

Productization of figure skating in Vierumäki

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<p>Vierumäki commissioned the thesis and the time of the work was in autumn 2020 and spring 2021. The aim of the thesis was to develop new figure skating products for Vierumäki, which would increase the use of Vierumäki's services and offer a more diverse camp offer for figure skaters. The interview utilized an interview with Vierumäki's staff and collected information on the current camp offer, as well as mapped the need for new products.</p> <p>The literature review of the thesis focused on productisation as a whole and service design. Vierumäki's annual figure skating clock was utilized to find out possible times for future camps and to map Vierumäki's current camp offer on an annual basis. A survey was also sent to figure skating clubs to find out the interest or need of synchronized skaters for new camp products. After this background work, Vierumäki's staff were interviewed about possible wishes and expectations for new products.</p> <p>A product called Happy Skater was formed with the working group, under which four different camp products developed for the summer of 2021. The product is part of Vierumäki's service offering and is aimed at developing individual skills for figure skaters. The camps are aimed at both individual and synchronized skaters and can be attended by several different hobby and competition series.</p>	
Keywords Productization, figure skating, service, Vierumäki	

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1 Introduction

Vierumäki is a sport institute which is focused on sport coaching and education whose main activities are sports, health sports and sports training. The Finnish Figure Skating Association and the Vierumäki Coaching Center (Olympic Training Center) together organize camps, coach training, as well as seminars and other events for all coaching groups in Vierumäki (Vierumäki).

Figure skating is an interesting sport for many and according to a sports survey conducted in 2010 (National Sports Survey), it was practiced by about 200,000 Finns, of whom about 8,000 were competing skaters (Finnish Figure Skating Association). In Finland, figure skating can be practiced all over Finland in a total of 84 different clubs, which are divided into 7 different areas. Competitions, trainings, camps and other events are organized within the areas, and each area has its own regional manager (Finnish Figure Skating Association).

The goal of this product was to create Vierumäki's own services for figure skaters. The theory sections focus on productization and progress from product construction to marketing. In addition to the literature review, an interview and a questionnaire were used to provide a more comprehensive understanding of what the product should look like.

2 Figure Skating

2.1 Figure Skating in Vierumäki

The Finnish Sports Institution in Vierumäki is an international education and coaching center specialised in different degrees of physical education, coaching and a variety of sports services. Operating under the ministry of education and culture, Vierumäki markets, produces and develops different services for both national and international uses. Vierumäki is also the official training center of the Finnish Olympic committee (Vierumäki).

As a sport, figure skating requires very versatile spaces for training. The two ice skating rinks and multiple spaces for off ice training of the Sports Center, as well as the versatile outside training possibilities enable an efficient training environment for skaters during training camps and practices (Vierumäki). The Finnish Figure Skating Association has chosen Vierumäki as their official training center. In addition to training camps, a variety of different events and seminars also take place in Vierumäki (Vierumäki).

In addition to the versatile training environment, there is also a variety of different training camps for skaters of all levels. The combining of both studying and skating has been enabled by the Figure Skating Academy where a person studying the basic degree of sports counseling has the possibility to receive figure skating coaching in addition to school classes (Vierumäki).

Secondary school training camps are also a great way of combining school with figure skating training. These training camps were founded in 2016 and they are directed at goal-oriented figure skaters in secondary school (Vierumäki). The goal of these camps is to support young students in their studies and give them the tools to grow as an athlete and a figure skater (Vierumäki). They are given advice on time management while also aiming towards the improvement of life skills rather than only improving their physical skills and skills as figure skaters. The goal is also to give the students a perspective on how to combine studying and training at an early age and therefore the camps are great for young students whose schools are not within the Sports Academies network (Olympiakomitea).

2.2 Figure skating year clock Vierumäki



Figure 1. Figure skating year clock Vierumäki

2.3 Figure skating subcategories

2.4 Figure skating

Discipline training, jumps, pirouettes and weekly on-ice and off-ice training are a staple in an individual skaters life. If the goal is to compete, figure skating usually needs to be started by the age of 5. Figure skating is a versatile sport that also improves the skaters physical skills outside the skating rink. Off-ice training is a combination of strength- and mobility training as well as dancing and body control (Suomen taitoluisteluliitto).

The competition categories are defined by age and in Finland there are 16 different categories in total for individual skaters. In a younger age the transition between categories depends on age and skill level. But for the more demanding categories there are tests (Skatingfinland 2018). For individual skaters there are two different kind of tests, basic tests and element tests. The basic tests include different steps and step combinations and the goal is to evaluate the skaters basic skills, glides and steps. The element tests are more sport-specific and they include jumps and pirouettes. The element tests have six different levels and they are based on the requirements of the category and the difficulty level at the current time. With an accepted test score a skater can claim a spot from a competitive category (Suomen taitoluisteluliitto).

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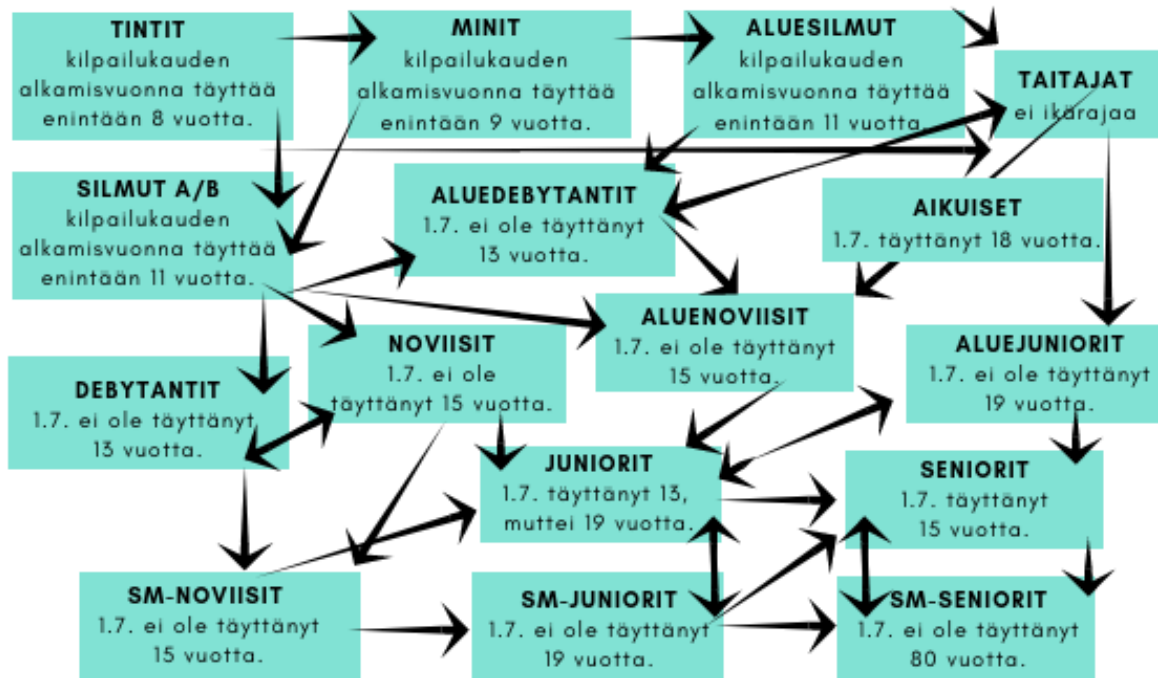


Figure 2 (Suomen taitoluisteluliitto)

The figure shows how an athlete's path can run in figure skating. First the skater starts from the **tintit** series, at which point the skater can be up to 8 years old. From the **tintit**, skater can move to either the **silmut** or the **minit** series. In the **minit** series, the skater can be up to 9 years old, if they have turned 9 during the year of the start of the competition season, while in the **silmu** series it is the same basis, but they have to have turned 11.

From the **minit** series the skater's path continues to the **aluesilmut**, where the age limit is 11 years. The skater has the opportunity to advance to either the **regional debutants** or continue the competition in the **taitajat** series, where there is no age limit at all. A skater can move to the **taitajat** series at any point.

After competing in the **silmut** series, the skater has the option to move to either the **debutants**, the **novices** or the **regional debutants**. In the **debutants**, the skater must not have yet turned 13 years old by 1.7 and in **novices** this age is 15. From both series, the

skater can move to the **SM- novice** series, where the skater must be under 15 years of age until 1.7.

From both of the **novice** series it is possible to move to the **juniors** series where the skater must be 13 years old by 1.7 but still under 19. From the **juniors** the skater can continue to either **SM-juniors**, **seniors** or **regional juniors**. In the **SM- juniors**, as well as the **regional juniors**, the skater must not have reached the age of 19 by 1.7. In the **seniors** the skater must have reached the age of 15 by 1.7. In the **SM-seniors** series a skater is allowed to compete until they reach the age of 80. There is also a separate competition series for **adults** in which you can compete if you have turned 18 by 1.7.

2.5 Ice dance

Ice dance is a subcategory for figure skating in which you skate and compete as pairs. A short and a free dance are part of an ice dancing competition and in these competitions jumps and tosses are not allowed. In this specific sport it is important to move as much as possible in a dancing position with your partner on the ice, while also staying in rhythm with the music. In ice dancing you can compete on a national or even on an international level. The first time ice dancing was part of the figure skating world championships was in 1952 (Suomen taitoluisteluliitto).

2.6 Adult skating

Adult skating is a big part of figure skating, because of it's growing interest among past competitive skaters as well as the parents of young skaters. The versatility, challenges and feelings of accomplishment in figure skating are reasons for many people to start figure skating in an adult age. There are over 30 clubs that offer both competitive and non competitive training groups for adults. Adults training with competitive goals also have the possibility to compete on a national level (Suomen taitoluisteluliitto).

There are other forms of skating available for adults besides single skating. Synchronized skating, ice dancing and one of the newest and a very popular form, fitness skating, are great options for adults that want to skate (Suomen taitoluisteluliitto). Adult age people's interest in sports in general has been growing and more people are looking for new sports related hobbies. A survey done in 2018 revealed that almost 40% of adults have thought about taking a new hobby (Olympiakomitea 2020).

2.7 Synchronized skating

The only form of figure skating that is performed as a team is called synchronized skating in which the teams skaters strive to perform as simultaneously and in sync as they can to the music. A synchronized skating competition program has mandatory elements such as series of slides, intersections as well as circles and blocks (Helsingin luistinklubi ry).

Synchronized skating is a sport that requires commitment and attendance in practice throughout the whole season. There are usually 12-20 skaters on ice during a competition program (Lahden taitoluistelijat).

3 Productization

3.1 Definition

According to Sipilä (1996,12), productization is the development of existing services into clear and understandable service chains or service processes to the point from which they can be offered to customers as they are. Basic models should also have the possibility to be tailored to the customers wishes or needs. (Sipilä J. 1996). Productization is a multi-stage plan for the practical implementation of product development that progresses through different stages (Sipilä 1996, 12).

Productization can be divided into two levels, internal and external productization (Tuominen 2015, 5). The development of internal operations invisible to the customer is part of internal productization (Sipilä 1996, 67). According to Tuominen, the basic tasks of internal productization are to describe and define the service process, operating methods and responsibilities (Tuominen 2015, 5).

In external productization, a common view of the service elements important to the customer are created and the service elements visible to the customer are described. These elements typically appear in sales materials and service descriptions (Tuominen 2015, 5).

For external productization to be successful, systematization of internal operations is needed. In internal productization progress is usually much faster than in external because internal productization builds the foundation for external productization and therefore can be seen as the more important level. Internal productization can be applied, for example, in quality control, management and the development of one's own competence (Sipilä 1996, 47-48).

According to Toivonen (2015, 7), the following benefits can be achieved through productization:

- The service can be made more equal, which means that the harmonization of operating methods and the sharing of know-how provide a basis for a service whose quality is not person-dependent
- The service can be made repeatable, allowing the service and the service process to be reproducible, "you don't have to reinvent the wheel every time"

- Cooperation and internal information sharing become more efficient when personnel participate in the various stages of productization
- The marketing and selling of the product are easier when there is mutual understanding of the product within the company
- The future development of the service will be smoother due to common understanding and communication.

Before productization, Tuominen (2015, 8) says there are certain characteristics that the service needs to have to see if it should or should not be productized. The certain characteristics that need to be taken into account are whether the service is financially viable, whether there is a customer need for the service, whether the company's expertise is sufficient to provide the service and whether the service fits the company's image (Tuominen 2015, 8).

3.2 Service

The definition of a service always includes the customer who is part of the production process and system (Kinnunen 2003,7). However, the concept of a service is a complex phenomenon and the word has several meanings. Although the service is most often related to the interaction between the customer and the service provider, personal interaction may still be left out (Grönroos 2009, 76-77).

According to Kinnunen (2003, 7), the service can be divided into two perspectives, the producer and the consumer perspective (Kinnunen 2003,7).

For the customer, the service is something they purchase and then use. It is a routine operation in everyday life and the customer mainly focuses on their own goals when using the service. The easier the service is to use, the greater the benefit is to the user (Kinnunen 2003,7).

There are three defining basic features in every service or product according to Grönroos: (Grönroos 2009, 79).

1. Services are processes, they consist of either functions or sets of functions
2. The production and consumption of a service takes place simultaneously, at least on some level
3. The customer can be considered, at least to some extent, as a co-producer in the service production process

The most important aspect of services is their processlike nature. The customer often participates in the service process and directly sees the operation within the process. People, information, systems and infrastructures are resources that are used often in direct interaction with the customer in order to find a solution to their specific problem or need (Grönroos 2009, 79).

When building a service, the entire package is assembled from three parts, which are the core service, the support service and the additional service. The purpose of the core service is to match the needs of the customer. The core service is surrounded by support and additional services, either to enable the use of the core service or to give the customer more choice. Support and additional services can also be used just to create the desired image of the service for the customer. Often the complete absence of support and additional services has a far bigger impact, because it lowers the customer's quality image and might even result in the loss of customers (Sipilä 1996, 64).

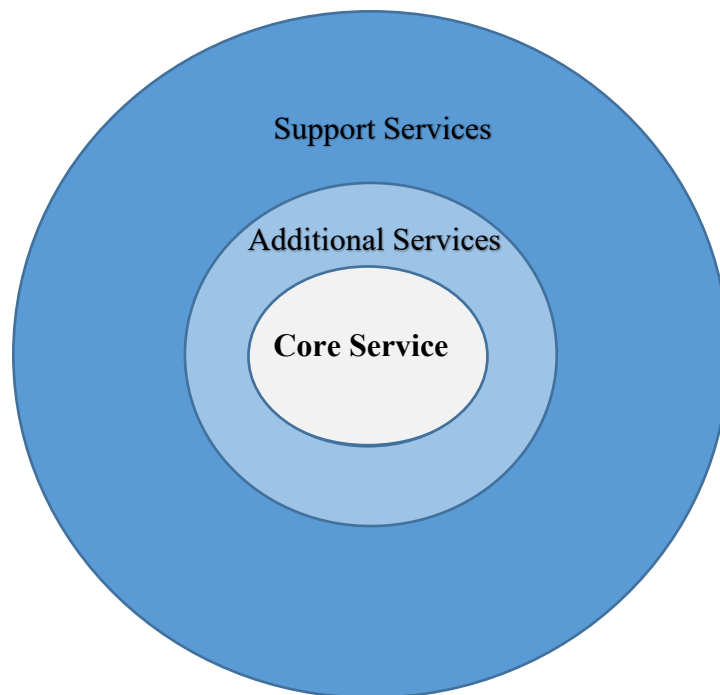


Figure 3. Basic elements of the service (Applied, Sipilä 1996, 64).

3.3 Service design

Service designing is action where you combine old things in new ways and with this procedure you can also develop existing services as well as create new ones. With visualizing and picturing you make the invisible parts of the service visible with the goal to make economically and ecologically sustainable products (Tuulaniemi 2011, 24-25). In the center of all services is always a human being, a customer. This also applies to service designing. You must always take the customer's needs and expectations into account as well as the goals of the service provider (Tuulaniemi 2011, 25 & 71).

According to Tuulaniemi (2011, 12) the definition of service design is challenging but it brings new ideas and aspects into the service culture (Tuulaniemi 2011, 12). Arantola (2008, 27) and Kaufman (2012, 9-10) on the other hand see service designing as a planning process of service events where you take the customer's needs into account with the aspect of participatory productization (Arantola 2008, 27; Kaufman 2012, 9-10).

When comparing services with physical goods, services have many advantages. Energy consumption is much lesser in services compared to making or disposing physical goods. We can now move from consuming resources to dividing them (Tuulaniemi 2011, 17).

Table 1. (Applied Tuulaniemi 2011, 17)

Physical product, goods	VS	Service
Production facility, warehouse, store	><	Service environment
Significant capital investments	><	No large tied-up capital
Significant consumption of natural resources	><	No significant consumption of natural resources
High energy consumption	><	Low energy
Ownership	><	Renting, lending, leasing
Goods	><	Interaction
Tangible	><	Experience
Static	><	Dynamic

3.4 Service design process

Tuulaniemi (2011) describes the processes as logically advancing and repeated operations. With these processes we save time and resources for them to be utilized more in the creative work (Tuulaniemi 2011, 126). The process of product development consists of five different levels which are definition, research, planning, execution and evaluation (Tuulaniemi 2011, 127).

Table 2. Service design process (Applied Tuulaniemi 2011, 130-131).

Definition	Research	Design	Service production	Evaluation
<ul style="list-style-type: none"> • Getting started • Feasibility study 	<ul style="list-style-type: none"> • Customer understanding • Strategic planning 	<ul style="list-style-type: none"> • Ideation and conceptualization • Prototyping 	<ul style="list-style-type: none"> • Piloting • Launching 	<ul style="list-style-type: none"> • Continuous developing

The first step of product development, definition, is divided into two sections, beginning and pre research. Definition is started by defining the organizations needs, goals, budget and customer base/target group. The beginning stage's goal is to create a description and definition of a possible challenge in the planning stage.

In the next stage of definition, pre research, an analysis is made of the service providers operating environment as well as their present situation and goals for the future. The analysis is made to find out the organizations present market-position and possible competition and to define the target group. The goal of this stage is to seek information about the organization and understand it's goals (Tuulaniemi 2011,130-132).

The second phase, research, is divided into customer understanding and strategic planning. In the customer understanding phase, the wishes and goals of customers and persons providing the service are examined and the everyday life of the target group is studied. The aim is to create an understanding of users' expectations and needs.

Strategic planning begins with designing a business model and identifying opportunities and creating customer strategies. The aim is also to determine the factors that make it possible to stand out and the market position, with the aim of further specifying the organization's goals from a strategic point of view (Tuulaniemi 2011, 130).

The design phase consists of brainstorming and conceptualization as well as prototyping. In the brainstorming phase, ideas are tested with target groups and developed with the target group. Determine which of the ideas work and further develop them. The goal of this phase is to create alternative solutions to the design challenge.

The definition of service channels as well as channel strategies will begin to be created during the prototyping phase. Together with the target groups, the elements of the service are tested and the aim is to find the critical parts of the service. The goal of testing ideas and concepts is to plan the development of the service (Tuulaniemi 2011, 131).

Piloting and launch are part of the fourth phase, which is the **service production phase**. At this stage, the service will be launched and practical pilots will be launched. According to the feedback received, the service will be developed and the business plan will be finalized. The aim of the pilot phase is to get the service concept evaluated by customers. After the piloting, there will be a product launch, in which case the service will be launched publicly. The purpose of this step is to create an understanding of what it takes to provide a service (Tuulaniemi 2011, 131).

In the last stage of the service design process, **the evaluation** focuses on the continuous development of the service according to feedback and needs. At this point, the service also moves from the development space to the production space, and the goal of the evaluation phase is to get the service to the production space (Tuulaniemi 2011, 131).

3.5 Productization of figure skating in Vierumäki

When producing figure skating in Vierumäki, it is important to start researching the figure skating year clock (Figure 1). Vierumäki is generally quiet from the end and beginning of the year, so more activity would be needed for the period October-March.

Vierumäki has a lot of different services to offer for all ages, as well as good outdoor activities in nature, so it would be desirable to take them into account when creating the product. The camp program can include swimming and sauna, climbing in Flow-Park or nature adventure. When services are utilized in a variety of ways, the product will benefit all Vierumäki's operations equally.

Of course, it is also important that the product created is financially viable. The cost of the ice rink, for example, is quite expensive and it would be desirable to increase the use of the ice rink. The ice rink is in heavy use on weekday evenings and in summer, but more activities would be desirable, especially during the day when the use of the ice rink is really low. The desire would be to increase the use of resources, without forgetting good and quality content.

Product construction in Vierumäki is based on creating a product card. The product card must contain a detailed description of the product's content, the price of the product and the necessary reservations. Space and accommodation reservations must be made through Vierumäki's systems, and the mapping of the premises is one of the first things to do when the product card is created. The product card is finalized by the pricing for which the product creator is responsible. Two weeks before the sale, the product card is sent to the sales and marketing team for production. However, the creator of the product card must create a preliminary program and an information letter on Vierumäki website.

The product and price working group reviews the completed product card and either requests clarifications or approves the product card as it is. After this stage, you start planning the marketing of the product - how to best reach the customers, what the target group of the product is and what measures you want to market the product with. The marketing team is primarily responsible for this, but the product creator is involved in marketing planning.

After these steps, the product is ready to go on sale in the online store. The website will provide current information about the product as well as a link to the online store where

the product can be purchased. At this stage, it is important to check that the space reservations are in order and that the information on the website is up-to-date. Registration, recruitment and program creation must also be done.

(Tiikkaja, 23.11.2020)

4 Marketing

Marketing can be defined as a form of management whose task is to produce a combination of marketing tools that suits the company's goals and is effective (Anttila & Iltanen 1993, 13-14). Grönroos (2009), on the other hand, sees marketing as a broad entity in which the entire company should participate. He divides marketing into three areas: way of thinking, way of organizing, and set of tools and actions (Grönroos 2009, 315).

In the first stage, marketing is viewed as **a way of thinking**, a philosophy. The entire company's personnel should be guided by the same thought model, according to which the opinions of the company's customers about the services should be used in marketing (Grönroos 2009, 315).

To avoid conflicts, the company must know how to **organize** the company. The company should invest holistically in customer relationship management, especially in situations where there is interaction in order to keep customer relationships under control and the overall impact of marketing is positive (Grönroos 2009, 316).

The last step when looking at marketing is to think of marketing as **a set of tools and actions**. Tools are a visible part of marketing to the customer and therefore also important for successful marketing. However, if diverse results are desired, all the above methods must be taken into account in the marketing (Grönroos 2009, 317).

The aim is to influence the demand for a product or service through marketing, and its main task can be thought of as not only influencing the demand but also satisfying or even creating it. Marketing can be used to influence the responsible use of customers' products and services instead of creating consumption hysteria (Anttila & Iltanen 1993, 19).

4.1 Sports marketing

Sports marketing aims to cover the needs of sports consumers and to market sports products to consumers. Amateur marketing and audience marketing are two aspects of sports marketing that aim to activate consumers to the desired activity (Alaja 2000, 27-28).

Sponsorship co-operation is a competitive advantage in sports marketing, which enables us to increase resources and make the sports product more tailored to better meet the wishes of consumers. The marketer's commercial risk is also reduced and the partner receives business benefits from the sponsoring communities (Alaja 2000, 30).

5 The aims of the project

5.1 Background and aim of the thesis

Vierumäki's camp offer for figure skating has been largely based on the Finnish Figure Skating Association's camps and some individual camps. However, when looking at the figure skating year clock in Vierumäki, you will notice that it would be possible to organize more camps in Vierumäki during the year. The goal of the product was to increase activities in figure skating in Vierumäki and to create Vierumäki's own products. The goal was to increase the use of both the ice rink and Vierumäki's other services, and to offer figure skaters a variety of camp products. Vierumäki's own products were intended to enable skaters of all levels to participate in camps. The products were also intended to provide an opportunity for non competitive and adult skaters to participate in camps.

6 Project planning

6.1 The stages of the project

The thesis started in the autumn of 2020 and was commissioned by Vierumäki. The assignment was to develop new products for Vierumäki in the field of figure skating. The schedule and content of the thesis were discussed with Riina Valto, who distributed the materials related to the work. At the beginning of the work, a survey was commissioned for figure skating clubs in order to map the need for camps and thus obtain information for future products. Due to Vierumäki's wishes and the perception of the whole, an interview was also conducted with Jukka Tikkaaja, a member of Vierumäki's staff.

6.2 Survey for figure skating clubs

The current camps in Vierumäki are largely aimed at solo skaters. The aim of the survey was to map the need for synchronized skaters and their interest in camps in Vierumäki. Based on the answers, it was possible to design camp products that would also meet the needs of synchronized skaters.

The survey was conducted electronically and the survey was sent by e-mail to 16 different parts of Finland to figure skating clubs with a synchronized skating team or teams. The questions selected for the survey were created in such a way that they show the services previously used by the teams in Vierumäki and the request about which services they would like to use in the future. The survey consisted of a total of five questions, three of which were multiple-choice questions and the rest were free-form.

6.3 Survey results

The survey was sent out in mid-November and the response time was until the end of the year. A total of 6 responses were received to the questionnaire. Despite the small number of responses, the results were rather one-sided and provided the necessary information for product creation.

Most of the respondents had not been to any camp on Vierumäki before and two clubs replied that they had only been to the club's own camps. Five of the six clubs replied that there was a need for an individual skill camp for synchronized skaters, and all clubs replied that if an individual skill camp or a upper secondary school camp were organized in Vierumäki, they would be interested in it.

At the end of the survey, space was left for free-form answers as to what kind of services or content would be needed, and the answers highlighted the need for a test package tailored for synchronized skaters and to make it easier to book camps.

7 Result of the project

As a result, a product called Happy Skater was developed for Vierumäki. The product is aimed at figure skaters and the first camps are scheduled for summer 2021. An interview with Jukka and a survey of synchronized skating teams were used to create the product. The current offering of figure skating camps was mapped out together with the product group and the aim was to create a product that could stand out.

7.1 Happy Skater

The final product developed for Vierumäki was Happy Skater. The name was wanted to be easy to remember and to reflect the nature of the camp. Happy skater - the name is intended to create a positive training atmosphere as well as encourage each participant to enjoy training.

Under the Happy skater entity, four camps were created for the summer of 2021. Each camp has its own target group, but the common theme of each camp is expression on both ice and land. Within the product group, responsibilities for ice training, ancillary training and other activities have been divided. The aim of the camps is to offer skaters of all levels and ages the opportunity to participate and also utilize Vierumäki's services in as diverse a way as possible.

The camps are aimed at solo skaters as well as synchronized skaters who want to develop their individual skills. A separate test package was also tailored for the skaters, which was arrived at based on the answers to the survey produced.

8 Conclusion

The aim of the thesis was to create new figure skating products for Vierumäki. The result was the Happy Skater concept, which first camps will take place in the summer of 2021. When creating the complex, the already existing summer camps, survey results from synchronized skaters and Vierumäki's figure skating annual clock was taken into account.

The Happy Skater complex includes a diverse camp offering, which focuses not only on the basic elements of figure skating but also on expression skills both on ice and on land. The name of the concept was chosen to stand out from the crowd as well as encourage positive practice. The aim was to make the product as versatile as possible and to offer skaters of as many levels as possible the opportunity to participate, both solo skaters and synchronized skaters. Based on the survey produced, it was decided to include a separate test package for the synchronized skaters in the camps, which will hopefully be in demand in the future as well.

The purpose of creating the concept was to create a product that could be kept in Vierumäki's permanent selection. Continuity would be desired for the product, as well as new camp products also outside the summer camps. In terms of the versatility of the camps and their easy adaptability, the concept can certainly be used to create other products in the future to complement Vierumäki's figure skating annual watch.

The productivity of the Happy Skater concept will not be seen until the summer of 2021, when the camps will be launched. However, the product is believed to be of sufficient interest, taking into account the current number of figure skating camps held in Finland and the age range of the camps, which enables a wide range of participation for people of all ages and levels.

The work could have been further improved by taking the idea further and utilizing the annual clock for the non-summer months as well. However, the intention was to create products for Vierumäki and here would have been a good opportunity to develop the idea for other areas of figure skating as well, such as ice dance and synchronized skating. The challenge, perhaps in part, was time, if the thesis had been continued for another half a year, more products would probably have been made. In retrospect, it would have been good to implement the work together with another student, in which case it would have been possible to share opinions and thoughts together and develop ideas into products.

During doing the thesis I learned a lot what happens behind the ready product. Requires a lot of time, ideas as well as staff to get a new product created. My skills grew a lot as I did the groundwork and became familiar with productization as a concept and theory. At the product design stage, I noticed that it's not quite self-evident that something comes out of all ideas. In addition to a good idea, background information on existing products is needed, the budget needs to be calculated and there is a need to consider whether there is a demand for the product. It is also necessary to consider the benefits for the party marketing the product and whether the product fits Vierumäki's image.

I feel that I have got a good foundation on how to start creating a new product. If I were to start designing a product at the moment, it would be much easier to think from the outset about a product that might be available for sale. It would be easier to take into account the budget and other influencing factors from the outset as more background information has accumulated. Overall, doing the work was really instructive and provided a lot of knowledge and skill for the future.

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Attachments

Attachment 1. Happy Skater 1,2 & 3 Product card

Tuotteen lyhyt kuvaus – Taitoluistelun kesäleiri

Mistä tuotteesta on kyse? – Ilmaisupainotteinen taitoluisteluleiri tekniikalla höystettynä. Monipuolista oheisharjoittelua rotaatiokoneesta Flow Parkiin ja tanssiin.

Valmentajina: Riina Valto, Mervi Liimatainen, Lotta Malinen ja Aino Salminen.

Mitkä ovat asiakkaan 1-3 tärkeintä syytä ostaa tuote: Luistelun iloa jäällä ja hauskoja haasteita maalla, omien taitojen kehittäminen laadukkaassa valmennuksessa oman taitotason mukaisessa ryhmässä, elämyksiä ja leirielämää monipuolisessa ympäristössä.

Kohderyhmä(t): Kaikille kilpa- ja harrasteluistelijoille, 7-15 vuotiaille ja aikuisille

Alustavat kanavalinnat missä tuotetta markkinoidaan: Nettisivut, yhteistyökumppanin kanavat, Instagram (taitoluistelulle oma somekanava Vierumäelle), Facebook.

Aikataulu milloin markkinoidaan: tammi-huhtikuu 2021

Reunaehdot tai muuta kriittistä huomioitavaa (esim. logot / teksti): Markkinointimateriaali täytyy käydä läpi taitoluistelun tuoteryhmän kanssa

Mitä markkinointimateriaalia tarvitaan: Julisteita / flyerit seuroihin vietäväksi / jaettavaksi

Tarvitsevatko nettisivut päivitystä: Kyllä

Jos vastasit kyllä, kirjaa muutettavat asiat: uusi alisivu, Kesäleirit

Jos nettisivut ovat olemassa, ilmoita osoite: vierumaki.fi/taitoluistelu

Tuotteen tarkempi sisältö (ranskalaisin viivoin mitä asiakas saa):

- 2 jääharjoitusta päivässä (tulopäivänä 1)
- 2 oheisharjoitusta päivässä

- Rantasauna & letturanta
- Flow Park kiipeily, volttiareena

Attachment 2. Happy Skater 4 Product card

Tuotteen lyhyt kuvaus – Taitoluistelun kesäleiri

Mistä tuotteessa on kyse? – Ilmaisupainotteinen taitoluisteluleiri tekniikalla höystettynä. Monipuolista oheisharjoittelua rotaatiokoneesta Flow Parkiin ja tanssiin.

Valmentajina: Riina Valto, Mervi Liimatainen, Lotta Malinen ja Aino Salminen.

Mitkä ovat asiakkaan 1-3 tärkeintä syytä ostaa tuote: Luistelun iloa jäällä ja hauskoja haasteita maalla, omien taitojen kehittäminen laadukkaassa valmennuksessa oman taitotason mukaisessa ryhmässä, elämyksiä ja leirielämää monipuolisessa ympäristössä.

Kohderyhmä(t): 13-20 vuotiaalle tavoitteellisille taitoluistelijoille

Alustavat kanavalinnat missä tuotetta markkinoidaan: Nettisivut, yhteistyökumppanin kanavat, Instagram (taitoluistelulle oma somekanava Vierumäelle), Facebook.

Aikataulu milloin markkinoidaan: tammi-huhtikuu 2021

Reunaehdot tai muuta kriittistä huomioitavaa (esim. logot / teksti): Markkinointimateriaali täytyy käydä läpi taitoluistelun tuoteryhmän kanssa

Mitä markkinointimateriaalia tarvitaan: Julisteita / flyerit seuroihin vietäväksi / jaettavaksi

Tarvitsevatko nettisivut päivitystä: Kyllä

Jos vastasit kyllä, kirjaa muutettavat asiat: uusi alasivu, Kesäleirit

Jos nettisivut ovat olemassa, ilmoita osoite: vierumaki.fi/taitoluistelu

Tuotteen tarkempi sisältö (ranskalaisin viivoin mitä asiakas saa):

- 2 -3 jääharjoitusta päivässä
- 2 oheisharjoitusta päivässä
- Rantasauna & letturanta
- Flow Park kiipeily, volttiareena

Attachment 3. Example of a weekly camp schedule

Happy Skater 21 Minit, Tintit, Taitajat, Aikuiset

Maanantai 7.6.

- 13.00-13.30 **Avausinfo**
- 14.00 Majoittuminen
- 14.30-16.00 Ryhmäytyminen, oheisharjoittelu
- 17.00-18.00 **Päivällinen**
- 17.30-19.30 Jää (ilmaisu), mahd. 2 kenttää samaan aikaan
- 20.-21.00 Oheisharjoitus (UH1)
- 21.00 **Illtapala**

Tiistai 8.6.

- 07.00-07.45 **Aamupala**
- 9.00-10.00 Oheisharjoitus, 2 tilaa
- 10.00-11.00 Jää R2
- 11.00-12.00 Jää R1
- 12.00-13.00 **Lounas**
- 13.30 Kiipeily Flow Parkissa
- 17.00 **Päivällinen**
- 18.00-19.00 Jää R1
- 19.00-20.00 Jää R2, oheinen R1 (Volttiareena)
- 20.15-21.00 Oheinen R2 (Volttiareena)
- 21.15 **Illtapala**

Keskiviikko 9.6.

- 06.30-07.30 **Aamupala**
- 09.00-10.00 rotaatiokone R1
- 10.00-11.00 Jää R1, oheinen rotaatiokone R2 (yleistila)
- 11.00-12.00 Jää R2
- 12.00-13.00 **Lounas**
- 14.00-15.00 Tanssi/ Ilmaisu R1
- 15.00-16.00 Tanssi/ Ilmaisu R2

- 17.00-18.00 Jää kaikki (Ilmaisu), 2 kenttää
- 18.00 **Päivällinen**
- 19.00-20.30 Saunominen, rantsauna
- 20.30-21.30 **Letunpaisto** ja illanvietto, Valkjärven nuotiopaikka

torstai 10.6.

- 07.00-08.00 **Aamupala**
- 09.00-10.00 oheinen R2
- 10.00-11.00 Jää R2, oheinen R1
- 11.00-12.00 Jää R1
- 12.00 **Lounas**
- 13.00-14.00 JÄÄ loppunäytös: **Esitykset**
- 14.15-15.00 **Leirin päätös, jäähalli**