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


Involving Private Persons on a Voluntary Basis

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Three motives for user involvement

- Economic (pragmatic perspective)
 - Getting the job done better
 - As experts of their context
 - To create an interdisciplinary team
 - Expectation management
 - System acceptance
 - Commitment



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Three motives for user involvement

- Social
 - Improve stakeholders understanding of each others situations and experiences
 - More and better communication between competencies
 - Increase job satisfaction



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Three motives for user involvement


- Ethical (political)
 - Democracy aspects, ethically and morally right
 - People have the right to influence their own lives
 - Develop users technical competence
 - Balance power relations



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
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Traditional PD

- Mainly in organizational contexts
- Compulsory use situations related to specific work tasks
- “Easily” identifiable users
- Known user role (employee)
- Observable and delimited contexts
- Problem-solving oriented
- Systems development focus

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Current Design and Development Situations

- Private persons
- Voluntary use of technological products and services
- Private contexts
- Spare-time use of ICT, almost always on-line
- Unpredictable use situations – mobile systems
- Many different competing systems
- Large and heterogeneous user groups
- More and more focus on innovations

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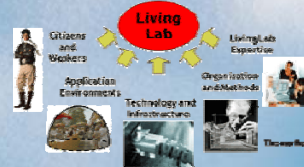
Living Labs – the conceptual idea

Living Lab is a human-centric research and development approach where ICT innovations are co-created, tested and validated in open, collaborative, multi-contextual real-world settings



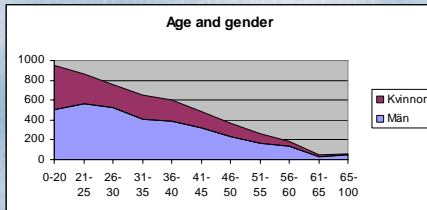
A Living Lab Approach

- People have the opportunity to participate in technology development in their homes, 24/7, on a voluntary basis
- Gain deep understanding of new technology related to their needs, activities, other technology, and context
- Live with the process and adjust accordingly



Test-pilots

- Test population 6000 persons



Our Approach

- Identify different perspectives
- Opportunity oriented
- Focus on story-telling
 - » What has been, what is, what could be, what functions well today, what can be and what must be
- Consciously strive to understand what people say both implicit and explicit
- Field-tests in the users real-world environments
- Communicate with the users to facilitate and motivate to change their behavior and habits



Issues We are Grappling With

- Where can we find representative users and if we do, how can we motivate them to participate
- How can we select representative users when the innovation sometimes is unknown
- How should we select users according to where in the development stage the system is
- How can we collect valid input from a large population
- Is it possible to evaluate and fully understand technology use in a specific context when the actual usage situation is difficult to observe



Trends and Opportunities for Distributed User Involvement

- Open innovation
- Crowdsourcing
- Web 2.0



New Issues to Handle

- How can we use technology as support for distributed user participation?
- How can we use technology as a support creativity and innovation?
- How can technology support and stimulate users to interact with developers as their ideas and needs take form?



Thank You!



Needfinding – What is that?

- A process for finding and understanding needs in situations where people carry out, *for them*, meaningful activities with the objective to improve the situation as a whole
- Separates between
 - » Requirements; relate to a solution
 - » Needs; subjectively experienced and context dependent



Why use Needfinding?

- “Needs last longer than any specific solution”
 - » A need can have many solutions
 - » More stable than trends
- “Needs are opportunities to be exploited not guesses at a future”
 - » Gives a roadmap for organizational development
- “Discovering needs is beneficial for innovating new design ideas”
 - » Stimulates creativity, new thinking
 - » The solution is not known



- “Finding needs offers product developers a different dynamic for understanding customers”
 - » Possibilities for more design alternatives
 - » Understand peoples goals, activities and contexts
 - » Understanding for the products influence
- “The empirical data from which needs are identified and interpreted is valuable in later stages...”
 - » Evaluate alternative solutions against each other
 - » Exceed customers expectations

