

ToT 2: Training schedule

Title	Design Thinking – Framework and Service Design methods
Proposed topics	<ul style="list-style-type: none"> • Introduction to Service Design • Service Design process & methods & Tools • Application of Service Design in Tourism • Research preparations to design sprint
Date	Nov 4-7, 2024, in Zoom at 10-16.00 Finnish time (-1 Austria, Italy, +2 Georgia, +1 Moldova)
Location	Online, materials in Teams and online teaching in Zoom. All trainers facilitate break-out room sessions
Trainers	Birgit Bosio, Janosch Untersteiner (MCI Tourism) Riina Iloranta, Annika Konttinen (Haaga-Helia) Alessio Tei, XX (UNIGE)

Generic structure of the training days:

In Zoom at 10.00-16.00 Finnish time (-1 Austria, Italy, +2 Georgia, +1 Moldova)

10.00-10.45	Kick off and topic for the day (<i>Mandatory session</i>)
10.45-15.00	Training sessions 1 and 2 and time for the day's task (30 minutes each session. The sessions will support the daily tasks and individual activities associated with the day's topic. Participating in the work output is <i>mandatory</i>).
11.00-11.30	Training session 1 pre-recorded or online session. All the sessions will be recorded and can be found on the Teams
12.00-12.30	Training session 2 pre-recorded or conducted online. All sessions will be recorded and can be found on Teams.
13.00-15.00	Time for tasks (offline)
15.00-16.00	Wrapping up the day (<i>with at least one representative per university</i>). Please note Wednesday's 6th of November session in the afternoon is mandatory for all

Deadline for all the tasks in 30th of November 2024

DAY1: November 4th, 2024, in Zoom at 10-16.00 Finnish time (-1 Austria, Italy, +2 Georgia, +1 Moldova)

Introduction to Service Design and Design Thinking:

10.00-10.45	Kick off and topic for the day - Janosch Untersteiner, (<i>Mandatory session</i>) Welcome to training 2 What is service and the history of service management? Introduction to Service Design and Design Thinking
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	Definition of Service Design and Design Thinking
10.45- 15.00	Training sessions 1 and 2 and time for the day's task
11.00-11.30	Training session 1 (30 minutes) – Riina Iloranta, online Value creation in the contemporary world - why we need design thinking Characteristics of Service design
12.00-12.30	Training session 2 (30 minutes) Riina Iloranta, pre-recorded Task of the day: Getting to know the tools of service design – Riina Iloranta, pre-recorded
15.00-16.00	Wrapping up the day - Janosch Untersteiner Presentation and reflection of task 6 minutes/(with at least one representative per university) and summary of the day Daily feedback session- final survey

DAY2: November 5th, 2024, in Zoom at 10-16.00 Finnish time (-1 Austria, Italy, +2 Georgia, +1 Moldova)

Service Design process, methods & tools:

10.00-10.45	Kick off and topic for the day - Birgit Bosio (<i>Mandatory session</i>) Understanding/Empathy/Discovery - phase: Research background, interviews, observations, co-creation workshops...
10.45-15.00	Training sessions 1 and 2 and time for the day's task
11.00-11.30	Training session 1, Thinking/Insights/Define Phase , UniGE, pre-recorded Thinking/Insights/Define Phase: Theory of the phase: key insights, categorising data, and turning data into insights. Theory of personas, customer journey, service blueprints, design drivers and HMW)
12.00- 12.30	Training session 2, Ideation and prototyping – Riina Iloranta, online Ideation, choosing the best ideas, prototyping, what is essential in ideation, how to choose the best ideas, and what is prototyping all about? Different methods of prototyping Task of the day: Getting to know the tools for data collection in service design – Birgit Bosio
15.00-16.00	Wrapping up the day – Birgit Bosio Presentation and reflection of task 6 minutes/(with at least one representative per university) and summary of the day Daily feedback session- final survey

DAY3: November 6th, 2024, in Zoom at 10-16.00 Finnish time (-1 Austria, Italy, +2 Georgia, +1 Moldova)

Application of Service Design in Tourism:

10.00-10.45	Kick off and topic for the day (<i>Mandatory session</i>) – Annika Konttinen (Welcome and HH examples), Birgit Bosio, Janosch Unterstein (MCI examples), Alessio Tei (UniGe examples) Examples of application of service design in tourism
10.45-15.00	Training sessions 1 and 2 and time for the day's task
11.00- 11.30	Training session 1 – Alessio Tei, pre-recorded Example of using personas and customer journeys in tourism in Italy Inclusive tourism and accessible tourism personas
12.00-12.30	Training session 2 – Annika Konttinen, online Example of using personas and customer journeys in tourism in Finland, materials of Visit Finland

- Task of the day:** Getting to know tools for enhancing sustainability in service design – Riina Iloranta, pre-recorded
Returning the daily task in the Teams folder by 15.00
- 15.00-16.00** **Keynote of Markus Horneß** - Markus is co-founder of WorkPlayExperience and co-initiator of the Global Service Jam – the world's biggest-ever service design event. *Mandatory session.* Janosch Unterstein
Daily feedback session & final survey

DAY4: November 7th, 2024, in Zoom at 10-16.00 Finnish time (-1 Austria, Italy, +2 Georgia, +1 Moldova)

Research preparations to Design Sprint

- 10.00-10.45** **Kick off and topic for the day**
Wrap-up of the sustainability from day 3 – Riina Iloranta
Introduction to the task - Moldova accommodation research - Birgit Bosio
(*Mandatory session*)
- 14.00-14.30** **Training session 1:** Supporting and feedback session for the task - online
(MCI, HH, UNIGE)
- 15.00-16.00** **Wrap up of the training ToT2 and what happens next ToT3** - Annika Konttinen & Riina Iloranta (*with at least one representative per university*)
Wrap up of the days
A Short Introduction to the Design Sprint: Learning Future Skills
Information about Comrat, Moldova ToT3
Daily feedback session & final survey - Janosch Unterstein