

Digital Wellbeing Sprint 18.-25.5.2022

Your opportunity to develop new digital solutions fast – and for free!



Is Digital Wellbeing Sprint right for you?

- Do you need fresh thinking and "out of the box" -ideas for your company's/organization's digital solutions related to health and wellbeing?
- Do you lack resources to improve functions or operations of your company/organization?
- Do you have a challenge that you could let a group of students solve? The innovative student teams develop concepts and test them with real users!

If your answer is YES to one or more questions above, joining the Digital Wellbeing Sprint would be a great opportunity!

Participation is free of charge and you can get a lot, if you are ready for it!

What's in it for you?

- ***Outcomes of this project will be proactive, new, innovative service prototypes developed using service design methods and tested with real users!***
- Contribution of multidisciplinary and multicultural students for your challenge
- New and fresh ideas from talented students
- Knowledge and know-how about digital services and new technologies (artificial intelligence, interaction in digital environment etc.)
- If you wish, you can also attend the Digital Wellbeing Sprint as a student (5 credits).

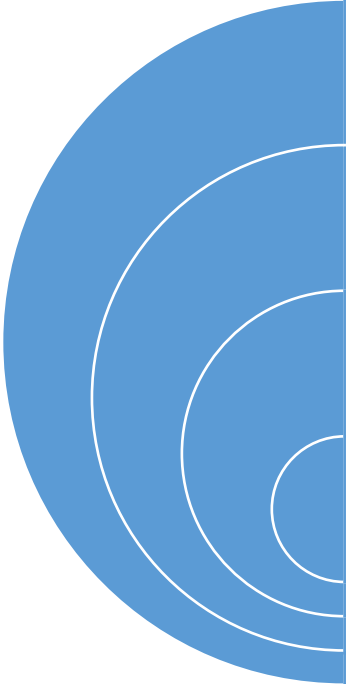
Your contribution to this project

- We hope you can participate in the co-creation project by:
 - Providing us with the development challenge
 - Attending the sprint for a few hours on key dates to provide insight to the student team.
 - Finally giving your valuable feedback on the finished prototype.
- We need the final challenge **by 16th of April**. We will provide instructions for defining the challenge and are happy to help you phrase the concrete development challenge.

Attending the sprint

- ***The more you attend – the more you will get!***
 - The more insight you provide the team on your customers, challenges and your work related to the challenge, the more value you will get from the solution!
You can attend as much as you want, but the following days you will be needed.
- Days that you need to attend:
 - **Kick-off 18.5.2022:** Introduce development challenge, provide insight and and answer specific questions from students.
 - **21.5.2022:** Vote on what direction the team will take in the prototyping phase.
 - **23.5.2022 (voluntary):** First glance at the prototype through an interview. Here still some possibility for edits.
 - **25.5.2021:** Final presentations.

DWS Timetable



Enrollment (students)	• 15.3.-28.3.
Pre-assignment (students)	• 9.5.
Finalizing challenges (organizations)	• 16.4
Introducing the cases & Team formulation	• 17.-21.5.
Sprint attendance (organizations)	• 18.5, 21.5, 23.5 <i>(voluntary)</i> and 25.5.

Interested? Please contact:

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Background of Digital Wellbeing Sprint

- **Digital Wellbeing Sprint** – an Intensive course organized by Laurea, Haaga-Helia and Metropolia University of Applied Sciences (also called as 3UAS) and it is based on open innovation and co-creation methods. The project includes seven intensive working days when students in multidisciplinary teams create future digital services for the health and wellbeing sectors. Teams generate ideas and tests userfriendly digital solutions for the partner organizations.
- **Participants:** Based on experiences from previous years we expect 30-60 students to enroll and they will formulate 6-10 teams. All teams are guided and supported by the tutors, who are selected among Master level students. The project team includes a project manager and three teachers from the organizing schools.



Success stories

DWS 2021:

Jukka Salonen, Hublet:

"Hublet Oy has been involved in Digital Wellbeing Sprint for three years. Every year, students have challenged our company's own thinking and produced ideas that we have utilized both commercially and developmentally. A big thank you to the organizers for successfully combining the corporate and student worlds!"

Sami Tuunainen, Hivpoint:

"The Sprint gave us a real boost to an ongoing project development in our organization. A big thank you to the organizers and the student team! You guys are great!"

Seniorittikissä:

The Sprint has a very convenient format, if the assignment is sufficiently limited and clear, then the client can only get very good results and suggestions for solutions in only a week.

Success stories

DWS 2019:

Jussi Suomilammi, CSE –Entertainment:

CSE Entertainment's goal was to find a variety of marketing tools.

The first group created a good foundation from the point of view of well-being at work, the second group introduced a highly thought-out application that will certainly be implemented in the future. Both solutions supported the sales and marketing of walls. From the Digital Wellbeing Sprint we got ideas to develop our business and thinking out of the box. A Very positive experience we can warmly recommend!

Jukka Salonen, Hublet:

Our company has received very important and interesting development ideas that will surely be utilized in the near future. Students were motivated and hardworking. The quality of results and work exceeded expectations!

Sakari Soini, Disior:

The goals come to fruition excellently and the DWS was positive for the company. We received clear and feasible suggestions that will help us take advantage of future measures. It was very profitable to be part of Digital Wellbeing Sprint.

DWS 2016:

Carita Savin, CEO, CTO, co-founder, Huoleti Oy:

I joined the Wellbeing Sprint in 2016 to practice to process - that's the way I learn: repeat the process and learn more every time. I never thought of becoming a startup CEO, and that's what I am now. Life is full of surprises. What a journey this has been! In the Wellbeing Sprint my team got the project from an initiate to find solutions to bring relief into cancer patients' recovery process. The medical care is of world class quality and majority of patients will survive, but their lives become miserable and very often the whole family is out of normal track when the disease is cured.

There was already over 120 small stories collected from patients and their loved one about what could have been better. And that where we started: categorizing the findings, creating Value proposition canvases, making trend analysis and future study, concepting, prototyping, getting feedback and making the concept even better. Trusting the process all the time. The Wellbeing Spring was great experience and a chance to learn the process in practise.

Together in multidisciplinary team with mentors from various fields: business development, healthcare, administration etc. And while the Huoleti concept got great feedback and many stakeholders suggested to commercialize it I got really good advice and support through Laurea's entrepreneurship activities. **Wellbeing sprint is a great place to do and learn. And to get strength to trust the process in all phases.**

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