

**AALTO
VENTURES
PROGRAM**

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Intelligence in buildings

User centered design

Introduction to

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Aalto Ventures Program

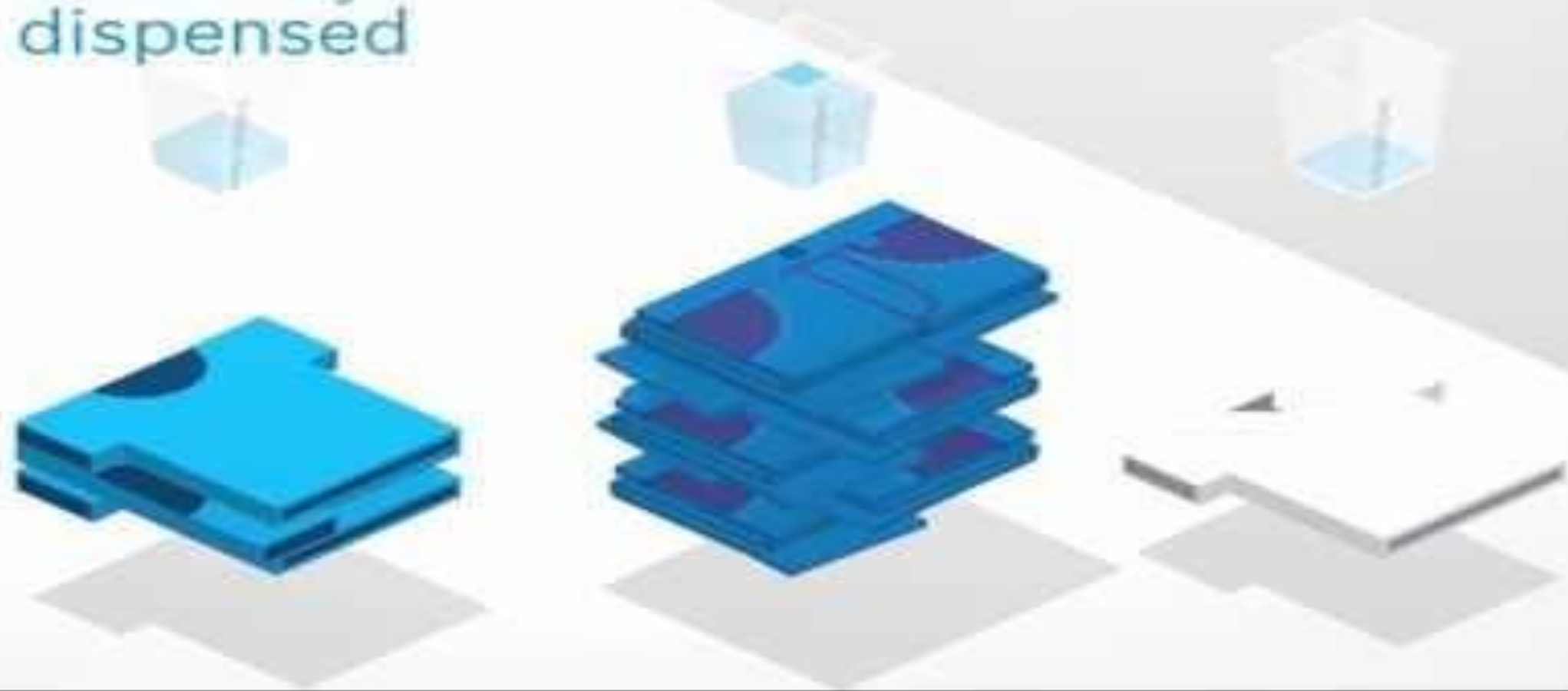
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Facebook.com/aaltoventuresprogram

A man with short dark hair and glasses, wearing a light-colored suit jacket over a white collared shirt, is seated in the driver's seat of a car. He is looking out the passenger-side window with a thoughtful expression. The background outside the window shows blurred green foliage, suggesting the car is in motion. The interior of the car is dark, and the lighting is soft, highlighting the man's face and the texture of his clothing.

Reminds you
to take out the laundry

efficiently
dispensed



**Which one would you buy?
Why?**

Add your comments in the Jamboard

<https://jamboard.google.com/d/1cNQwKtB4BmCtJMo5r8MiDFO-4opx0GGurSbGegTZYH8/viewer?f=0>

2 paradigms

- Technology/research driven
 - Innovate and implement technology
 - Try to commercialize the end result
- User driven
 - Understand user/customer/stakeholder needs
 - Build product/service and business around the user need

Goal of the day

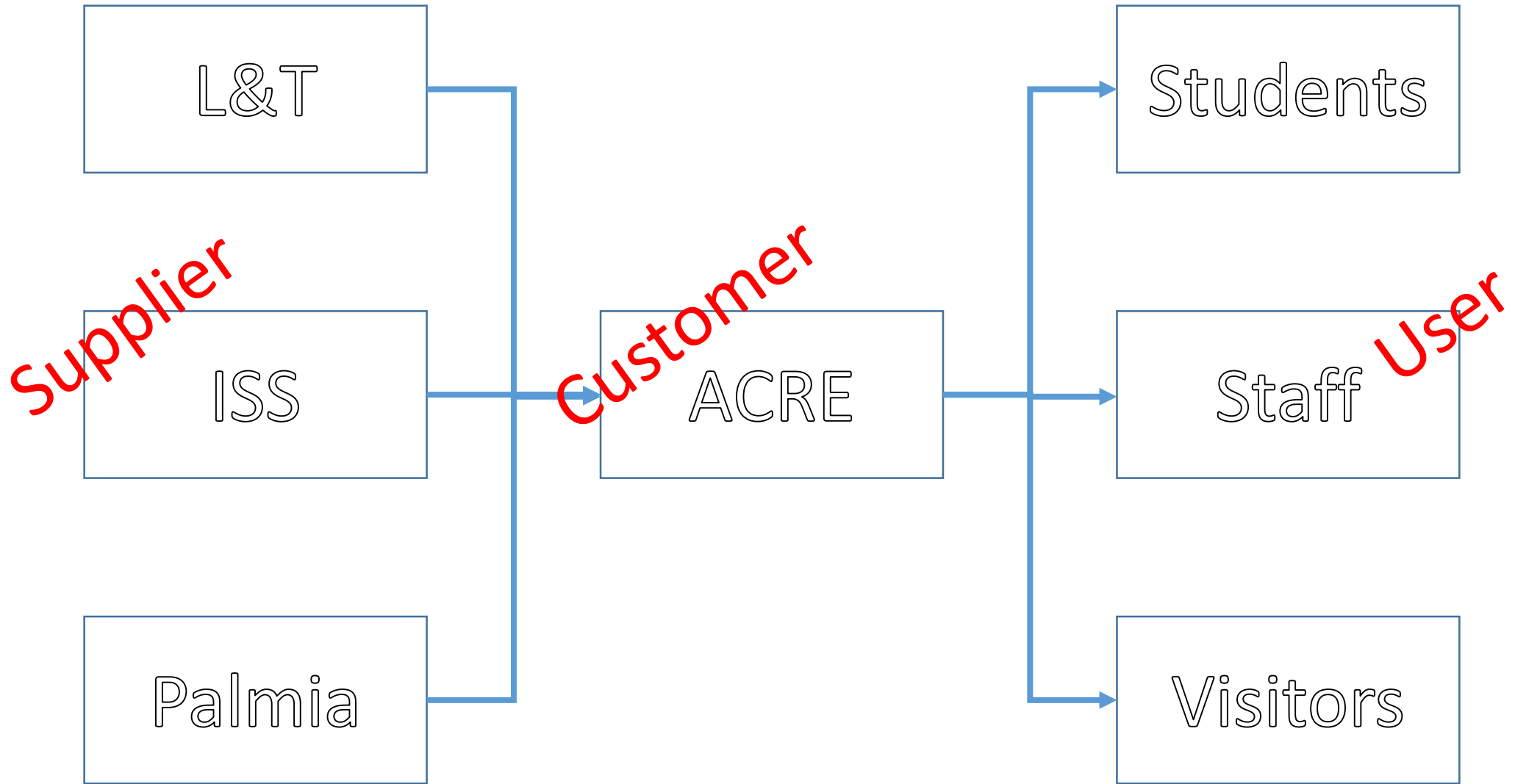
Introduction to **user centric**
development of new business

**Systematic
discovery and validation
of customer needs
and fulfilling those needs
as a sustainable business.**

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Case

Improving maintenance services



Summary of companies

Company	Activity	Other observations
L&T	Indoor technical maintenance, outdoor areas maintenance	Dominant incumbent
ISS	Indoor technical maintenance, outdoor areas maintenance	Just 2 building on campus, expansion strategy?
Palmia	Cleaning	

Who is **your** customer?

Improvements

- ACRE – solution that ACRE could put in place
- Suppliers – solution that suppliers could take into use

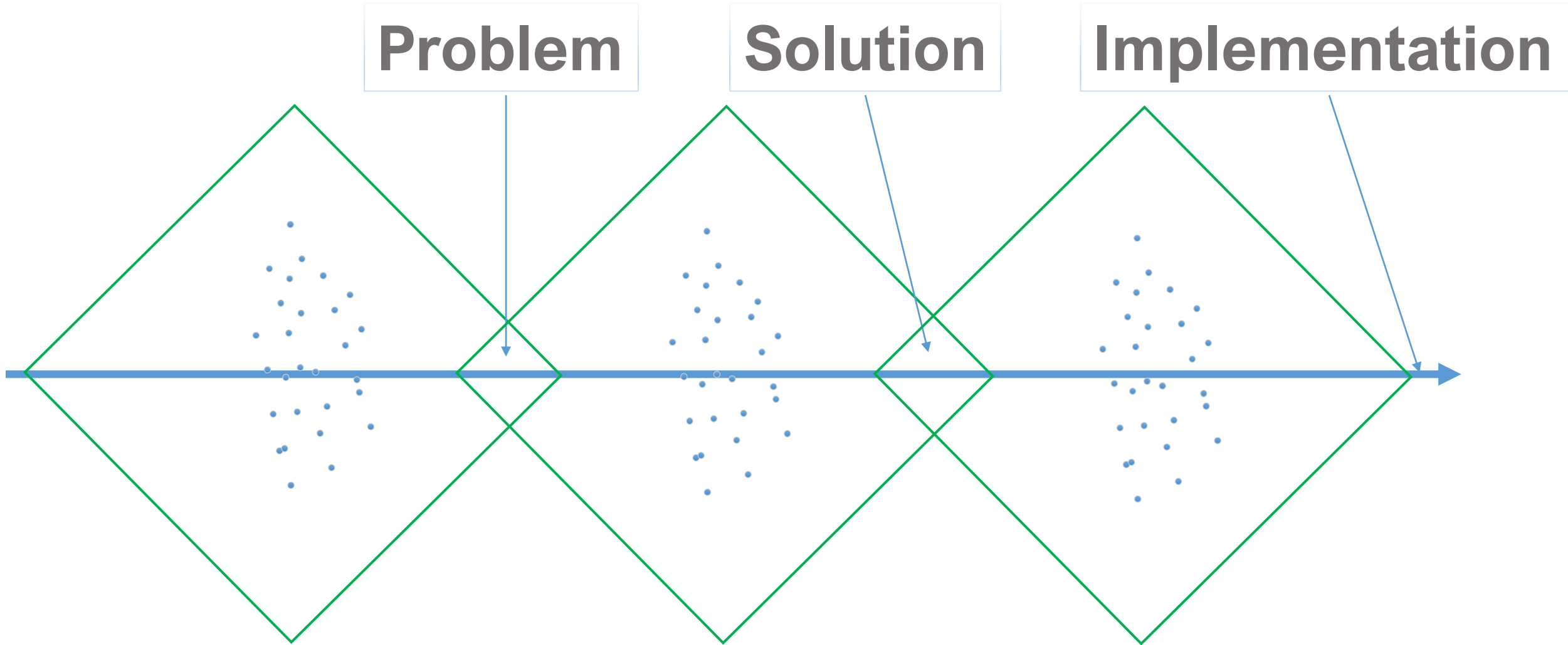
Totally new solutions

- Startup – new, unmet business opportunities

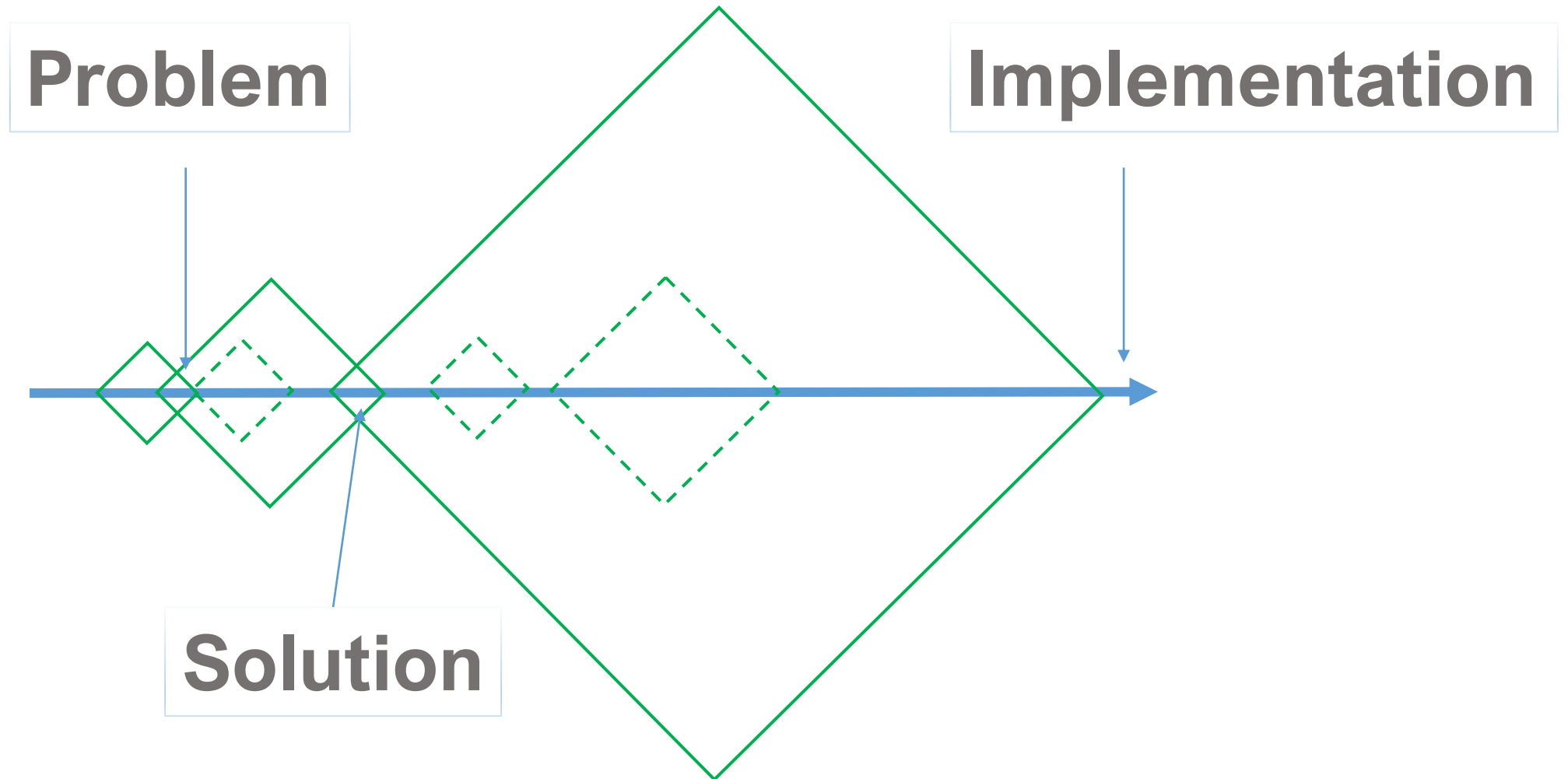
2 paradigms – what is success?

- Technology/research driven
 - Success criteria: it works (as planned)
- User driven
 - Success criteria: customer buys and likes the product/service

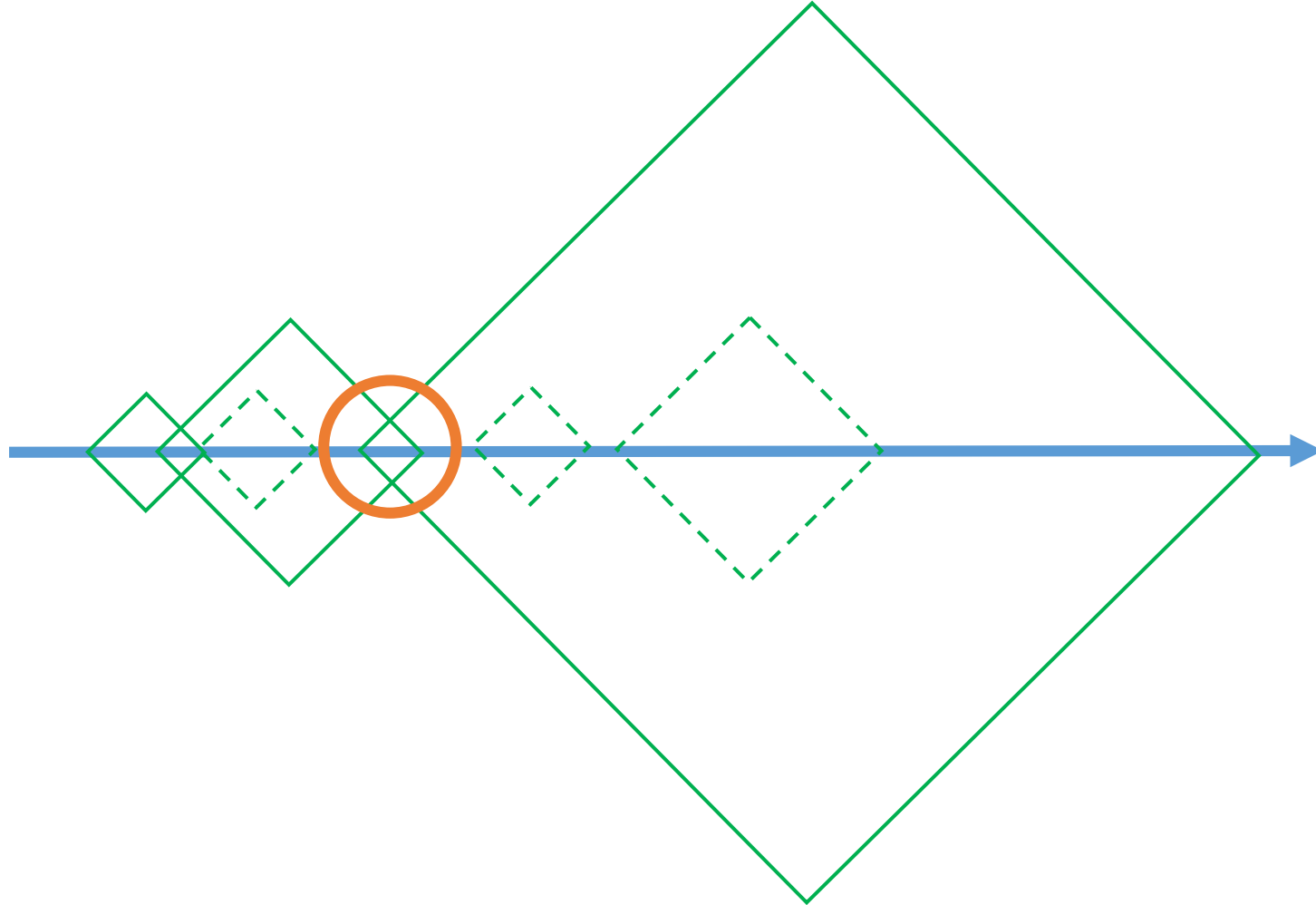
The triple diamond



Resource use



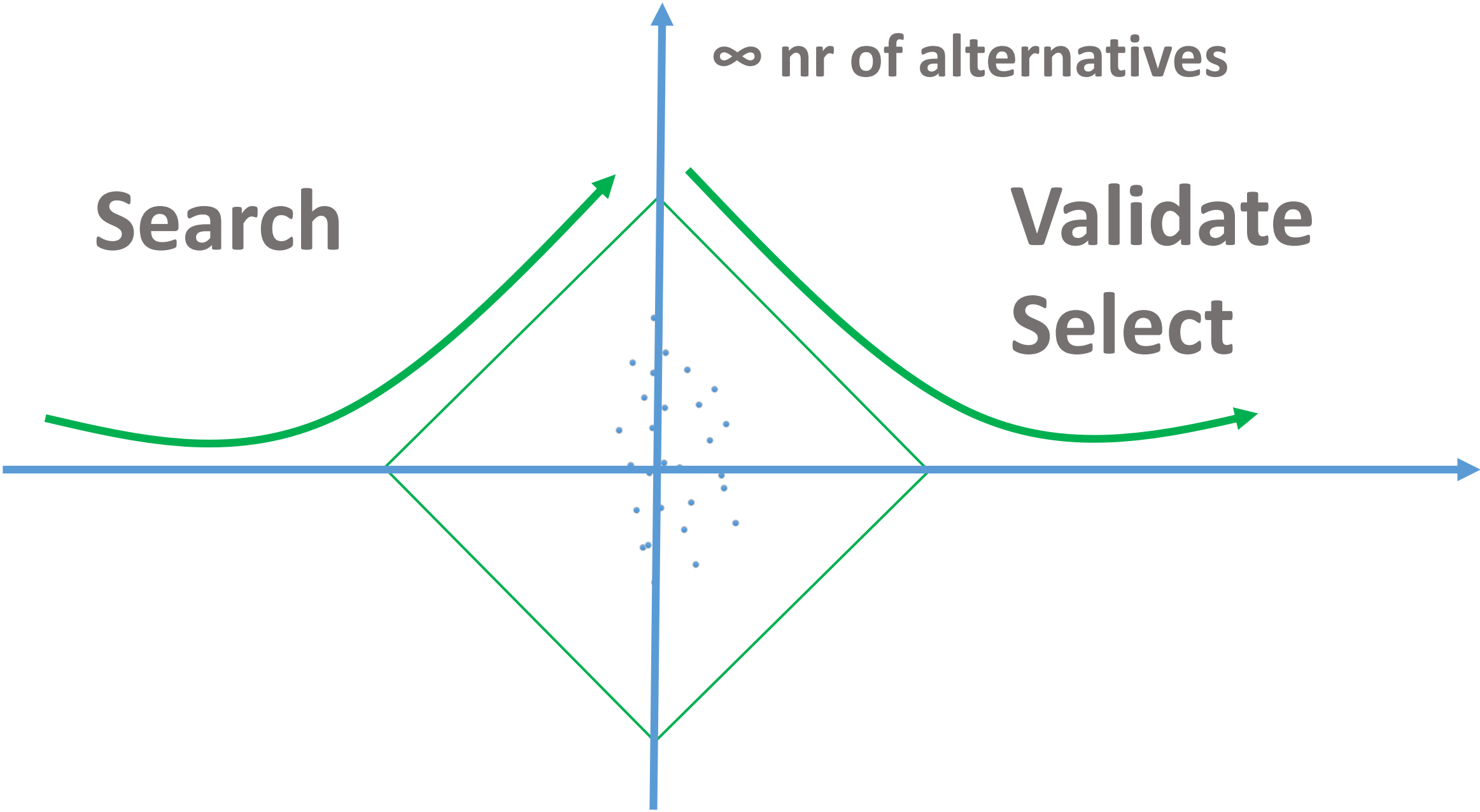
Technology driven development Starting with the "solution"



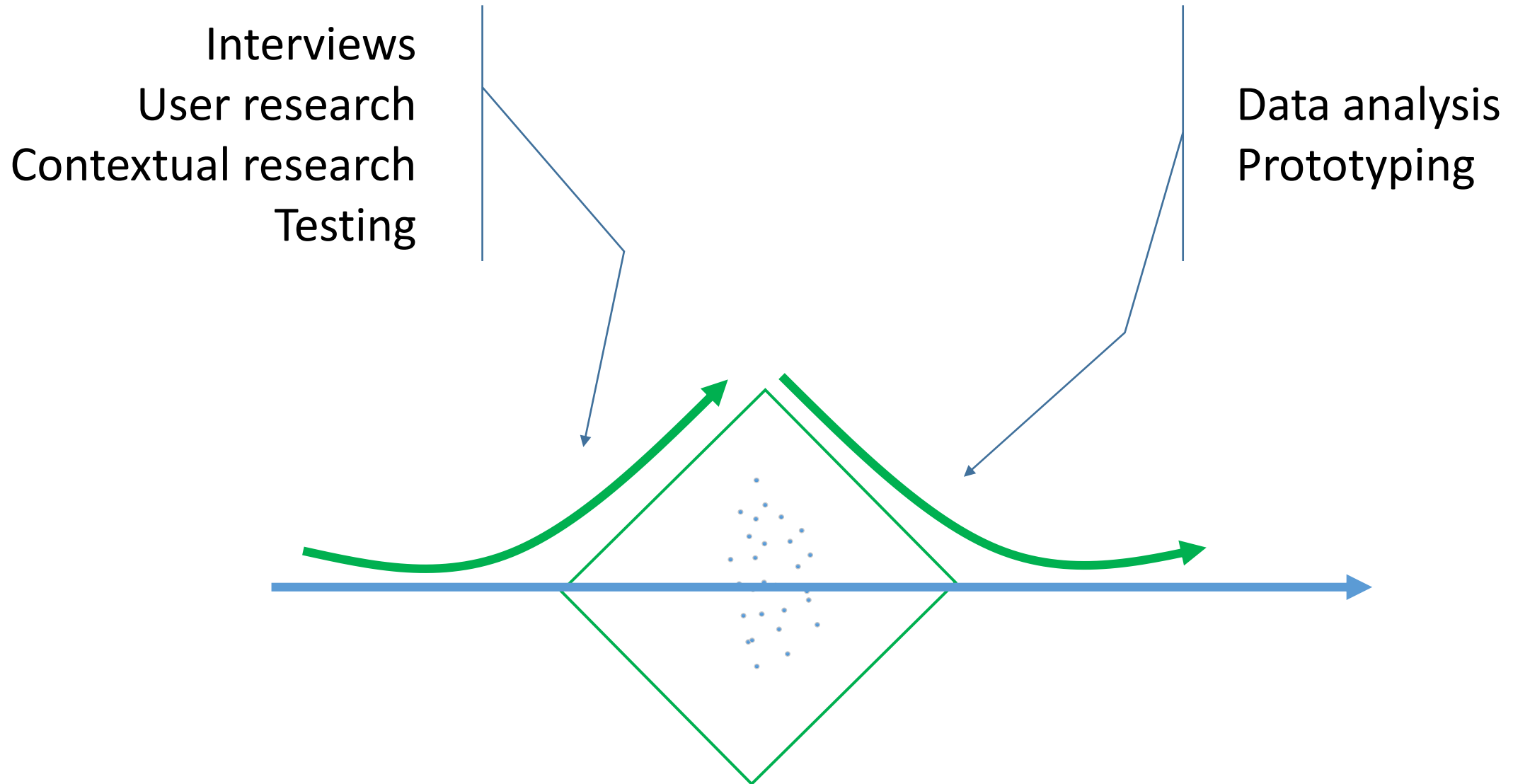
∞ nr of alternatives

Search

**Validate
Select**



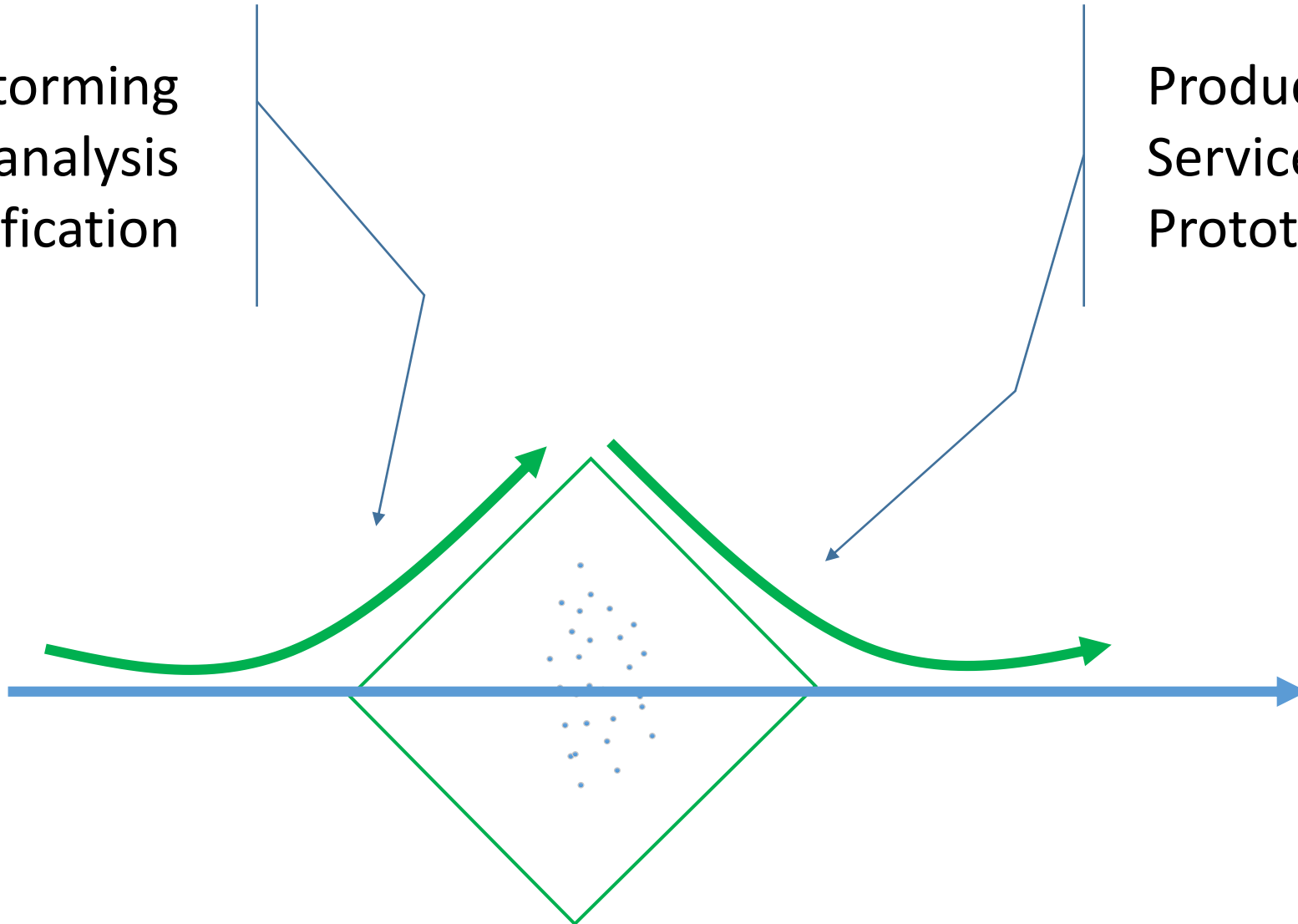
Problem = understand user



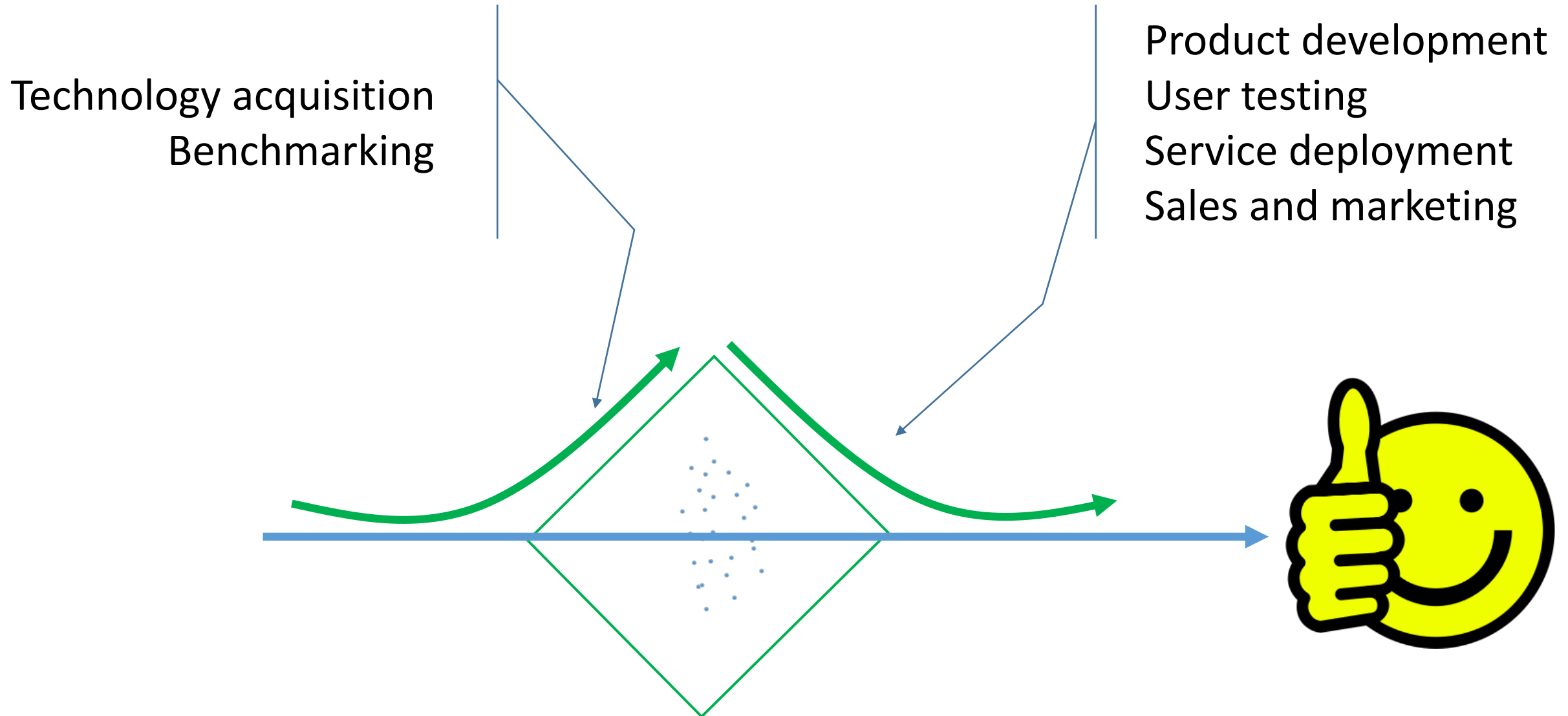
Solution = how to solve the problem

Brainstorming
Competitor analysis
Partner identification

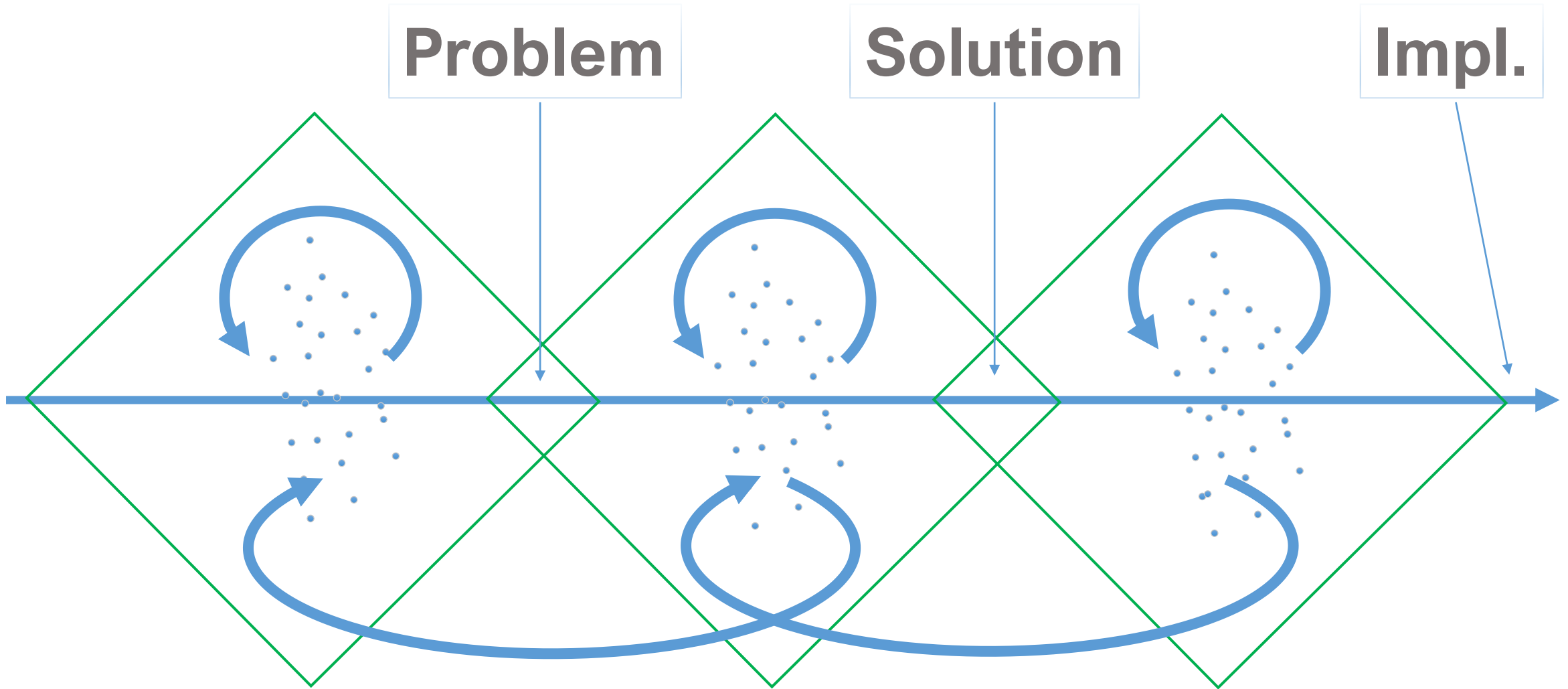
Product design
Service design
Prototyping



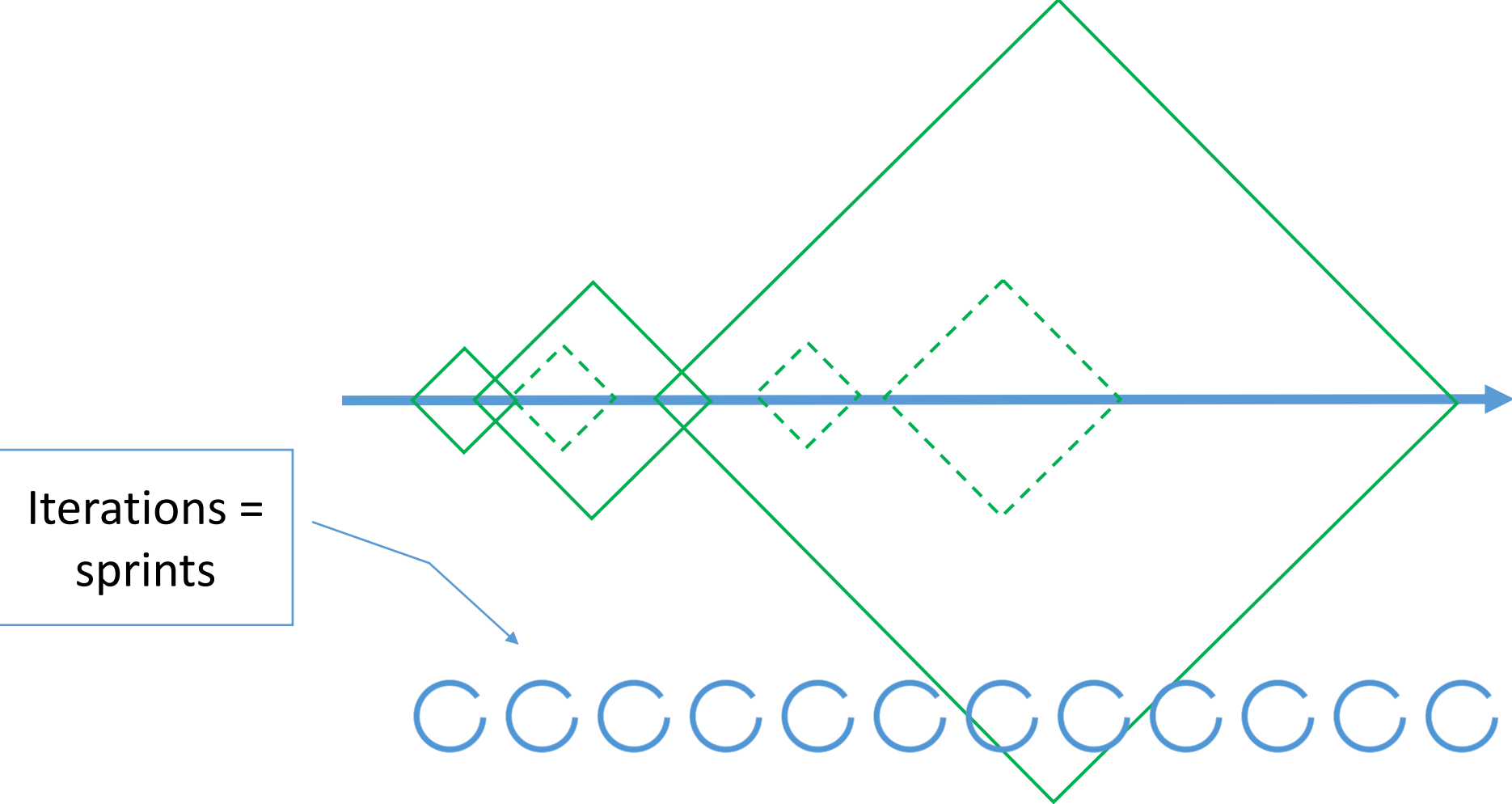
Implementation = delivering to customers



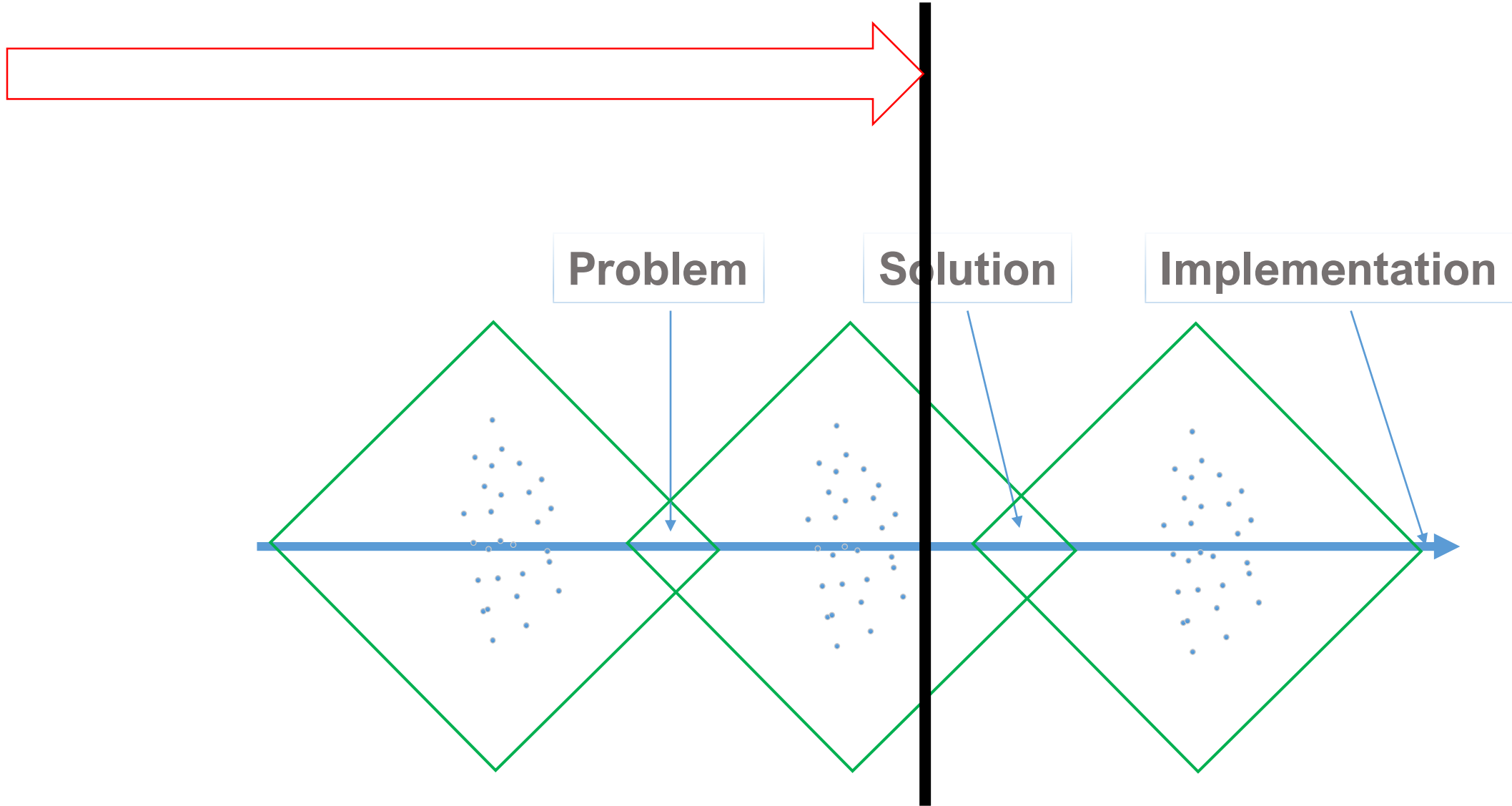
Iterative work with deep feedback



Combined iterative process



The scope



Course assignment details

Innovate a
smart campus maintenance
product or service

Focus on
use of data/digital aspects

Using user centered methods

In practice

- Today: Kick-off
- Rest of this week
 - Do background research on the company that you have chosen
 - (Visit the campus to investigate maintenance from a user perspective)
 - Team should prepare questions for the presented
- 2.11: Learning about your customer - User research
 - Lecture/workshop
- 4.11: Prepare interview questions for the company
 - Choose an initial “angle” to your solution
 - Send initial questions to your company
- 9-12.11 Interviews
 - Interview with representatives from your target company
- 13.11 Clinic
 - Workshop working on the interview results

In practice

- 16-22.11: Meetings with ACRE
 - Half interview, half solution validation
- 16-27.11: Working on your solution concept
- Friday 27.11 13:00 -> Clinic/workshop
 - Presenting your ideas
- Voluntary dress rehearsal of your pitches
 - Thursday (3.12) 10:00 – 12:00, details will follow
- Monday 7.12, final presentation of your concepts

Miro whiteboard

- We will use Miro whiteboards during the workshops
- If you have never used Miro before, take a few minutes of practice with this board: [https://miro.com/app/board/o9J_khF6eR8=/
/](https://miro.com/app/board/o9J_khF6eR8=/)
- Ensure that you know how to:
 - Add PostIt's (called sticky notes)
 - Edit text on PostIt's
 - Connect and move around
 - Add a Miro template (...)
- Note:
 - Do not add any personal info to the boards (of yourself or anyone else)
 - OK to mention the companies involved