

Living Lab Innovations Vol.2 - 24.09.2008

• **HELSINKI** •
• **LIVING LAB** •

Case Kesko: Conducted by students

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Aim



To create an understanding of different consumer groups processes related to groceries and based on this identify consumers´ problems and positive issues in the process. As a result of this create pilot service concepts and test them.

Who did it?



- Students:
 - 9 students from Arcada
 - 6 students from Laurea
- Supervisors
 - 2 teachers from Arcada
 - 1 teacher from Laurea

How was it done?



- Students worked in 5 groups
- Every student group responsible for their own consumer group
- In each consumer group 3 users, i.e. in total 15 users

The research process



FIRST MEETING WITH USERS
1.11.2007

SELF DOCUMENTATION PERIOD
- "PERSONAL DIARY"-
5-11.11.2007

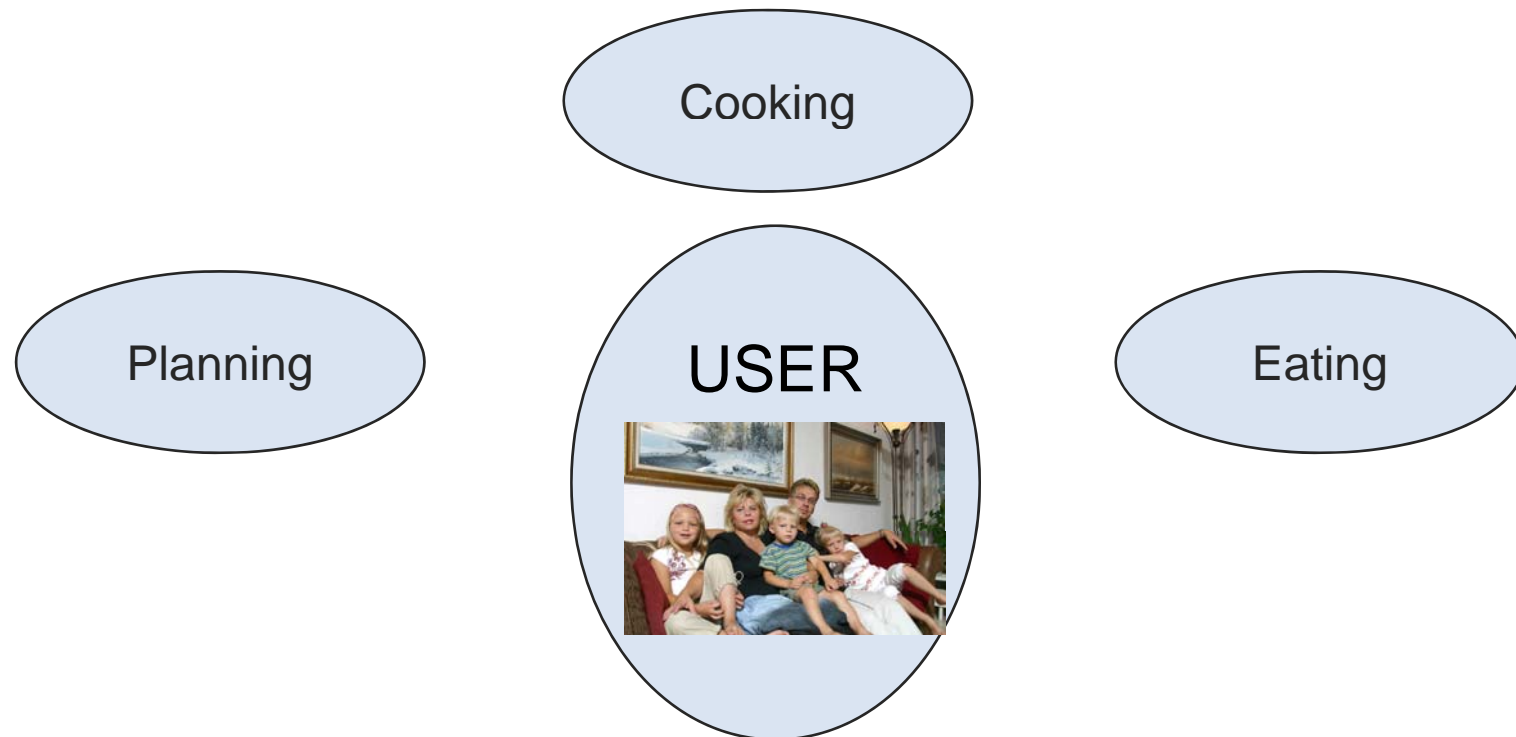
PERSONAL INTERVIEWS
26-30.11.2007

FINAL SEMINAR
15.1.2008

Framework



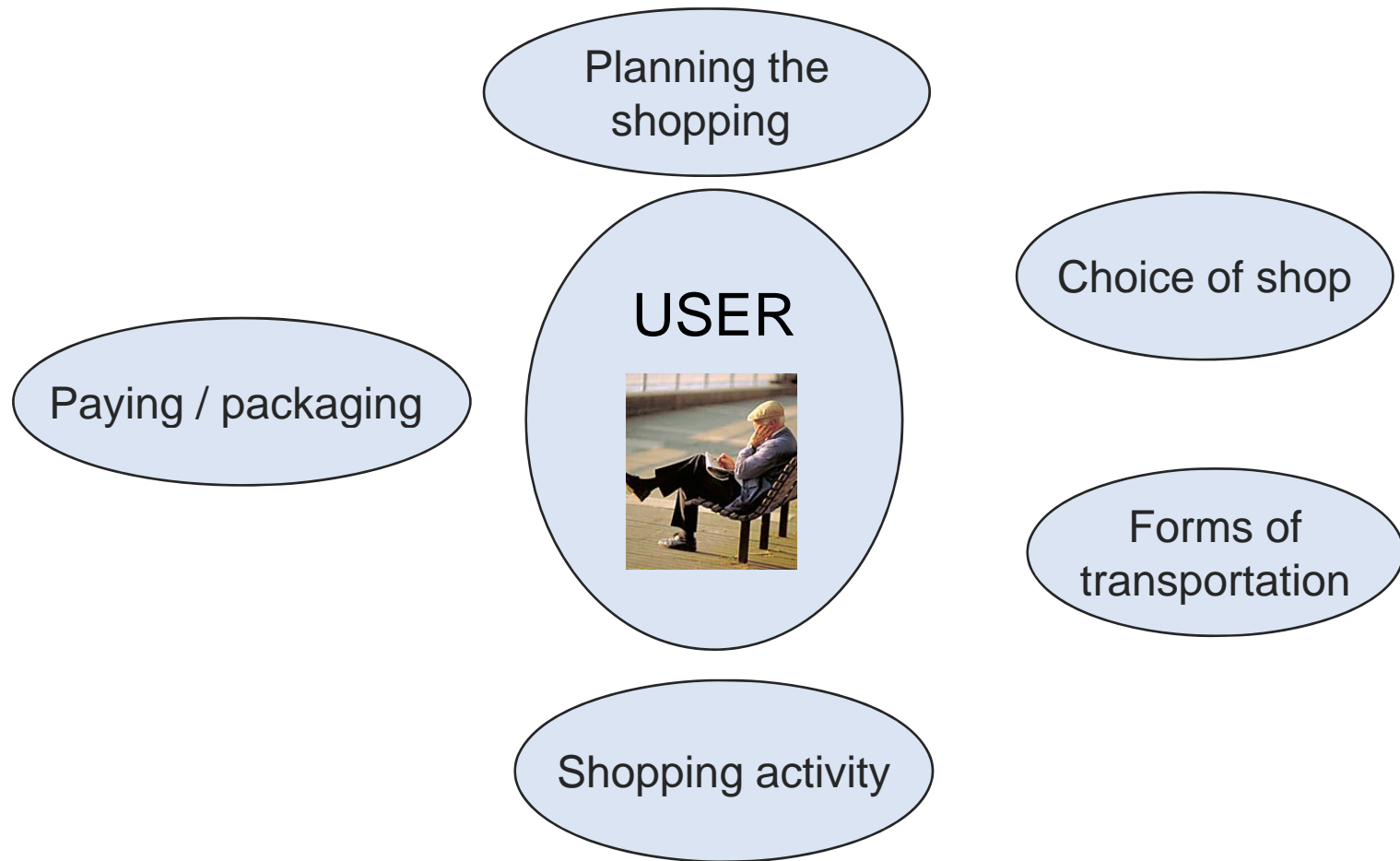
DINING



Framework

SHOPPING

HELSINKI



Results



- Different process descriptions for each consumer group
- Process analysis and suggestions for solutions of identified consumer problems in the processes
- Presentation and testing of new value creating service concepts

The value adding shopping cart

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Thank You!