The Design of Meaningful Smart Products

A 2.5 year investigation in IdemoLab, DELTA

We need companies who seek to develop a smart product, an 'intelligent device', and are interested in the how their product creates meaning in the users' lives. We want to create smart products which give significant value to the user and last longer than the trend of owning a new device (such as mobile phones, fitness bands, or lifestyle gadgets). Furthermore, the user should be a participant - engaged in the design, use and longevity of the device.

Smart Products, as a term, encompasses a new (or upgraded) device which utilizes sensors, actuators and microcontrollers to create useful interactivity and services for the users.

The primary focus is in creating meaningful interactions, namely, meaningful objects which people want to keep, which outlive the 'gadget' lifetime of so many of today's products. The motivation for this focus stems from a desire to create smart products which last longer than the trend of owning a new device (such as mobile phones, fitness bands, or lifestyle gadgets) and which give significant value to the user. Furthermore, the user should be a participant - engaged in the design, use and longevity of the device.

What do we mean by meaningful?

Meaningful is a subjective term. We're focused on the value, the significance, the feeling people get from using this object, either directly or indirectly. We aim to build impactful devices. We want people to not just love their gadgets for the reasons of being an early-adopter, but rather because they truly believe their quality of life and especially their communication and interaction with other people is significantly improved. We want to enable experiences, and moments of reflection. We want to help people create their stories and live them, without necessarily staring into a screen. We want to focus on tangible, real world interaction.

"Our job is not to simply obsess about the features and benefits of what we are making; it is to wonder and care about the difference it could make to, or the change it could bring about in, people."

From the book Meaningful, by Bernadette Jiwa

Prospective customers are companies who:

Want to learn about technology and the role it plays in our lives.
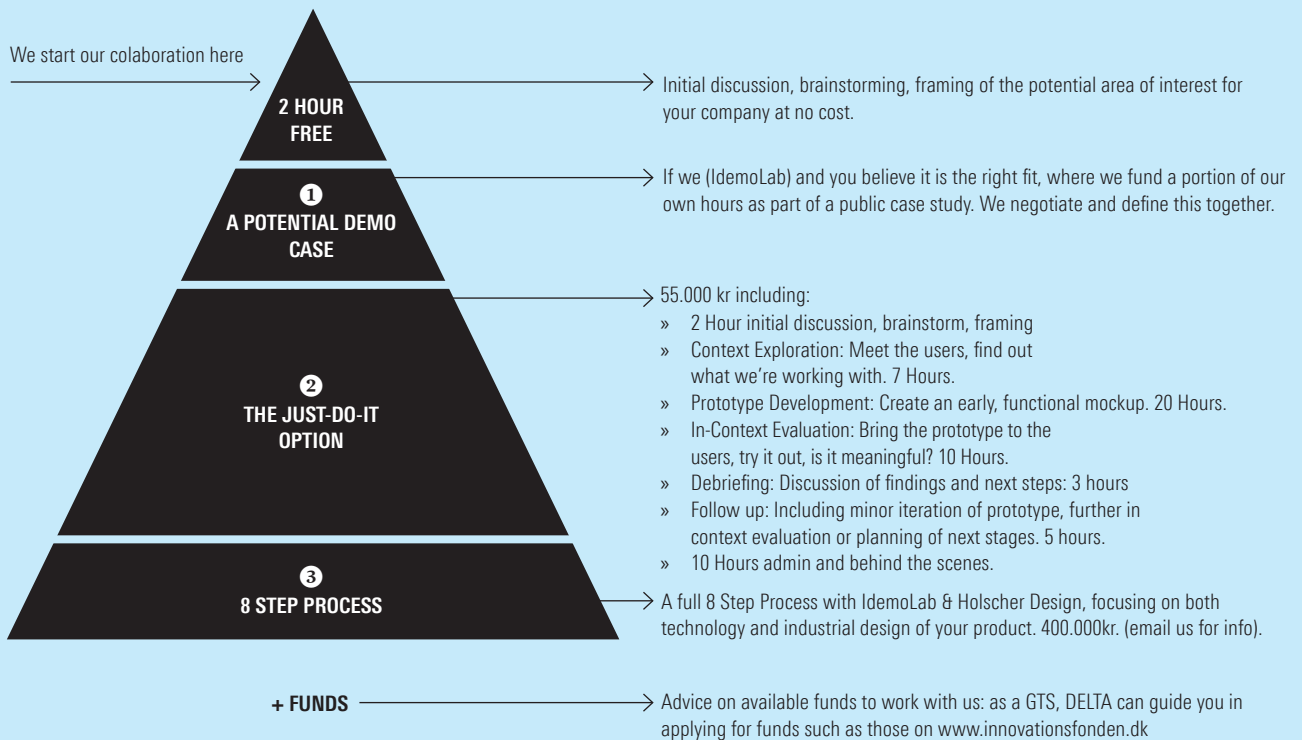
Are excited to experiment and explore, and develop a product for market.

Want to use our "Meaningfulness Checklist" A tool to evaluate if a product is enabling a meaningful experience for the user.

Options for working with us:

We start our colaboration here

2 HOUR FREE

❶ **A POTENTIAL DEMO CASE**

❷ **THE JUST-DO-IT OPTION**

❸ **8 STEP PROCESS**

+ FUNDS

Initial discussion, brainstorming, framing of the potential area of interest for your company at no cost.

If we (IdemoLab) and you believe it is the right fit, where we fund a portion of our own hours as part of a public case study. We negotiate and define this together.

55.000 kr including:
» 2 Hour initial discussion, brainstorm, framing
» Context Exploration: Meet the users, find out what we're working with. 7 Hours.
» Prototype Development: Create an early, functional mockup. 20 Hours.
» In-Context Evaluation: Bring the prototype to the users, try it out, is it meaningful? 10 Hours.
» Debriefing: Discussion of findings and next steps: 3 hours
» Follow up: Including minor iteration of prototype, further in context evaluation or planning of next stages. 5 hours.
» 10 Hours admin and behind the scenes.

A full 8 Step Process with IdemoLab & Holscher Design, focusing on both technology and industrial design of your product. 400.000kr. (email us for info).

Advice on available funds to work with us: as a GTS, DELTA can guide you in applying for funds such as those on www.innovationsfonden.dk

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