



Reboot Session 1 - Design for Need



Reboot Finland D.Day Manufacturing

14.3.2017

Design for need?

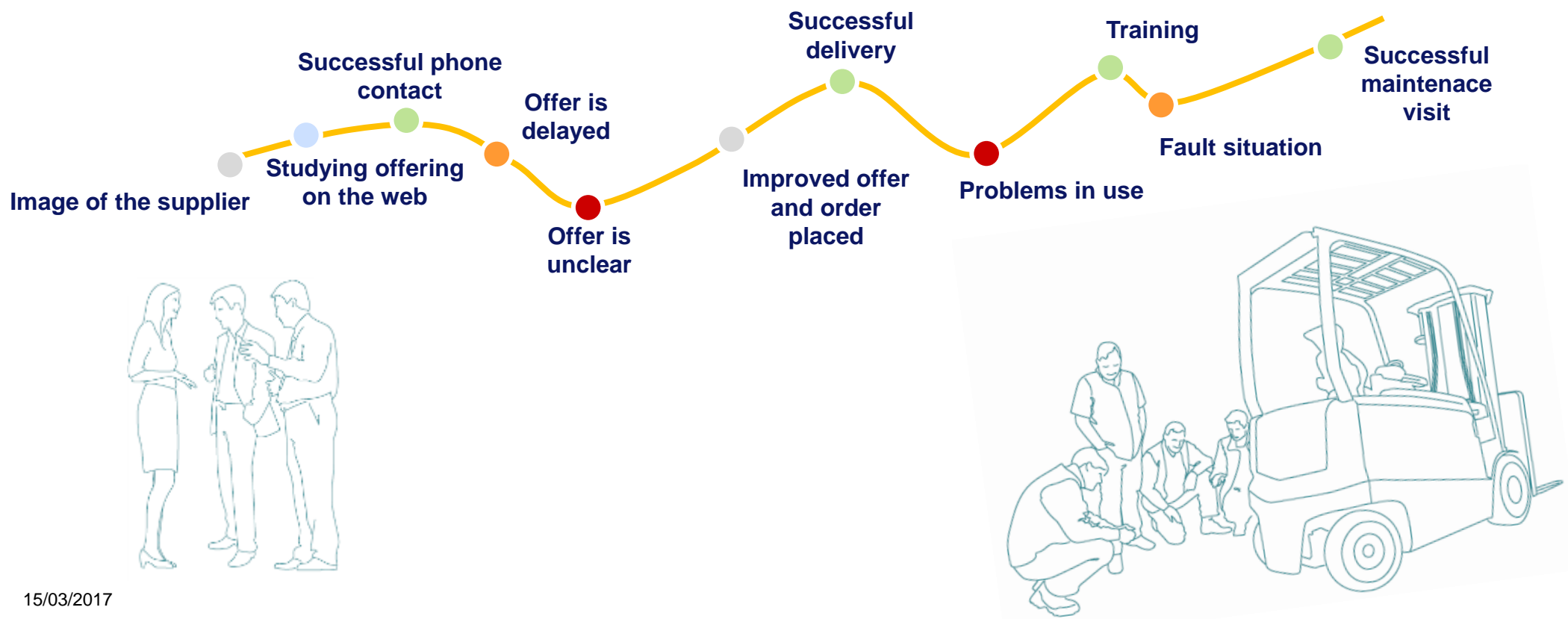
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the Design ~~for~~ Need

1. Focus on customer experience
2. Understanding and empowering customers

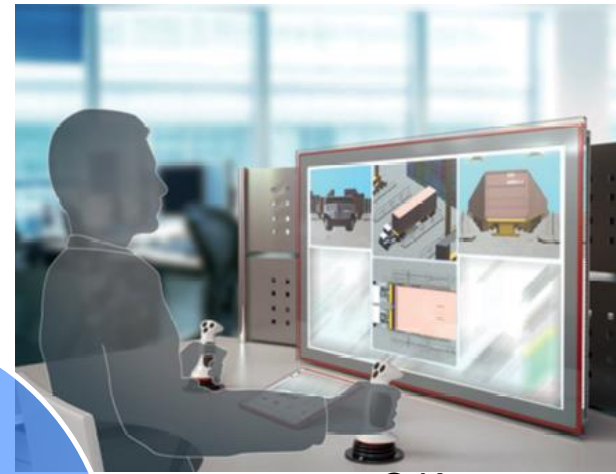
Customer experience is a continuous process



Focus on experience

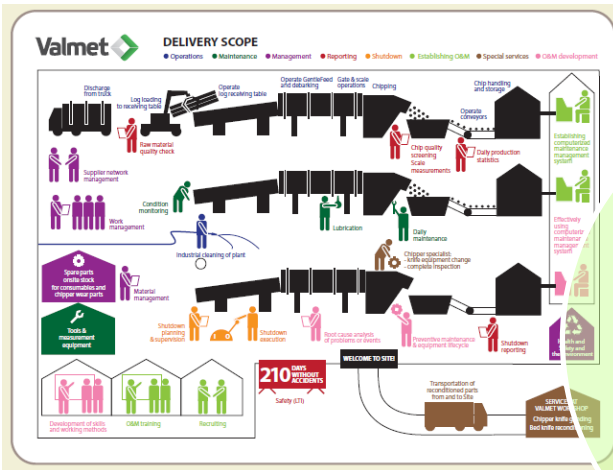


Examples from FIMECC UXUS project



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User-experience driven product and service design



User experience

Differentiation

Customer experience

Brand experience



Image: Rolls Royce

Customer experience driven organization

Excellent customer experience at all touch points
Renewal of whole business

Understanding and empowering customers

- What do you know about your customers? What more could and should you know?
 - Data based knowledge
 - Stepping into the customers shoes with empathy
 - Engaging with the customers
- How could you empower your customers
 - Design for customization
 - Co-creation



Image: Rocla

Differentiate and create the need by

1. Focus on customer experience
2. Understanding and empowering customers

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