot of places where customers can leave their bikes around the Iso Omena shopping center. We marked that there are bigger bike parks near the main entrances, but some smaller ones can be found around the area.

The bike parks are spacious and have good lighting. Bike parks have at least one visible surveillance camera but mostly there are more than that. There is also traffic next to bike parks, so it feels more secure to leave your bike there. If some bike park is full, there are more parks located not that far away. The information found on Iso Omena's website about the bike parks and entrances is good and there is a visual map to help locate the places. The information can be found in Swedish, English and Russian as well.

On foot the accessibility is good, and many entrances are easy to locate because of the visible signs. There are 7 main entrances and those can be located around the shopping center. The layout of the shopping center allows customers to move to different stores without the need to think about what entrance they should use.



1.2 BENCHMARKING (3/3)

	SELLO	ISO OMENA
Spacious bike parks	X	X
Good lighting at the bike parks		X
Visible guide signs	X	X
Visible surveillance		X
Good website guide		X
Good entrance locations		X



IMMERSION

- To know where you are and to build on top of others work.

1.3 IMMERSION

It wasn't too difficult for our group to immerse us into the mindset of the average customer in Sello. Most of us in the group live relatively near Sello and we've all been customers before. Thus making the survey regarding what Sello could improve on was not too difficult for us, as we knew some things what we'd like to change ourselves. Furthermore, we've all visited other malls like Jumbo and Iso Omena, so we had something to compare Sello to.

However, to fully understand how the cogs and wheels turn, we just had to figure out some of the key players and partners that make up Sello, such as the owners and main stakeholders.

Your best guess of the customer's problem

Security

Pandemic

Keeping visitors in the stores

Alternative solutions from the customer's perspective

Social distancing

Hygiene control

Creating a pleasant atmosphere

Competitors within our business domain :

Iso Omena

Niitty

Ainoa

Redi

Hottest start-ups:

N/A

How could current business be disrupted:

A new and rampant variant of the virus

Hot names, known experts, people to listen to:

Marjo Kankaanranta, Managing Director

Matti Karlsson, Senior advisor/CEO

Inspiring services & products:

Possible refrigerated storage for customers

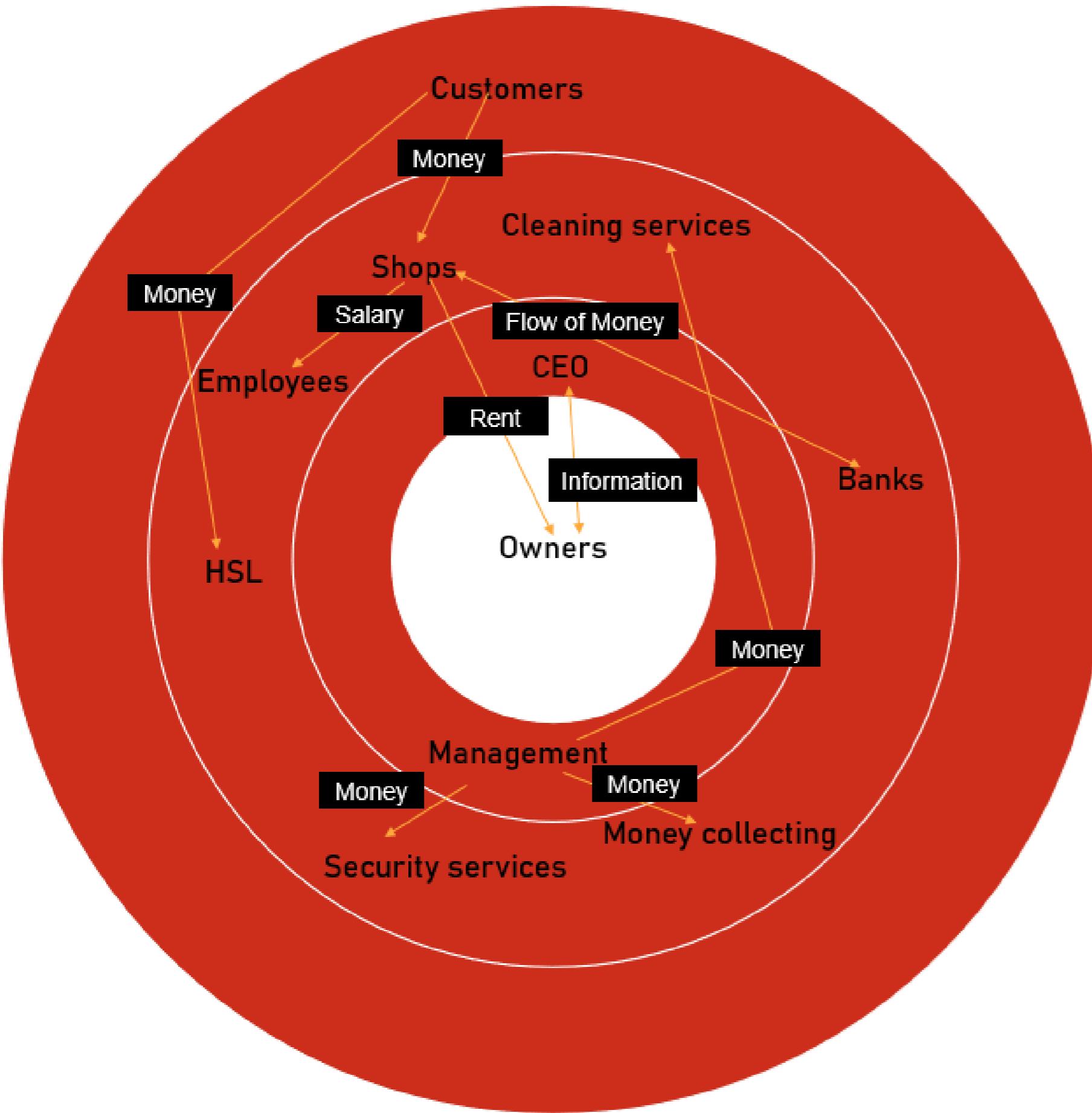
Mobile apps to enhance safety

Public debate around the topic:

Do malls weaken the business opportunities of smaller local shops?

If malls weaken the business opportunities of smaller shops, is it ethical to construct them?

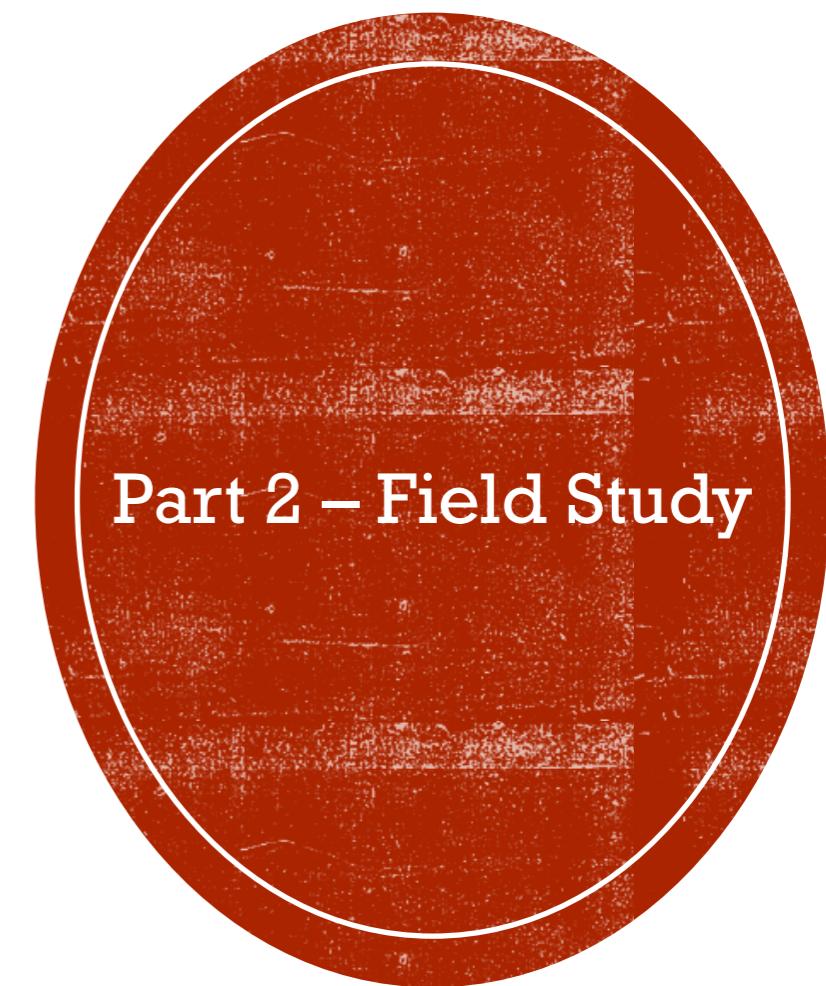
1.4 STAKEHOLDER MAP



The stakeholder map reflects the relationship between different stakeholders.

The management pays for different companies to have their services, such as cleaning and security so here, "Money" represents the flow of money and different payments. Here the owners and the CEO are communicating and exchanging information. The relationship between Shops and Owners is that the shops are renting their shop spaces and, they pay rent. Shops have multiple relationships with the stakeholders. Shops pay salary to their employees and, they receive money from their customers. Shops also interact with the banks and, money represents the money that is changed between those two stakeholders. Customers also use the HSL services and, the money represents the money that is used for the tickets.

PHASE 1 - DISCOVER



1.5 CUSTOMER GROUPING

Coming from the perspective of customers arriving at the mall either on foot or by bicycle with the reasoning that they live/work/study nearby or from an ecological viewpoint, we narrowed it down into 3 customer groupings:

- **Pedestrians:** people who live/work/study nearby and regularly walk to Sello.
- **Cyclists:** people who live/work/study nearby and regularly take their bike to Sello. People who commute to work and leave their bike at Sello. People who are passionate about the environment and would take a longer drive by bike to get to the mall.
- **People passing through:** people who use the mall as a shortcut to get somewhere quicker instead of walking all the way around the infrastructure.

We want to find out what these parties feel about their stay (and possible commute) to Sello and what would make them spend more time at the mall.

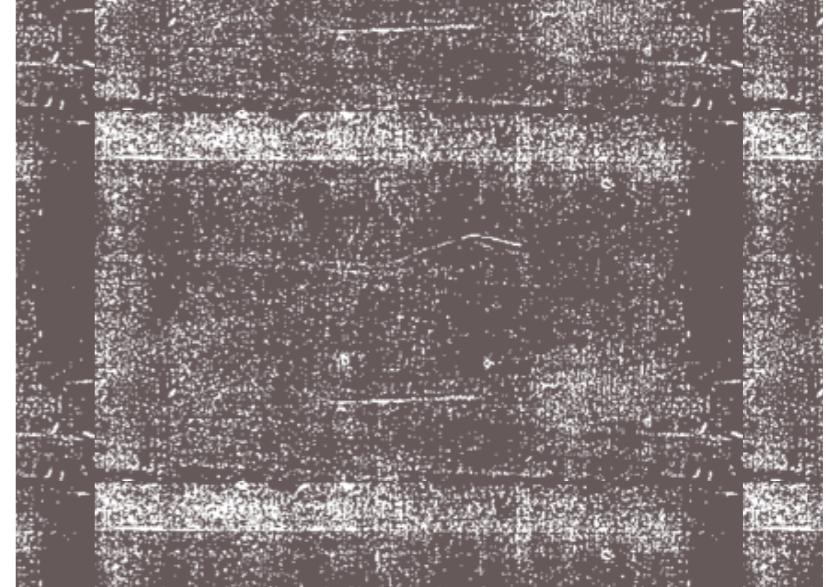
Is the commute safe?

Do they get lost on the way to Sello, perhaps lost in the mall itself?

Do the cyclists feel safe leaving their bicycles at Sello?

What would keep you “hooked” to stay at Sello longer?

It's these kind of questions that we want to tackle to get information on, try to figure out what could be improved on and start thinking on what solution would be adequate.



1.6 INTERVIEW THEMES & QUESTIONS (1/3)

Survey with multiple choice/yes or no questions and at the end 2 open questions

Theme 1: Personal info, setting context

- Q1: Age?
- Q2: Gender?
- Q3: What is your occupation?
- Q4: Marital status?
- Q5: Where do you live?

Theme 2: Frequency & reason of visit

- Q1: How often do you visit Sello?
- Q2: Why do you choose to visit Sello?
- Q3: What are your main activities when visiting Sello?

Theme 3: Arriving by bike

- Q1: If you arrive by bike do you know where you can safely store your bicycle?
- Q2: When arriving at Sello, is the information regarding bike parking readily available?
- Q3: Is it easy to find information regarding bike parking online?
- Q4: Is there enough space for you to leave your bike?
- Q5: Do you feel safe leaving your bike at Sello?

Theme 4: Experience & improvements

- Q1: When arriving at Sello, do you find that the entrances are easy to locate?
- Q2: From where you enter, is it easy to find where you want to go?
- Q3: What would make you spend more time in Sello?
- Q4: What could Sello improve on to make the customer experience better?

<https://forms.gle/TdmZS3DsTGLp2Jq78>



1.6 INTERVIEW THEMES & QUESTIONS (2/3)

<p>1. Age // Ikä</p> <ul style="list-style-type: none"> <input type="radio"/> Under // Alle 18 <input type="radio"/> 18-25 <input type="radio"/> 26-30 <input type="radio"/> 31-40 <input type="radio"/> 41+ <p>2. Gender // Sukupuoli *</p> <ul style="list-style-type: none"> <input type="radio"/> Female // Nainen <input type="radio"/> Male // Mies <input type="radio"/> Other // Muu <input type="radio"/> Prefer not to say // En halua kertoa <p>3. What is your occupation? (Multiple answers possible) // Ammatti? (Voit valita useamman vaihtoehdon)</p> <ul style="list-style-type: none"> <input type="checkbox"/> Student // Opiskelija <input type="checkbox"/> Working // Työssäkäyvä <input type="checkbox"/> Unemployed // Työttön <input type="checkbox"/> Retired // Eläkkeellä <p>4. Marital Status // Sivillisääty *</p> <ul style="list-style-type: none"> <input type="radio"/> Single // Naimaton <input type="radio"/> In a relationship // Parisuhteessa <input type="radio"/> Married // Naimisissa <input type="radio"/> other // Muu <p>5. Where do you live // Missä pän asut? *</p> <ul style="list-style-type: none"> <input type="radio"/> Helsinki <input type="radio"/> Vantaa <input type="radio"/> Espoo <input type="radio"/> Kauniainen <input type="radio"/> Metropolitan area // Kehyskunnat 	<p>6. How often do you visit Sello? // Kuinka usein vieraitet Sellossa? *</p> <ul style="list-style-type: none"> <input type="radio"/> Every day // Joka päivä <input type="radio"/> a few times a week // muutaman kertaa viikossa. <input type="radio"/> A few times a month // Muutaman kerran kuukaudessa. <input type="radio"/> A few times in six months // Muutaman kerran kuudessa kuukaudessa <input type="radio"/> Less than a few times a year // Harvemmin kuin muutaman kerran vuodessa <p>7. Why do you choose to visit Sello instead of another place? (Multiple answers possible) // Miksi valitset Sellon etkä muita ostoskeskuksia? (Voit valita useamman vaihtoehdon) *</p> <ul style="list-style-type: none"> <input type="checkbox"/> Good shops or restaurants // Hyvät kaupat tai ravintolat <input type="checkbox"/> Working or studying nearby // Työskentelen tai opiskelen lähistöllä <input type="checkbox"/> Passing through // Läpikulkumatka <input type="checkbox"/> Using nearby public transportation // Käytän julkista liikennettä <input type="checkbox"/> Entertainment options // Viihde valikoima <input type="checkbox"/> Overall experience // Kokonaismatkailun kokemus <input type="checkbox"/> Welcoming atmosphere // Viihtyisä ilmapiiri <input type="checkbox"/> Good hangout areas // Hyvät oleskelutilat <input type="checkbox"/> Sello is the closest shopping center // Sello on lähin ostoskeskus <input type="checkbox"/> Anders... <p>8. What are your main activities when visiting Sello? (Multiple answers possible) // Mitä teet yleensä Sellossa? (Voit valita useamman vaihtoehdon) *</p> <ul style="list-style-type: none"> <input type="checkbox"/> Grocery shopping // Ruokaostokset <input type="checkbox"/> Overall shopping // Muut ostokset <input type="checkbox"/> Restaurants // Ravintolat <input type="checkbox"/> Visit the library // Kirjasto <input type="checkbox"/> Entertainment // Viihde <input type="checkbox"/> Go out drinking // Pubilla käyminen <input type="checkbox"/> Hanging out // Oleskelu <input type="checkbox"/> Working // Työskentelen <input type="checkbox"/> Doctor & Pharmacy // Lääkäri & ApteeKKI <input type="checkbox"/> Wellness // Hyvinvointipalvelut <input type="checkbox"/> Window shopping // Ikkunashoppailu <input type="checkbox"/> Passing through // Läpikulku <p>9. If you arrive by bike do you know where you can safely store your bicycle? // Jos saavut pyörällä, tiedätkö mihin voit jättää polkupyöräsi turvallisesti? ----- (*If you don't arrive by bike, skip to question 14. // Jos et saavu pyörällä, hyppää kysymykseen 14.)</p> <ul style="list-style-type: none"> <input type="radio"/> Yes // Kyllä <input type="radio"/> No // Ei <p>10. When arriving at Sello, is the information regarding bike parking readily available? // Kun saavut Selloon, onko ohjeistusta pyöräpaikkoihin liittyen helpo löytää? ***</p> <ul style="list-style-type: none"> <input type="radio"/> Yes // Kyllä <input type="radio"/> No // Ei <p>11. Is it easy to find information regarding bike parking online? // Onko helpoja löytää tietoa pyöräpaikkoihin liittyen netistä?</p> <ul style="list-style-type: none"> <input type="radio"/> Yes // Kyllä <input type="radio"/> No // Ei <input type="radio"/> I haven't search online. // En ole etsinyt tietoa netistä. <p>12. Is there enough space for you to leave your bike at the bikeparks? // Löytyykö pyöräparkista tarpeeksi tilaa polkupyörällesi?</p> <ul style="list-style-type: none"> <input type="radio"/> Yes, there's always room to park. // Kyllä, aina löytyy tilaa mihin jättää pyörä. <input type="radio"/> No, it's very frustrating trying to find a spot // Ei, on hyvin turhauttavaa etsiä tilaa pyörälle.
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Google Forms

1.6 INTERVIEW THEMES & QUESTIONS: BACKGROUND (3/3)

From the research done in the desktop exploration, we gathered our thoughts and collectively put together the interview questions. Due to the pandemic situation, we're choosing to use Google Forms to let people safely answer a short survey with what we came up with of questions.

Besides asking our friends and relatives to answer the short survey if they have relevant information, we want to try and reach as many people as possible. Especially since we're forced to gather in field information through a survey instead of a face-to-face interview, it's important to gather more data through more answers. We discussed that we could accomplish this by looking for relevant groups on for instance Facebook to reach locals (Leppävaara group?) and other people who are in the neighborhood of Sello regularly (Laurea students who frequent the Leppävaara location?). Especially since we're focusing on customers arriving on foot or by bike, we think it could be interesting to reach for instance locals.

The work share is rather difficult to properly split up since we're doing an online survey, but we'll agree on who shares the survey where (so that we don't end up spamming the same places) and two of us will look at and interpret the gathered data to summarize the results for all of us to further work with.

We will pilot our interview/survey by on the one hand each of us going through the motions of filling in the survey ourselves to try and get a timing on how long it will take to fill it in. This would be important to know when we share the survey in the public for people to fill in. On the other hand we will ask a couple of people (like housemates, spouse,...) who haven't seen the questions on beforehand to have a check if everything is clear and also ask them to time how long it took them to fill it in. We hope that in this way we can prevent any confusion and mistakes.



1.7 INSIGHT

The survey through Google Forms gave our team insight about the most common problems that customers face through questions that they could answer freely in their own words.

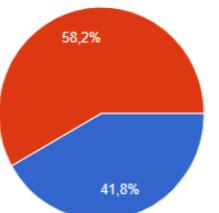
Questions like "What would make you spend more time in Sello?" and "What could Sello improve on to make the customer experience better?" gave our team a wide spectrum of answers, some of which surprised us.

By far the most common answer, unfortunately, had to do with the ongoing pandemic. The pandemic is a severe issue to be sure, but it's nothing that our team or Sello would be able to tackle. Furthermore, a lot of people worried about the seeming lack of security and people hanging around in the shopping center. In addition, 58.2% out of 55 people answered that leaving their bicycle at Sello did not feel safe. Some people even thought that the shopping center felt gloomy and not welcoming, particularly the walking tunnel underneath the tracks. This tunnel also holds one of Sello's bike parks, hence we could conclude that perhaps a bit more lighting around said area could improve on the customer experience.

Furthermore, a lot of people thought Sello was difficult to navigate and asked for more signs or interactive maps. This surprised our team, as stationed next to each entrance in Sello is an interactive map. However, we realized that these maps are standing up-right and can be easily confused for in-house advertisements when compared to the ones in Jumbo for example, which lay flat like a table making them a lot more inviting to touch and interact with.

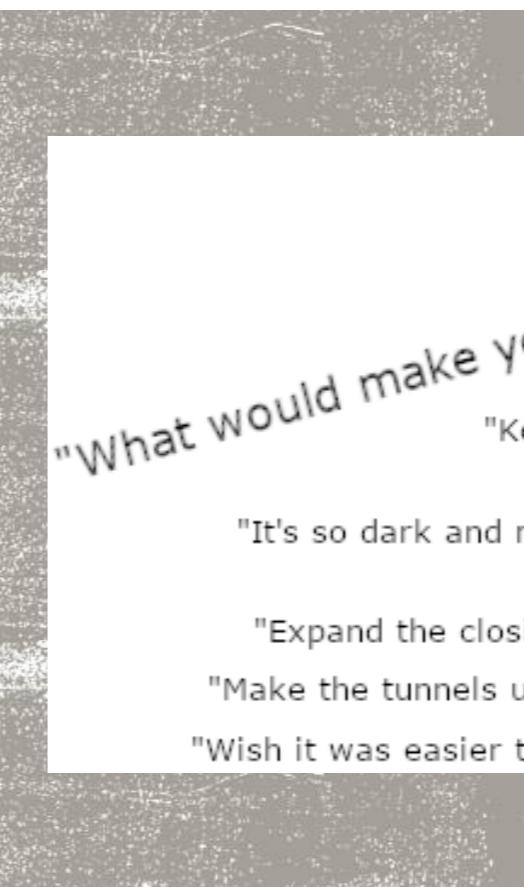
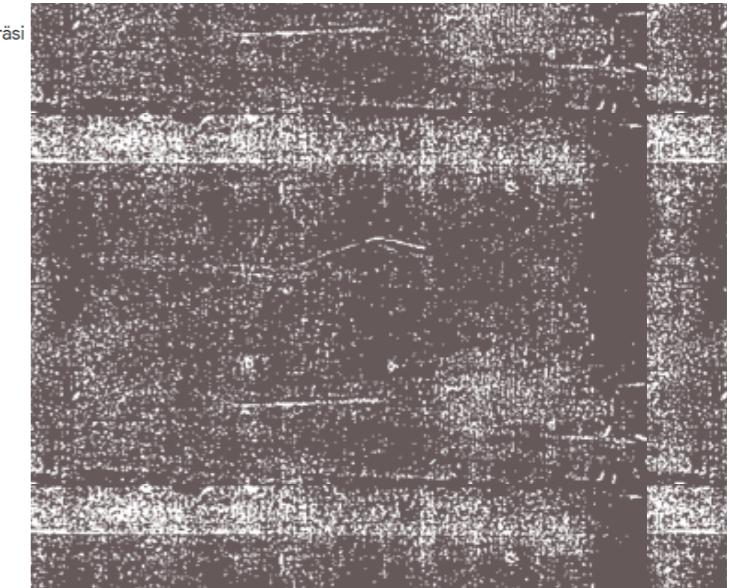
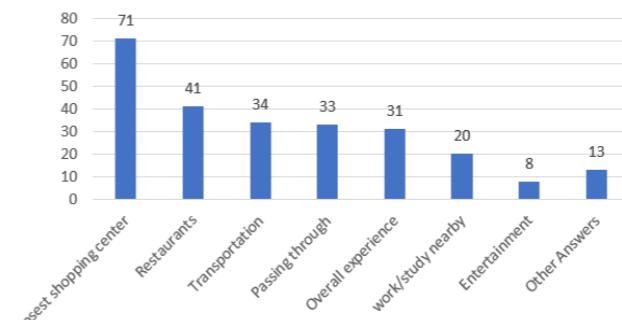
13. Do you feel safe leaving your bike at Sello? // Tunnetko olosi turvalliseksi kun jätät pyöräsi Selloon?

55 vastausta



● Yes // Kyllä
● No // Ei

Why do you visit Sello instead of another place?



"What would make you spend more time in Sello?"

"Koronan loppuminen"

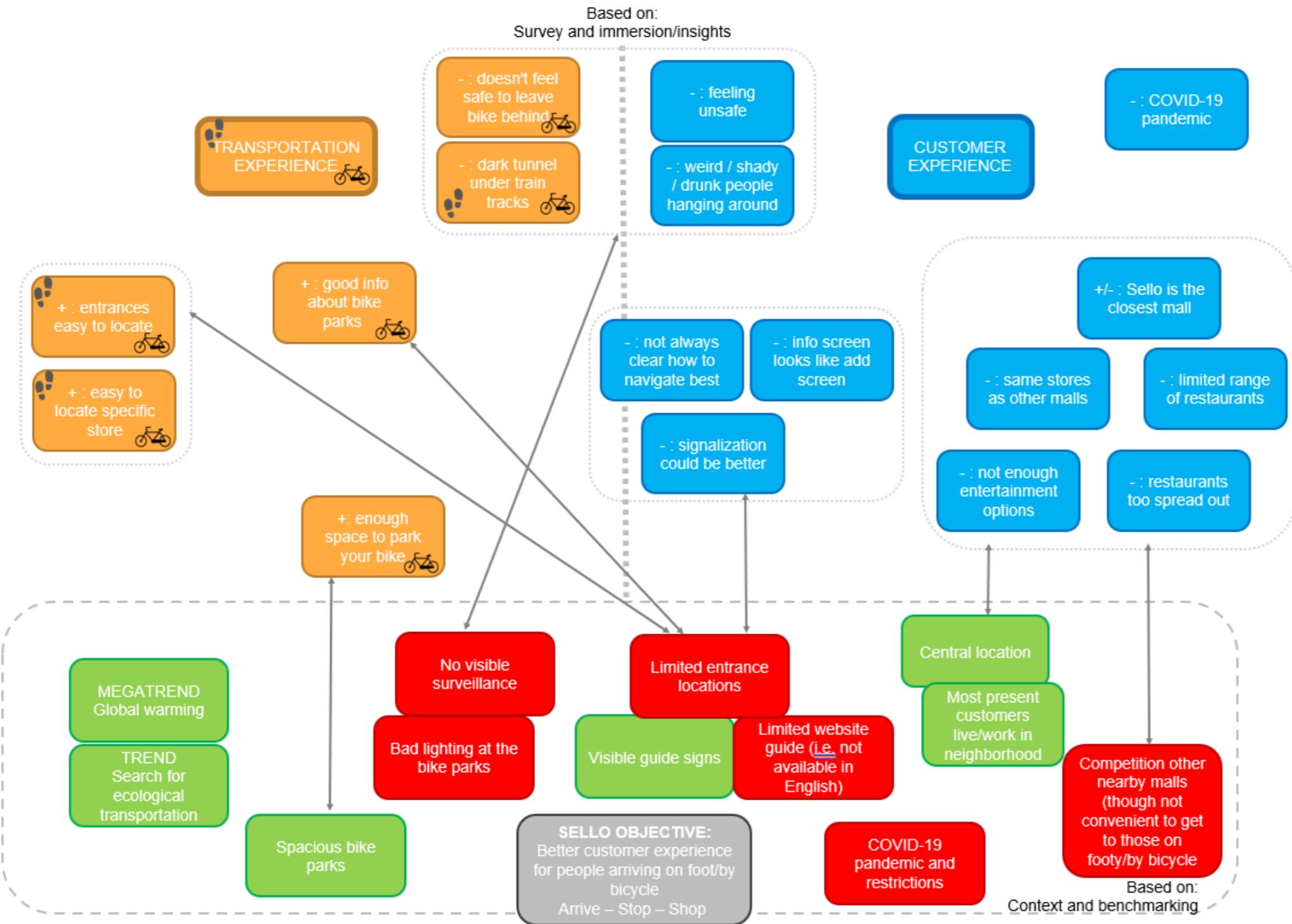
"More Unique shops!"

"It's so dark and moody" "More different shops!"

"Expand the closing times" "Corona free world"
"Make the tunnels under the tracks more welcoming and less dark"
"Wish it was easier to find different shops"



1.8 RESEARCH WALL

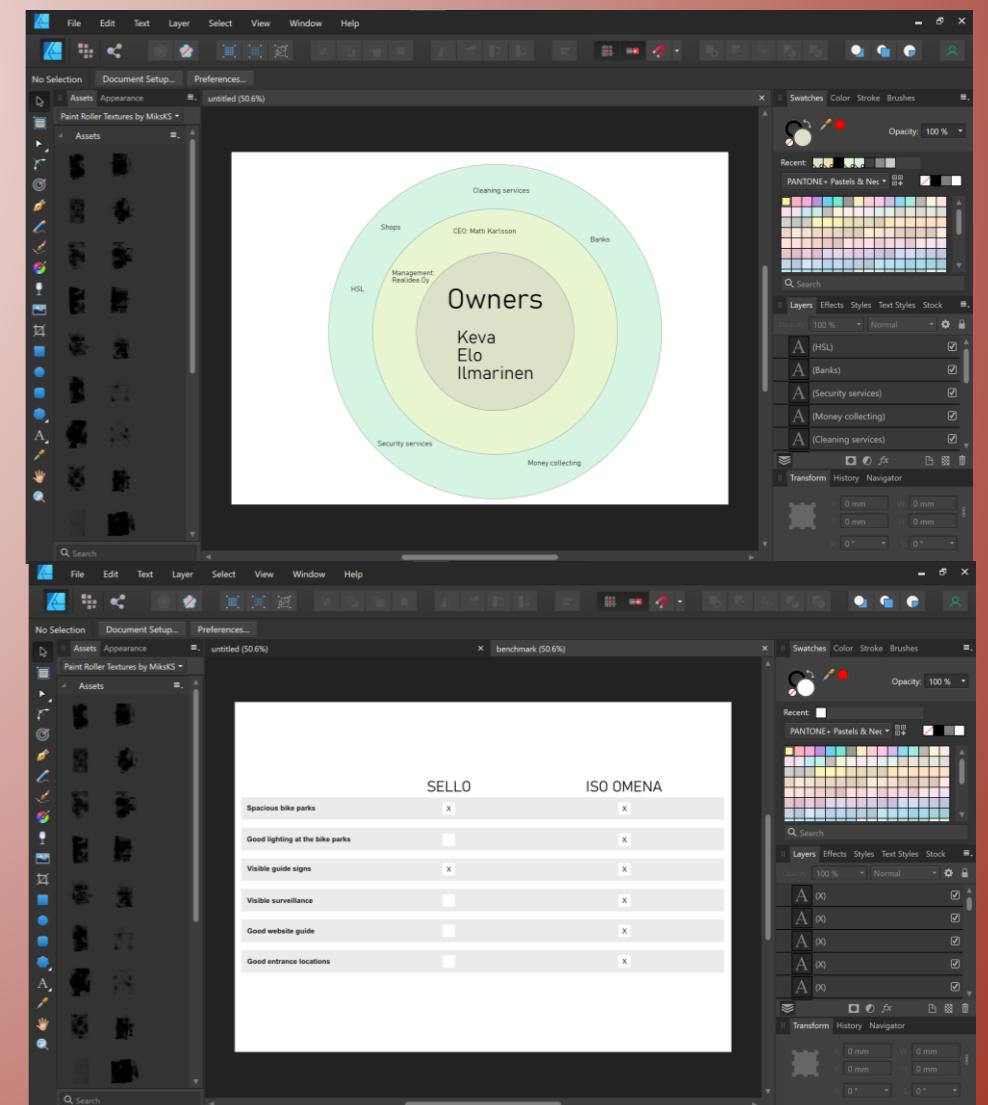
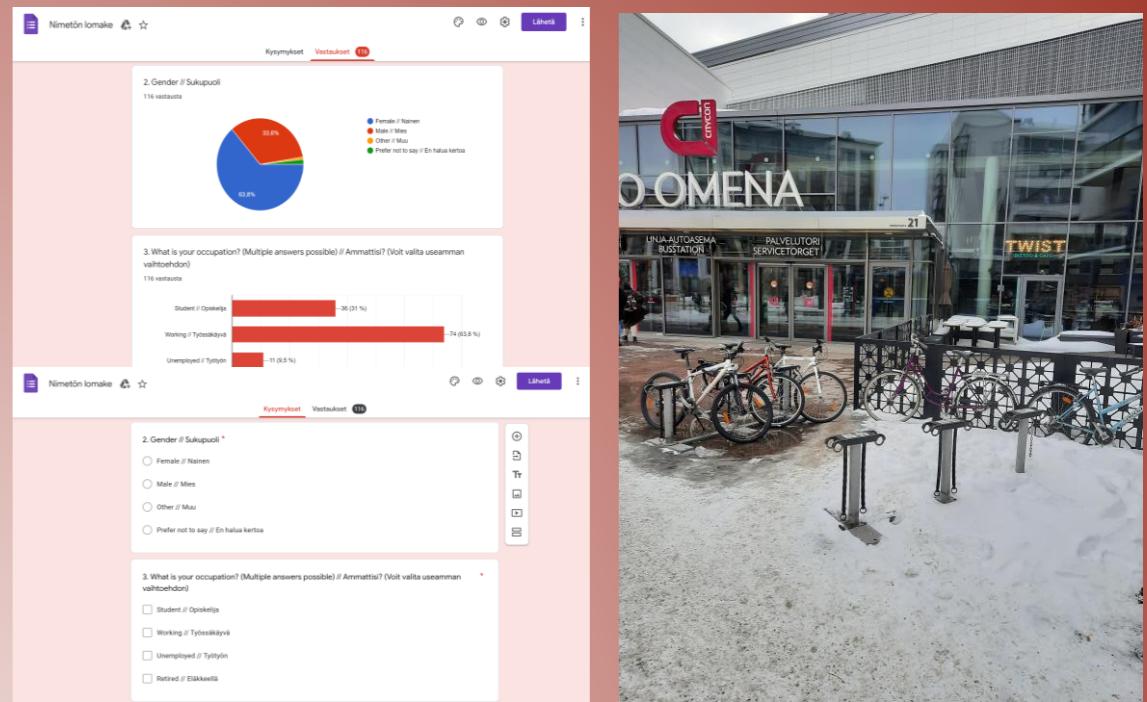


PHASE 1 - DISCOVER DESCRIPTION & SUMMARY

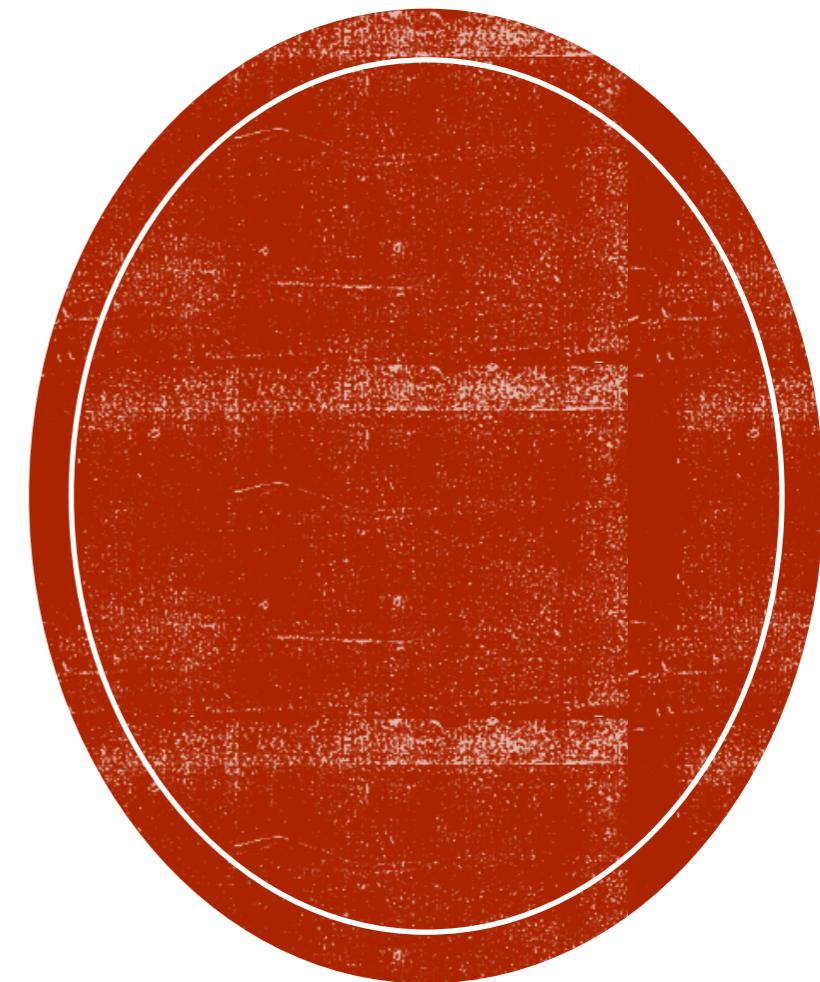
Kicking off the project, we worked on our desk research by filling in the Business objective and context canvas based on the information that was provided by Sello both on Canvas and the kick-off meeting. The premade template was easy to use and guided our thinking in the right direction. It gave us more specific things to think about and look for. Our team also conducted a Benchmark. For our benchmark, we chose to compare Iso Omena to Sello because Iso Omena is located near and has the same type of services. Since we opted for the focus group of customers arriving on foot or by bike, we mostly looked at how the entrances, navigation within the mall and bicycle parks were organized compared to each other. We gathered data by taking photos and visiting the location. Our Benchmark gave us really good information about the differences Sello and Iso Omena have regarding bike parks and shopping center entrances, showing us already an indication of what possible issues could be at Sello. As suggested, we also worked on immersion, customer grouping, and the stakeholder map to get a better notion of who is involved and who is important to be included further down the line of our service design project. The immersion template was also a handy tool that helped us to focus on the right things. We made some templates/visualisations that served our purpose much better, for example: the benchmark chart or more colorful stakeholder map.

Once we collected enough information and background on Sello mall and the present situation, we collectively worked out a relatively short survey to collect data to compare the already collected information and made conclusions. Due to the present pandemic situation, we felt that the field study part of our discovery phase would be more fitting to work through the online Google forms only. The survey was open for about 5 days and through sharing the link with friends, colleagues, fitting Facebook groups and on Sello's social media platforms, we gathered a total of 116 answers. Based on those answers we noticed that a lot of the recurring responses on safety at/in, access to and navigating Sello could be issues to work on, just like we already had concluded from our desk research. We do realize some more indepth insights/information might be missing since we didn't conduct any interviews that would possibly have provided us with more qualitative information instead of purely quantitative. Since we didn't do any interviews, we dropped the Insights canvas provided in the portfolio template and instead tried to interpret the quantitative data to create some insights before starting to put the research wall together.

The overall experience of our research process was that the time felt rather short, and there was little time to gather the data. Our survey was shared on Sello's channels in the middle of the week and since our deliverables were due on the Sunday of that same week, we had to close it down already after about 5 days to give us ample time to comb through the data, process and summarize to make our conclusions. Before Friday we could not do certain tasks because we were still getting answers. For our Benchmark, it would have been more valuable to have at least two shopping centers rather than just one. But because of the Covid-19 situation, we chose that it's not safe for us to go to that many shopping centers and we didn't even have time for that because of our tight schedule. One extra option could still be that we reach out to family and friends who frequent the other malls in the Helsinki metropolitan area and ask them about their experiences or to take pictures of how the situation is at different locations. This could provide us with still extra insights or possibly even development ideas to work on.



PHASE 2: DEFINE



2.1 PERSONA (1/2)

We used statics from our survey to gather information about Sello's typical customers and made up these two personas.

One of the typical customer is a middle aged woman who goes to Sello to make her groceries and other shopping. She goes to Sello many times in a week and uses the public transportation, but she visits the stores just a few times in a month to do her shopping's. She has strict security standards and she wishes that Sello would have more surveillance, especially in the Asematunneli ,where she usually leaves her bike while going to work using the train. She feels that area is a little restless.



PERSONA



QUOTE

"A woman is like a tea bag;
you never know how strong
it is until it's in hot water." -
Eleanor Roosevelt.

KEY ATTRIBUTES

- Maija is wholehearted
 - Maija is Self-Aware
 - Maija is hard working
 - Maija is Diligent
 - Maija is active

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NAME

Maija Varovainen

AGE

45

OCCUPATION

Office employee

NATIONALITY

Finnish

MARITAL STATUS

Married

DESCRIPTION

Maija is a middle-aged woman.

Maija likes using public transportation

Maija is married and has 2 children
and a dog

Maija does her grocery shopping in Sello

Maija is sporty so she uses her bike a lot to go to store.

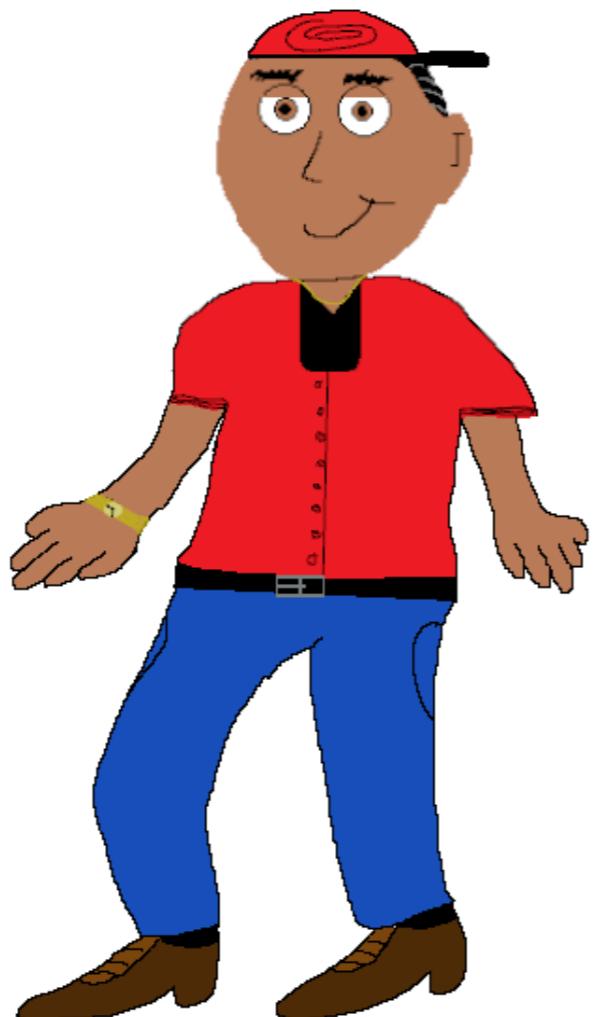
Maija is very strict about her security standards ...



2.1 PERSONA (2/2)

Another typical persona is a young male in his twenties. From the data we gathered, we made Abraham Kovamies. He uses Sello as a hangout spot with his friends. He's very much into fitness and likes biking everywhere if possible.

Abraham is not too concerned about security regarding his bike as he does not fear it being stolen. Yet he does use a simple lock to secure it, if he goes away for a longer time. In his free time he mostly spends his time at the gym where he works, as it's free for employees.



PERSONA



QUOTE

"Observe those that succeed and do it better"

KEY ATTRIBUTES

- Abraham is young
 - Abraham is sporty
 - Abraham is very active
 - Abraham doesn't worry about tomorrow.

NAME

Abraham Kovamies

OCCUPATION

Gym Staff

NATIONALITY

Finnish / Iranian

MARITAL STATUS

Single

DESCRIPTION

Abraham is a male in his twenties..

Abraham likes to bike around.

Abraham is single, since he wants to focus on his life.

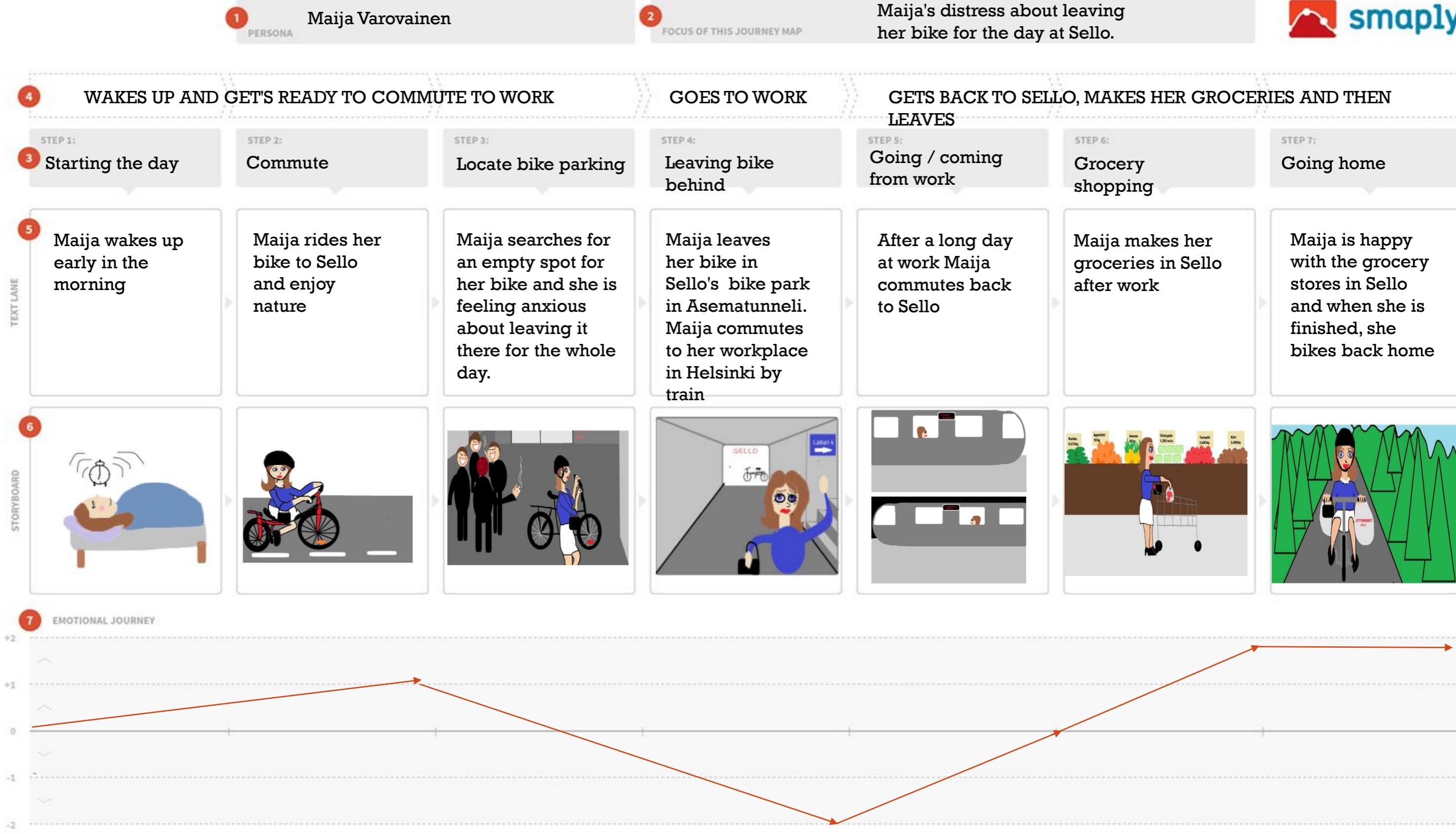
Abraham hangs out with his friends at Sello

Abraham likes to wear the latest in fashion.

Abraham respects the security personnel.



2.2 CUSTOMER JOURNEY MAP – CURRENT STATE



A **journey map** is a tool that can help you outline the experience of someone step by step. It can help you illustrate the overall experience a customer has with a service, a physical or digital product, or a brand.

The experience could be recognizing a need, searching for a specific service, booking and paying for it, using the service, as well as maybe complaining if something goes wrong, or using the service again.

Follow the numbers to create your journey map.

1 PERSONA

Write the name of your persona.

2 TITLE

Give your journey map a title or focus.

3 STEPS

Fill in each step of the experience. Ask yourself what is the most crucial part of the experience. What happens before that, what happens after?

4 STAGES

Group the steps into stages or phases.

5 TEXT LANE

Describe what happens in each step.

6 STORYBOARD

Draw images under each step to tell a visual narrative. If you can draw a triangle and a circle you can draw a person.

7 EMOTIONAL JOURNEY

Assign different values along the scale from -2 to +2 for each step. What is the persona's emotional experience at this point?



2.3 CONSUMER TREND CANVAS (1/2)

There were several mentions of the present COVID-19 pandemic being something that people need to see changed to consider going back to the mall more often and spend more time there. When looking for mega, macro and present trends, I scoured www.trendwatching.com and <https://www.bain.com/> and found a couple of interesting concepts where people were looking for sustainable services. This is a trend that has been going on for quite a while already, though that got extended and even more important when looking at the "post-corona world".

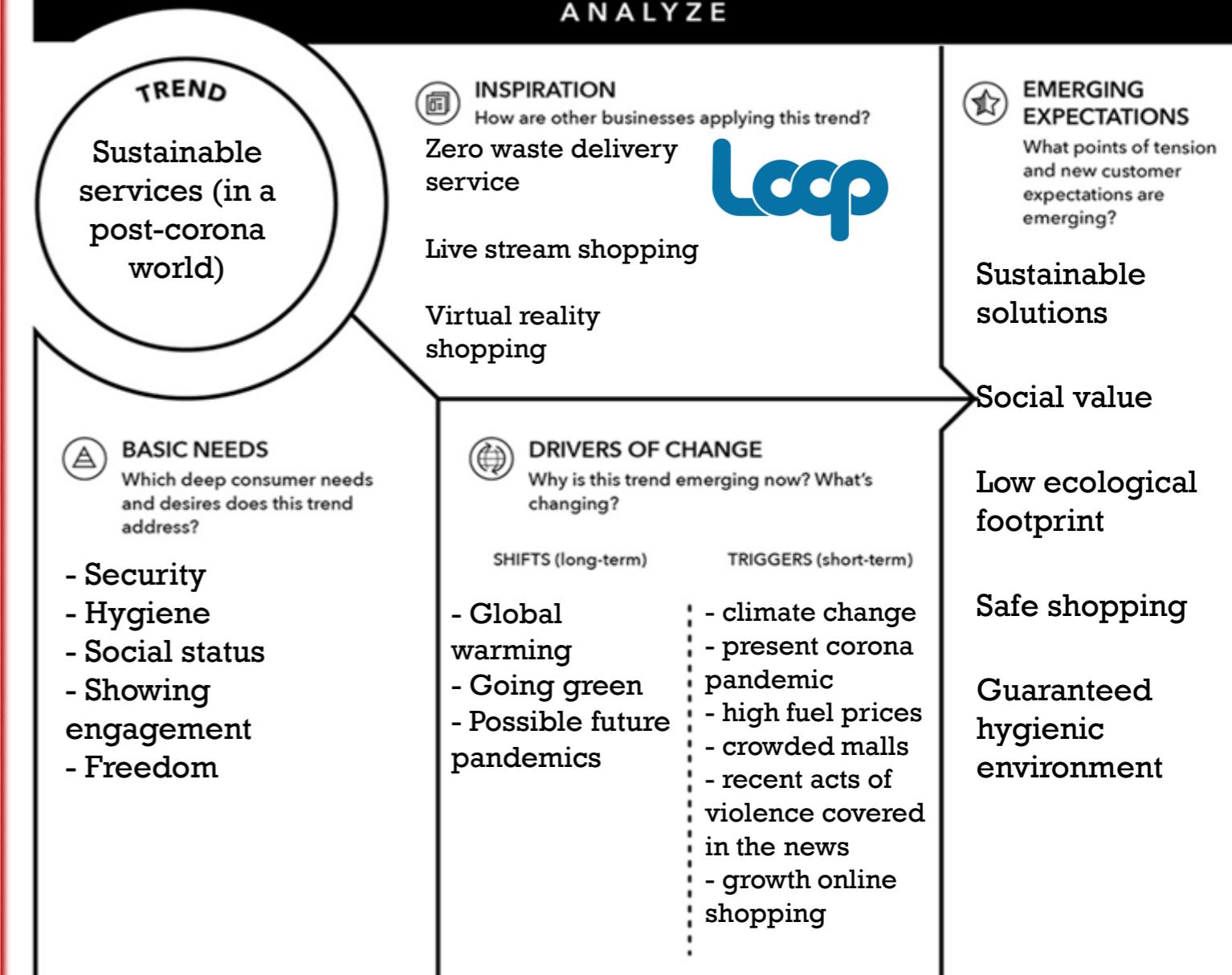
Some ideas or solutions was going for a more online approach of things where they offer a virtual reality visit to your location (Sello mall in this case) or businesses who are doing live stream shopping to show off the goods you can buy with them. Also zero waste delivery service offered by the startup Loop was very inspiring, where stores deliver orders in a reusable box instead of carton board. Since there are more and more deliveries happening since people are supposed to stay at home as much as possible and socially distance, there is clearly more garbage due to all the packaging of deliveries. With this way of delivering things, we could offer a more sustainable and ecological option to people who are conscious about this.

Following this way of thinking, I wanted to find a way to create an incentive for people to actually go back to the mall when everything is more safe again. And do it a more ecological way by going on foot or by bike. Thus I came up with the innovation to create a system where you can get your bought goods delivered to your home (within reason of course considering size, weight, distance,...) when you arrived to the mall on foot or by bike. This way we work on both lowering the ecological footprint, we activate people to go to the mall, lessen the resistance of buying something more due to having to carry it back home and possibly provide extra work for a local startup delivery company.

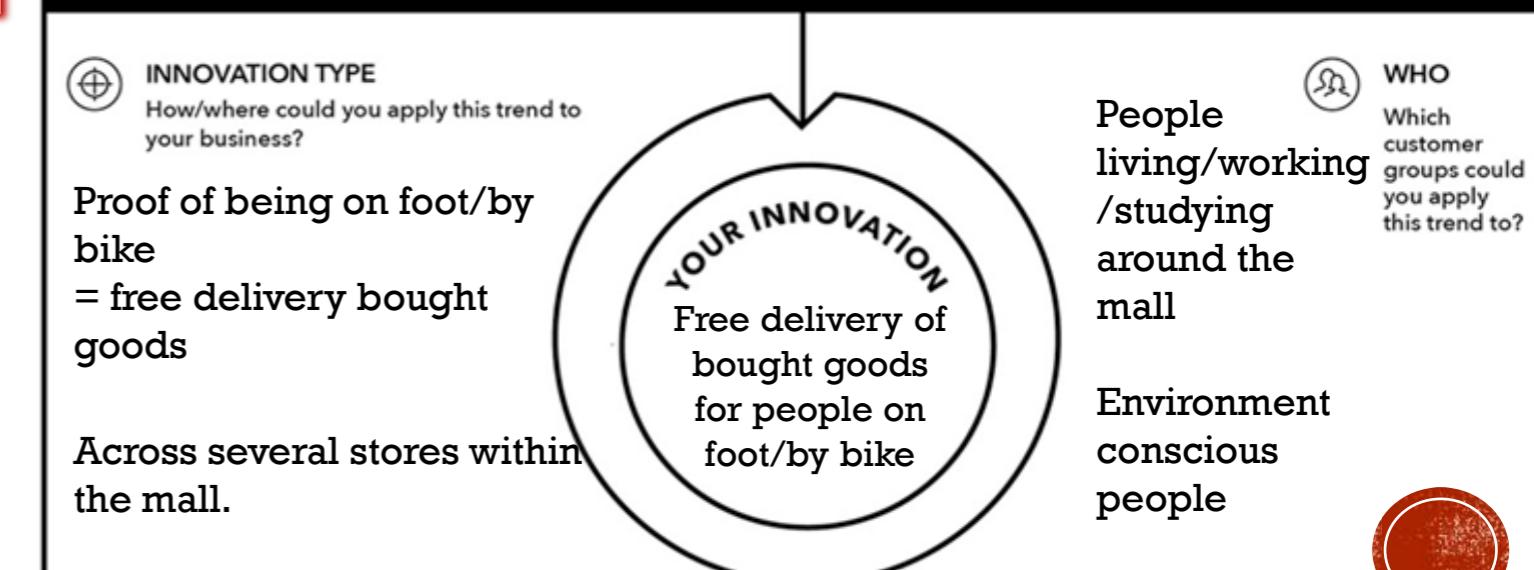


CONSUMER TREND CANVAS

ANALYZE



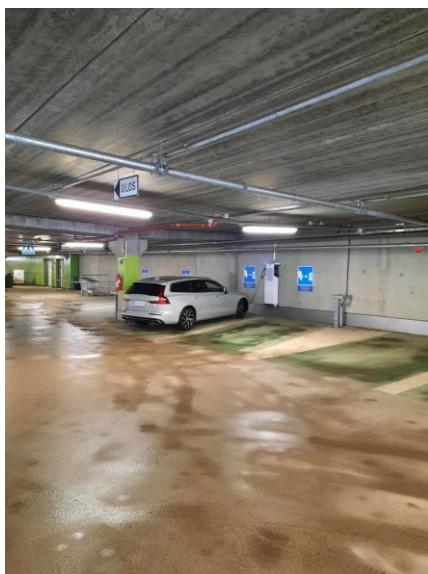
APPLY



2.3 CONSUMER TREND CANVAS (2/2)

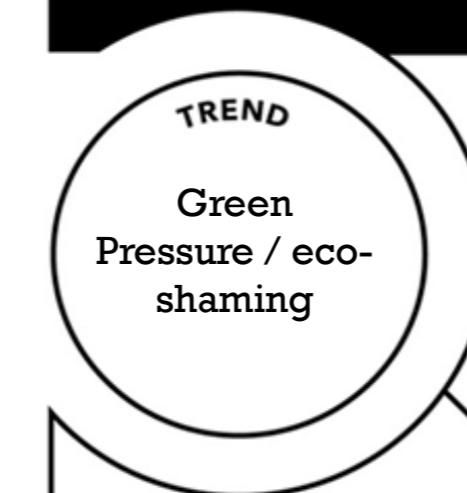
Ecological thinking has been trending now for a couple of years and ecological products have become more and more widely accessible. Eco-products have become a basic necessity for people and eco-products are not that expensive that they used to be a couple of years ago. Now customers have an option to choose an ecological product or service. Eco-products are not about a person's ego anymore but more like a shame if you choose not to opt in for ecological products or services. Based on the www.trendwatching.com article this has created a trend where people are pressured to opt in for eco-products because it is shameful not to do it when it is so easy nowadays.

To find out more about this trend I did field research at Niitty shopping center. At Niitty green pressure is visible at the parking lot where all parking places near the only entrance are reserved for either electric cars or cars that pollute less than 120 CO₂/km. This trend is forcing people to walk much farther and possibly make them opt in these more ecological cars. This trend could also force people to choose more ecological ways to travel e.g. cycling or walking. I also noticed that there is Alepa City bike park near the main entrance, and it is giving ecological options to the customers. Car parking might get too hard, and it might pressure customers to opt in for these City bikes.



CONSUMER TREND CANVAS

ANALYZE



BASIC NEEDS
Which deep consumer needs and desires does this trend address?

People are now even more aware than before about climate change. Eco-friendly options are now getting mainstream so there is no need to search for those eco-friendly products. Eco-friendly options are widely available and those aren't too expensive and those are sometimes cheaper than non-eco-friendly options. Now it is more about does the customer choose an eco-friendlier option or not. Businesses are giving "prices" to the customers who choose the eco-friendly option. E.g. shopping malls like Niitty has these parking spaces nearest to the entrance but the customer need to have an electric car or car that pollutes less than 120 CO₂/km.

INSPIRATION
How are other businesses applying this trend?

Niitty and Ainoa have these eco-friendly car parking spaces for electric cars and cars that pollute less than 120 CO₂/km. These spaces are closer to the shopping center entrances and other spaces are located farther away. Niitty also has Alepa city bikes near the main entrance.

DRIVERS OF CHANGE
Why is this trend emerging now? What's changing?

SHIFTS (long-term)

- Climate Change
- Deforestation

TRIGGERS (short-term)

- It's easy to choose eco-friendly options
- Ego
- It's trendy

EMERGING EXPECTATIONS
What points of tension and new customer expectations are emerging?

Customers might want more electric car charging parking slots. Electric cars are getting more and more popular.

Alepa city bikes are replacing the need of owning a bike and it is making cycling easily accessible for everyone.

APPLY



INNOVATION TYPE
How/where could you apply this trend to your business?

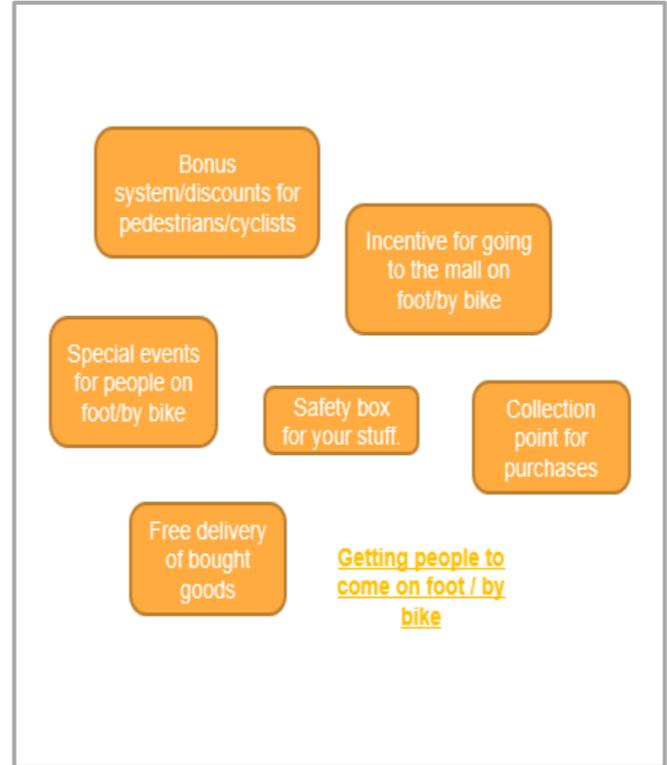
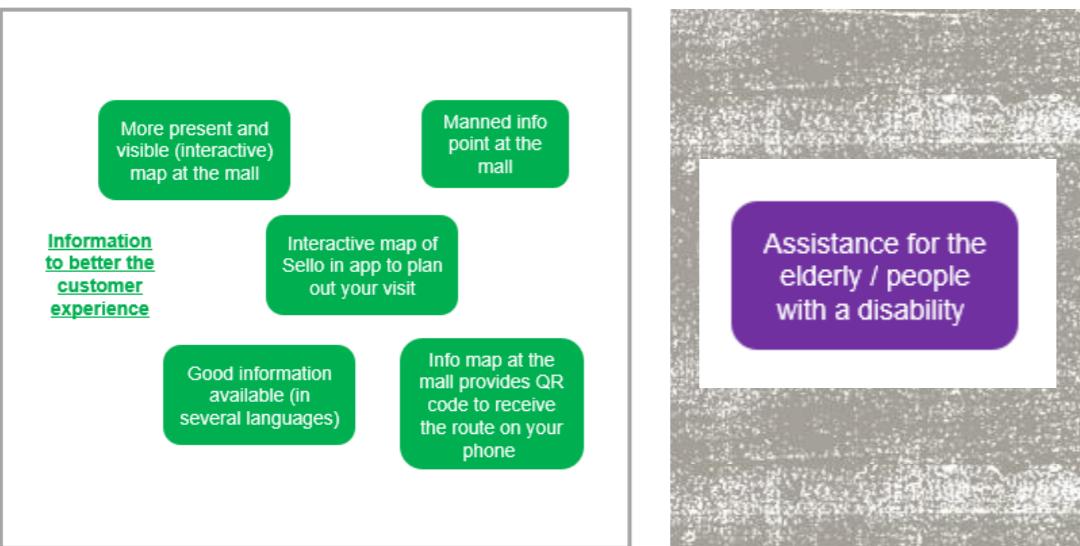
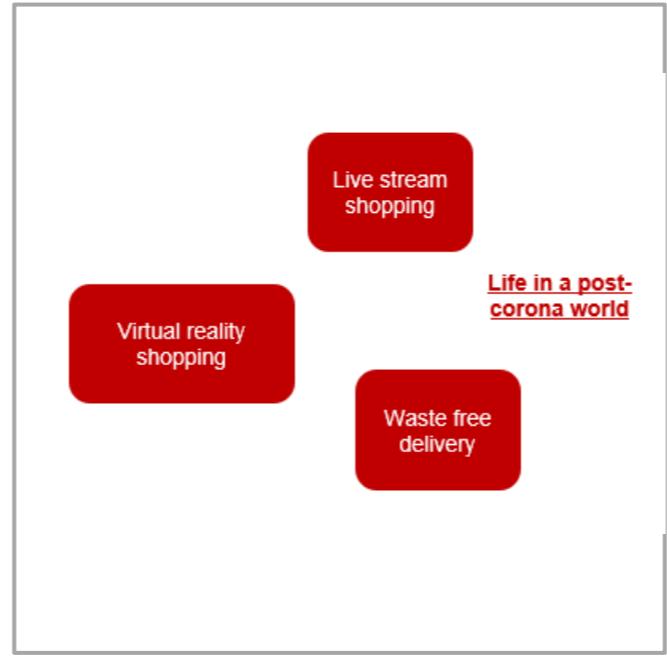
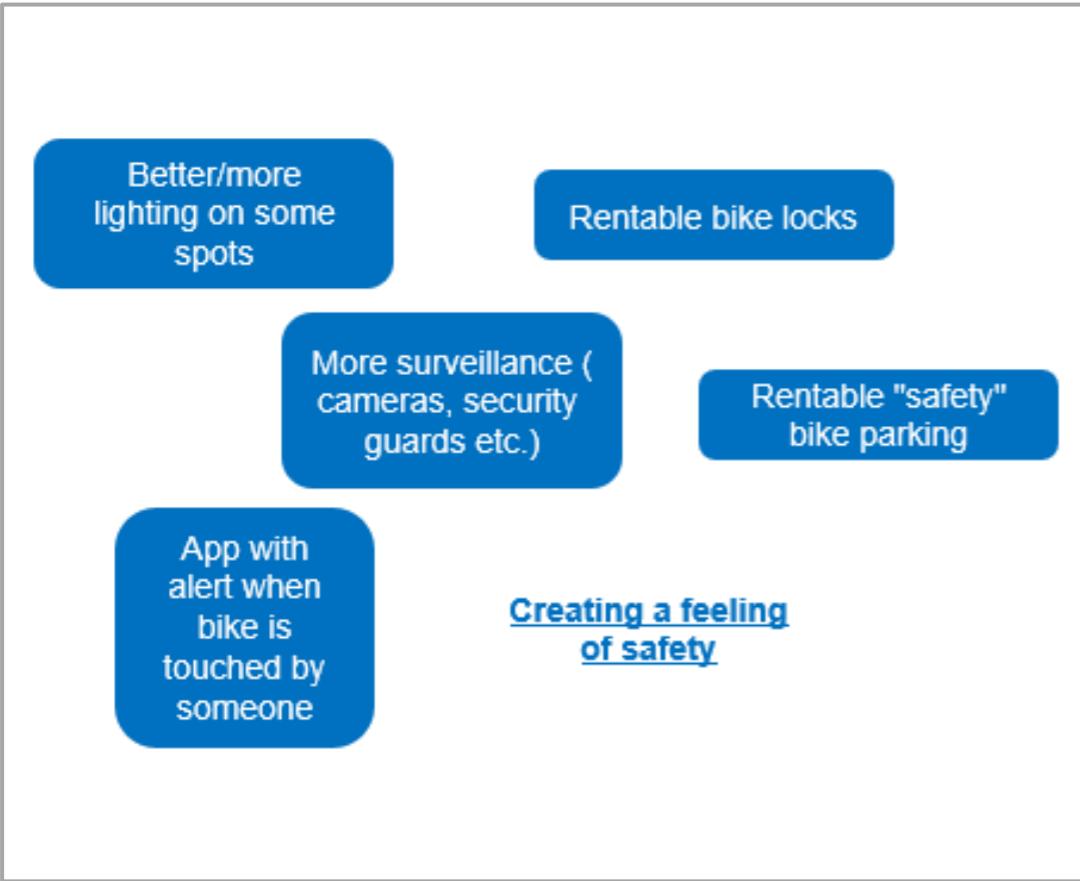
More parking spaces near the entrance with the condition that the car pollutes less than 120 CO₂/km and more electric car charging spaces. Non-electric cars and car that doesn't meet this pollution requirement should be parked farther away from the entrances. This could pressure people to opt in for Alepa city bikes which are easier to access and are located near the entrance.

WHO
Which customer groups could you apply this trend to?

- Customers arriving by car
- Customers arriving by bus
- Customers arriving by metro



2.4+ IDEA WALL

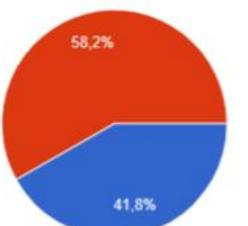


2.5 IDEA CARD

Why this idea?

From studying the survey results and trying to get an insight in the Sello visitors mindset we gathered that quite some people were bringing up feeling unsafe due to certain spots not having proper lighting, weird/drunk/shady people hanging around,... But also over 50% of the people regularly going by bike to the mall expressed not feeling safe about leaving their bike behind in the bike parks. Some of our own experiences sort of confirmed that sentiment somewhat.

13. Do you feel safe leaving your bike at Sello? // Tunnetko olosi turvalliseksi kun jätät pyöräsi Selloon?
55 vastausta



Why this solution?

More surveillance as in additional and clearly visible cameras and/or security guards is a relatively easy way to create more of a feeling of safety. Adding more or better lighting at the right locations around and in the mall ensures that there are no dark corners someone can lurk in or a visitor is made to feel unsafe. For the cyclists it's important they don't have to worry about their mode of transportation. Being able to rent an extra heavy duty bike lock that they don't have to bring with them might give them a piece of mind. A system where you can leave your bike behind a fenced off section that only allows access to people with a keycard or a bicycle "safe"/"locker", will increase the safety of their bike greatly.



Title **Creating a feeling of safety**

Give the idea a marketable and catchy title

Describe your idea, you can draw it, use text or write it down (**WHAT?**)

To create a feeling of more safety for the customers we were thinking on somehow **add more surveillance** at places around and in the mall that seem weak spots like the tunnel under the railways and certain bike parks. Our idea is to **add more/better lighting** at those locations, **more visible monitoring/surveillance by cameras and/or security guards**. Also, an **app** or other system **to report an issue** to the security easily could be an option included in this.

For the cyclists under the visitors, to give them a piece of mind about leaving their bicycle behind, **rentable bike locks/secure bike parking/locker** would be included in this idea, possibly with some kind of a system that alerts you when something seems to be going on with your bike, the lock or parking spot.

Identify the end-user / customer group.
For whom does the idea provide value?

End user will be the customers of Sello.
Surveillance will benefit all the customers.

How many stars would the end-user give to this idea?



Customers would feel safer to leave their bikes if there is surveillance.

Customers will spend more time at the mall if they know that they don't have to worry about their bikes.



From the users point of view, what will the idea change and what will be the impact (**WHY?**)?

Added surveillance will **enhance** the feeling of **safety** with customers. They will be more likely to continue to visit Sello, **spend more time** there and possibly **spend more money** if they feel that it is pleasant and safe instead of going to another shopping center or shopping online.

Write down tomorrow's headlines – why is this the best idea ever?

Sello is watching you (and your bike)

Identify possible risks and challenges involved in implementing this idea. How would you overcome them?

People won't like the added surveillance. Camera surveillance is a controversial topic since some people might be concerned about privacy. This could be overcome by an awareness campaign showing the benefits of the extra surveillance and that the additional things are to raise the safety and good atmosphere for everyone at the mall.

Renting out bike locks/parking spots is too complicated or too much extra effort/money for the customer to actually take use of them. This could be overcome by working out a digital/automated system that make things go really easy and smooth, similar to the city bike rental system.

2.5 IDEA CARD

Why this idea?

From the kick-off session, we gathered that one of the Sello business objectives was to get more people to come to their premises, spend time and money there: so "arrive – stop – shop", but in our case from perspective arriving on foot/by bicycle.

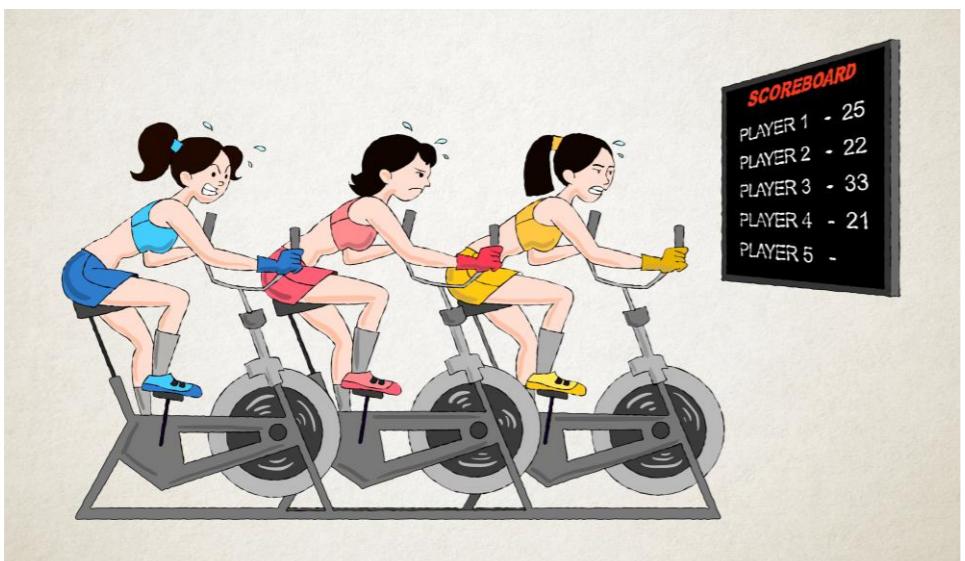
Also from the survey results we gathered that the most common reason for going to Sello is because it's the closest mall or the customer is living/working/studying in the neighborhood, so getting more people to go on foot/bike is an intriguing challenge. And the most common reason for going to the mall is doing groceries, restaurants/bars, shopping for other things (clothes,...)

Why this solution?

People often need a push/stimulant to do something different from their normal behavior. We think that getting rewarded for something might be that push, possibly under the form of gamification through an app where you can collect bonus points/discounts depending on the score/ranking you gather by coming to the mall on foot/by bicycle. Gamification is a concept that has been proven to often work to engage people to do something when put together well.

People want convenient and helpful services. Providing safety boxes (whether it's free of use or for renting) will make the customer's shopping easier. It is way more easier to choose cycling if you know that there is locker that you can use to put your stuff into (like a helmet) instead of carrying them around everywhere.

People who don't own a car or live in the neighborhood will find it beneficial and convenient to have the option of free delivery when going on foot/by bicycle. They will be less inclined to use another mode of transportation and possibly buy a lot of more things when they don't have to worry about carrying all of them home.



Title **Incentive for going to the mall on foot/by bike**

Give the idea a marketable and catchy title

Describe your idea, you can draw it, use text or write it down (**WHAT?**)

Bonus system/discounts for pedestrians/cyclists. Reward for people that come by walking or bike (through a "gamification" app).

Safety box for your stuff: A box that customers can rent for time that they are in Sello to leave things like your helmet, bigger bags,...

Free delivery of bought goods: Service for customers that arrive by walking or bike so they can buy as much as they want without having to worry about how to carry everything home.

Identify the end-user / customer group.
For whom does the idea provide value?

Customers who arrive by cycling or walking to Sello.

How many stars would the end-user give to this idea?



The user would be more inclined to do things on foot/by bike because they get rewarded for it (bonus system & free deliver) or would be less inconvenient (safety boxes).



From the users point of view, what will the idea change and what will be the impact (**WHY?**)?

Customers will be **committed to visit Sello** if they get **added benefits** for shopping there. For the company this will mean **more returning customers**, possibly **more income** and an **increased positive status** regarding lessening the ecological footprint.

Write down tomorrow's headlines – why is this the best idea ever?

You walked or rode your bike here? Sello will give you a cookie (or discount)!

Identify possible risks and challenges involved in implementing this idea. How would you overcome them?

- Both the free delivery system and bonus system for people arriving on foot/by bike are susceptible for "tricking the system". This would be overcome by really clearly set rules/restrictions on what is possible, what isn't, what stores take part in the systems and so on.
- The free delivery system can be hard to set up since it will need extra staff and setting up a brand new service. This will be possibly be a big investment, which could be overcome by striking a good deal with a local delivery company (possibly startup).
- Shops would need to agree to take part in the system. Some might resistant due to their company rules or normal delivery fees. This can be overcome by setting some real clear rules and restrictions to present to the shops and a study of the possible benefits to overcome their resistance.

2.5 IDEA CARD

Why this idea?

From the kick-off session, we gathered that one of the Sello business objectives was to get more people to come to their premises, spend time and money there: so "arrive – stop – shop", but in our case from perspective arriving on foot/by bicycle. With this idea we would cover other modes of transportation as well, but since people on foot/by bike already put in a physical effort to get to the mall, we want to make the visit as smooth and effortless as possible.

Also, from the survey results we gathered that the most common reason for a mall is doing groceries, restaurants/bars, shopping for other things (clothes,...) and window shopping. There were also some comments that things are not always so clear to find, which is something that we could confirm from our own experiences that arriving through certain entrances, could make finding a certain place a bit complicated, especially if you can't find the necessary information (for instance because you don't understand enough Finnish or simply can't see).

Why this solution?

During these times of pandemic, being able to plan your visit on beforehand could be an incentive for people to after all go visit the mall. Being able to plan where to go, when to go where depending on the stats on how busy a shop is and to map out how you could go from store to store the most efficient could prove to be an interesting tool. Besides that, a lot of us are constantly on our phones anyway, an app with an interactive map showing/telling you were to walk to get somewhere more smoothly will improve the customer experience.

Adding the option to look up the route to a shop, restaurant or other location on one of the big screen info maps at the mall itself and getting that same information on your phone brings in a lot of functionality. And through the searches, search results and routes made in both the app and on the big info screens, data about customer behavior can be collected by the mall to improve the customer experience even more or figure out ways to "steer" the mall visitors in a certain direction you want them to go.



Title **Interactive map of Sello in app to plan out your visit**

Give the idea a marketable and catchy title

Describe your idea, you can draw it, use text or write it down (**WHAT?**)

Built on the interactive map Sello already provides in the app, we would include a feature that would make it easier for the customers to find the place that they want to go to. The feature would **create routes to guide** customers from point A to point B, like the **directions** feature on Google Maps, with the addition of possibly mapping out direction with several stops, a sort of "**travel guide**" for your shop visit. Example: If customer comes from door A and want's to find certain restaurant, the map will give the fastest route there.

Added to that, clear (and enough) information points with a similar interactive map on a big screen, that will provide the customer with a **QR code to receive the best route** to a certain location within the mall **on your phone**. Including for both features a **voice/audio guide** for blind people.

Identify the end-user / customer group.
For whom does the idea provide value?

All visitors of Sello, not necessarily only people on foot/by bike could find value in this.

How many stars would the end-user give to this idea?



Customers will feel that it is easy to find where they want to go. They can find shops and restaurants fast which will make it more pleasant for them to visit Sello.



From the users point of view, what will the idea change and what will be the impact (**WHY?**)?

- When customers feels that it is effortless to find places they will be more likely to choose Sello again and continue to visit there. Customers will possibly **spend more time and money** if they can easily find the shops that they want to visit without any frustrations.
- Including other language options and a voice/audio guide for blind people will get Sello to **be more conform with the accessibility directive**.
- The searches and created routes could give Sello **valuable information about the customer behavior**.

Write down tomorrow's headlines – why is this the best idea ever?

Sello shows you the way...

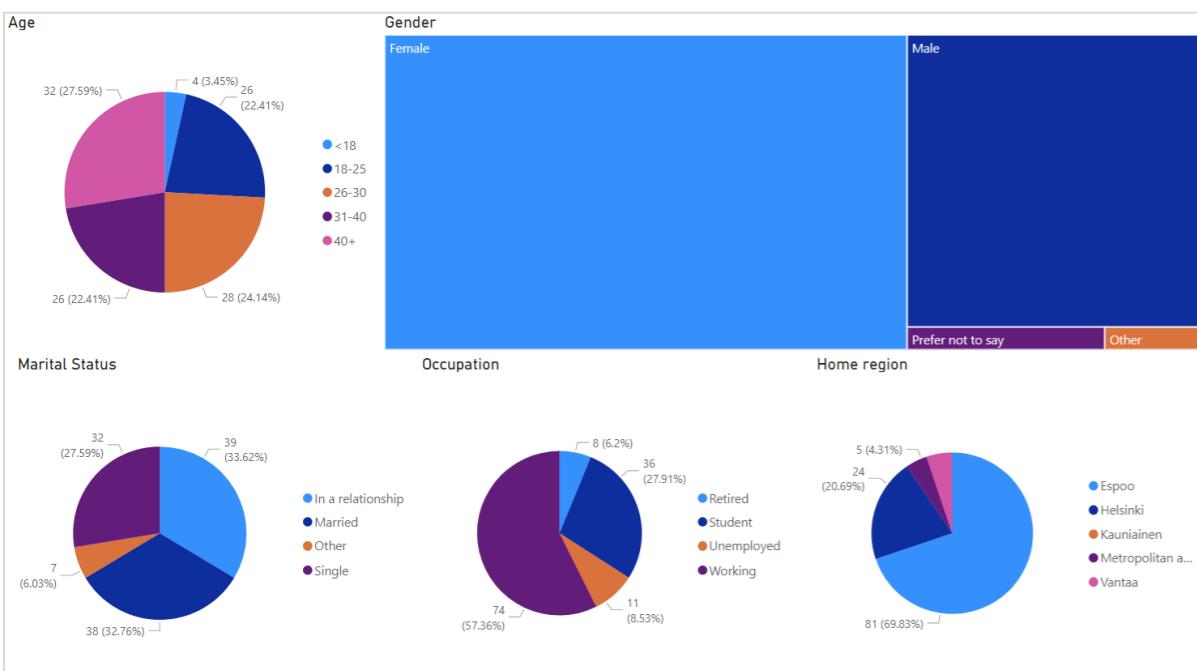
Identify possible risks and challenges involved in implementing this idea. How would you overcome them?

Designing a system that works flawlessly and without making things unnecessarily more complicated will take time and effort. It has to really easy to use for all the customers to serve its purpose. We would overcome this by having an extensive test fase that includes people of all walks of life to make sure it is foolproof by the launch.

Possible network/connection issues with the app and/or information point at the mall itself. This could be overcome by offering free quality wifi to all (regular) customers.

2.6 PROBLEM RE-FRAMING (1/2)

For this task, I used Microsoft Excel to analyze the data gathered from our survey, and charts are made with Power BI. Based on the survey data we have gathered, we have done this key insight. Our biggest age group is 40+ years old which is 32 people, and it is 27,59%. The people who answered our survey are mostly women and, in a relationship, or married. People who answered our survey are mostly from Espoo and working which is almost 60%. Based on these findings, we have made two personas and for this problem re-framing I will use one of our personas.



KEY INSIGHT:

Maija Varovainen is 45 years old and she

(persona, character, role)

Goes to the Sello multiple times a week by bike

(activity, action, situation)

because

She commutes to work and does her shopping in Sello

(persona, character, role)

but

She is strict about security standards and wishes for better surveillance.

(persona, character, role)



2.6 PROBLEM RE-FRAMING (2/2)

Most people in our survey results indicated that they go to Sello because it's the closest mall for them and live/work/study in the neighborhood. Thinking on possible problems that might come up when going to the mall on foot or by bike and what might prevent you from going to the mall by car, I worked the problem re-framing out like this.

When you go to the mall on foot or by bike, what you can buy is very limited in amount, weight and so on. People might either feel limited to go all out on their shopping spree and thus spend less, or they might feel inclined to get in the car and drive to the mall despite living in walking distance from the mall. This feels like a major problem and key insight to work further on and try to look for good solutions for this.

KEY INSIGHT:

Abraham

(persona, character, role)

buys some trainers

(activity, action, situation)

because

he needs them for working out

(persona, character, role)

but

only buys those because he doesn't want to carry more home
on foot.

(persona, character, role)



PHASE 2 - DEFINE DESCRIPTION & SUMMARY

On our Phase 2 Define part we started to form our customer personas based on the data we gathered in Phase 1: Discovery. Personas helped us to form a visual journey map and based on those personas it was easy to start working with our key insights on the Problem Re-Framing. We did some research about ongoing or upcoming customer trends and based on that we formed two canvases. As a group, we produced some ideas on our idea wall and we chose the top 3 ideas for our idea cards.

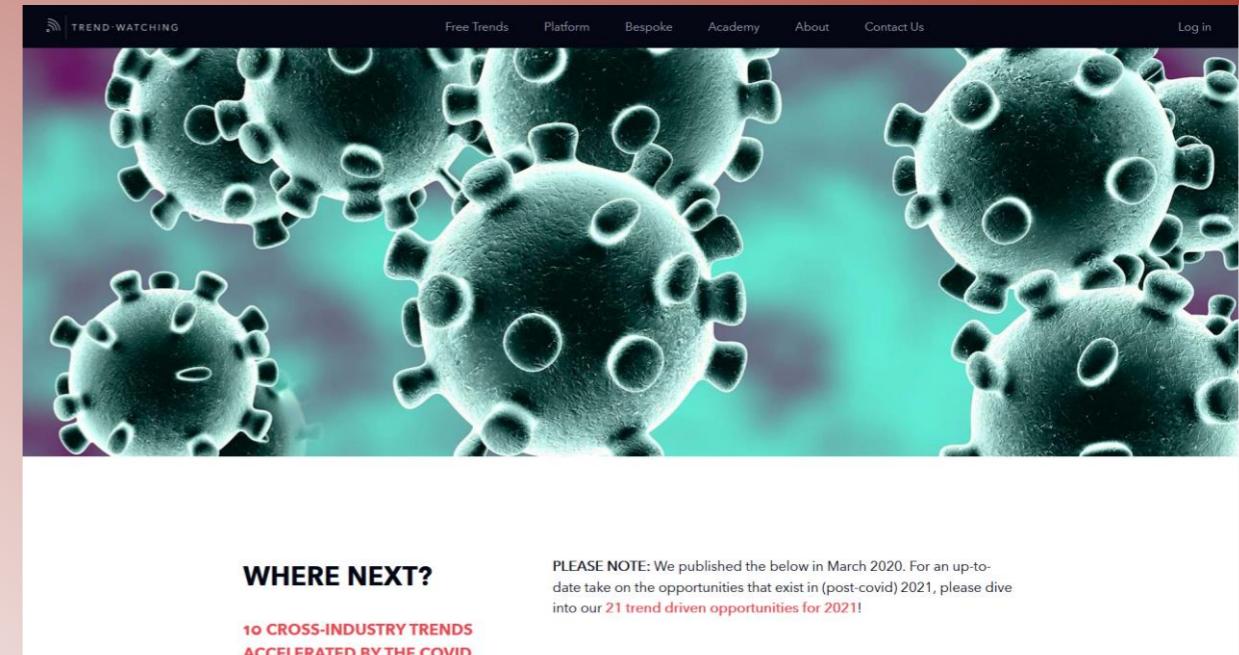
Creating the personas presented a very unique and fun challenge. We skimmed through the answers to our form multiple times in hopes of creating a seemingly random persona that would successfully reflect the different experiences that people had written about. In the end we had created Maija and Abraham, two very different people with very different lifestyles. Yet we were able to reflect the answers we had gotten through both perspectives.

From these two unique personas we decided to choose Maija as our main focus for the journey map. She's a middle-aged married woman that commutes to Sello with her bicycle. Through this aspect we tried to create what we thought a biker would go through on their day-to-day commute. Furthermore, the step-by-step nature of the journey map made it a lot easier to see things through the bikers' point of view. For example, it's clear to see that the most emotional moment of her daily routine is leaving her bicycle at Sello, since she's worried about the lack of security.

On the consumer trend canvas part, we did some field research at Niitty shopping center to see how the customer is affected by one of our chosen trends "Green Pressure". The green pressure trend was extremely visible because of the electrical car parking spaces and parking spaces for low CO₂ emitting cars located near the entrance. That research data gave us a better perspective on this subject and that research data was used on our other canvas. We also scoured sites like Trend Watching and Bain & Company to find what trends are living with people now, what comes next and what macro trends are arising. We used the templates and it turned out that those were really helpful tools to form these trends canvases and include our perspectives.

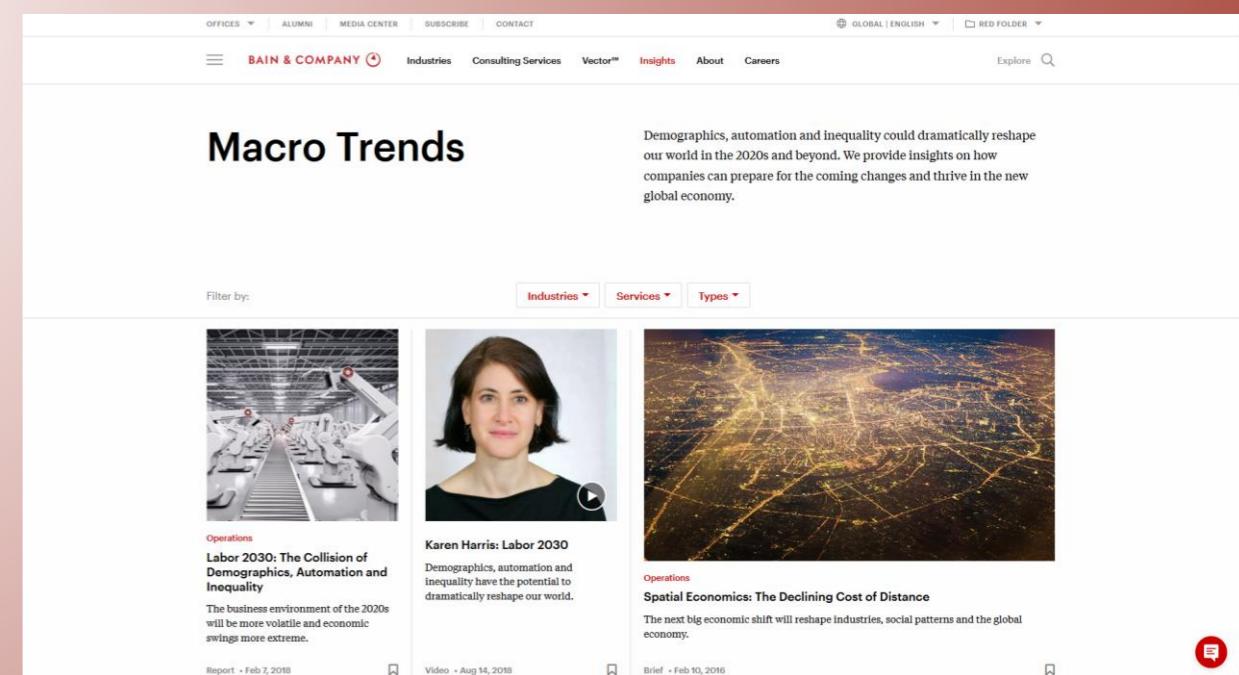
On the idea wall we collected as many ideas as possible, which could be expanded still throughout the rest of the project. We clustered the ideas in different categories to create a better view on what we had to work with. The basis for the ideas were the results of the survey and our own insights which helped us to come up with solutions that could really benefit the customers. We noticed from the survey results that safety was a big issue for customers that come by bike so we wanted to pick at least an idea about safety for 1 idea card. In the incentive for going to the mall on foot/by bike-part we had a couple of different ideas that we included within that one idea card. In our opinion, combining 2-3 of these ideas would get the best results. We also came up with the direction feature on the interactive map of Sello since it came up in the inquiry that it is sometimes hard to find places in Sello. We noticed while we were working on the main idea for each card, there were constantly different ways and new ideas to bring the concept to life.

In the problem re-framing we tried to get some key insights on what could possibly be factors that are holding customers back from shopping more at Sello or go to Sello on foot or by bike. This created an even better insight for us on what our ideas should try to work with.



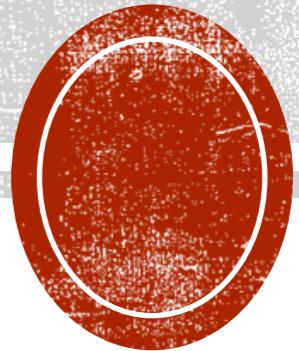
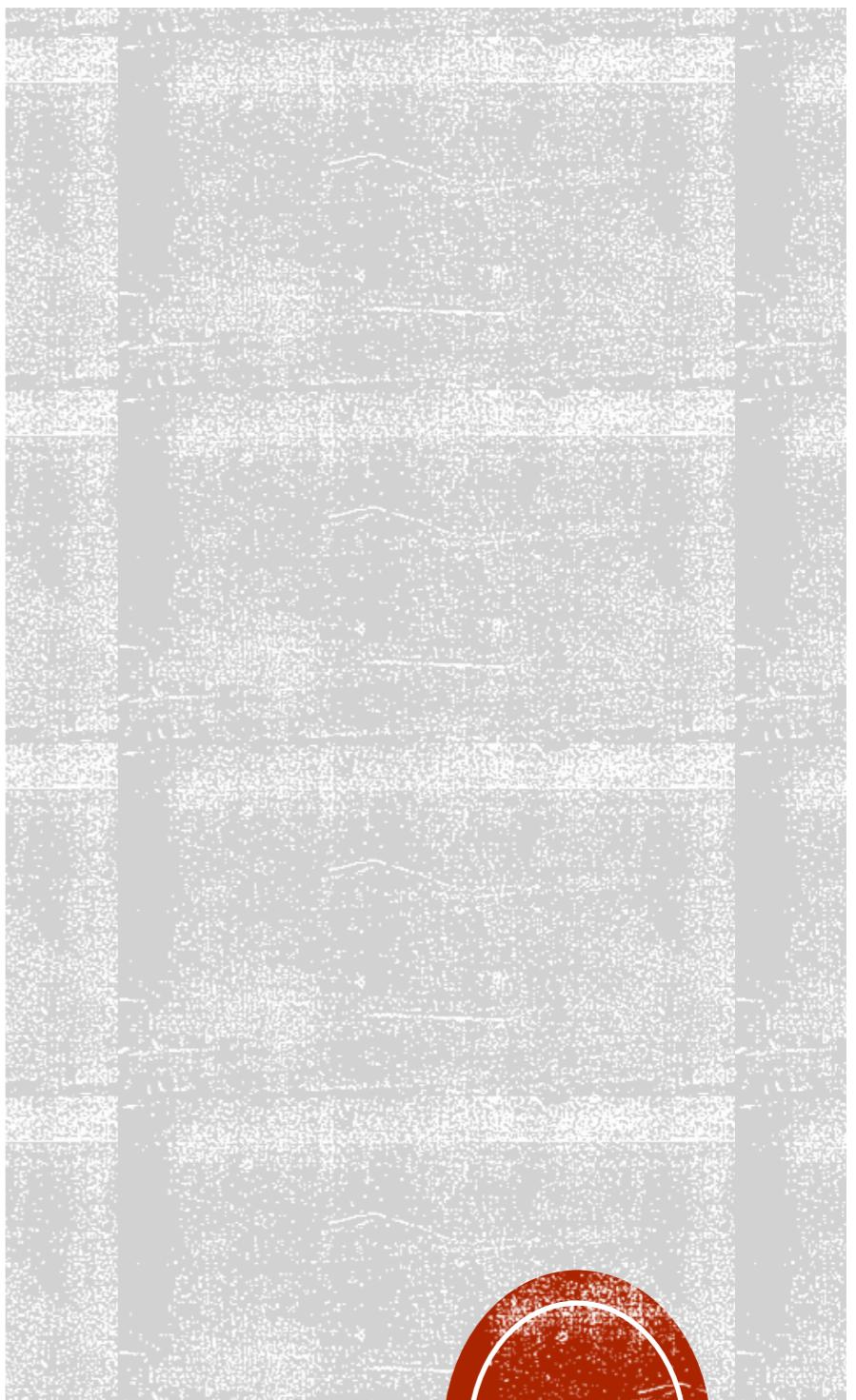
The screenshot shows the homepage of Trend-Watching. At the top, there is a navigation bar with links for 'TREND-WATCHING', 'Free Trends', 'Platform', 'Bespoke', 'Academy', 'About', 'Contact Us', and 'Log in'. Below the navigation is a large, blurry image of several COVID-19 virus particles. Overlaid on this image are the words 'TREND-WATCHING' in a small font and a call-to-action button that says 'WHERE NEXT? 10 CROSS-INDUSTRY TRENDS ACCELERATED BY THE COVID'.

PLEASE NOTE: We published the below in March 2020. For an up-to-date take on the opportunities that exist in (post-covid) 2021, please dive into our [21 trend driven opportunities for 2021!](#)



The screenshot shows the 'Macro Trends' section of the Bain & Company website. At the top, there is a navigation bar with links for 'OFFICES', 'ALUMNI', 'MEDIA CENTER', 'SUBSCRIBE', 'CONTACT', 'GLOBAL | ENGLISH', 'RED FOLDER', 'Explore', and a search icon. Below the navigation is a title 'Macro Trends' and a sub-section title 'Demographics, automation and inequality could dramatically reshape our world in the 2020s and beyond. We provide insights on how companies can prepare for the coming changes and thrive in the new global economy.' There are three cards displayed: 'Operations' (Report - Feb 7, 2018), 'Karen Harris: Labor 2030' (Video - Aug 14, 2018), and 'Spatial Economics: The Declining Cost of Distance' (Brief - Feb 10, 2016).

PHASE 3: DEVELOP



3.1 CONCEPT AND VALUE PROPOSITION

Our idea to offer a more secure feeling when visiting Sello mall and especially a way to leave your bicycle behind with no worry was picked so we delved deeper into what concept we thought could offer the highest value.

We gathered that the option to offer a locker or safe for your bicycle might be the most interesting since from the side of the customer it's a more secure option compared to public bicycle parking that is fenced and has a security door/gate. When parking your bicycle in a locker/safe no one can get to your bike to steal or damage it, while the parking with a fence still leaves the possibility for someone to get to it when they have means to open the door of the area. We also felt that for the mall it would be easier to get these lockers added to the available space around the premises on several locations without having to free up too much extra space.

The main value we can see in this proposition is both providing a way for the customers/visitors to worry less about their bicycle while visiting the mall and a possible new revenue stream through renting out the lockers for one time and/or subscription-based use.



CONCEPT AND VALUE PROPOSITION

Concept name?

Sello safe bike parking

How does it work?

Customer can rent a certain spot for their bike in Sello area. Possibility to rent once or have a locker rented for your bike on a subscription basis. Options to interact with the lockers could be via text message, a mobile app, browser or on a terminal on location. Bike boxes could be located inside Asematunneli. Bike shelters could be located in Viaporintori and Ratsutori. Bike secure posts could be located on several different places in Sello area.

Value to the end-user?

- Feeling of safety
- Creates trust between the customers and Sello



What differentiates it from other solutions to the same problem?

More secure not publicly shared parking versus public rooms for bikes with security posts

Value to our business?

- More visitors
- More income
- Customers feels their bikes are safe
- Customers will happily visit again

Written value proposition:

Headline:

Sello is watching your bike

Description

Sello keeps your bike safe with their security updates. Safer way to store your bike.

Main points:

- Visible cameras
- Security guards
- Good lighting
- Safety "boxes" to bikes

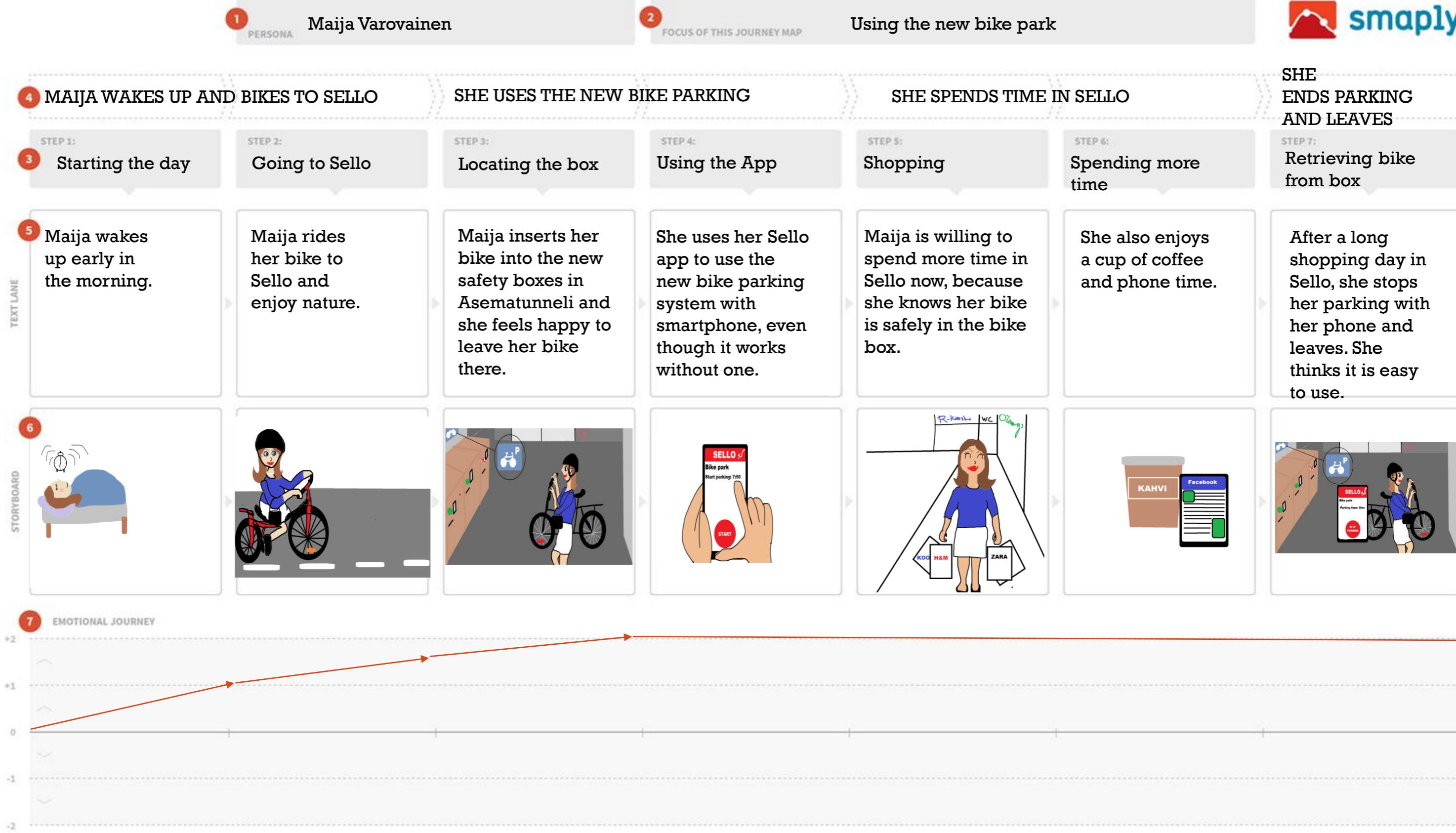


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The Value Proposition Canvas is the property of Strategyzer.com and Strategyzer AG. www.strategyzer.com

Futurice LEAN SERVICE CREATION

3.2 CUSTOMER JOURNEY MAP – FUTURE STATE



A **journey map** is a tool that can help you outline the experience of someone step by step. It can help you illustrate the overall experience a customer has with a service, a physical or digital product, or a brand.

The experience could be recognizing a need, searching for a specific service, booking and paying for it, using the service, as well as maybe complaining if something goes wrong, or using the service again.

Follow the numbers to create your journey map.

1 PERSONA

Write the name of your persona.

2 TITLE

Give your journey map a title or focus.

3 STEPS

Fill in each step of the experience. Ask yourself what is the most crucial part of the experience? What happens before that, what happens after?

4 STAGES

Group the steps into stages or phases.

5 TEXT LANE

Describe what happens in each step.

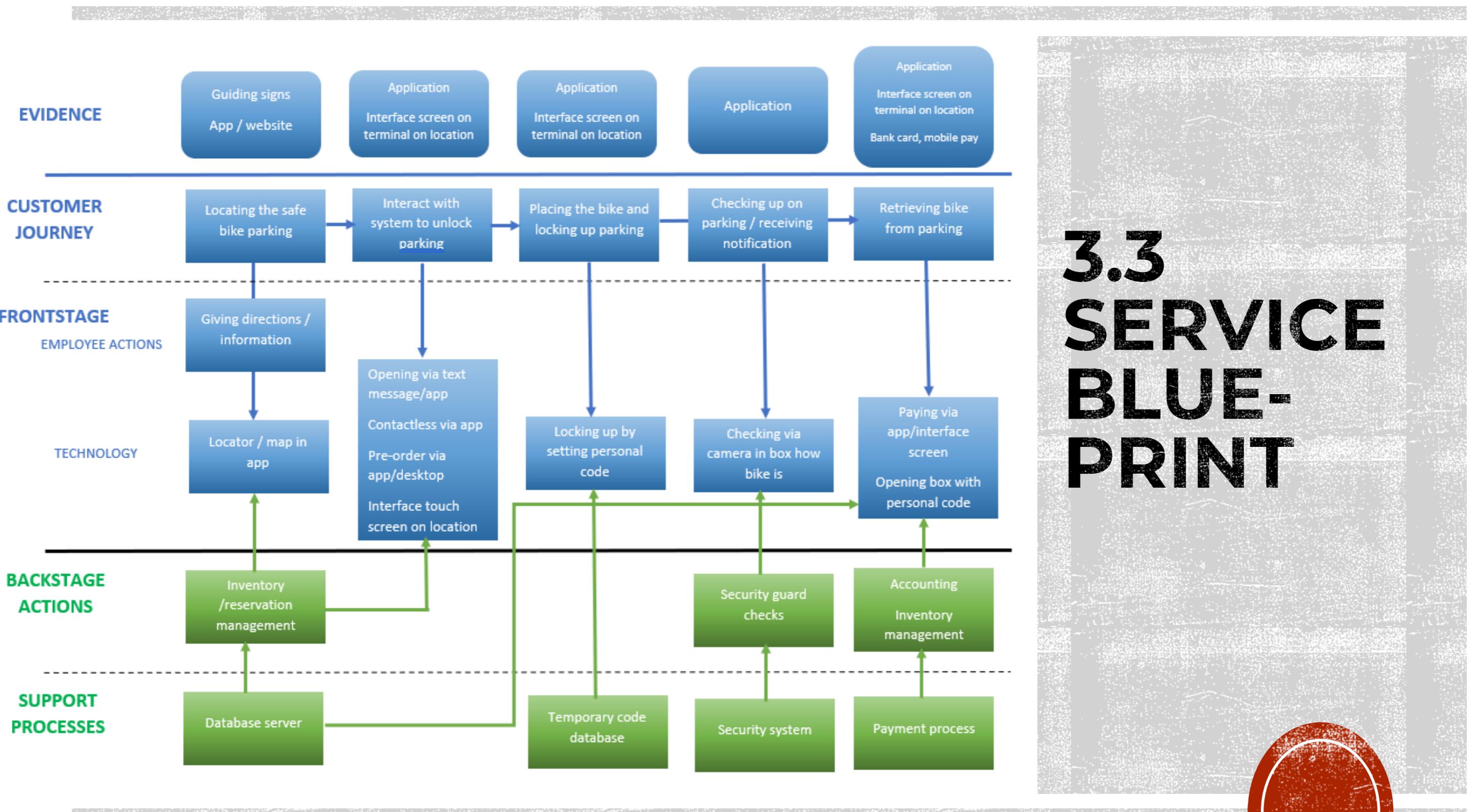
6 STORYBOARD

Draw images under each step to tell a visual narrative. If you can draw a triangle and a circle you can draw a person.

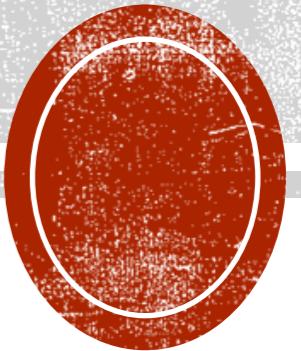
7 EMOTIONAL JOURNEY

Assign different values along the scale from -2 to +2 for each step. What is the persona's emotional experience at this point?





3.3 SERVICE BLUE-PRINT



3.4 PROTOTYPE - BASICS

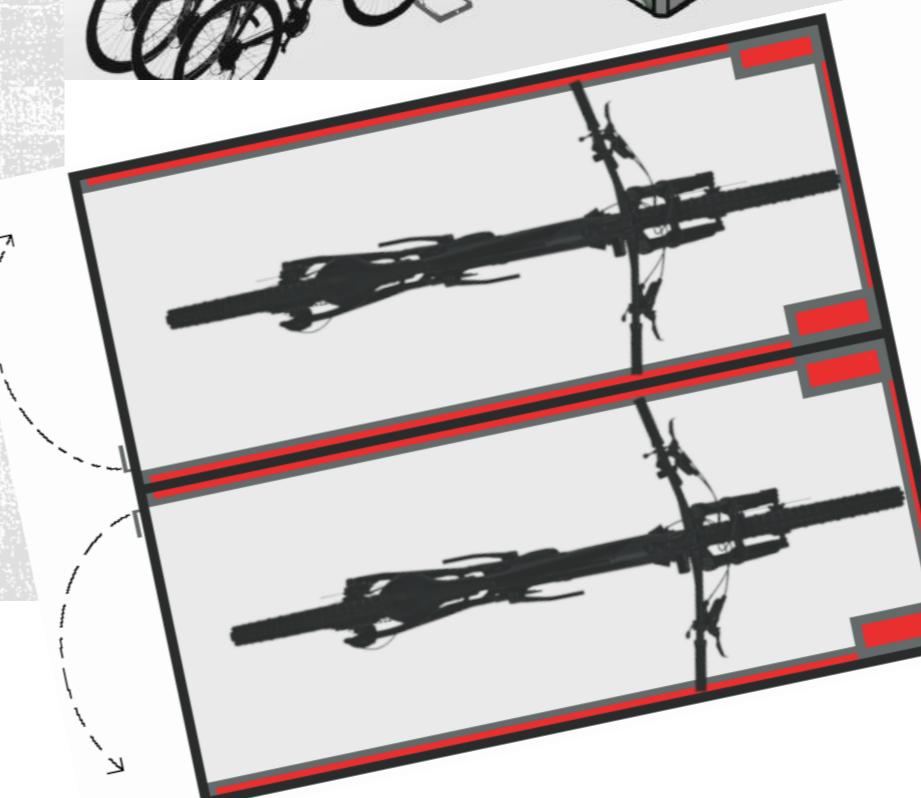
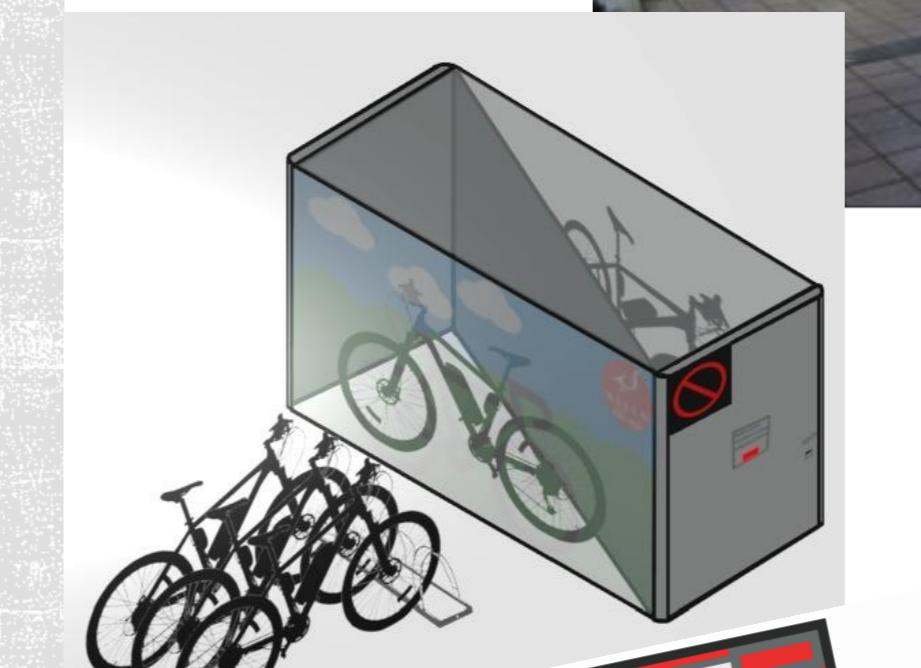


The "Sello bike safe" concept is to offer visitors a safer way to store their bikes while they are shopping. We opted to go for actual safes/lockers instead of one big fenced and gated bike parking to add the extra security of the more "individual" boxes.

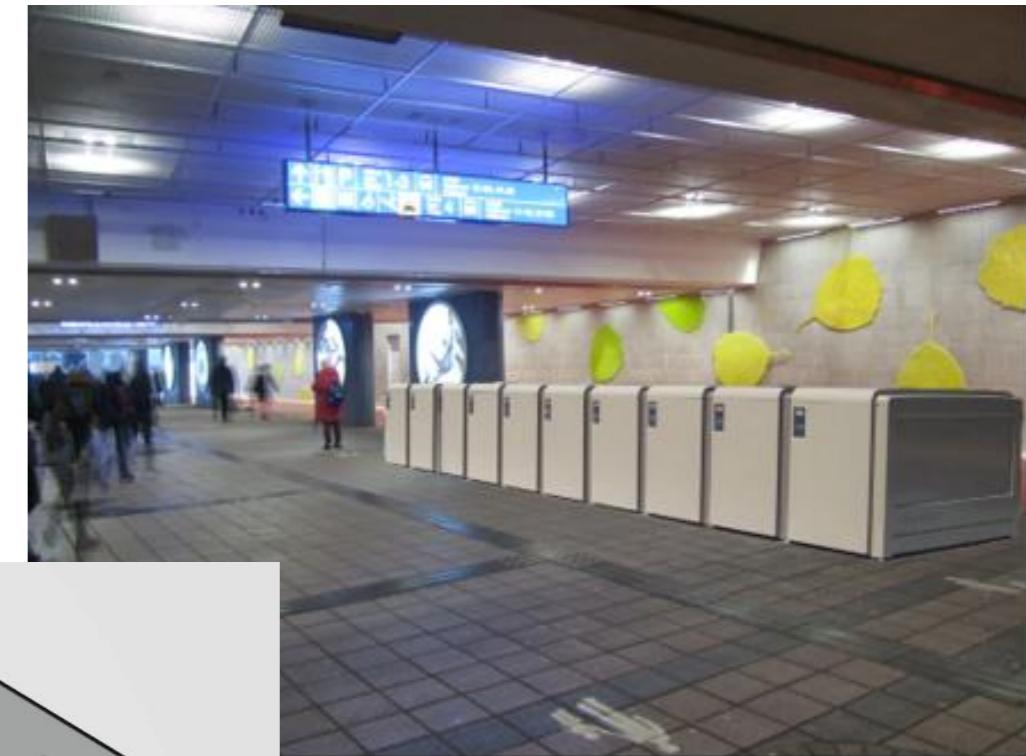
Our prototype is a collection of ideas and innovations partially already used at some places, but not necessarily all needed to be able to provide the bike locker system. We are trying to show the basic option that doesn't require as much investment or technology, but also the option with all the bells and whistles that is more rooted in today's technology focused society.

The basic version of the concept are modular lockers that have a keypad on every door, possibly with an option to interact with the lock via Bluetooth/NFC. One box could house one bike or if working with a diagonal divider and doors on both sides, possibly two bikes.

The lockers should be provided at well-chosen locations around the mall where bicycle traffic is highest. One suggestion would be the Asematunelli that is quite wide and could have room enough for several rows of lockers without impeding too much on the space for cyclists and pedestrians.



ONE UNIT = TWO BIKES
SPOTS MARKED WITH RED ARE ADDITIONAL RAILS
SHOULD THE BIKER WISH TO ADD ADDITIONAL SECURITY

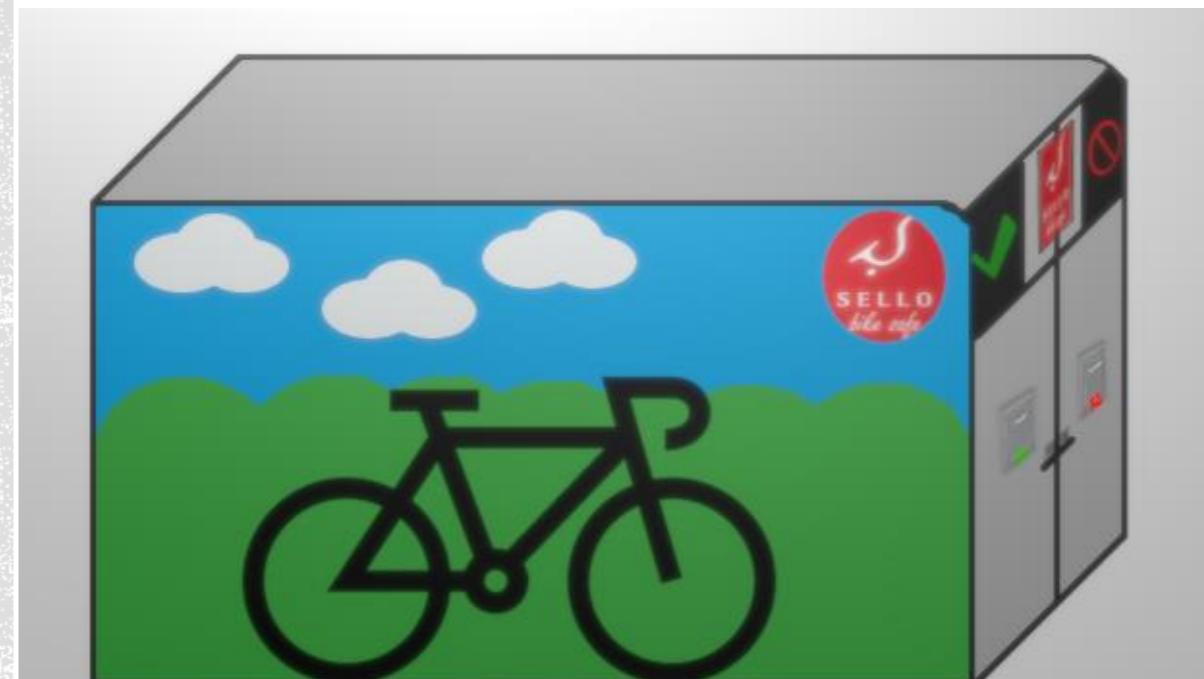


3.4 PROTOTYPE - EXPANSION

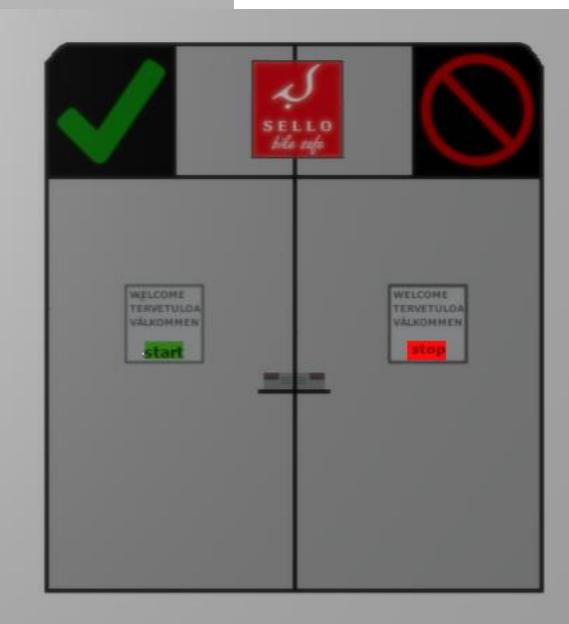
A more expanded version of the concept includes a system in which you can interact with the lockers through several platforms:

1. You send a text message with a specific text (like "BKSF 112", in which "112" is the locker number) to open that specific locker if not yet occupied.
2. You use the Sello mobile app (SelloNappi), which now has an added "bike safe" feature in which you can locate the still available lockers on the map, interact with the locker (like opening, setting a code, unlocking,...), pay for locker use (if it's provided for pay/use), have a season pass/monthly subscription linked to your account on the app and even have a feature where you can check on your bike on camera or get a notification if someone seems to be tampering with the locker (that also gets send to the security guards). For a more specific view on how that would look, on the next slide some wireframing is provided.
3. You use the interface screen on the terminal on location. There you'll have the options to "park bike" or "retrieve bike". The first option leads you to a screen showing you the available lockers. When picking one, the system will open it and you get to set your personal code. You park your bike, close the door and the bike is safely locked behind the door. When you come back to get your bike, you choose the second option, provide the locker number and your personal code, pay for its use (if payment is necessary) and the locker will open up so you can retrieve your bike.

On the lockers itself there will be indicators to show if a locker is occupied or not, which will be registered by the overall system so you can check through several platforms if lockers are available still.



SET PERSONAL CODE FOR LOCKING.
AVAILABLE / UNAVAILABLE SIGNS
COLORFUL DESIGN
(QR CODE INSIDE TO CONNECT WITH THE APP?
AS IN APP WOULD DISPLAY "SCAN QR TO CONNECT")



3.4 PROTOTYPE – App wireframing

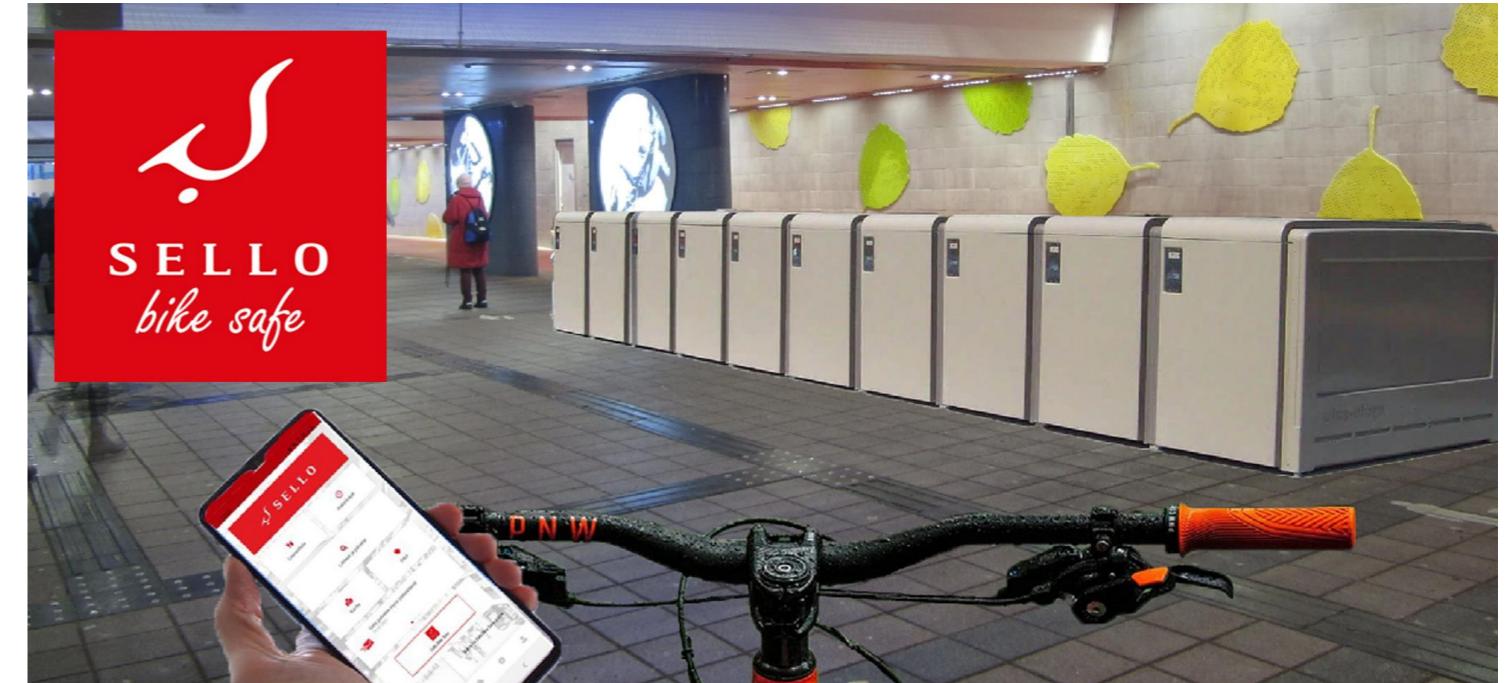
The wireframes illustrate the user flow and key features of the Sello Bike Safe app:

- Main Screen:** Shows the Sello logo, navigation icons (Louhiosa, Aukioajat, Likkeet ja palvelut, Kartta, Edut), and a message about Sello Nappi. A red box highlights the "Sello Bike Safe" button.
- Filter Option:** Shows a search bar and a list of filters including "Pyöriä ja edistyksellä". A red box highlights this filter option.
- Map View:** Displays a map of a building with various rooms and a legend for bike boxes. A red box highlights the "Ratsutori" area.
- Start Parking:** A large red button labeled "Start parking".
- Add Payment Card:** A form for entering card details: Card number, Card expiry date (mm yy), and CVC. A red box highlights the "Continue" button.
- Enter Box Number:** A text input field labeled "Enter the box number".
- Door Status:** A message "Door is open now" and instructions to place the bike inside and close the door.
- Stop Parking:** A large red button labeled "Stop parking".
- NFC Integration:** A message "Door is open now" and instructions to close the door when taking the bike out.
- Open Box:** Instructions to open the box by entering a locking code or using NFC, with a red "Open" button.
- Return to App:** Coming back to the app after parking.
- Enter Box Number:** After pressing "Stop parking", the user enters their own locking code to open the box.
- Success Message:** After entering the right code, the user is prompted with a success message.

3.4 PROTOTYPE – FAKE ADD

We opted to make a fake info add about the new "bike safe" system to test and validate the concept with people who fit the customer grouping of cyclists/visitors arriving by bicycle. Instead of overwhelming them with a bunch of pictures of the design, app wireframing,... and technical aspects, we thought it would be more straightforward to introduce the prototype idea when providing a clear information poster with simple text. The extra images and visuals could be used as backup when further discussing the whole concept but is not a must with every interview.

After a couple of interviews, it became clear that our first version (below) wasn't completely clear to everyone. By using a different image and replacing the catchier "Sello watches your bike" with "Use our new bike lockers!", that issue was solved easily. We also had a couple of comments about the process being too complicated working with several codes. From those remarks we realized that we indeed didn't need to overcomplicate things and reworked the process towards having only one code to open and close the locker. The reworked and final info add is shown bigger on the right side of this slide.



FEEL THE NEW SIDE OF SAFETY

Use our new bike lockers!

1
FIND
*with app
or signs*

2
OPEN
*Text "BKSF"
+
locker number
to 8679*
SMS
With app
*On terminal
screen*

3
PARK
*set personal
code*

4
SHOP
*while your
bike is kept
safe*



5
PICK UP
*with your
personal
code*

More information at www.sellobikesafe.fi

3.5 VALIDATION CANVAS

To validate our prototype/concept, we put together a small list of questions to ask people that fit our customer group. Where we have yes/no questions, it's immediately followed up with an open question so we actually get proper input instead of just "yes" or "no". We made sure that we asked the questions to a diverse selection of people within the customer group (regular visitors, people living in the neighborhood, Laurea students,...):

- From the add, is it clear to you what this service is all about? Describe to us what this service is and what would make things more clear.
- Would you use this kind of service if this is available at the mall? What value do you see in this kind of service?
- Does it seem easy and clear to use (app and the box)? Why yes or no?
- Would you pay for this service and how much? Do you think a subscription/monthly pass would be interesting?
- Would you feel more safe about leaving your bike behind with this system? Why yes or no?

Results of the interviews

Using the service and value that it would bring:

- People are interested and willing to use this service. It would feel safer at leaving bike inside a box. It would feel safe and there is no way that someone could damage the bike or steal it.
- Also some of the respondents see value in the service as it would enhance the attractiveness of going by bike to shopping malls.
- It would also be a great service for those who have expensive bike.
- Also it was mentioned that usage would depend on where boxes are located. They should be close to the entrance so customers wouldn't have to walk that much.
- Overall people would want this kind of service and they would use it according to the interview results.

Was the add clear:

- According to the interview most respondents think that the ad is clear and it is easy to understand how the service would work.
- Some improvements could be needed since a small portion of respondents said that ad is too long, the instructions fill too much space compared to the picture and it is not clear what it advertised.

VALIDATION

- don't assume, validate. Do what ever it takes to prove your concept is bad.

HOW WILL YOU VALIDATE YOUR VALUE PROPOSITION?

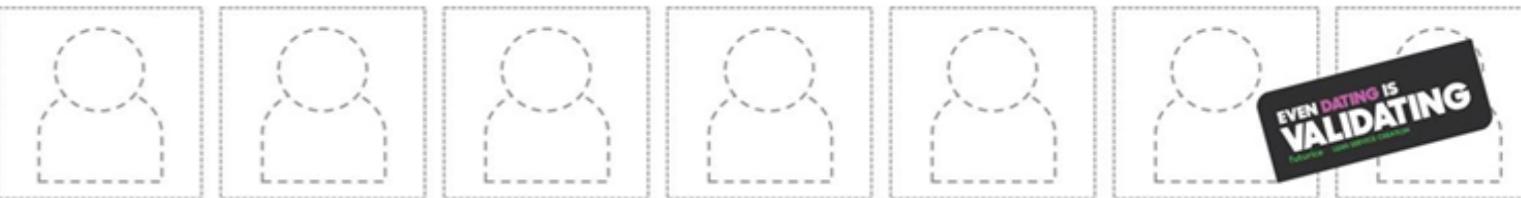
According to the survey about usage of the service we found out that most of the respondents would use this service.

HOW WILL YOU VALIDATE YOUR CUSTOMER GROUPING?

We prepared a survey for potential customers of Sello and people that already are regular customers of Sello mall.

HOW WILL YOU VALIDATE YOUR CUSTOMERS' WILLINGNESS TO PAY?

According to our inquiry most of the respondents would pay for this service since it will bring value in a form of safety to them.



RESULTS

83,33% of the respondent would use this service because of the added feeling of safety that service would provide. Most respondents feel that this service will bring value and they would feel safer.

RESULTS

According to the survey respondents would use the service since they are visiting Sello on a regular basis.

RESULTS

83,33% of the respondents are willing to pay for this service. Most of the respondents are willing to pay at least 1€/ hour or usage. Some customers are also ready to pay for subscription.

CONCLUSION

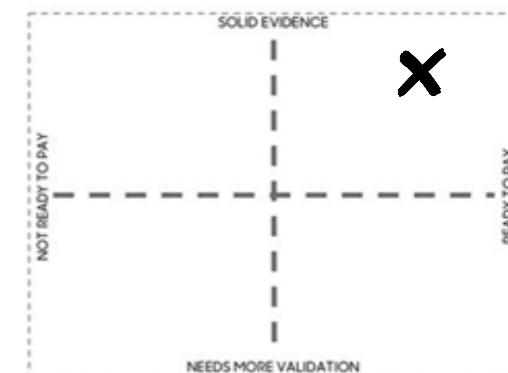
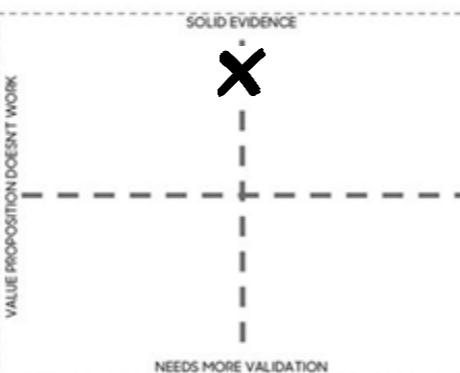
In conclusion we can say that there would be demand for this kind of service and it would bring added value to customers of Sello mall.

CONCLUSION

What size?
We can come to conclusion that the target group for this service are customers of Sello mall who already arrive by bike or have a desire to do so but might have been hesitant because of possible safety risks.

CONCLUSION

How much? €
Conclusion is that customers are ready to pay for this service. Payment should most likely be a small amount of 1-2 euros per hour or by usage.



SHOULD WE PROCEED?

No!

We have to iterate

Yes!



PHASE 3 - DEVELOP DESCRIPTION & SUMMARY

In this phase, we started working with the “Creating a feeling of safety” concept which was approved by Sello. We ideated a bike box prototype based on our concept and value proposition and the information we found online. We also conducted a second interview on this phase but this time the focus was our Sello Bike Safe prototype and how people receive it.

We came up with three different ideas from our survey that Sello could improve. The idea that was chosen by Sello and what we started to compose was the safe parking system for bikes. The idea is to build safety boxes where customers can leave their bikes while visiting the shopping center or going to work.

When creating the second journey map we really wanted to make sure our prototype made a significant change in the day to day life of the typical biker. With the help of the new and safe bikelockers Maija doesn't need to be afraid or concerned about the safety of her stored vehicle. She can spend more time at Sello without being worried. We strived to capture that feeling of safety in our Journey map, and we'd like to think that we succeeded in doing so.

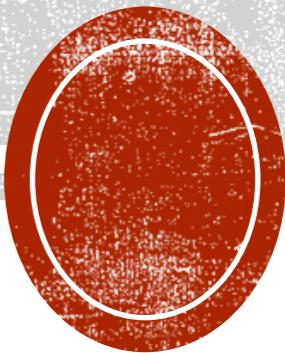
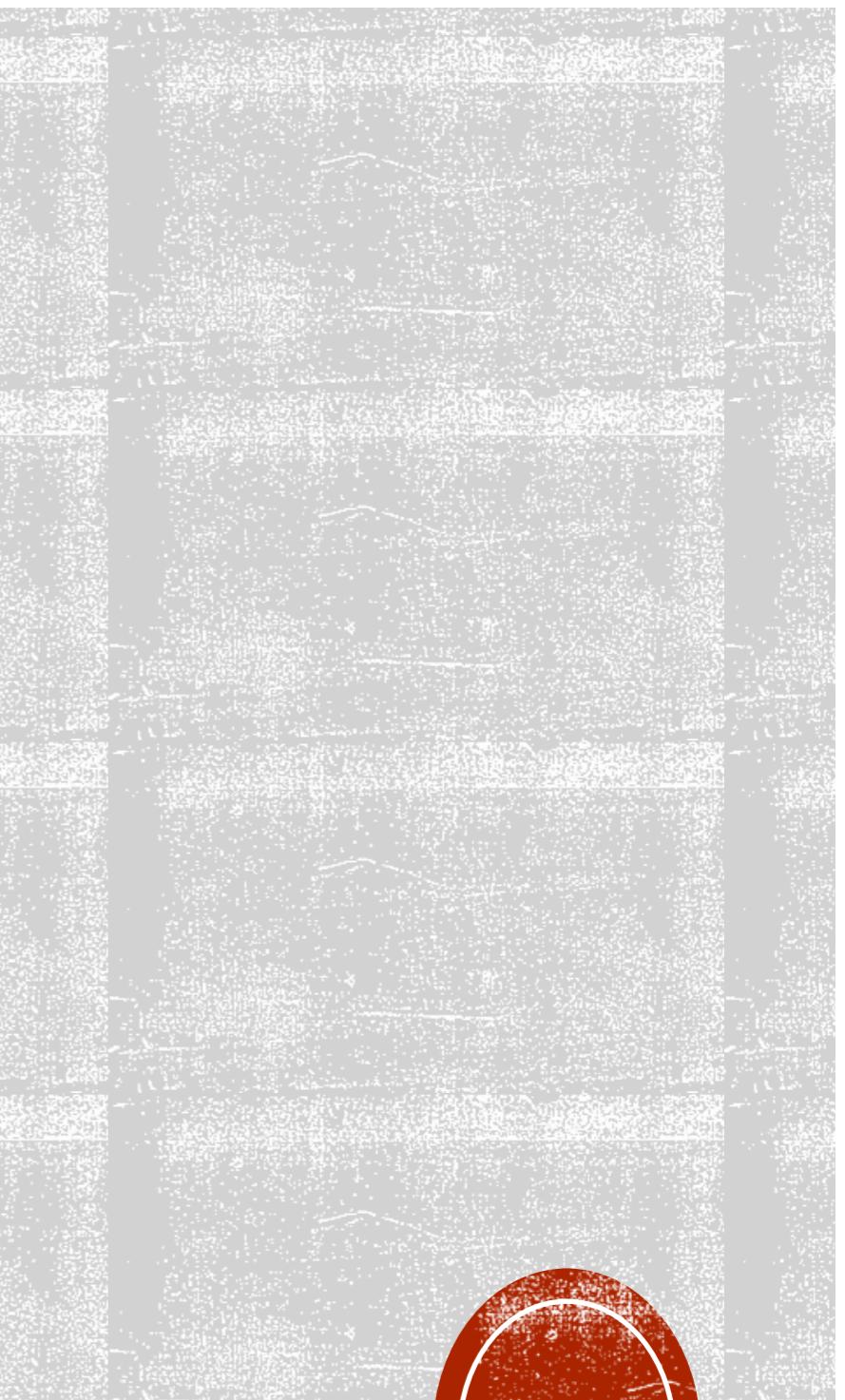
By creating the service blueprint, we tried to get a better notion of all the elements that would work towards a better future journey map situation. While working this out, we realized quickly that a big part in our concept would be supported rather by technology, digital systems and automated processes instead of relying on human actions. The support processes like databases, automated payment processing and digital security systems seem to be the most important part of what is happening behind the scenes.

On our prototype part, we agreed that we continue with the bike box idea. Before we started ideating what the prototype should look like and how it should work, we gathered some information online. We found multiple similar bike box ideas and then we combined the best parts and added our improvements and possible expansions. Our improvement was to add red/green indication saying that is the box free or in use now and we also ideated that it should have an integrated user interface. We ideated that the box should have mobile connectivity and we made app wireframes with the idea that it would be integrated into Sello Nappi application. To bring across the prototype concept

We conducted a survey to find out if our ad about the service is clear, would people use this service and would they pay for it. On the basis of the replies received we made a conclusion that this service would be desired and necessary for those customers that arrive by bike. The main value that this service would bring to customers of Sello is the added feeling of safety. According to the survey most customers would feel notably safer to leave their bikes in the box instead of out in normal bike park with a regular bike lock.



PHASE 4: DELIVER



4.1 BUSINESS MODEL CANVAS

Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
Bikelocker manufacturer	App maintenance Locker maintenance Server upkeep Banking	The bikelockers main purpose is to bring value to the customer and the overall biking experience. Convenient and easy to use system, which would attract more customers and boost Sellos brand in an emerging market.	Automated Service.	Niche Market. Visitors that come by bike and want security.
App developer Manitenance staff Security services Server // transaction staff Espoo	Key Resources Bikelockers IT-staff Repair personnel		Channels Bikelocker location, mall entrance. SelloNappi	
Cost Structure		Revenue Streams		
Value-driven - Creating a feeling of safety		Usage fee – Pay per time used Subscription fees – Access to reservation system		
Fixed costs - Maintenance and IT-Service				

PHASE 4 - DELIVER DESCRIPTION & SUMMARY

We chose to use Business Model Canvas rather than Mission Model Canvas because our concept relies on creating value and earning money and not just creating value to the beneficiaries. Our thinking was based on the Stickdorn's "This is service design doing" Business model canvas material and we aimed to create Business Model Canvas by using our prototype concept but also the way it could be iteratively tested.

On our key partners section, the whole ecosystem is visualized. The most important key partners are bike locker manufacturer, app developer, and maintenance staff. These key partners create the whole concept and will keep it running by fixing bugs on the app and keeping the lockers working. The app is connected to the server and it needs server-side maintenance and staff to take care of the overall transactions. Our concept is on the top level about creating a feeling of safety, so this requires more security services. We suggested that the main location for these bike lockers is Asematunneli below the railway and according to Sello it is owned by Espoo. Therefore, Espoo is an important key partner in our concept.

In order to ensure our concept value proposition, some backstage processes are taken into notice. These key activities are firstly app maintenance and locker maintenance. App and locker maintenance ensures that the service is working and can create value for the customers. The last two key activities are server upkeep and banking that ensures that e.g. locker reservation through the app is working correctly and the banking service will take care of the money flow.

Key resources that need to be taken care of are bike lockers, IT staff, and repair personnel in order to ensure value proposition. These key resources are mainly outsourced but some of these can be insourced.

The value proposition for this concept is to create value for the customer and make the biking experience overall better by creating a convenient and easy-to-use system. The customer segment for this service is rather small and based on our interview this is mainly attractive to the people with expensive bikes. But on the top level, this will benefit cyclists by creating a feeling of safety. This would also attract more customers because they can arrive by bike and spend more time in Sello while having ease of mind about their bike. By offering this service Sello's brand could grow more positive and trustworthy. Green and ecofriendly trends are emerging, and demand is getting bigger so supplying this service could give an advantage in the market.

The Customer relationships are maintained through automated services e.g. the app and the bike locker interface. The channels customers will reach this concept are bike lockers near the shopping center entrance and SelloNappi. Based on the data we gathered from our prototype interviews the most efficient and accessible location for the bike lockers is near the entrance. By integrating Sello Bike Safe options to SelloNappi it is more accessible to the users because there is no need to download multiple applications.

This concept will come with fixed costs e.g. maintenance and IT services. These costs will stay steady and will not change. The cost structure is also value-driven because the service will create a feeling of safety for the customers. Revenue sources for this concept are formed out of usage fees and subscription fees.

The screenshot shows a dark-themed web page for 'BUSINESS MODEL CANVAS'. At the top, a navigation bar includes links for 'THIS IS SERVICE DESIGN DOING.', 'BOOK', 'METHODS', 'SCHOOL', 'SOFTWARE', 'INDEX', 'DOWNLOAD CHAPTER', and 'DOWNLOAD SINGLE METHOD'. Below the navigation is a header 'CHAPTER 7 PROTOTYPING' and a sub-header 'PROTOTYPING ECOSYSTEMS AND BUSINESS VALUE'. The main title 'BUSINESS MODEL CANVAS' is prominently displayed. A text block explains the Business Model Canvas as a high-level approach to co-create and visualize key components of a business model. Two numbered notes provide additional information: note 01 discusses expert tips for using the canvas, and note 02 provides a reference to Osterwalder et al. (2010).

Results of the interviews

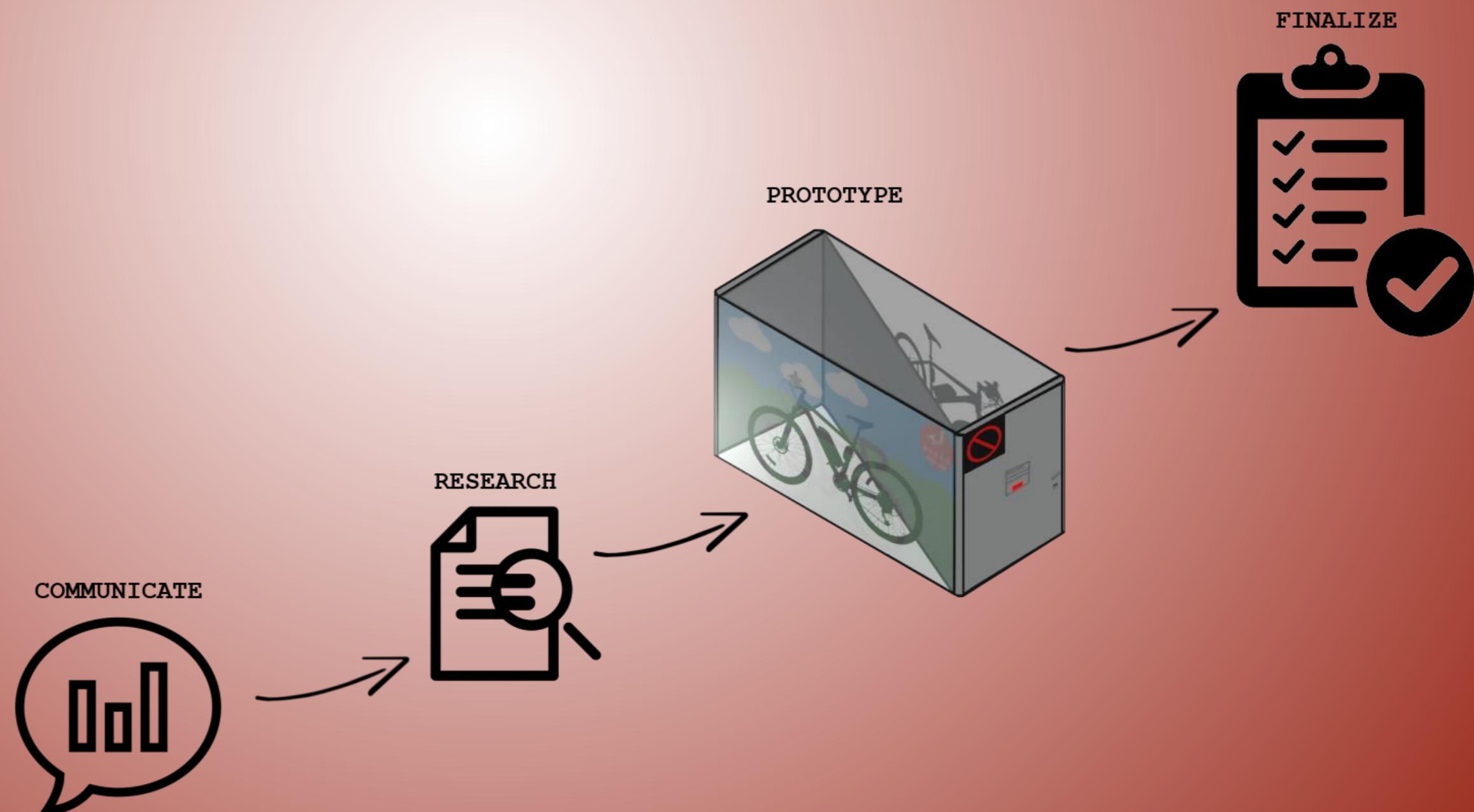
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- Overall people would want this kind of service and they would use it according to the interview results.

FINAL SUMMARY

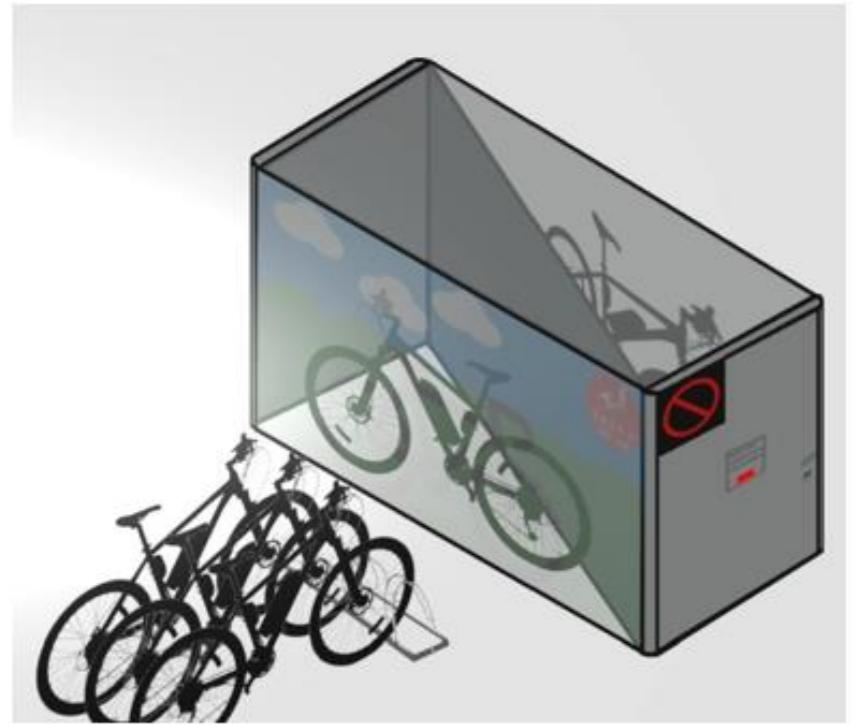
Starting our project, the main problem was to find solutions how to get people coming on foot and/or by bike to spend more time in Sello. To understand customer view on this problem better, we conducted an online Google Forms survey. The biggest problem based on the data we gathered was that almost 60% feel that they do not feel safe leaving their bike to the Sello's bike parks. We took this insight and we started to build a solution to solve this problem.

Our concept was to create a bike locker where the customer could leave their bike. The prototype that was based on this concept was tested on a group of people and we made qualitative interviews about it. Based on the interviews we made, around 80% of the people said that they would use the service. We also got some ideas from our interviewees and one of them was that there could be a charging station integrated into the bike locker so people with electric bikes could charge them while visiting Sello.



PITCH MATERIALS

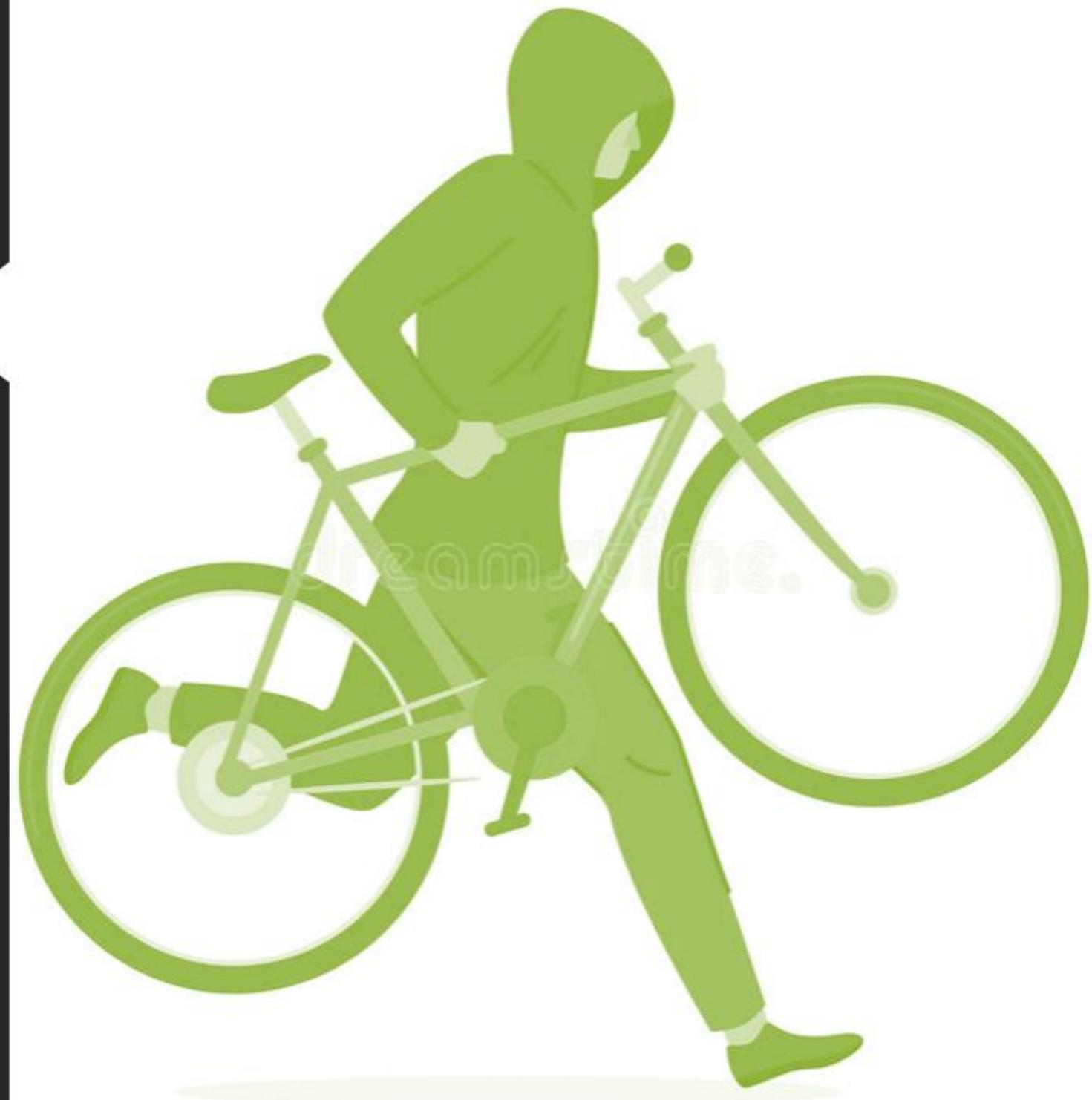
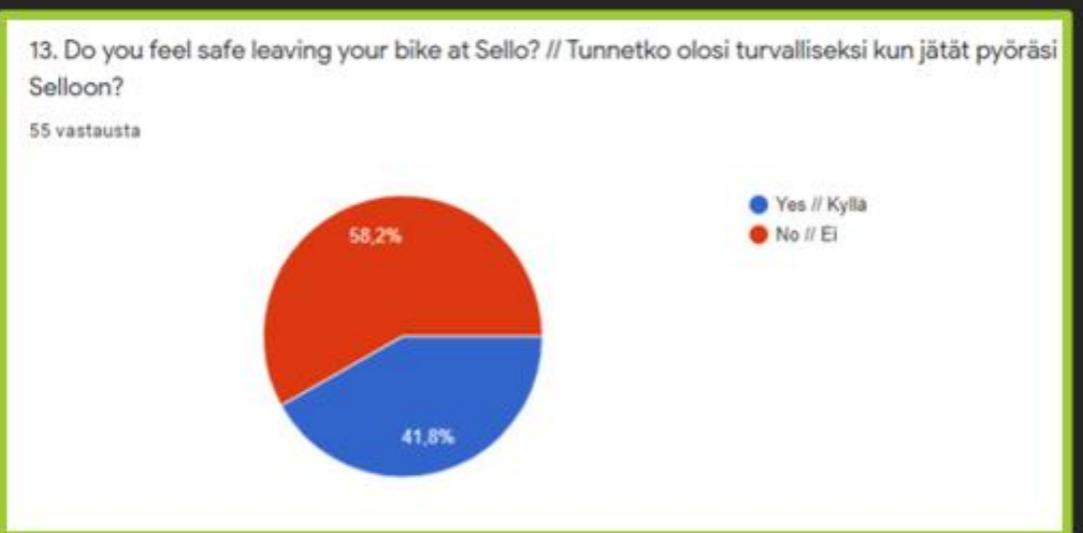




Sello bike safe

Needs to feel safe

- Customer group: cyclists
- Feeling of safety
- Survey + Sello data



Approach



Bike locker



App for location and reserve

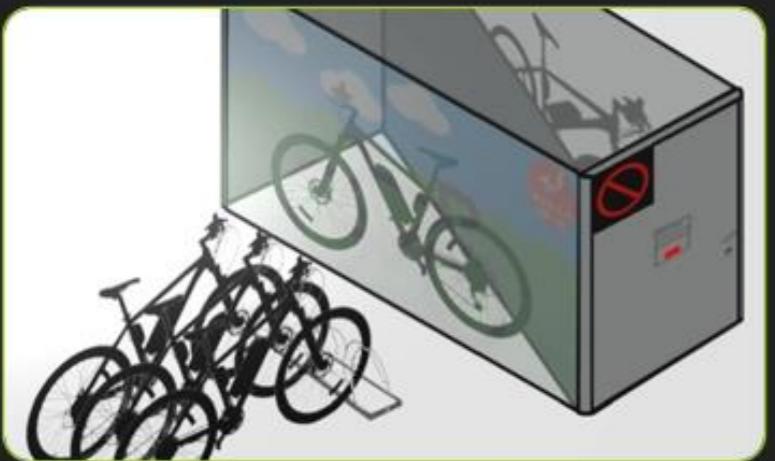
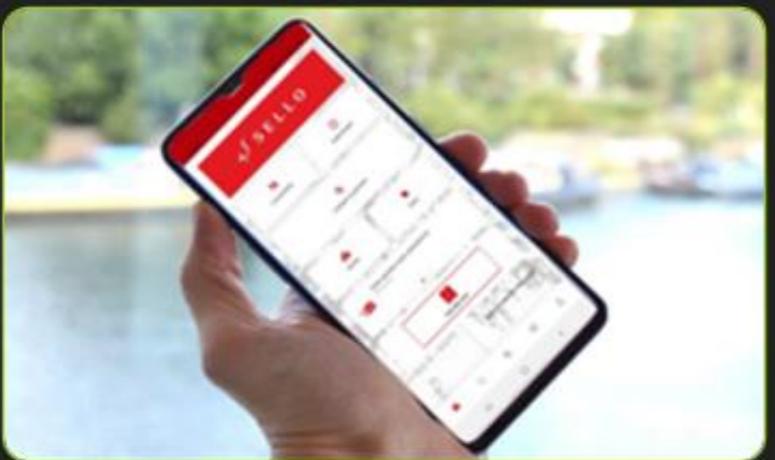


Pay/use or subscription



Less high-tech options

Benefits



- More at ease
- Assured safety
- Attractive to go by bicycle
- Modern solution
- Convenient

Competition

- Secure parking: shared space vs individual locker
- Low-tech lockers: less convenient

