User driven research approaches in design
Pleasurable Product Experience

Dr. Mirja Kälviäinen, D’ART Design Resource Centre,
North Karelia University of Applied Sciences
1995 D’ART Design Resource Centre

Regional development  Project learning  Teaching

Product development and innovation services
Incubation for student companies
INNOVATION CAMP

INNOstudio
Sketching

Kuva 8. Nopeita luonnoksia ideoinnin alku vaiheessa (Tuononen 2004)
Evaluating the sketches

Kuva 10. Ideoiden esittelyä (Tuononen 2004)
Nykųjien Linnunlahden laaguri on muutettu viihtyisäksi pienvesisatamaaksi, joka toimii kaiken toiminnan keskipisteena. Satama-alueella kiertää kivistä rakennettu rantaputavari.

Rannat ovat tyylin katettuja mahdollistaen veneen kiinnittyminen niihin kohtaan tahansa.

Span edessä on viihtyisä kahvioita ja terassia Valimeren tyylin.
Iso mökki


Rakennusten arkkitehtuuri on kaupunkimainen. Käytetyt materiaalit ovat luonnonmukaisia ja tuovat rakennuksen "mökki-ilmiötä".

Suurella pellolla sijaitsee oma suojaisa grillauspaikka.
Innovation, product development and marketing services in the North Karelia University of Applied Sciences

**COSTS**

**MARKET STAGE**

**IDEA STAGE**

**TIME IN**

**TIME OUT**

**NEW CONCEPTS**

**DESIGN KNOWLEDGE**

**User needs**

**Company commitments**

**New technologies**

**Market research**

**Concept innovation**

**Product design**

**Models, prototypes**

**Market testing**

**Company testing**

**Production techniques**

**Product testing**

**Marketing plan**

**Networks**

**Distribution channels**

**Logistics**

**Prising**

**Marketing material**

**Execution of marketing**

Combination of products and services

Lower risks, cost effective innovation

Informed early innovation
Value Chain

Production → Marketing → Individual customer value expectation
Created reality → Proposed value → Perceived value
Brand → Engagement Meaningful connection
Product and service concepts

Products function among a wide spectrum of services, brands and competitors. Successful companies have understood, that thinking the products consciously into a right use situation and into the services needed in that is important. This is an advantage in creating new, human and desirable products, creating value for the customer and user. This means holistic design, where previously only production orientated company must think also about the service process connected to their products.
Holistic user experience from Products and services = value creation

Proposed value

The experience means networking because the whole process means different stakeholders. All the pieces must function to user satisfaction.

SEDUCTION
ACQUIRING
VALUATION
UTILISATION
CARE
APPRECIATION

Post marketing

Pre marketing

Negative value
Recommendation based markets mean:
Leveraging customer based contributions
User generated product reviews
Forums where customers can socialise with each other
Forums where customers can contribute to product development
(eg. Living Labs)

Living Lab for Design and Services
Joensuu, NKUAS, JSP
Masscustomisation
Plant-it growing basis 2007
Oy Timber Frame Ltd
Riku Rantala/ Jani Tanskanen
Cognitive reception model

Co design

Intended meaning

Cultural & Social Codes

Spatio-temporal Configuration

Top down approach

Received meaning

Cultural & Social Knowledge

Perceptual Cognition & Knowledge

Sociological
Anthropological

Semantic

Psychological

Tools for investigating the role of sign elements for the product experience
Specific research approaches and tools

Bridging knowledge structure

Antrophological

Semantic

Psychological

Cognitive reception model

Intended meaning

Received meaning

Cultural & Social Codes

Cultural & Social Knowledge

Spatio-temporal Configuration

Perceptual Cognition & Knowledge

DESIGN PRACTICE

Application

Company goals

User feedback

User lifestyle research

Design brief

Industry / Brand Image

Mental user structures research

Design Solutions

Element and holistic Testing

Proposed value

Perceived value

RESEARCH

M A R K E T

R E S E A R C H
Reflective symbolic value

Behavioural function

Viceral form and aesthetics

Norman: Emotional Design, 2004
Psychological Perception
Mental images
Usability
Style
• Unconscious and conscious
• Emotion and logic
• Nonverbal and verbal
NetworkOasis, Joensuu Science Park

Respace Oy / Olli Hakanen

http://www.network-oasis.net/en/
Love for Potential:
Sound, voice, music, light
Laughter, sparkling
Yellow, green, blue, clear colours
Rhythm in composition: shadow, line, color, semiabstract
Surface forms, patterns, feel
Transperancy, layers, microscopic pictures
Space, you can see far, involvement in the picture
Nature, trekking, travelling, leaving
Earth, water, fire, emptiness, eternity
Lightining, surprise, birth, seed, child
The beginning of the journey: Love for Potential
Celebrating the results:
Red, violet
Hopeful, happy, heaven, satisfaction, joy, thanksgiving
Emptyness, relief
Round
Success, seeing the results, feedback, reward, pride
New challenges
Together, friends, sharing
Fruits of the work, energy
exhibition,
Feast, dance, food and drink, music
Future, continuation
Empowerment, deep sigh
Celebrating the results
Paivio: Mental representations: A dual coding approach
Safety
Well-being ISAK innovation
Product choices
Please make "piles" by grouping cards that "belong together." Cards can belong by themselves. Make at least 2 piles and no more than 23. Stand-alone cards count as piles, too. When you finish, click the "Done" button on the far right.
Please make "piles" by grouping cards that "belong together." Cards can belong by themselves. Make at least 2 piles and no more than 22. Stand-alone cards count as piles, too. When you finish, click the "Done" button on the far right.
Lifestyle collections
Lifestyle collections

Atk-päällikkö, nainen 54 v.

Lääkäri, mies 32 v.
Semantic Meanings
Different sorts of associations connected to different senses

Neural centre is activated

Associations form chains
D’ART
Muotoilun palvelukeskus

[Images of a shark, a transparent chair, a hen, and a yellow cushioned chair]
Respecting the individual.
Constant learning and renewal.
High ethical level of functions.

What is
Quality of life?
Good life?
Good environment?
Independence?
Functionality?

Respecta Ltd. Produces research and unique services for assistive devices. The goal is to improve individual functionality, quality of life and living environment. This means new ways of working and collaborative models in acquiring the products to promote independent living and experience of good life.
Valitse Respectan senioribrändille sopiva persoonallisuus
Old Mine

tourism concept for families

with children and school children 2015
Children’s thoughts about stone

Contact to water
Activities
What to make
Birth, evolution, destruction
How to handle
History, art

Nature
Mining
Properties to explore
Different sorts
Gold, diamonds
### Materiaalien kokemisen ulottuvuusjako

<table>
<thead>
<tr>
<th>Käytön esintymis-tieys</th>
<th>korkea</th>
<th>Sileä - Karkea</th>
<th>Fysikaalis-kemiallinen ulottuvuus</th>
</tr>
</thead>
<tbody>
<tr>
<td>matala</td>
<td></td>
<td>Tasainen - Kuoppainen</td>
<td>Lämmin - Kylmä</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Hieno - Karhea</td>
<td>Kostea/tahmea - Kuiva</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Tunne-ulottuvuus</td>
<td>Kova - Pehmeä</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Käytön esintymis-tieys</th>
<th>korkea</th>
<th>Mukava - Epämukava</th>
<th>Assosiaatio-ulottuvuus</th>
</tr>
</thead>
<tbody>
<tr>
<td>matala</td>
<td></td>
<td>Eloisa/hilpeä - Tylsä</td>
<td>(Ei yhteistä sanastoa, riippuu materiaaliryhmistä, pinnankäsittelystä, aistimisen tilannekohtaisuudesta, vastaajan luonteesta jne.)</td>
</tr>
</tbody>
</table>

---

Geometrical stone:
”stone is beautiful like polished”
”monotonious”

Physical-chemical stone:
”cold and chilly material”
”it is so massive”
”heavy and valuable”
Emotional stone:
  ”serenity”
  ”stability”
  ”sturdiness”
  ”stylish”

Assosiatitional stone:
  ”gravestone”
  ”heavy and valuable”
  ”it brings nature close”
  ”hundreds of years of cultural history saved in old buildings”
### Luonnonmateriaalien kokeminen

#### Miellyttävimmiksi koetuista materiaaleista annetut vastaukset

<table>
<thead>
<tr>
<th>Skala</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Pinta on sileä</td>
<td>4</td>
<td>7</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>2 Pinta on lämmin</td>
<td>6</td>
<td>9</td>
<td>2</td>
<td>3</td>
<td>2</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>3 Pinta on kostea</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>12</td>
<td>12</td>
<td>kuiva</td>
</tr>
<tr>
<td>4 Pinta on kova</td>
<td>4</td>
<td>5</td>
<td>2</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>pehmeä</td>
</tr>
<tr>
<td>5 Pinta on kiiltävä</td>
<td>1</td>
<td>1</td>
<td>4</td>
<td>2</td>
<td>3</td>
<td>8</td>
<td>matta</td>
</tr>
<tr>
<td>6 Pinta on liukas</td>
<td>5</td>
<td>6</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>2</td>
<td>tahmea</td>
</tr>
<tr>
<td>7 Väri on kirkas</td>
<td>6</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>1</td>
<td>1</td>
<td>likainen</td>
</tr>
<tr>
<td>8 Painavaa</td>
<td>2</td>
<td>3</td>
<td>3</td>
<td>1</td>
<td>7</td>
<td>4</td>
<td>kevyttä</td>
</tr>
<tr>
<td>9 Käytännöllistä</td>
<td>11</td>
<td>2</td>
<td>4</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>epäkäytännöllistä</td>
</tr>
<tr>
<td>10 Helppo puhdistaa</td>
<td>1</td>
<td>4</td>
<td>4</td>
<td>3</td>
<td>3</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td>11 Tasalaatuista</td>
<td>5</td>
<td>6</td>
<td>4</td>
<td>3</td>
<td>3</td>
<td>2</td>
<td>epätasalaatuista</td>
</tr>
<tr>
<td>12 Symmetristä</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>5</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>13 Helppo työstää</td>
<td>5</td>
<td>7</td>
<td>4</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>vaikea työstää</td>
</tr>
<tr>
<td>14 Kutsuu koskettelemaan</td>
<td>9</td>
<td>8</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>ei kutsu koskettelemaan</td>
</tr>
<tr>
<td>15 Tuoksu on tärkeä</td>
<td>4</td>
<td>5</td>
<td>5</td>
<td>2</td>
<td>1</td>
<td>3</td>
<td>ei ole tärkeä</td>
</tr>
<tr>
<td>16 Kaunista</td>
<td>14</td>
<td>5</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>rumaa</td>
</tr>
<tr>
<td>17 Innostavaa</td>
<td>9</td>
<td>4</td>
<td>6</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>tylsää</td>
</tr>
<tr>
<td>18 Modernia</td>
<td>3</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>19 Myrkytöntä</td>
<td>14</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>myrkyllistä</td>
</tr>
<tr>
<td>20 Turvallista</td>
<td>11</td>
<td>5</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>varallista</td>
</tr>
<tr>
<td>21 Rauhottavaa</td>
<td>13</td>
<td>6</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>levotonta</td>
</tr>
<tr>
<td>22 Tuottaa hyvää mieltä</td>
<td>12</td>
<td>5</td>
<td>2</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>ärystyttää</td>
</tr>
<tr>
<td>23 Näyttää kalliinta</td>
<td>2</td>
<td>2</td>
<td>3</td>
<td>3</td>
<td>2</td>
<td>2</td>
<td>halvalta</td>
</tr>
</tbody>
</table>

Yksi vastaus puuttuu kysymykseen 18, haastateltavalta 13/20.

\[ = \text{keskiarvo} \]

2 haastateltavaa oli valinnut kiven hiotun pinnan, 4 koivua, 6 mäntyä, 1 tuohen, 3 ohuen parkkinahan, 2 ohuen huovan ja 2 neulotun villan.
“Wood is of course this kind of rough as life itself. It is not simple and unitary, it is more alive.”
warm wool
Natural material experience in general:

Associations with the nature, connection to the nature, return to the natural, ecological concerns, wears off beautifully, ageless, clean, simple, peaceful, warm, renewable, growth, perceivable process of birth, uniqueness, liveliness, mysterious qualities, positive touch and odour, positive mind, therapeutic qualities, expressing the Finnish roots and tradition, natural look and knowledge of the origin makes it genuine.
User Image Tool
Arrange by clicking and dragging different pictures of products in between the three pairs of words so that the most common product is placed nearest to the word *common*, etc.

- common
- special
- word
- opposite word
- word
- opposite word
Place those words that describe the different kinds of cutlery on top of each picture. You can place each word several times.

- easy to store
- disposable
- festive
- machine wash
- ordinary
- easy to use
- durable
- precious
- comfortable to eat

Plastic  Wood  Silver  Steel
Wooden Cutlery

Move the cutlery that matches best with the situation in the picture on top.

Steel
Wood
Plastic
Silver

Explain why?
Emotions Linked to The Bathroom

Look at the surface pictures below. What feelings are aroused by them? Which of these pictures describe the feelings that you feel during an ordinary morning at a bathroom? Move the chosen pictures to the boxes below.

My ordinary morning at a bathroom:  These do not describe my morning:
Building the test
Building the test

Multiple choice
Semantic differential
Free sorting
Free text
Presenting the results
The report building part

Tutkimusjana

Raporttijana

Katselunäkymä

Otsikko

Otsikko

Muistiinpanot

Tartu hiirellä haluamaasi sivuun ja vedä se Raporttijanalle haluttuun kohtaan. Voit myös klikata hiirellä sivun aktiiviseksi ja painaa Lisää –painiketta.
Sociological
Anthropological
Life style
Rituals, habits
Puohiniemi: Finnish value structure 1995
Experiential worlds or paradigms for experience

Integration milieu
THE WELL-KNOWN PUB TOUR

Entertainment milieu
MIAMI BEACH

Self-fulfilment milieu
THE ARTIST

Status milieu
THE PRESENTATION OF THE NOBEL-PRICE

Harmony milieu
WEDDING

Distinction:
The capacity to make difference between things and to choose some things as pleasurable for oneself. To notice the difference or the feature that makes the difference.

Taste:
Is a preference based on the consumers capabilities of distinction.
The ideology lying behind the capacity to make distinctions is composed of subjective, intuitive values.

In the social situations of usage in everyday life, the distinction happens intuitively guided by above mentioned deeper structures.

These deeper structures of our understanding and ideology of life can only be grasped by combining the boundaries and possibilities of objective points of life with subjective and social aspects.
The objective framework
The objective framework, the context

Use environment and products around, situation, people who are interacting in the situation and their roles.
Organisational issues such as use of time, division of tasks and space

User group’s demographic features such as age, gender, educational level, occupation, income
Social background
Institutional bonds
Ethnic background, religion
Kartoittaminen
User observation
Analysis of complex information
The making of meanings
The making of meanings, the world of personal symbols

The definition process of the meaning in life: Ideology, value basis, inner orientation, aims, interests, desires and dreams.

Need for: Change, novelty, stimulus or risk. Peace, traditions, roots, security. The interpretation of the preferred model as a search for identity or personal identification.

The life histories of the consumer.
"This touches the basic feelings about life. For someone else it is cute and warms the soul but maybe this person does not have much reality and criticality. For me pleasurable beauty is something that includes craques and crude realities of life."
Impression management

The network of influences

Fashion
The network of influences, impression management

The social world of the user:
Possibilities, boundaries, rules, influences
Social placement and interaction in this world
Social distinction connected to the acquisition of profit
and status or certain role with symbolic meanings.

Rules of interaction:
Social distance or intimacy,
adaptation, pressures, competition, orientation,
identification, classification.

The social sharing of experiences and taste.
Fashion.
**Your ideal bathroom:**

<table>
<thead>
<tr>
<th>E.g. 30-39 years males</th>
<th>E.g. 30-39 years females</th>
</tr>
</thead>
<tbody>
<tr>
<td>Much space</td>
<td>Spacious, lightness</td>
</tr>
<tr>
<td>Jaguzzi</td>
<td>Glass tiles</td>
</tr>
<tr>
<td>Lots of light</td>
<td>Bathtub, jaguzzi, 2 showers</td>
</tr>
<tr>
<td>Total harmony of the materials and color shades</td>
<td>Good storage possibilities for laundry and detergents</td>
</tr>
<tr>
<td>Specific details</td>
<td>Warm harmonious shades of color</td>
</tr>
<tr>
<td></td>
<td>Water spring, plants</td>
</tr>
<tr>
<td></td>
<td>Coloful lights</td>
</tr>
<tr>
<td></td>
<td>Sitting places</td>
</tr>
</tbody>
</table>
Males seemed to be more interested in aesthetic issues.

With female respondents the practical functionalism went even ahead of aesthetics.

Females required more privacy in the use of bathroom than men. Females required more hedonistic enjoyment.

Both payed attention to the lightning:

It even needed to be transferable for different purposes.
IDO Bathrooms
Collection of user themes
* Hygienic care
* Enjoyment
* Peace
* Entertainment
* Beauty

* Cleaning the space
Interviews about consuming crafts summer 2002

*20 females ja 10 males aged 19-70 years
*The interviews lasted about 1,5 hours
*The interview consisted of
visual judgement and choice tasks from pictures,
discussions about the meanings of
consuming craft products;
buying places, materials, techniques and style choices,
introduction of an own meaningful craft product and
a future story about craft product dream.
Language teacher, female
52 years old

“It is in our household just in everyday use. It is something that is always in your eyes and it is rather important. I saw that one and I ordered that colour, the suitable colour for our kitchen. It was a textile person, a textile artist. It has been really enchanting, nice for eye and not so traditional. The warp has been coloured in checks with different shades of violet and green and that is partly woven of special natural fibre, not form paper. It has been in use for years and it has not changed a lot in spite of the grease and milk stains. I think it is especially important that it has been made by hand and it is central that you notice at once that it is not just an usual piece of a table cloth. It usually is rather tranquil and it has some deep qualities, because of the dye it has a lake or forest shade. I think it is even art although it is used every day and is excellent in that use.”
“It is important that they are made by hand and you know when I saw that person, who has made them it is as well important to me. I felt it was wonderful to speak with her and when she told me about the production process, how she picks up the wood and how it goes on and how her husband is with her to help in that work. When you see that person, who produces that kind of beauty …”
“That feeling, it is so alive this surface of the wood. It is a wonderful object. I think in this product it is important that it is made by hand. It would be too even and so otherwise. When I think about it it is a wonderful feeling that someone has carved it. You do value that it has been made by hand although I did say it is equal. It has a value, one cannot deny it. Of course, the history behind it, that you can imagine in the Lapland. Where would you have needed it in the wild forest trips, and as a eating vessel and it must be a very old habit of making those. It reflects something that gives it a special mark.”

A student councellor, female, 59 years old
“There are so intense emotional bonds connected to it. A man who has a severe arthritis and who lives close to our summer cottage has made it. The making of these wooden objects is a way to treat himself and a therapeutic way to still achieve something durable with his hands in spite of the illness. This is something that appeals to me that a person who is not able to do much things can make so imposive, unique products. There are no two similar products. My parent bought this as a graduation gift for my husband. He graduated from the forest science and they wanted to have this kind of element with a very deep atom of the nature and that is why they bought this kind of a present. It is so earnest and it has the sign of the maker that through the product you can connect with original and humane and warm things. It talks about our common Finnish roots.”

Journalist, female, 31 years old
Beautiful colour and suitable form
Good to wash, durable, of good material
Hand made quality and uniqueness, even art quality
Important everyday use

Product meaning as a combination of different aspects

Kitchen tablecloth
Beautiful form and suitable colour
Raise attention and reflect the owner, give confidence in use
Interesting production and shop

Product meaning as a combination of different aspects

Interest in jewellery

Wooden earrings
Product meaning as a combination of different aspects

- Interest in production and use history
- Beautiful materials, form and colour as reflections of self and nature
- Multiple possibilities of use
- The value of handmade production and natural materials, product is alive

Drinking vessel
Natural materials, wood, reflecting the reason for this gift

Emotional bonds and memories of the making place and the maker

Maker who could do skillful things despite of dissability

Gift for an important occasion

Wooden table

Product meaning as a combination of different aspects
Own meaningful products and their themes

Several themes varied simultaneously in the meaningful products for different respondents:
* the reinforcement of the owner’s identity (the product had a connection to the personality, family roots, important relationships with other people or to a hobby)
* It had connection to memories of roots and meaningful events
* The product was used in practical everyday life and was uplifting this life
* The availability of the product was rare or difficult otherwise than as handmade.

Usually one meaningful product carried more than one of these themes at the same time.
Assumptions about human relationship to craft products

*rich and multisensory stimulation in the embodied experience with the product
EXPERIENCED ALSO THROUGH THE PROCESS OF MAKING
*authenticity and uplifting feelings typical with art
IN FUNCTIONAL EVERYDAY OBJECTS
*unique, tailor made products as an example of mass customisation possibilities
OWN DESIGN IS EVEN NECESSARY IN SOME PRODUCT NEEDS
*an inspiration for stories that the product owners connect with their own life stories.
CRAFT PRODUCTS STAND FOR MEMORY CUES IN MANY DIRECTIONS
A process of making, acquiring and using the product builds the meaning. Meaning is reflected through the personal background and experiences of the owner also when the actual properties of the product are in question.
A Checklist for product design?

<table>
<thead>
<tr>
<th>Production</th>
<th>Acquiring</th>
<th>Product qualities</th>
<th>Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value</td>
<td>Experience</td>
<td>Type</td>
<td>Functionality</td>
</tr>
<tr>
<td>Design</td>
<td>Importance</td>
<td>Aesthetics</td>
<td>Importance</td>
</tr>
<tr>
<td>Maker</td>
<td>Giver</td>
<td>Identity</td>
<td>Importance</td>
</tr>
<tr>
<td>Materials</td>
<td>Memories</td>
<td>Reflections</td>
<td>Suitability</td>
</tr>
<tr>
<td>Techniques</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Arrows indicate the flow of design considerations from production to use.
User experience

Sonic Rim, scaffolds

cultural probes

http://www.sonicrim.com/

say
talk
think

use
act

do
know
feel
dream
Surface

Say
Think
Do
Use
Know
Feel
Dream

Interviews
Observation
Generative sessions

Explicit
Observable
Tacit
Latent

Deep
From the target to an actor ISAK
People friendly environment

Environmental Offerings

- Community feeling
- Social
- Emotional
- Physical
- Safety
- Recreation
- Activities
- Aesthetics
- Needs of the different resident groups

Kyttä 2003
Comfort, enjoyment
Lifestyle, values
Identity
Atmosphere
Peace
Nature
Roots, attachment
Esteem of the area
Space requirements

Urban wooden housing Area
Enjoyable and comfortable Housing environment
Close to nature
Space and individuality

"close to each other with space to breath"

Individuality with coherent style
- Individuality
- Privacy
- Close to nature
- The bending terraced houses
Group work how the whole area should be designed

Thank you
Living environment
INNOstudio

User centred living concept
CONTRASTS OF COLORS
DISTINCTIVE FORMS
VARIATION IN HOUSES
BIG WINDOWS
DIVERSE PLAYGROUNDS
OWN BACKYARD
SURROUNDING NATURE
WATER, TREES, WOOD, PLANTS
SPACE FOR YOUR OWN FAMILY IS CLEARLY SEPARATED

EMMI 5V.
In depth interviews of 7 different families

II

III

IV

V

Technical PLATFORM

Design PLATFORM

Service PLATFORM

Marketing PLATFORM

HOUSING CONCEPTS

ELEMENTS REQUIRED
Building company A. Taskinen
User centred living concepts
Deep interviews 2007
Content, narrative analysis about relations to the heating systems

Cheap to build
Social quality
Sustainabile development
Homeliness
Saving
Security
Wood available
Variability

Easy
Time pressure
**Community services**

- **Self payed Services/products**
  - Monthly payments 2008
    - Services
      - Housing care
        - Cleaning 2h / week
      - Home care 1 x day
      - Daily food services
    - Housing repair plan
    - Housing repair plan
    - Cleaning
    - Special UD products
      - Home-care
      - Food
    - 2260€ (v.2009 1140€)
      - 1550€
    - Monthly payments 2008
      - 1550€
      - Housing care
      - Cleaning
      - Special UD products
      - Housing repair