

Retail Innovation Challenge



SERVICE DESIGN
WINTER SCHOOL
L I E R 2 0 1 9

Inno Challenge

Inno Challenge



Inno Challenge

Kick-off 23rd Oct
Week 43

Identifying the
Problem
Week 44

Clarifying the
Problem
Week 45

Ideation & Concept
Creation
Week 46

Concept Validation
Week 47

Pitching Solution
Week 48

Presenting your Idea
Weeks 49 & 50
Final 11th Dec

Team work

Coaching sessions (kick-off plus four workshops, 6th, 13th, 20th and 27th November)

Inno Challenge

COACHES



Marc Clerkx, lecturer @ Thomas More University College and chocolatier. Teaching (retail)marketing, creativity and 21st Century Skills. 15 years of experience as Marketing/Product Manager at several Belgian Companies, and Senior Project Manager at Flanders District of Creativity. Marc.Clerkx@thomasmore.be



Anna Hankimaa, international business & marketing lecturer @ Haaga-Helia. Excited about new digital service innovations. Enjoys jogging in nature.

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Ulla Huovinen, LL.M., principal lecturer in Haaga-Helia UAS. Focus on law and entrepreneurship and journalistic ethics. Enjoys various restoration and renovation projects, mushrooms and the first snowfall every year.

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Julia Heigl, B2B marketing & intercultural communications lecturer @ OTH Amberg-Weiden. Excited about helping companies to become more innovative and to master the digital challenge. Enjoys all kinds of sports in the mountains. j.heigl@oth-aw.de



Leena Korttilalli, Marketing & Int'l Business Lecturer @Haaga-Helia UAS. Keen on Les Mills and other group fitness workouts. leena.korttilalli@haaga-helia.fi



Olli Laintila, strategy & management lecturer @ Haaga-Helia. Curious about all kinds of new things. Enjoys family and sports. olli.laintila@haaga-helia.fi



SERVICE DESIGN
WINTER SCHOOL
LJUBLJANA 2017

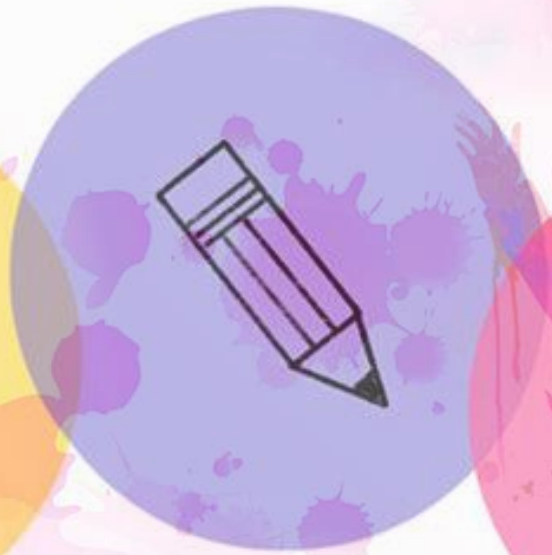


SERVICE DESIGN
WINTER SCHOOL
KAUNAS 2018



SERVICE DESIGN
WINTER SCHOOL
LIER 2019

EMPATHIZE
↓



↑
DEFINE

IDEATE
↓



↑
PROTOTYPE



TEST
↓





T#E TRENDING STORE



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