

Master of Design – How to Co-Design a Project Manager Service with the Target Group?

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Workshop –K1702, 40 min (13.50-14.30)

- Työpajassa keskitytään projektipäällikköpalvelun palvelumuotoiluun kohderyhmän tarpeiden ja odotusten mukaisesti. Palvelussa pyritään vastaamaan kohderyhmän toiveisiin. Työpajan tavoite on tarjota käytännönläheisiä vertaiskokemuksia ja keinoja, joiden avulla projektipäällikköpalvelu voidaan suunnitella ja toteuttaa asiakaslähtöisesti. Projektipäällikköpalvelun tavoitteena on luoda palvelu, joka tuottaa hyvän asiakaskokemuksen ja selkeyttää projektipäällikön ja PI:n työnkuvaa.
- **Asiasanat:** palvelumuotoilu, tailored service, 80%-20%, työn/palvelun rajaaminen, palvelun konseptointi ja markkinointi, asiakaskokemus, työhyvinvointi
- **The workshop focuses on the service design of project manager services according to the needs and expectations of the target group.**
The service aims to meet the wishes of the target group.
The goal of the workshop is to provide practical peer experiences and methods that enable the design and implementation of project manager services in a customer-oriented way.
The objective of the project manager service is to create a service that delivers a good customer experience and clarifies the roles of both the project manager and the Principal Investigator (PI).
- **Keywords:** service design, tailored service, 80%-20%, defining the boundaries of work/service, service conceptualization and marketing, customer experience, workplace well-being

Service design - Palvelumuotoilu

- There are many theories about the service design process.
- We are not experts in this area, and we are not using any established method or theory.
- However, the purpose of this workshop is to share knowledge and improve the service.
- The wellbeing of the project manager is crucial, along with good communication.
- We hope to share best practices and support each other in improving the service.
- Before we split you into working groups:

I will briefly introduce some aims related to service design.

Purpose of the service

- What is the service we provide?
 - How to include/exclude?
- What is the meaning of the service?
- Why it is important to develop?
 - The work is changing, and the workload is increasing



Understanding the target group

- Who are the users of the service?
- How can their needs be identified?
- How versatile the needs are?



Co-creation and prototyping- Palvelupolku

- How does the user encounter the service at different stages?
- Tailored needs?
- What is needed and what can be left out?
- When the service starts and ends?



Tehtävänanto

- **Jakaudutaan kolmeen eri ryhmään**
 - Professorit (PI),
 - Projektipäälliköt,
 - Projektipäälliköiden esihenkilöt/tiiminvetäjät
- **10 min. ohjeistus – 15 min aiheen työstö – 10 vastausten purku**
- **Pohtikaa seuraavia kysymyksiä oman kohderyhmänne osalta:**
 - Mitä tarvitsen?
 - Mihin kykenen?
 - Resurssit ja realiteetit?

Task

- We will divide into three different groups:
 - Professors (PIs)
 - Project Managers
 - Project Managers' Supervisors/Team Leaders
- **10 minutes for instructions – 15 minutes for working on the topic – 10 minutes for debriefing**
- Please reflect on the following questions from the perspective of your own target group:
 - What do I need?
 - What am I capable of?
 - Resources and realities?

Workshopin purku – Wrap up

- **Please share the insights your group identified:**
- The need for qualified project managers
- The importance of strong supervision
- Building trust between PIs and project managers
- Clear and well-defined job descriptions
- Collaborative support across the network
- Effective and precise communication among all parties

Kiitos kaikille- thank you!

