



# DF Service Design

PROJECT PRESENTATION

TEAM DIVERSIFIED

# Content

Transforming ideas into meaningful experiences through design thinking."

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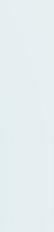
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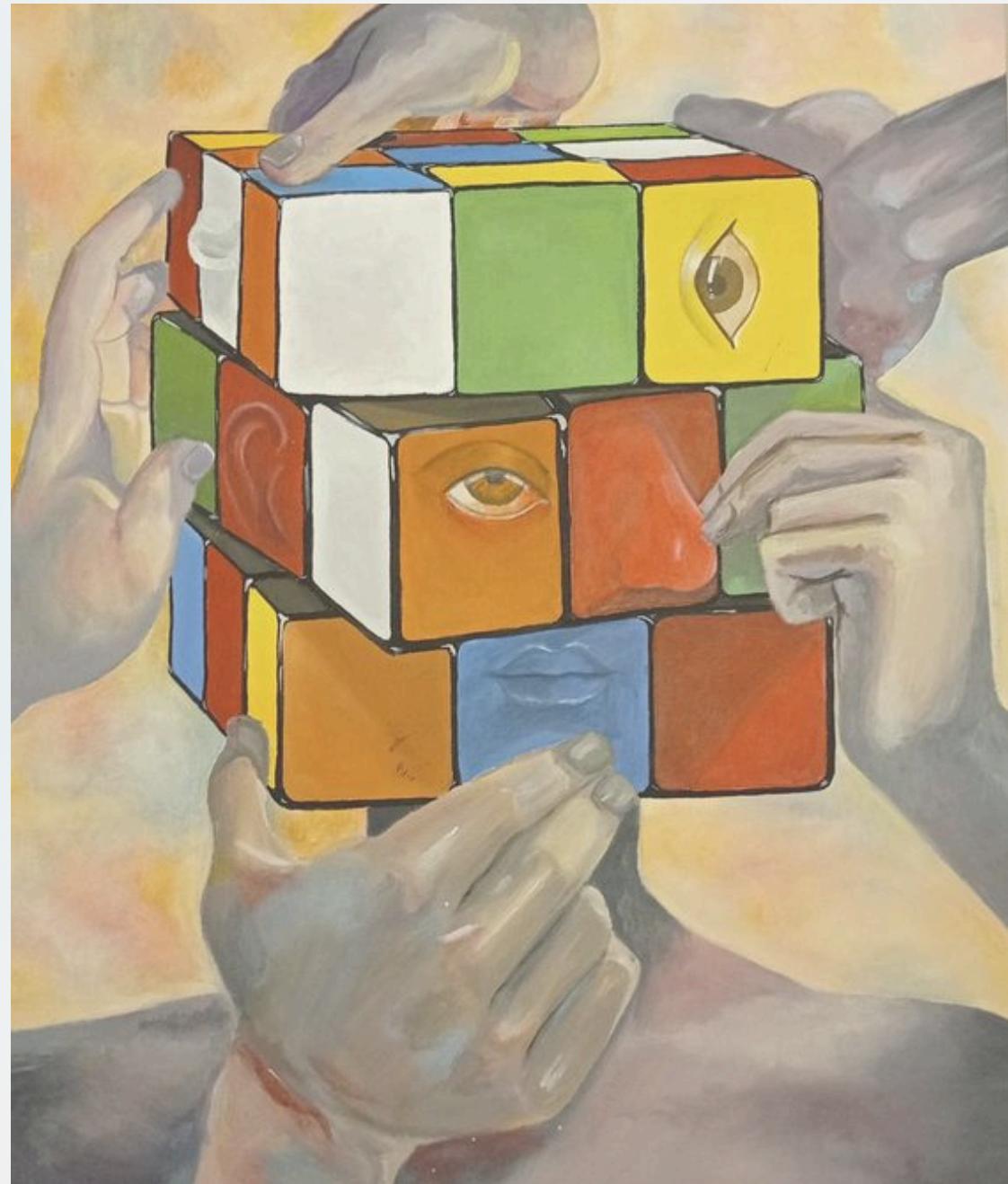
# Introduction

## OVERVIEW OF THE PROJECT

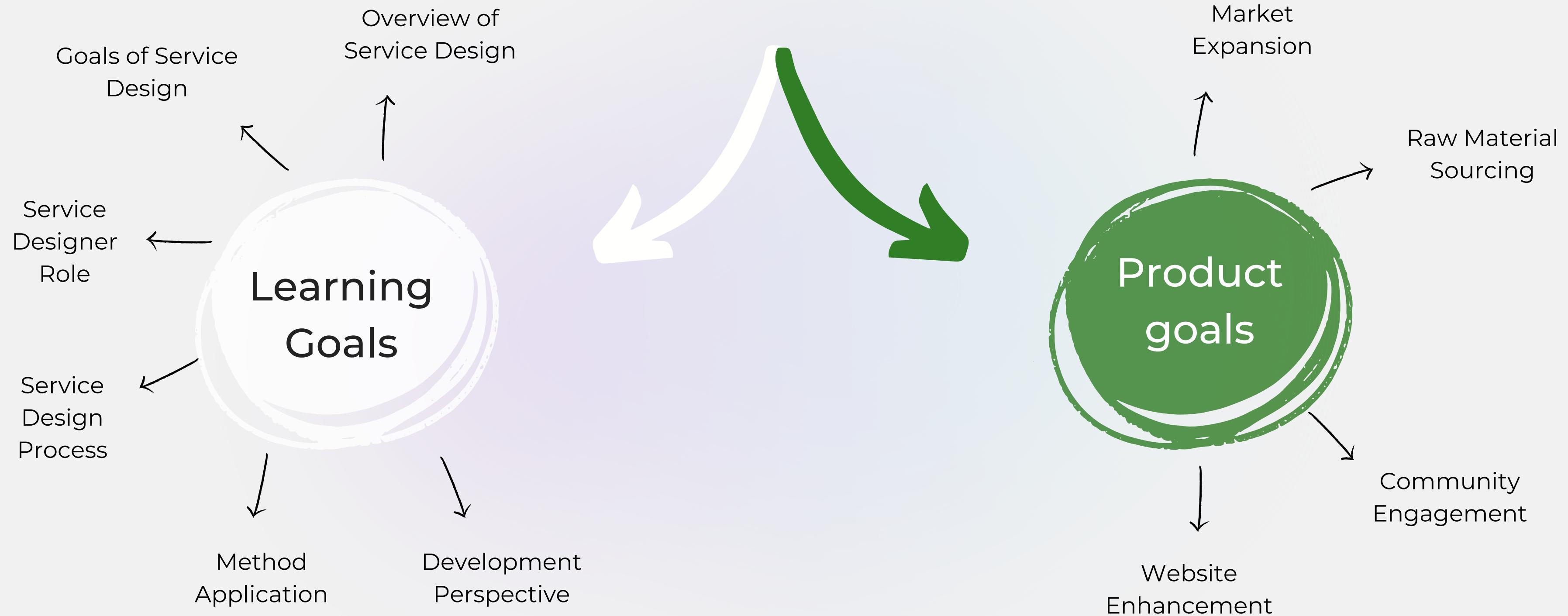
"Our project is sponsored by HAMK as part of the DF Service Design Summer Program." Service design is a process that focuses on creating and improving services to enhance the customer experience and meet business goals. It involves understanding and mapping out the entire service journey from the customer's perspective, identifying pain points and opportunities for improvement, and designing solutions that optimize both service delivery and customer satisfaction.

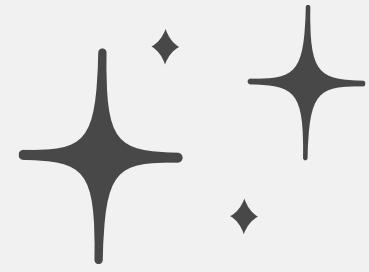
## DESIGN BRIEF

The main goal of this project is to gain an understanding of Sampola and develop a valuable solution from a service design perspective.

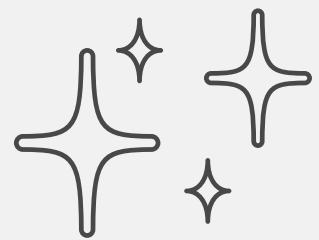


# Goals



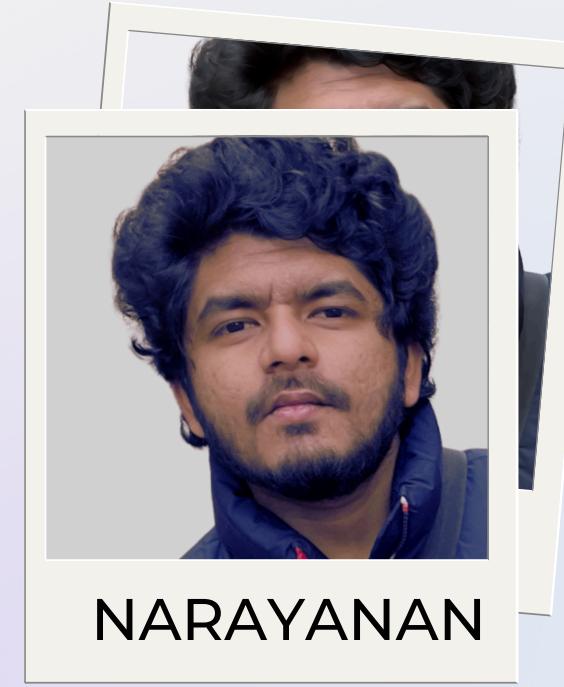


# Team Members



KAISA

Computer Application



NARAYANAN

Smart and Sustainable Design



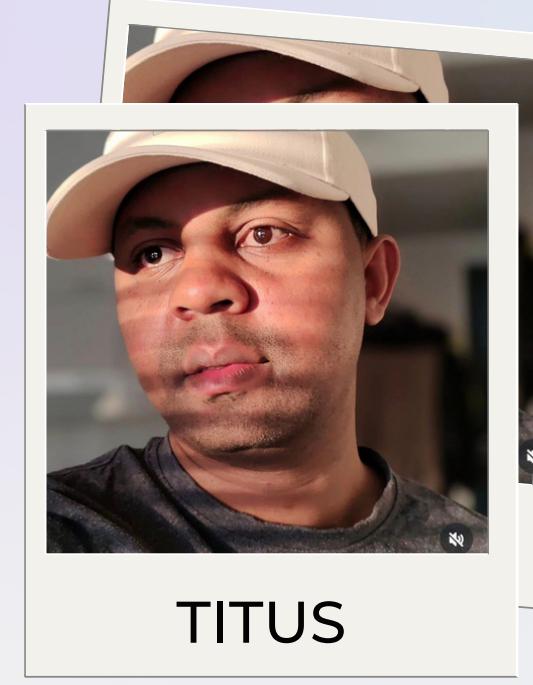
EPHERM

Computer Application



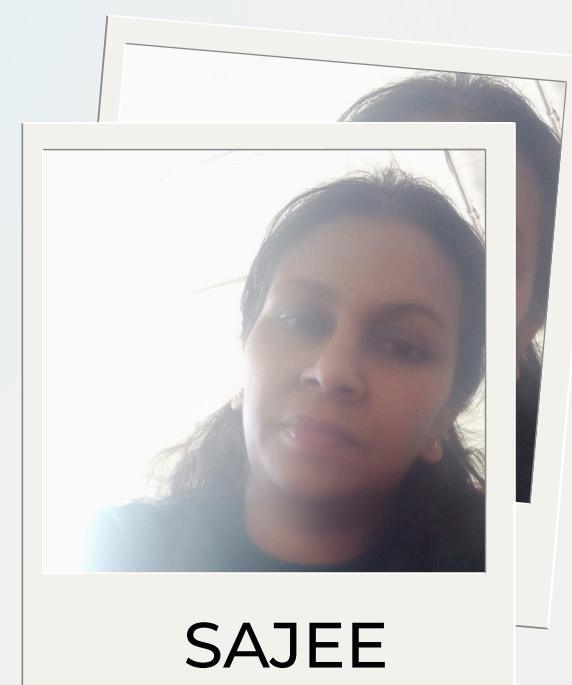
STEPHEN

Automation Engineer



TITUS

Computer Application

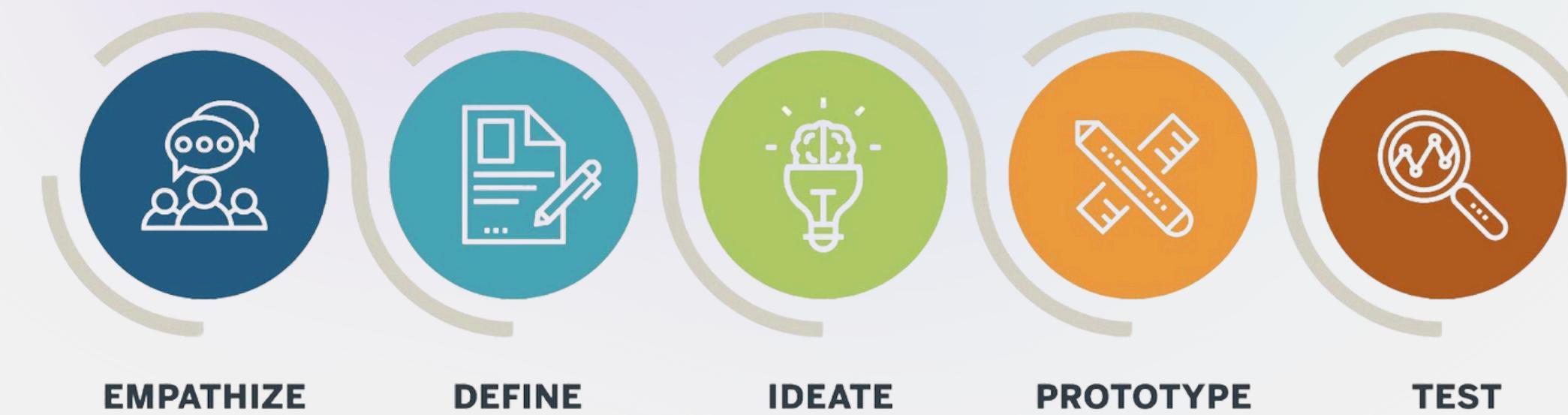


SAJEE

Construction Engineer

# Design Thinking Process

The Design Thinking process is a human-centered, iterative approach to problem-solving that focuses on understanding users, challenging assumptions, redefining problems, and creating innovative solutions that can be rapidly prototyped and tested. It is widely used in various fields, including product design, service design, and business strategy. The process typically involves five key stages:



# Empathize

EMPATHIZE REFERS TO THE INITIAL PHASE WHERE DESIGNERS DEEPLY UNDERSTAND THE NEEDS, EMOTIONS, AND CHALLENGES OF THE USERS OR STAKEHOLDERS FOR WHOM THEY ARE CREATING A SOLUTION.



# Our observation

- 50 years in hämeenlinna
- Muscle failure with corks as a practice
- Repairing bee hives, for a honey company, repair furniture.
- Non- profit organization
- Assembly and packaging work
- Post-processing work in the graphic industry
- Recycling marketing materials
- Safe work space
- Municipal sector support
- Out dated website
- Poor social media marketing
- Unstable work flow
- Adults only 18+

# Interviews



## Interview with Kimmo

- He loves his job.
- Dynamic environment, people feel joyful and passionate about working.
- He likes to create a more appealing work environment.
- He would like to know how other people know about us.
- Excited to move forward with new product ideas that aren't overly complex

# Define

IT IS THE SECOND STAGE OF THE SERVICE DESIGN PROCESS INVOLVES IDENTIFYING KEY ISSUES, SETTING OBJECTIVES, AND CREATING A CLEAR PROBLEM STATEMENT THAT GUIDES THE DEVELOPMENT OF EFFECTIVE SOLUTIONS.





# Kimmo

**Occupation:** Manager

**Location:** Hämeenlinna

## PERSONA

### GOALS

- Better website
- Enlarge the workspace by buying the nearby building
- Boosting their sells
- Increasing awerness about Sampola

### MOTIVATIONS

- Seeing people learn a new skill
- Contributing to the community
- Happiness in the disabled community

### FRUSTRATIONS

- Not aware of social media use
- Overloaded with products
- Low budget
- Not enough work in Dec&Jan
- People do not know about Sampola

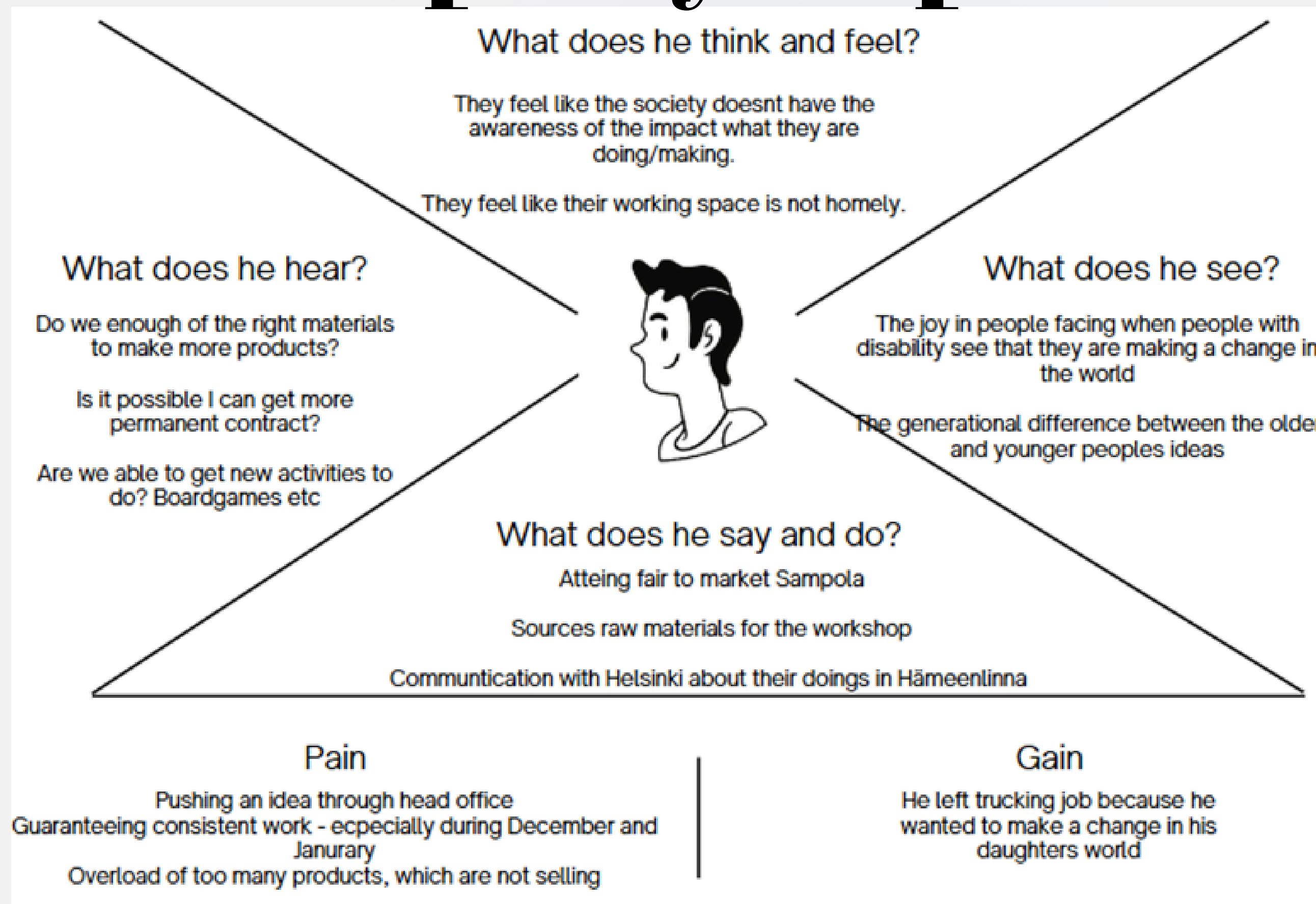
### PERSONALITY

- Helpful
- Kind
- Open-minded
- Empathetic

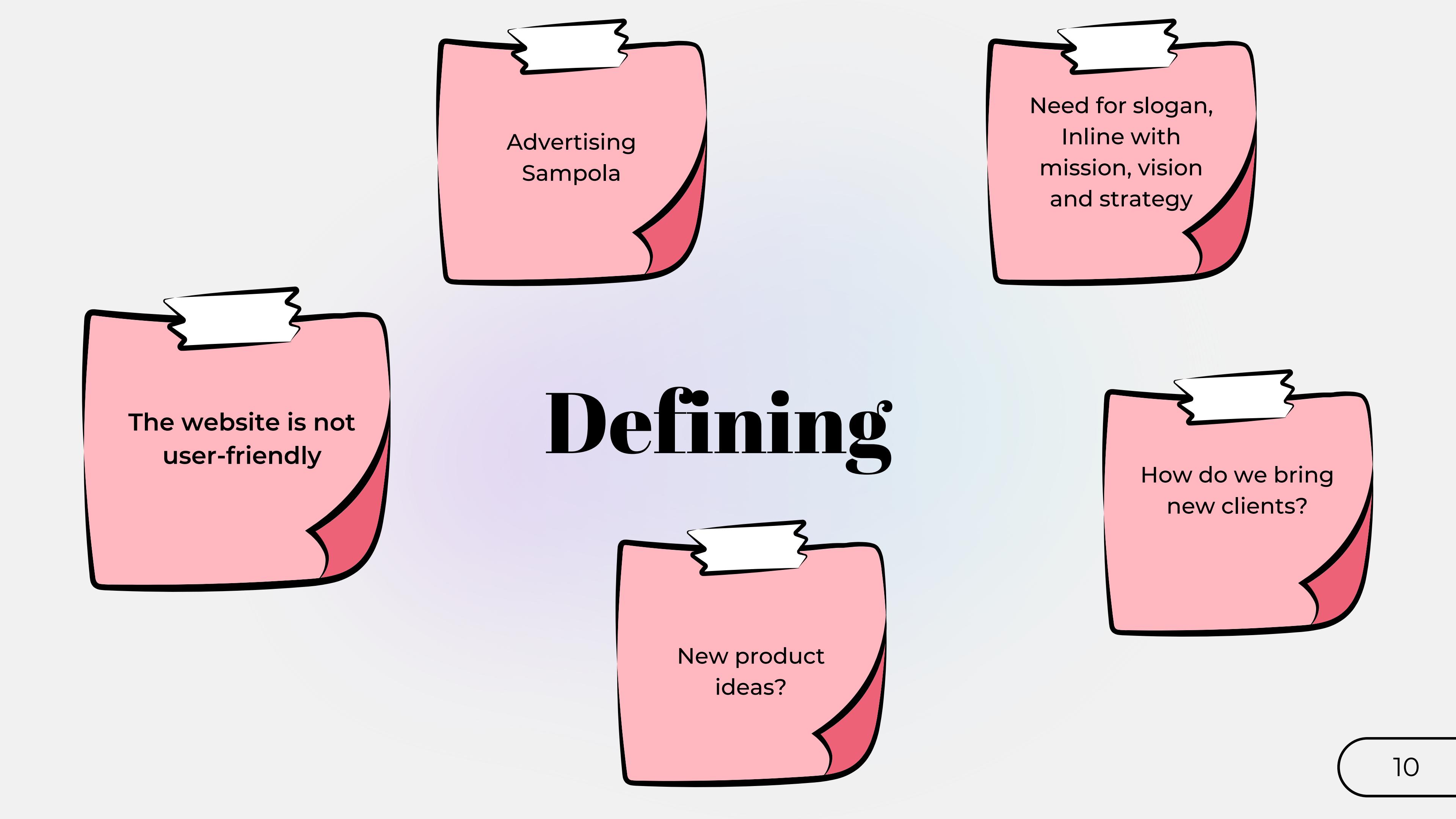
### INTERESTS

- Enjoying new tools like ChatGPT
- Learning new technologies

# Empathy Map



# Defining



Advertising  
Sampola

The website is not  
user-friendly

New product  
ideas?

How do we bring  
new clients?

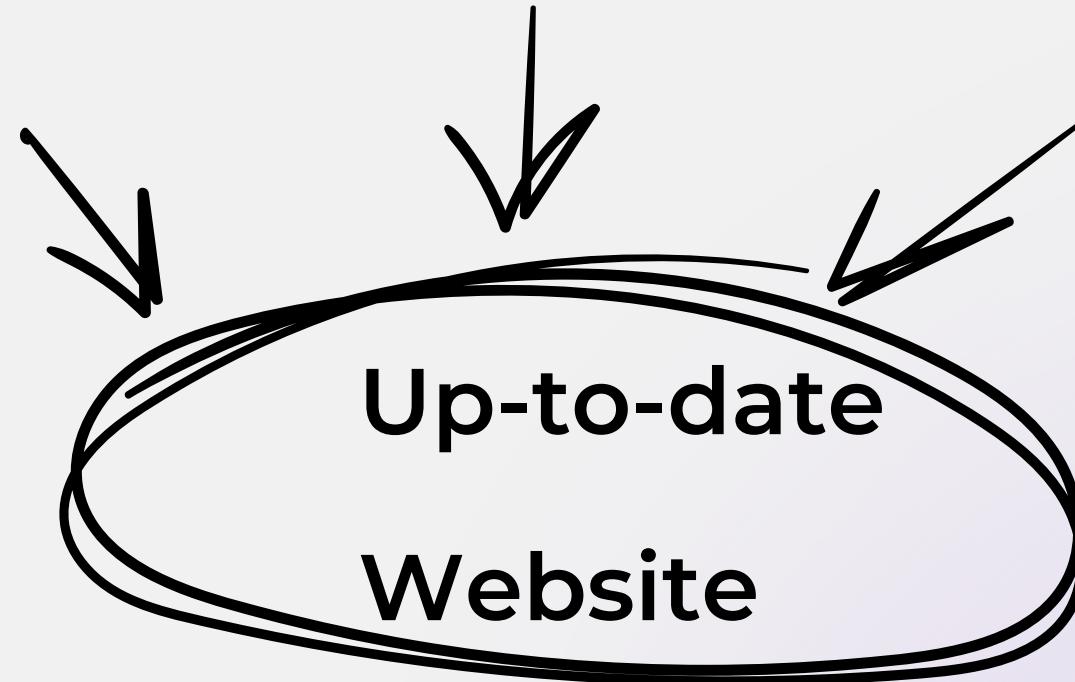
Need for slogan,  
Inline with  
mission, vision  
and strategy

# Ideate

THE IDEATE PHASE IS WHERE CREATIVE BRAINSTORMING OCCURS TO GENERATE A WIDE RANGE OF IDEAS AND POTENTIAL SOLUTIONS. THIS PHASE ENCOURAGES OUT-OF-THE-BOX THINKING, ALLOWING TEAMS TO EXPLORE AND REFINE INNOVATIVE CONCEPTS THAT ADDRESS THE DEFINED PROBLEM.



# Ideation



Making more visibility with the products in the website.

Effective Social media marketing with SEO content and Google ads.



Flexible work schedule and cross training employees



Sun hats, Picnic blankets  
Cartboard files, paper files  
Apron from fabrics and leather

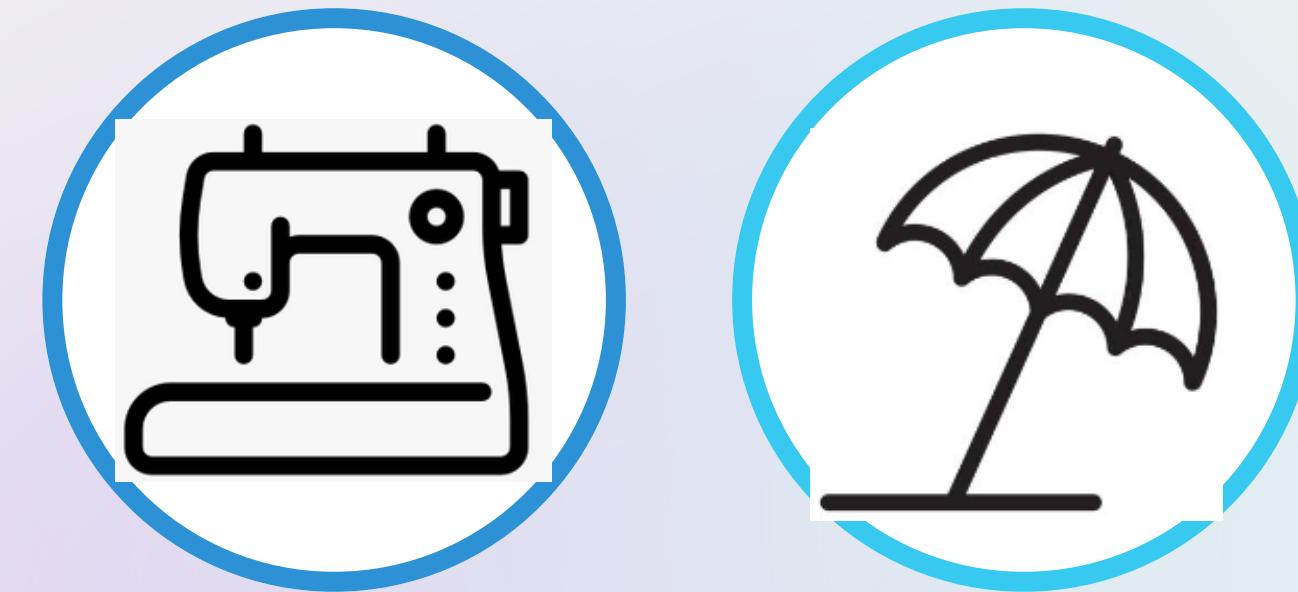
Conducting workshops in Mall, city centre to promote their products and create awareness

# Ideation

## MAXIMAZING RAW MATERIAL AND MARKET OPORTUNITIES

### USING EXISTING RESOURCE

Sewing service for the public since Sampola has sewing machine and its staff has knowhow about mending torn cloths.



### COOPERATE WITH HAMK FASHION DESIGN DEPARTMENT

To remodel old style cloths to keep up with modern look



### UTILIZING HARD FABRICS

Hard fabrics can be transformed in to beach umbrella, picnic mats and bag with other textiles.

### STEADY RAW MATERIAL & MARKET

To have ample raw material create relationship with advertising agencies and for market organizing flee market in or around Sampola compound

# Prototype

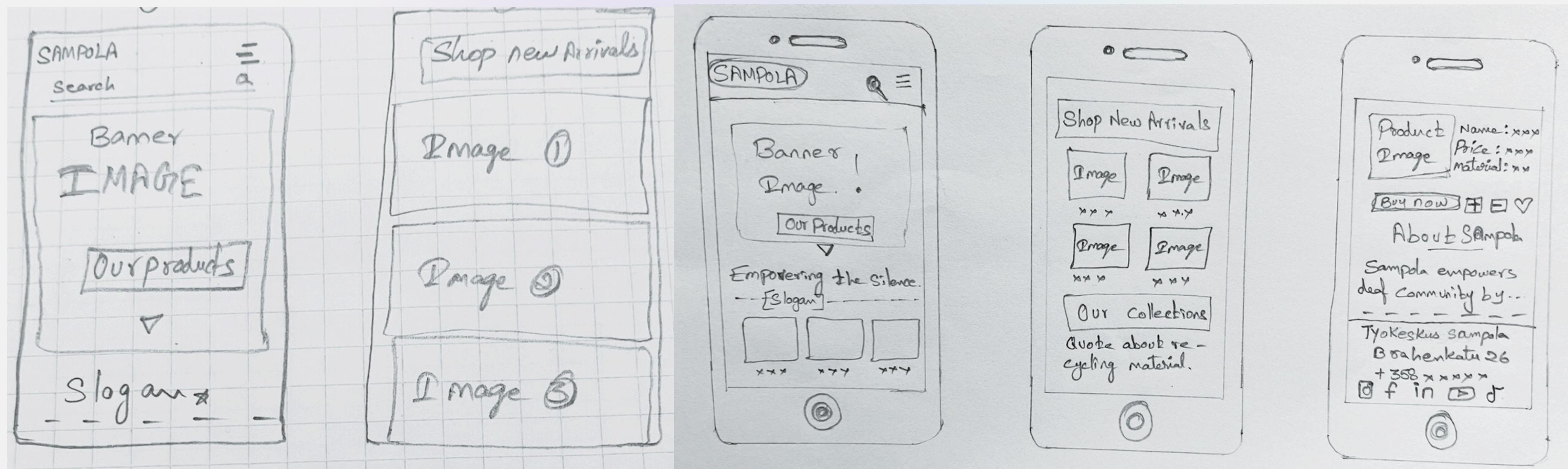
A prototype is an initial model of a product or system used to test and refine its design and functionality before final production.



## INSPIRATION AND IDEA GENERATION:

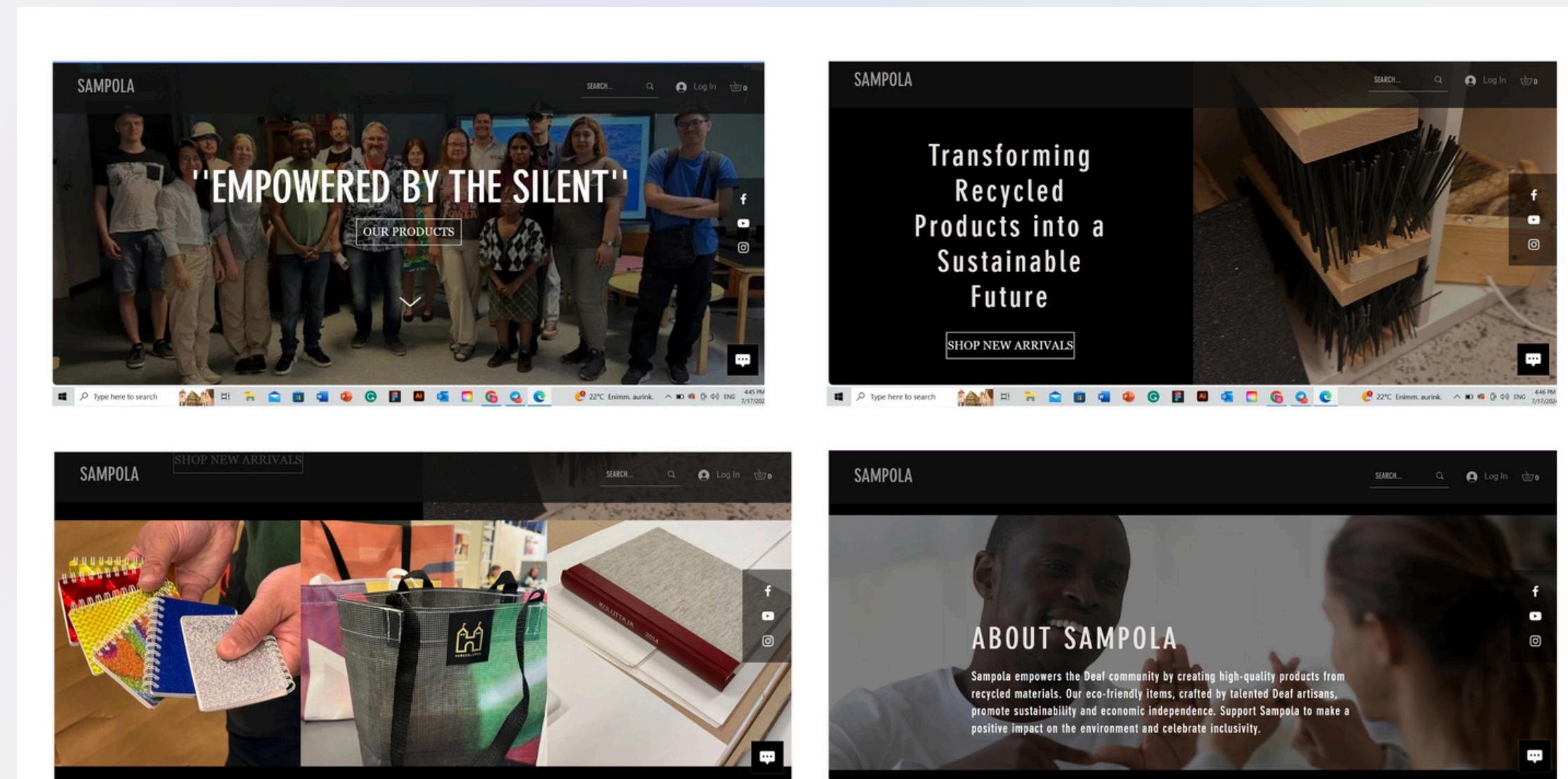
Brainstorming ideas, exploring products, trends, and industry insights to find inspiration.

## SKETCHING INITIAL CONCEPTS & DEVELOPING LOW-FIDELITY PROTOTYPES



## CREATING DIGITAL PROTOTYPES

First Digital Prototype we discovered Wix's AI-based web design tool. After spending time getting familiar with Wix, we completed our first design using its features.



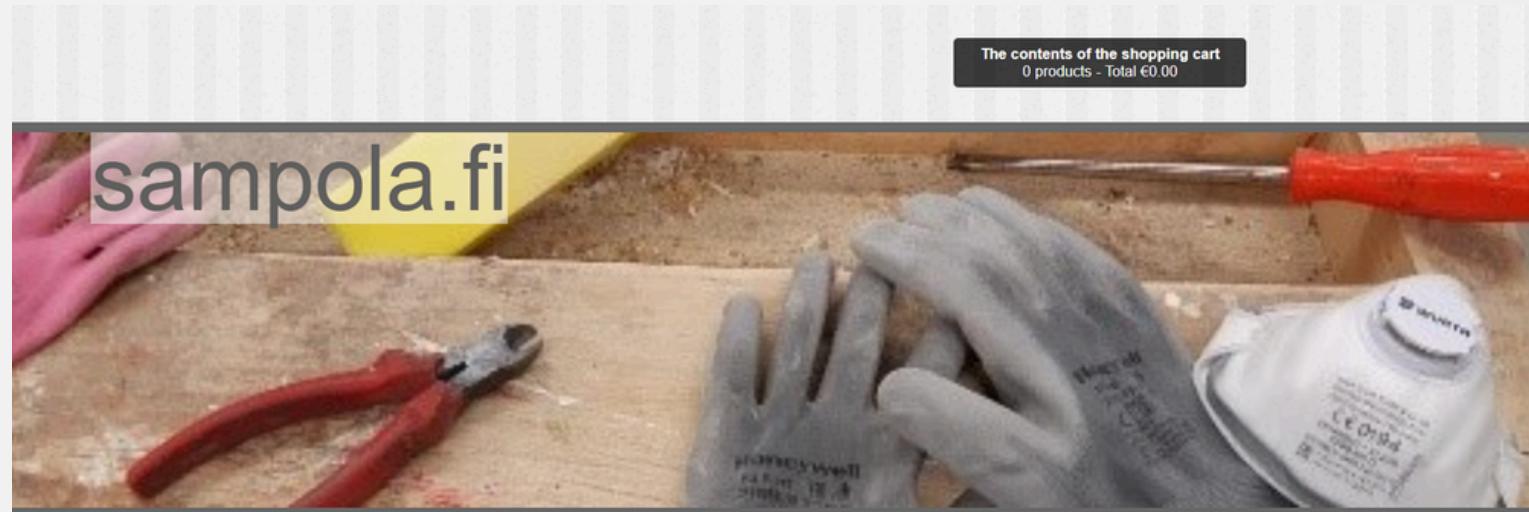
# Test

THE TEST PHASE IN DESIGN THINKING INVOLVES EVALUATING PROTOTYPES WITH REAL USERS TO GATHER FEEDBACK, IDENTIFY FLAWS, AND REFINE THE DESIGN FOR A BETTER USER-CENTRED SOLUTION.



# TESTING THE WEBSITE AND LOGO

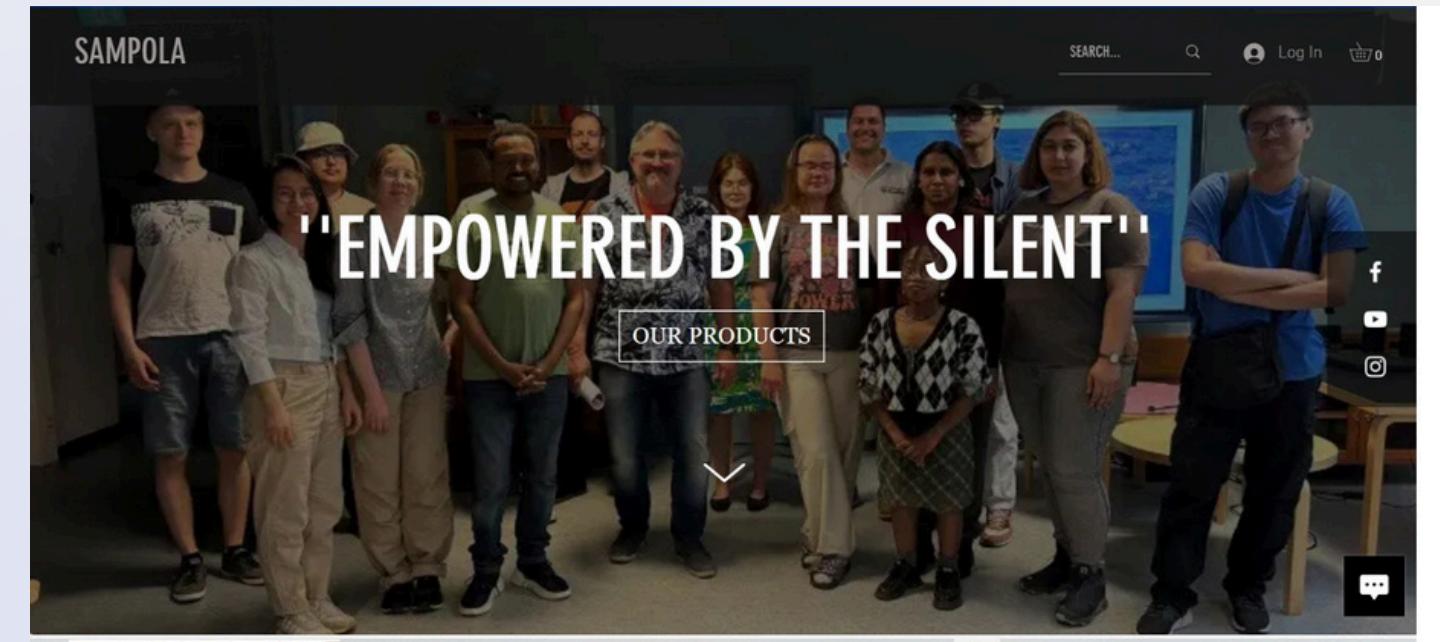
## CURRENT WEBSITE



A screenshot of the 'Online store products' section. It shows a sidebar with categories like 'Online store products', 'Brushes', 'Rattan products', etc., and a main content area with a search bar 'Hae sivulta' and a paragraph about subcontracting work.

A screenshot of the 'Payment methods' section. It shows a sidebar with 'Payment methods' and 'Klarna' options, and a main content area with a sidebar for 'Sampola's workshop shop is open' (mon - thursday 9 am - 3 pm, friday 9 am to 2 pm, address Brahenkatu 26, Hämeenlinna) and a Klarna payment method.

## PROTOTYPE



A screenshot of the prototype website's product section. It shows a 'SHOP NEW ARRIVALS' header and three images of products: a colorful spiral-bound notebook, a black mesh tote bag with a logo, and a red book or folder labeled 'KILUTTAJA 2014'.

## TESTING THE WEBSITE AND LOGO

### SLOGAN ♦

1. Environmental effects, such as garbage collection or gardening. The expectations come from the green colour and the symbols used.
2. group for the deaf community also could be assistive technology or social services.
3. The old logo was complicated and made people confused and it didn't pass the message.

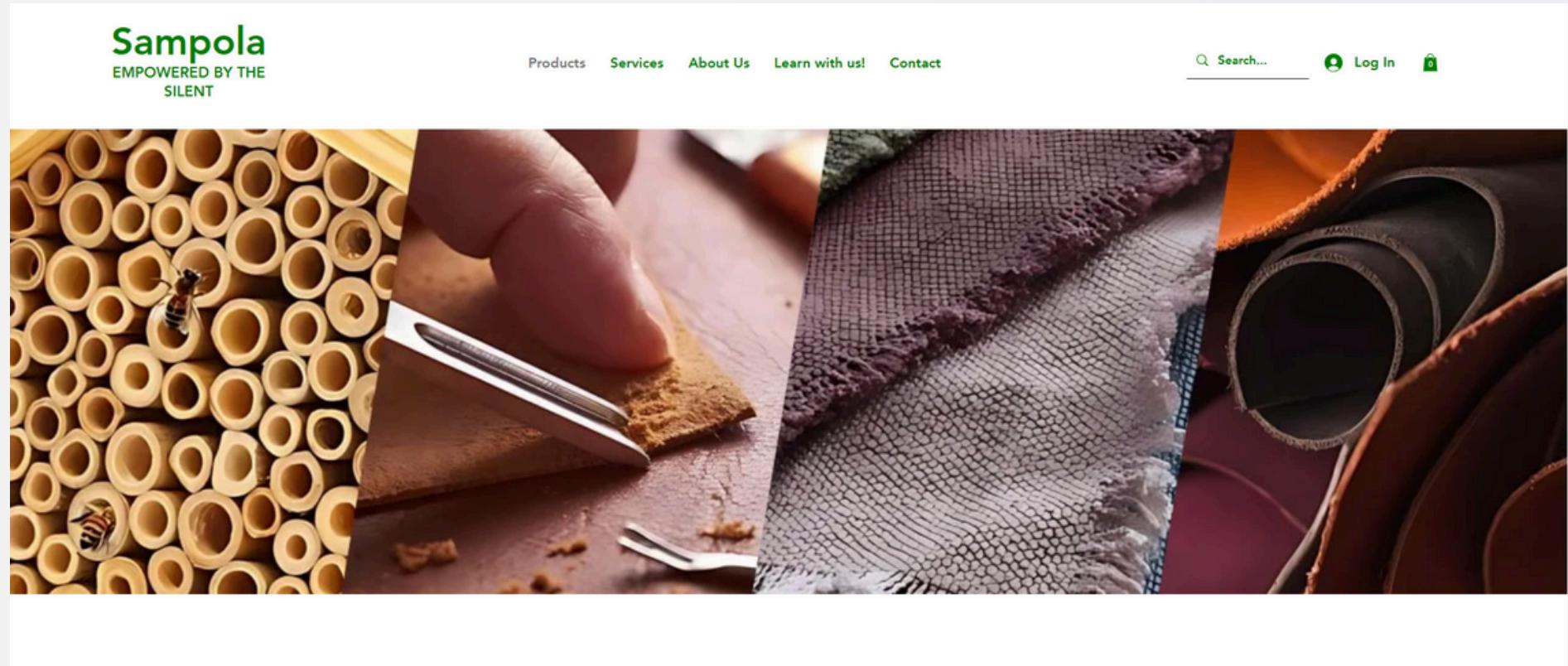
### WEBSITE 🔎

1. The old website was the sixth tab after using Google.
2. The new website is well-organized, easy to navigate and functional.
3. Few accessibility concerns, but this is just a prototype.
4. Other types of feedback. EN/FIN mixed on a website isn't professional, language change option is important. Visual content could be personalized and have few alignments.

# MOOD Board



## Refinement and Iteration



A screenshot of the Sampola website's contact page. The header includes the Sampola logo and navigation links for Products, Services, About Us, Learn with us!, and Contact. A search bar and login links are also present. The main content area is titled "Get in Touch" and contains a message: "We'd love to hear from you! Feel free to reach out to us for any questions or inquiries. You can contact us at sampola@example.com or give us a call at 123-456-7890." Below this is a "Get in Touch" form with fields for "Your Name", "Your Last Name", "Your Email", "Your Phone", and "Message", followed by a "Send Message" button. At the bottom of the page is a green footer bar with the text "EMPOWERED BY THE SILENT" and links for "Work center Sampola Brahenkatu 26" and "Responsible job coach Kimmo Uschanoff".

Selecting the right color palette and typography, and adjusting visual aids to better accommodate users with different levels of sign language proficiency.

After refining and iterating our prototype, we've enhanced its functionality, improved user experience, and aligned it closely with the project objectives. The adjustments have made the design more intuitive, better addressing user needs while effectively meeting Sampola's market and community goals. We're now ready for the final testing phase.

# Conclusion

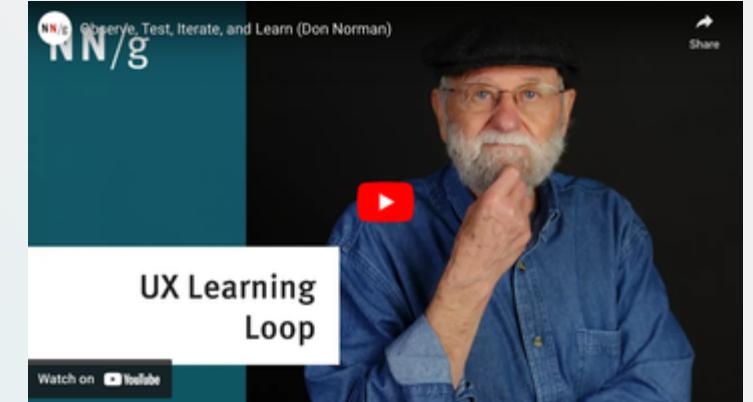
In this project, we developed actionable strategies to expand Sampola's market by identifying new opportunities and partnerships, and we proposed sustainable methods for sourcing raw materials in line with their eco-friendly mission. To enhance community involvement, we suggested engagement initiatives and outreach programs to boost local awareness and support. We also designed improvements for Sampola's website, focusing on better functionality, user experience, and visual appeal to strengthen its role as a promotional tool.

These efforts aim to elevate Sampola's market presence, streamline operations, and deepen community ties. By addressing the organization's key challenges, we've set the stage for long-term growth and sustainability. The strategies and improvements proposed will empower Sampola to achieve its goals and continue positively impacting the lives of the deaf individuals it supports.

# Bibliography



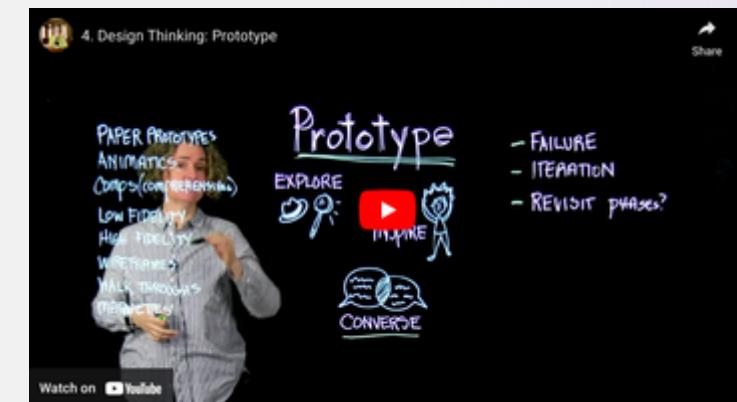
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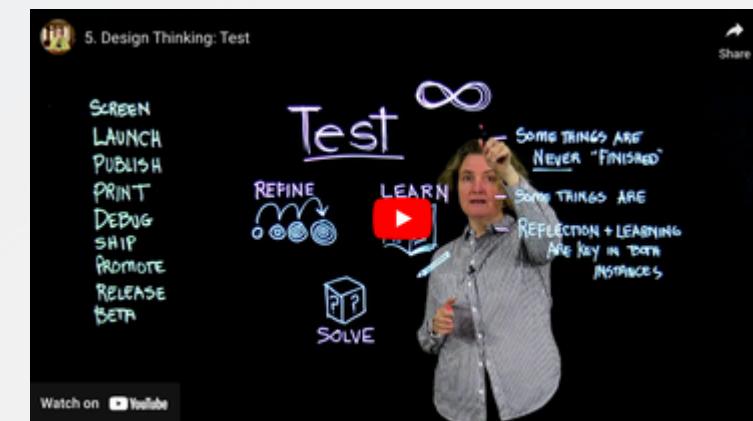
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# Thank You

