DESIGN EXPEDITION ARCTIC SUPER FOOD CHALLENGE



12-30.SEPTEMBER.2022

### PROGRAMME DESCRIPTION/OBJECTIVE

Design Expedition is a challenge-based learning experience remote and on campus. The Design Expedition Challenge is multidisciplinary and multinational project in which student teams aim to create solutions to the challenge. The Design Expedition includes lectures, workshops and project work. The Design Expedition project also includes final pitching event and a reflective session, where the students will assess their own learning during the course.

In Design Expedition students will learn design thinking and doing and business design in an authentic real life business challenge. Students will discover, define, develop, deliver and evolve problem and solution. Various design thinking and business design tools are used.

### PROPOSED LEARNING OUTCOMES

At the end of this RUN-EU SAP students will be able to:

- Understand the process of design thinking (double diamond)
- Use the tools of business design (immersion, observation, data search, problem defining methods, business modelling, value proposition design, financial prototyping, designing and making relevant prototypes, designing and conducting business experiments, documenting feedback, designing minimum viable product, designing pitch deck and keeping sales pitch)

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Organised by: HAMK and IPCA

### **DATE** From 12 to 30 September 2022

Face-to-Face Week: HAMK, Finland 26-30 September

**MODE OF DELIVERY** Blended

LANGUAGE OF INSTRUCTION English

**ECTS CREDITS** 2

#### **ACADEMIC RECOGNITION**

To be defined by each Home Institution. In general terms, most students will have this RUN-EU SAP certified in the Diploma Supplement, as a minimal condition.

### **ELIGIBLE PARTICIPANTS**

All RUN-EU degree students.

### **HOW TO APPLY**

Fill in the application form (QR or website)



#### **DEADLINE FOR APPLICATIONS**

**4 August 2022** 

#### **CONTACT DETAILS**

designexpedition@hamk.fi

















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12-30.SEPTEMBER.2022

### **SELECTION CRITERIA**

Joint Selection Procedure and Criteria. Maximum Number of Students to be selected: 150.

### **LEARNING AND TEACHING STRATEGY**

Active Learning.

### **PREREQUISITES**

No pre-requisites.

### **COURSES LEADERS | LECTURERS**

Vesa Tuomela (HAMK)

Jukka Raitanen (HAMK)

Jorge Brandão Pereira (IPCA)

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### PHYSICAL MOBILITY | SCHOLARSHIPS AVAILABLE

For students

Travel: €350/person | Subsistence: €400/week

For staff:

Travel: €350/person | Subsistence: €850/week

### **MEANS AND CRITERIA FOR ASSESSMENT**

Individual participation (attendance): 20% Group project: 80% (20% interim presentation + 60% final presentation). Active participation from all students of each group is mandatory in both group presentations.

### **CERTIFICATION**

Joint Certification.

#### REFERENCE READING

Can be found on the last page of this document.

















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# PROGRAMME AT A GLANCE

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# **Design Thinking Lecture 1 + Pre-reading**

- At your pace
- E Individual work, group work
- Pre-recorded lecture and reading
- Vesa Tuomela and Jukka Raitanen
- Phase 1: Prepare
  Introduce yourself, read reference reading,
  make a concept map and define business
  design and set learning objectives in your
  team.

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# **Design Thinking Case**

- At your pace
- Group work
- Vesa Tuomela and Jukka Raitanen
- Finding a relevant case where Design thinking could be used. Making a powerpoint report answering: Why, how, when, where, with whom, and what type of value would design thinking bring.

















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FRIDAY 16/9							SU	вміт	TING TH	E LE	ARNING	REPO	ORT								

# **Submitting the Learning Report**

- At your pace
- Group work
- Vesa Tuomela and Jukka Raitanen

#### **MONDAY TO FRIDAY** 19-23 SEPTEMBER **GMT +3** 10h00 11h00 12h00 13h00 14h00 16h00 18h00 19h00 9h00 15h00 17h00 17h00 **GMT** +1 8h00 9h00 10h00 11h00 12h00 13h00 14h00 15h00 16h00 7h00 **MON-FRI** PRE-STUDY DATA ANALYTICS VIDEO 19-23/9

# **Data Analytics Video**

- At your pace
- Individual work
- Pre-recorded lecture
- Vesa Tuomela, Jukka Raitanen, Jorge Brandão Pereira, Cristiana Serejo and Manuel Albino
- Topics to be explored:
  - Graphic Design and Packaging Design: the basics
  - Introduction to Visual Storytelling
  - Digital communication
  - Data analysis strategies towards visual interpretation and visual mapping
  - Digital design and project development: case-studies

















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MONDAY 26/9													GET TOO 15 MIN PI		7 7	END OF REFLEC			

# **Get Together + 15 Min Prototype**

- (h) 13h30-15h00
- Vesa Tuomela, Jukka Raitanen and Jorge Brandão Pereira
- Getting to know your team members. Team canvas.

- (h) 15h00-16h00
- Groupwork
- Vesa Tuomela and Jukka Raitanen
- Writing a learning report.













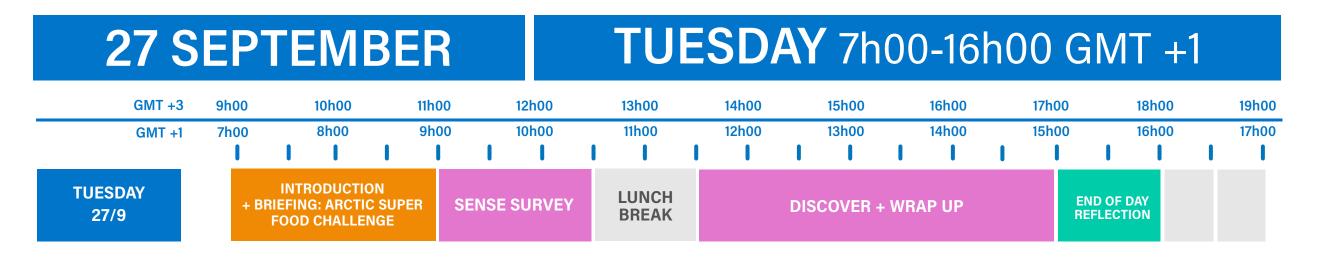




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## **Introduction + Briefing: Challenge**

- (h) 7h00-9h00
- Group work
- Vesa Tuomela, Jukka Raitanen and Juri Kaskela, Arctic Super Food.

# **Sense Survey**

- (h) 9h00-10h30
- Group work
- Vesa Tuomela, Jukka Raitanen and Jorge Brandão Pereira
- Answering the Five sense survey on Wilder bar.

# **Discover + Wrap Up**

- (h) 11h30-15h00
- Group work
- Vesa Tuomela, Jukka Raitanen and Jorge Brandão Pereira
- Phase 2: Discover
  Start your challenge by experimenting, observing, sensing, measuring and documenting your doings and emotions during your challenge experience. Introduce, discuss and analyze your challenge experience in your teams and describe your findings. Search data and information and design Team Miro board. Analyse sense data survey.

- (h) 15h00-16h00
- Group work
- 🙎 Vesa Tuomela and Jukka Raitanen
- Capture Canvases. Write a learning report.

















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# 28 SEPTEMBER

# **WEDNESDAY** 7h00-16h00 GMT +1

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WEDNESDAY 28/9

RECAP + DEFINE A PROBLEM

**DEVELOP IDEAS** 

LUNCH BREAK

**DEVELOP IDEAS + WRAP-UP** 

END OF DAY REFLECTION

### **Recap + Define a Problem**

- (h) 7h00-9h00
- Group work
- Vesa Tuomela, Jukka Raitanen and Jorge Brandão Pereira
- Phase 3: Define
  Give meaning to your findings, make
  problem statement and define how might
  we...? question and define design criteria
  for a better challenge experience.

Team discussion: What is data telling us?

# **Develop Ideas**

- (h) 9h00-10h30
- Group work
- Vesa Tuomela, Jukka Raitanen and Jorge Brandão Pereira
- Phase 4: Develop Ideate, selection of ideas and design a concept of a better challenge experience.

# **Develop Ideas + Wrap Up**

- (h) 11h30-15h00
- Group work
- Vesa Tuomela, Jukka Raitanen and Jorge Brandão Pereira
- Grouping and evaluating ideas.

- (15h00-16h00)
- Group work
- 🙎 Vesa Tuomela and Jukka Raitanen
- Capture Canvases. Select ideas / Dot.

















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### **Recap + Deliver Solution Concept**

- (h) 7h00-9h00
- Group work
- Vesa Tuomela, Jukka Raitanen and Jorge Brandão Pereira
- Phase 4: Deliver
  Design and make a prototype of your
  better challenge experience, design and
  make a pitch deck of your better grocery
  experience and an experimentation. Finally
  design minimum viable challenge
  experience based on your findings in
  experiment.

# **Deliver + Wrap Up**

- (h) 11h30-15h00
- Group work
- Vesa Tuomela, Jukka Raitanen and Jorge Brandão Pereira
- Making prototype. Designing pitch deck. Designing sales pitch.

# **Deliver Prototypes**

- (h) 9h00-10h30
- Group work
- Vesa Tuomela, Jukka Raitanen and Jorge Brandão Pereira
- Designing prototype.

- (h) 15h00-16h00
- Group work
- Vesa Tuomela and Jukka Raitanen
- Capture Canvases. Writing a learning report.

















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#### 30 SEPTEMBER FRIDAY 7h00-16h00 GMT +1 **GMT** +3 9h00 10h00 11h00 12h00 13h00 14h00 15h00 16h00 17h00 18h00 19h00 8h00 9h00 10h00 11h00 12h00 13h00 14h00 15h00 16h00 17h00 **GMT** +1 7h00 SALES PITCH COMPETITION END OF THE EVENT + REFLECTION **FRIDAY** RECAP + LUNCH **SALES PITCH COMPETITION** 30/9 **BREAK**

## **Recap + Sales Pitch Competition**

- (h) 7h00-9h00
- Group work
- Vesa Tuomela, Jukka Raitanen and Jorge Brandão Pereira + Jury
- Phase 5: Evolve Make your sales pitch and compete with yours in competition with other teams on Friday morning.

# **Sales Pitch Competition**

- (h) 9h00-11h00
- Group work
- Vesa Tuomela, Jukka Raitanen and Jorge Brandão Pereira. + Jury
- One minute sales pitch. Awarding winners. End of the event, reflection. Writing a learning report.

















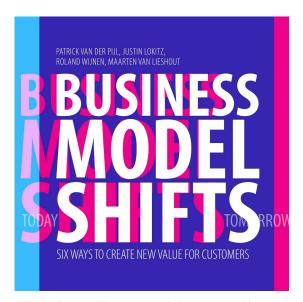


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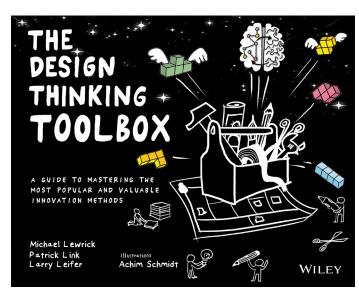
# REFERENCE READING



van der Pijl, P., Lokitz, J., Wijnen, R., and van Lieshout, M. (2020). **Business Model Shifts.** Six Ways to Create New Value For Customers. John Wiley & Sons.

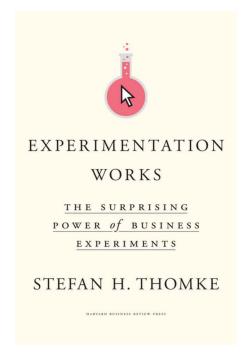


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