

Anni Virtanen

Design portfolio



Contents

1. About me

2. Master's thesis

Thesis topic

Research process

Pre-study

Design

3. Other projects

MUSA

Dreamers

KeptOver

4. Thanks

1. About me

- 24 years old
- Living in Tampere
- Major: Human-Technology Interaction
- Graduating from master's degree in summer
- UX skills gathered from studies and personal interest
- Next I want to pursue a career in design

Free time:

Activism, playing bass in a band, games, biking, books

2. Master's thesis

Thesis topic

Research process

Pre-study

Design

Thesis topic

Developing nature-based study methods for university students

Case:

Implementing Brainwolk walking meetings to be a part of weekly meetings of a small group working on a course project.

Goals:

1. To learn about university student's perceptions about nature-based study methods.
2. To design supportive and engaging way to use Brainwolks as part of studying

Brainwolk: Walking meeting in urban nature

- Topics of the walk session are pre-defined
- Tool for ideation, brainstorming and planning
- Good for group spirit and talking work-related topics in a relaxed setting
- Easy way to increase physical activity without compromising from free-time or studies

Ahtinen et. al (2017)

Research process

Pre-study

- 5 participants
- Semi-structures interviews outdoors
- Collect user expectations

Design

- Brainwolk implementation on course platform in Mural

User evaluation

- 3 participants
- Surveys about weekly Brainwolk experiences
- Reflective group interview

This phase of the research is currently in progress...



Pre-study

- Semi structured interviews
- Held outdoors
- Cultural probe: photo montage about nature relation
- Interview themes: nature connectedness, studies, Brainwolk

Suostumuslomake

Hei, etsin diplomiityöhöni haastatteltavia, joiden osallistuminen auttaa minua tutkimaan yliopisto-opiskelijoiden luontosuhdetta ja kiinnostusta luontolahdosten menetelmien kokeiluun opiskeleun tukena. Diplomiityöni aiheena on tutkia, miten luontolahdostia menetelmiä voidaan suunnitella yliopisto-opiskelijoiden opiskelun tueksi aidosti mielekkäällä ja houkuttelevalla tavalla. Mikäli lähdet mukaan tutkimukseen, luethan oheisen tiedotteen tutkimukseen osallistuvalle tarkasti ennen suostumuslomakkeen täyttämistä.

Tiedote tutkimukseen osallistuvalle: https://tuni-my.sharepoint.com/:b/g/personal/ann.a.virtanen.tuni.fi/EQaEG6F_Yv@Jkl-Cly68C2wRpS71zWn4kO8wku&E=95jUg2e3IkCn9

Tässä lomakkeessa pyydän sinulta suostumusta lähteä mukaan diplomiityöni koskevaan tutkimukseen ja lupaa siitä kerätyn tutkimusaineiston tallentamiseen.

Jos sinulle ilmaantuu minkäänlaista kysymyksia liittyen tutkimukseen osallistumiseen, vastaile mielelläni.
Sähköpostini: anna.virtanen@tuni.fi

* Required

1. Etu- ja sukunimi *

2. Sähköposti *

3. Lähden mukaan tutkimukseen ja annan luvan tietojeni käsitteilyyn *

Kyllä
 En

4. Annan luvan äänen tallentamiseen haastattelussa *

Kyllä
 En

5. Olen lukenut ja hyväksyn tutkimuksen tiedotteen *

Kyllä

This content is neither created nor endorsed by Microsoft. The data you submit will be sent to the form owner.

 Microsoft Forms

Pre-study

Consent form asked for permission to collect data and to use it anonymously in the thesis.

Only necessary information was asked.



Design

First section here helps facilitating the Brainwolk with pre-defined questions

This second part is for reflecting on the walk to share new ideas and own perceptions with the group

Some of it is only for the thesis data collection and not team building etc.

Brainwolk 1: Selection of target culture

Talking points for the walk

- What is culture? Think broadly!
- What cultures interest you?
- Discuss and decide, which culture you want to target to.
- Can you find some participants that represent your chosen culture?
Select a culture from which you can realistically find participants.

After the Brainwolk

- Add images or post-it notes to describe how the Brainwolk went.
- Mark or describe which route you took.
- If you did something differently, please describe how. (e.g. remote meeting, everyone couldn't participate, etc.)
- Remember to fill in the survey individually: <https://forms.office.com/e/1KXWAKLJ>

TRY THIS OUT BY
WALKING MEETING

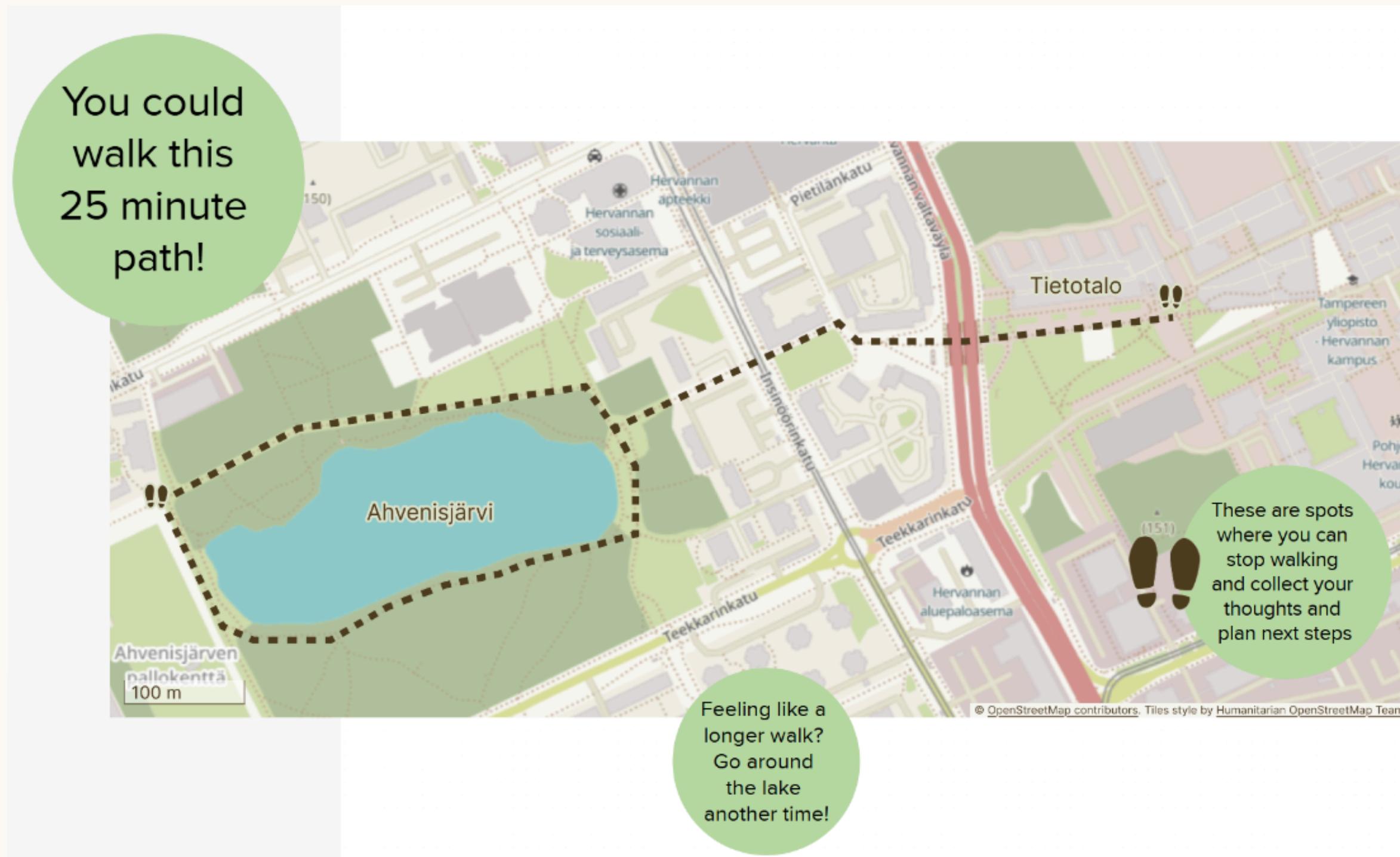
Remember to take the talking points with you on the walking meeting.

If you feel the need to take notes, how about voice messages?

These bubbles provide tips and reminders throughout the course

There are **5 Brainwolk tasks total** in the case study. Each planned on separate week of the course completion.

Design



Few route suggestions of nearby nature walking paths are provided in various lengths.

3. Other projects

MUSA

Dreamers

KeptOver

Course: HTI.400 - Cross-cultural design
Completed: Spring 2024
Group size: 5 people
Chosen culture: Finnish music culture
Concept: International people can learn about Finnish musical cultures. It would give information and suggest events for specific musical cultures (e.g. cultures around different genres).



- Name: Sara
- Age: 22
- Nationality: Spanish
- Current Location: Tampere Finland
- Occupation: International Student (Majoring in Cultural Studies)
- Interests: Music, Cultural Diversity, Languages, Traveling

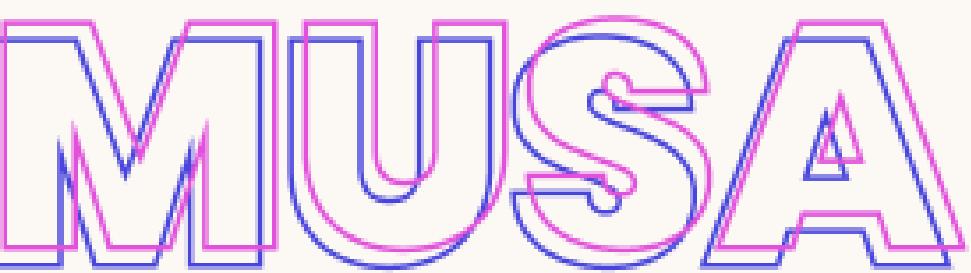
Sara is a passionate and curious individual who has always been fascinated by different cultures and their unique expressions through music. Originally from Spain, she decided to pursue her higher education in Finland, attracted by its rich cultural heritage and vibrant music scene. Sara is currently enrolled as an international student majoring in Cultural Studies at a Tampere University.

Challenges

1. **Language Barrier:** Sara faces challenges in fully engaging with Finnish music culture due to the language barrier. While she's enthusiastic about learning Finnish, it's still a work in progress.
2. **Navigating the Music Scene:** As a newcomer, Sara may find it overwhelming to navigate the Finnish music scene, from finding relevant events to discovering emerging artists.
3. **Cultural Adjustment:** Adjusting to a new culture and social norms can be challenging, especially for an international student like Sara, who comes from a different cultural background.

Goals & Motivation

1. **Learn Finnish Music Culture:** Sara is deeply interested in immersing herself in Finnish music culture, understanding its roots, evolution, and contemporary trends.
2. **Cultural Exchange:** She aims to engage with local communities, artists, and scholars to exchange ideas, perspectives, and experiences about music and cultural diversity.
3. **Language Acquisition:** Alongside exploring Finnish music, Sara is also keen on improving her language skills, particularly in Finnish, to enhance her cultural understanding and integration.
4. **Networking:** Sara intends to build a network of like-minded individuals, both locals and fellow international students, who share her passion for music and cultural exploration.



Discover • Connect • Groove

Research process

Cultural exploration

- Semi-structured interviews about Finnish music culture
- Collection of cultural probes (photo montage)

Design

- Cultural personas
- Designing a Figma prototype

Demo

- Filming a 2 min demo video of the concept

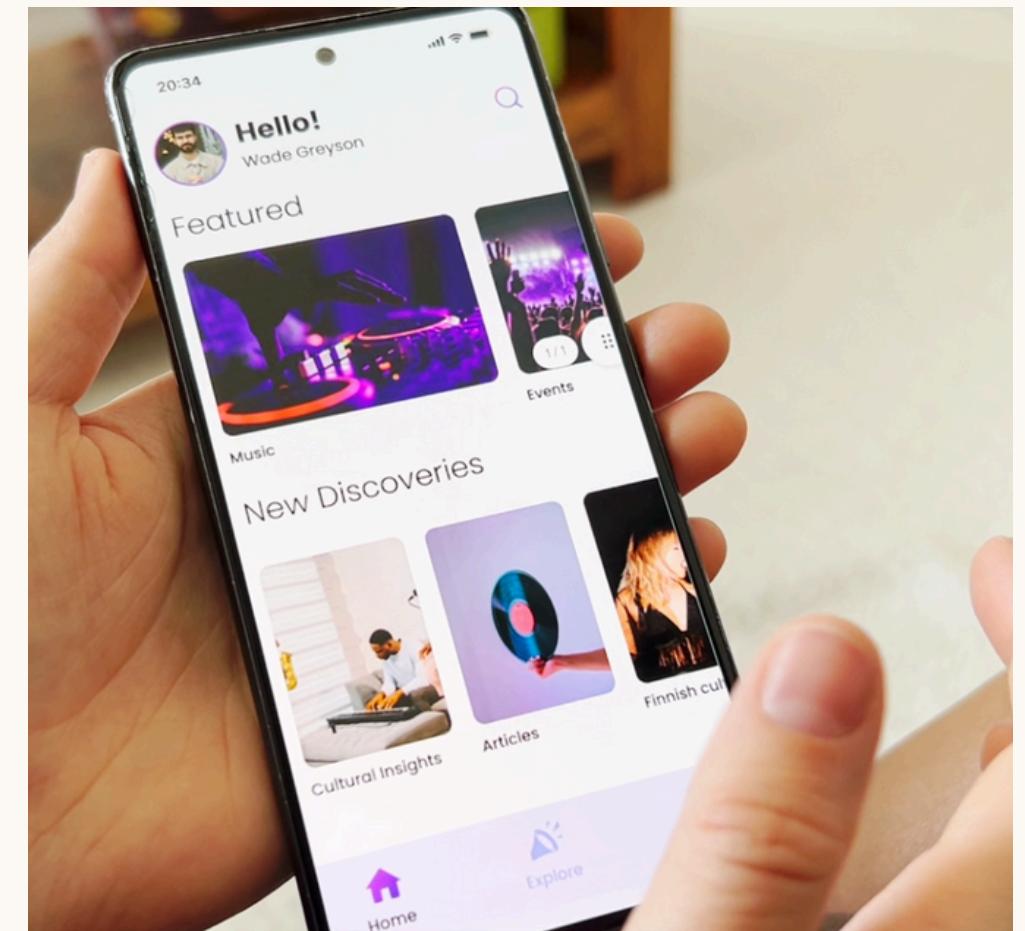


Image from a demo video of the course project.



- Name: Juha
- Age: 25
- Nationality: Finnish
- Location: Tampere, Finland
- Occupation: University Student
- Interests: Finnish Music, Heavy Metal, karake and Outdoor Activities

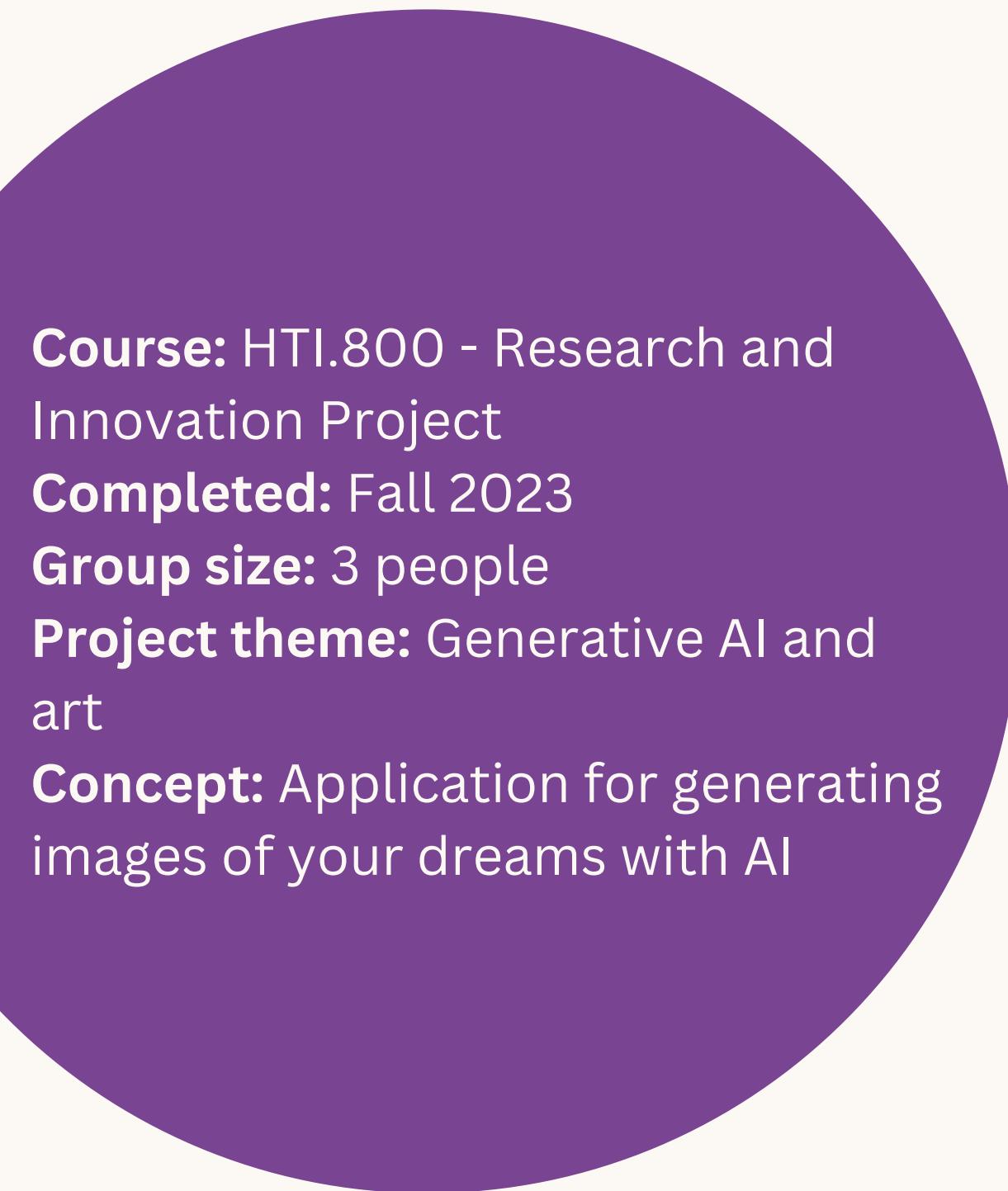
Juha is a quintessential Finnish guy deeply rooted in his country's rich musical heritage. Born and raised in Tampere, Finland, he has always been surrounded by the sounds of Finnish music, from traditional folk tunes to contemporary rock and electronic beats. Juha is currently pursuing his passion for musicology as a university student, focusing on the study of Finnish music traditions and their cultural significance.

Challenges

1. **Balancing Studies and Passion:** While Juha is deeply passionate about Finnish music culture, balancing his academic studies with his personal interests can be challenging at times.
2. **Niche Interest:** Juha's niche interest in Finnish musicology may limit his opportunities for collaboration and networking within broader music communities, requiring him to seek out specialized forums and events.
3. **Community Engagement:** Juha actively engages with local music communities, attending concerts, festivals, and cultural events to connect with fellow enthusiasts and artists.
4. **Career Aspirations:** With his academic background in musicology, Juha aspires to pursue a career in music research, education, or cultural management, contributing to the preservation and promotion of Finnish music heritage.

Goals & Motivation

1. **Deepen Understanding:** Juha's primary goal is to deepen his understanding of Finnish music culture, including its historical context, regional variations, and contemporary trends.
2. **Preservation and Promotion:** He is passionate about preserving and promoting Finnish music traditions, particularly folk music, by studying its roots and sharing his knowledge with others.
3. **Community Engagement:** Juha actively engages with local music communities, attending concerts, festivals, and cultural events to connect with fellow enthusiasts and artists.
4. **Career Aspirations:** With his academic background in musicology, Juha aspires to pursue a career in music research, education, or cultural management, contributing to the preservation and promotion of Finnish music heritage.



Dreamers

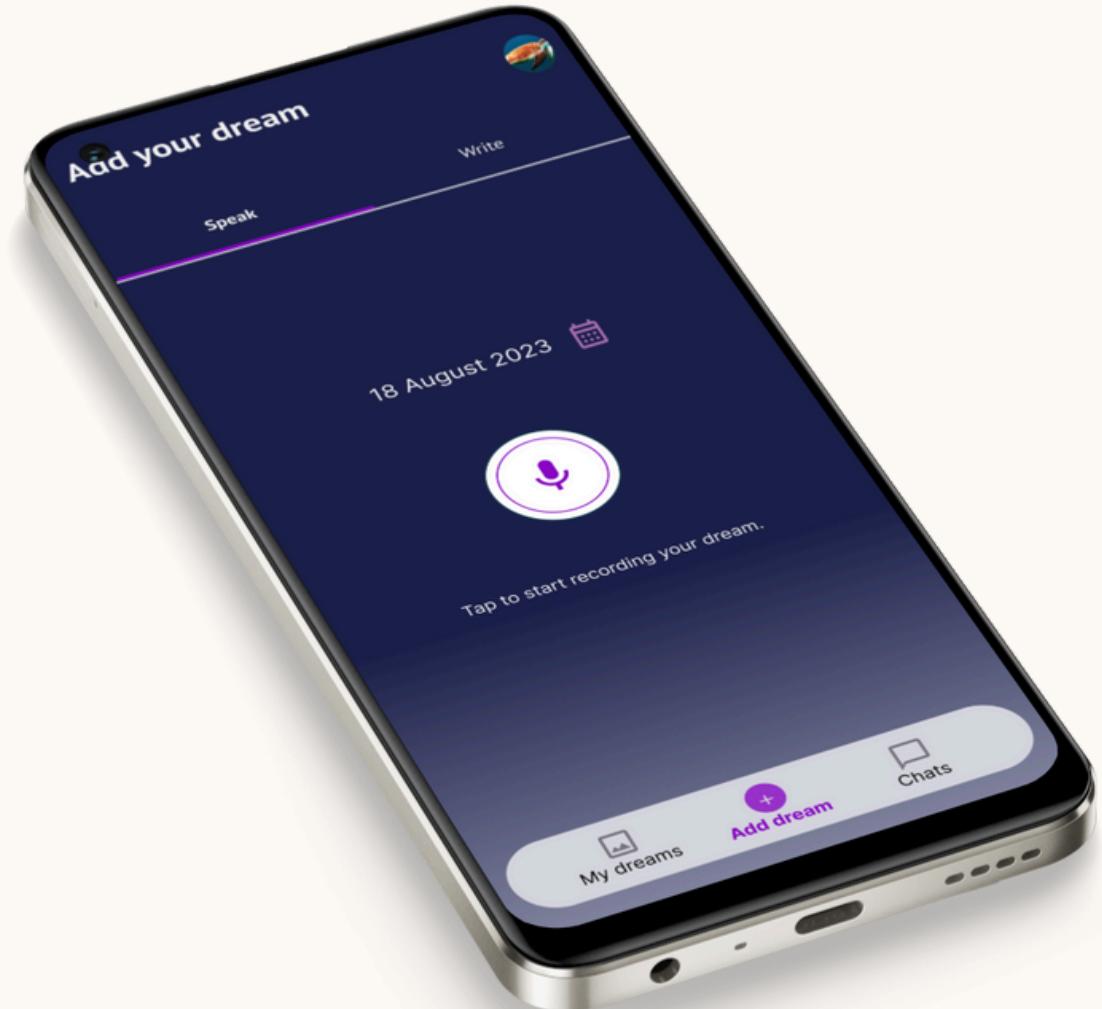


Image from Figma.

[More about the project here!](#)



KeptOver

Power in communities

Save food waste by giving it to your neighbors.
Ask for a missing ingredient and be saved from trouble.

Check out Figma prototypes

[Mobile version](#)

[Desktop version](#)

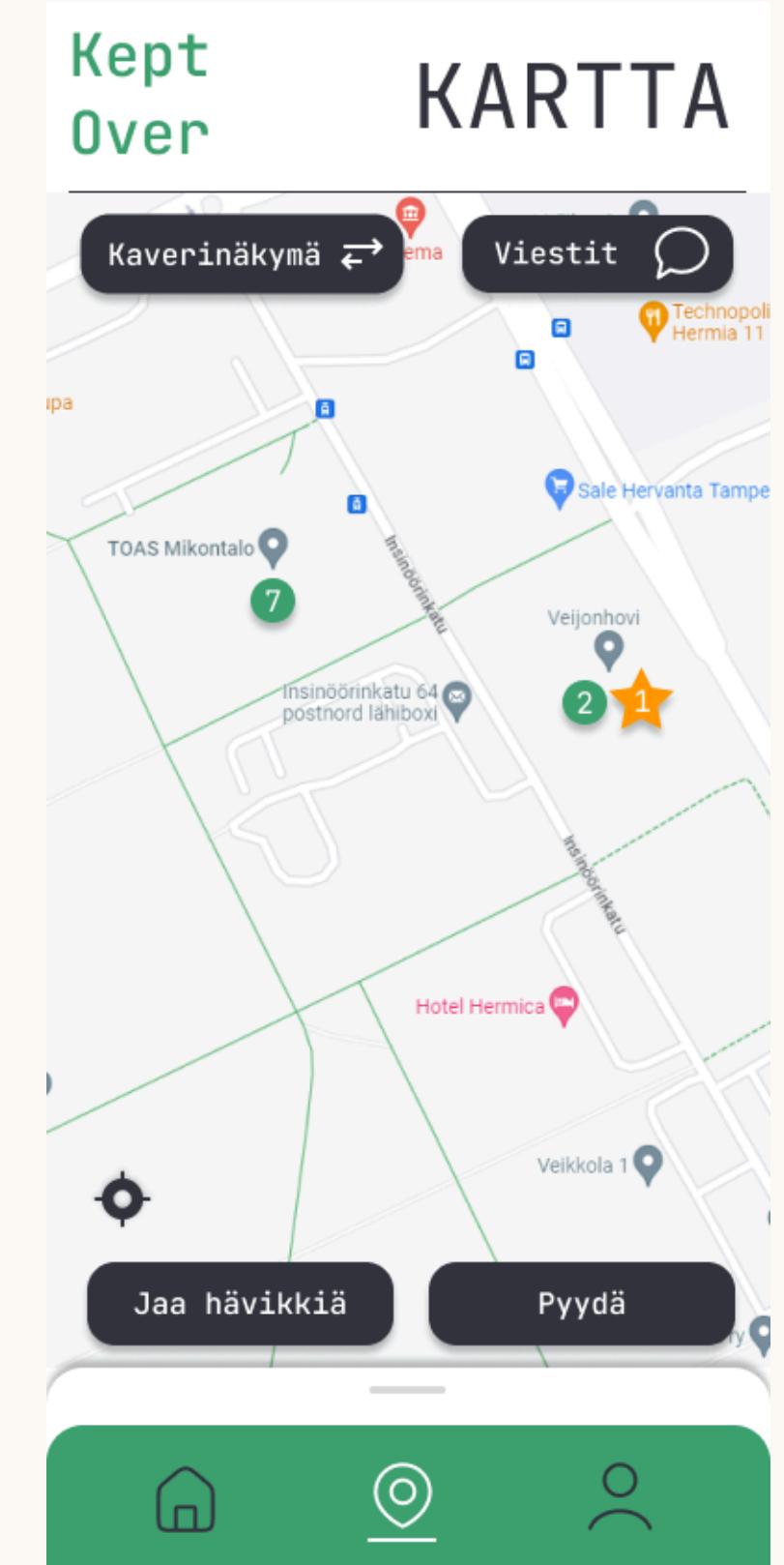


Image from Figma.

About me

Master's thesis

Other projects

Thanks

Thank you!

Contact me

anniauroraa@gmail.com

+358 40 7430410

