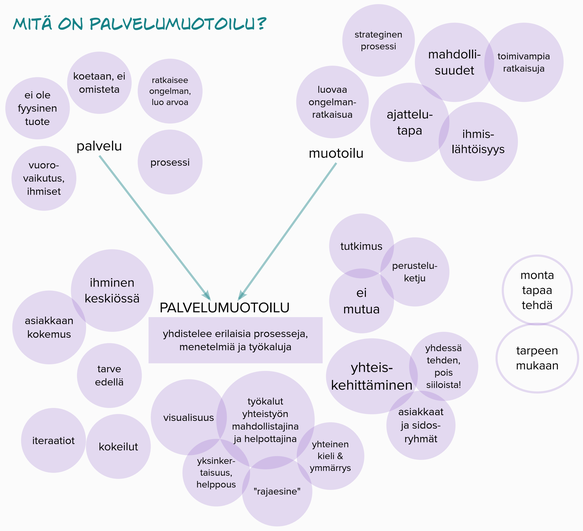
PALVELUMUOTOILUN TYÖKALUT ORGANISAATION APUNA

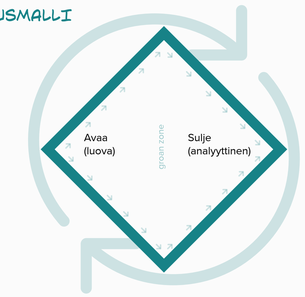
KumppanuusAkatemian verkkoluennot
24.3.2021

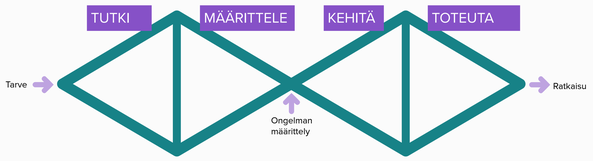
Mirje Halla
mirje.halla@utu.fi
Turun yliopiston kauppakorkeakoulu, Pori

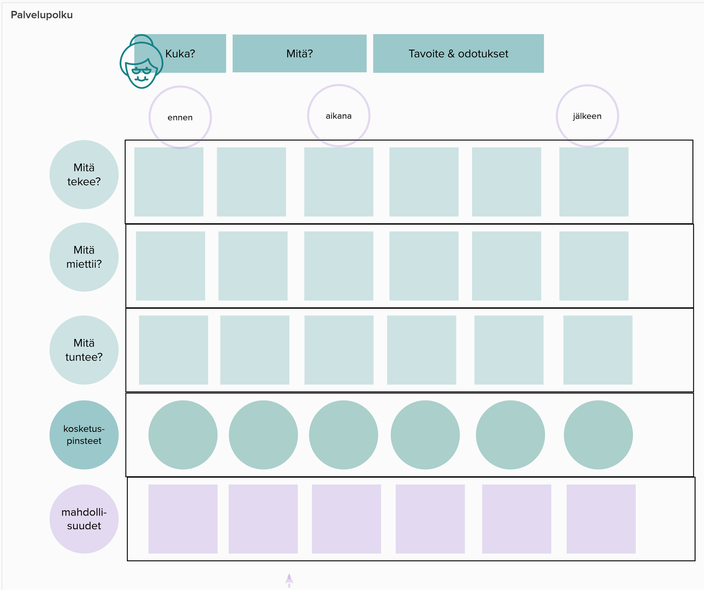
1 MITÄ ON PALVELUMUOTOILU?

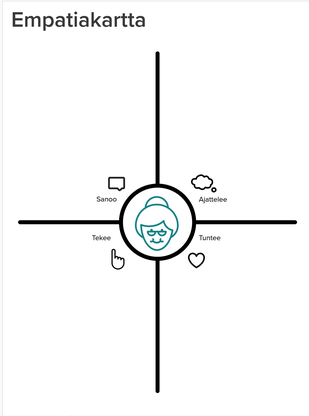


2 AJATUSMALLI









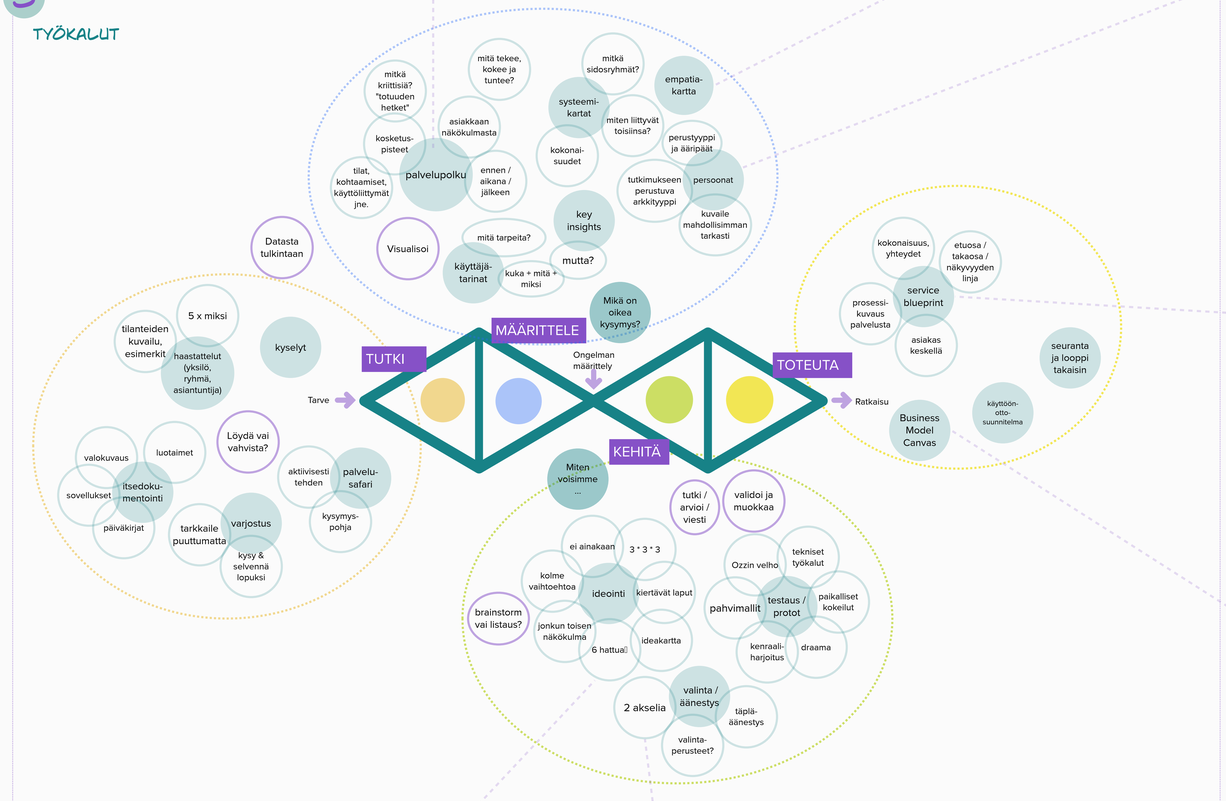
Persoona - esimerkkipohja omaishoitajuuteen liittyen

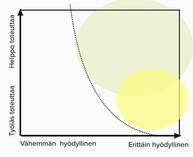
Nimi:
Ikä:
Hoidettava:
Hoidettavan tilanne:
Oma tilanne:

Miksi on omaishoitaja:
Mikä sujuu hyvin:
Minkä kokee raskaimmaksi:

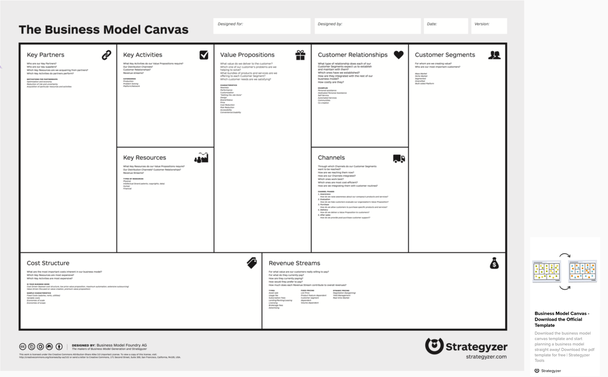
Minä tarvitsen:
Minä haluan:
Minä arvostan:

3 TYÖKALUT





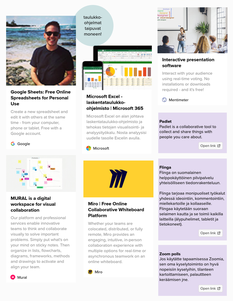
Service blueprint



4 LINKIT JA VINKIT

Vie hiiri kuvan päälle, niin "open" (avaa) linkki ilmestyy!

VIRTUAALITYÖKALUJA



MATERIAALEJA

BLOGEJA

KIRJOJA