

Completed Case Projects (2009-2010)



KL-Kopio

Developing digital print customer services

Ranua Zoo

Designing Christmas fantasy experience path

Lappset Group

Designing public screen UI & applications for outdoor fitness and fun using experience mock-ups

Nokia

Prototyping location based mobile music applications

Ounasvaara Skiing resort and other demonstrations

Customer journey presented as a demonstration of service prototyping facilities developed in the project

Rovaniemi city

Searching entrepreneur counseling service opportunities with qualitative methods.
(Case introduction not included in this document)

(The prototyping environment was built incrementally beside these case projects. The final environment with permanent renovations will be ready in September 2010. Thus, the case projects so far were more or less lacking the full facility of the environment.)

Case KL-Kopio

The project started with loose definitions:

"to develop new or improved services on digital print business."



An example of prototyping some of the ideas enhancing in-place services:



1. Initial state: customer area



2. Sketching Idea: "McDonald's kiosk"



3. Building mock-ups



4. Testing and refining the process by acting.

Case Ranua Zoo

RanuaZoo
www.ranuzoo.com



Designing the experience of a christmas fantasy package tour with
Prototyping the customer journey



Travelling



Arrival



Dog sled safari



Entering the zoo gate



Seeking christmas among animals..



Supper at Santa's hut

Prototyping particular further designed touch points
and service scapes e.g. the interior of the restaurant and personnel clothing.



In the photos: Prototyping table setting choices with overhead video projector

Case Lappset Group

Designing public screen UI & applications for fitness and leisure activities with
Experience prototyping



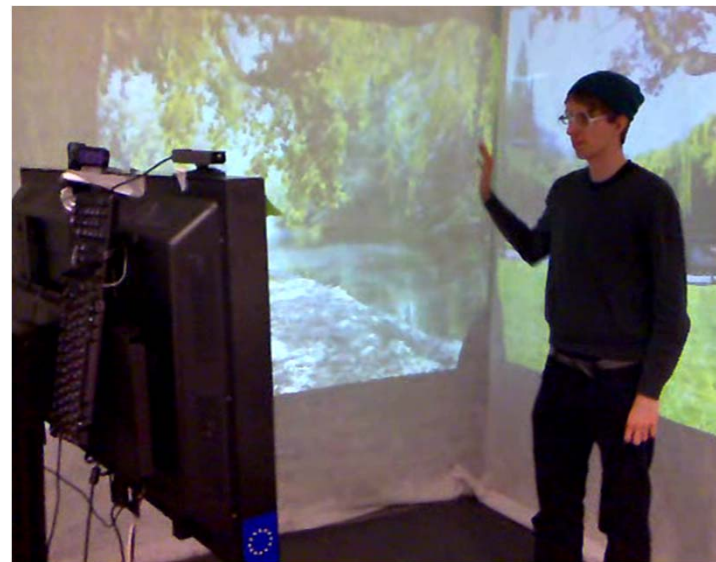
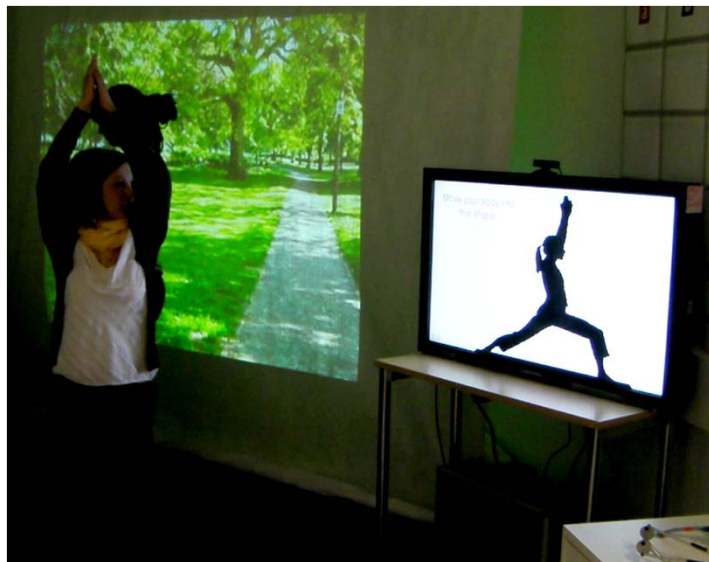
Sketching initial ideas with legos



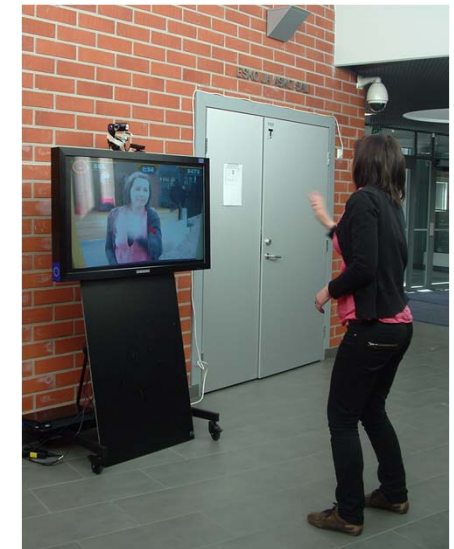
Paper prototyping the user interface of the application concepts



Communicating use scenarios with drama and mock-ups in the milestone meetings.



Developing and testing ideas with semi-functional UI mock-ups and rough use context simulations



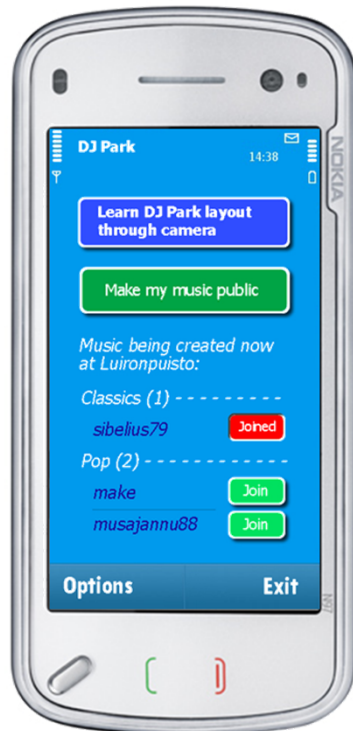
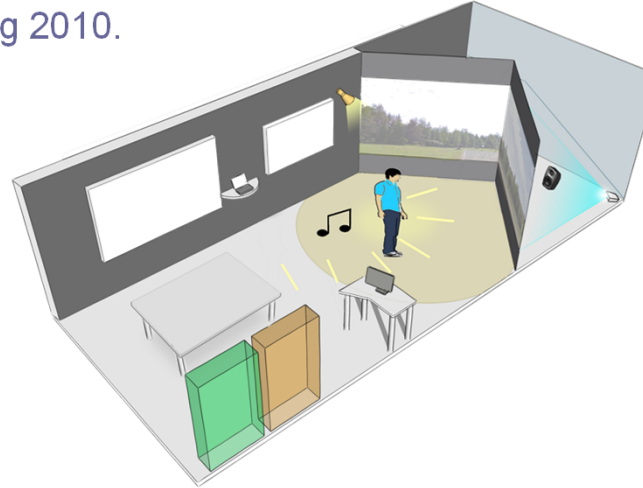
Testing the concept with users at public spaces of the campus area

Case Nokia

Prototyping of location based mobile music concepts received from the Interaction Design Advanced Project during spring 2010.

In **"DJ PARK"** concept user can produce music by moving in area, touching certain spots in the environment etc.

The concept was prototyped with mobile UI mock-ups, online piano keyboard and tape-marked location spots in front of the park background images.



Prototyping of the **"Earworm Farm"** – leave music in desired location and view&listen the earworms left by others. (The large monitor magnifies the mobile device UI for the presentation audience.)

