



Living lab / Case Kesko User experiences

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Selection of “super-users”

- Actually ordinary users, not super-users
- Residing or working in Arabia neighborhood
- 5 different life situations
- x 3 persons from each situation
- = 15 respondents, for qualitative survey
- Me = DINK + 1D



Tasks of "super-users"

- Participate in kick-off briefing
- Keep diary for 1 week
- Record meal planning & food purchasing habits
- Subject to deep interview by students
- Pinpoint new needs, propose new solutions
- Ex 1: Shopping list on memory stick
- Ex. 2: Auto-routing of shopping carts
- Participate in presentation of study results



User experience & questions



- Instructive to record own habits
- Some change: more planning, less driving?
- Time-consuming task
- Conscience: do I record all?
- Confidentiality: who gets to read this?
- Copyright: who benefits from my proposals?