Experience the novel Impact Canvas® tool

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European Creative industries SMEs, sport goods, e-commerce, consumers’ Individualism
50% returned clothes in e-commerce
40% sold at discount
25% sales lost due to out of stock

**Virtual** consumer driven design
**Digital** manufacturing interactive avatar
**New product** construction system
**Continuous from** textile roll to shopping bag production
Local online factories

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- Amer Sports/Salomon sport goods
- 3D-modelling AluGroup
- 3D-avatar MiraLab
- 3D virtualization, mobile user interface CyberLightning
- digital printed textiles...
Explore the Impact Canvas® tool

1. Warming up with a small competition – co-create the tool even better!
   • Get to know the guiding questions of the segment VISION
   • Which is the most important and best question and WHY?
     → Suggestions + reasonings and voting for the best reasoning

2. Explore the Impact Canvas® -tool by developing an example idea:
   • Read the short idea description
   • VISION: start here
   • SOLUTION: ...read the questions and sketch your answers, ideas...
   • TEAM: ...read the questions and sketch your answers, ideas...
   • And select one more segment on the tool to iterate the given idea
Group work – The idea

"Eye exam: traditional by clinicians vs. mobile on a smartphone by non-clinicians


TRADITIONAL EYE EXAM Vs PEEK VISION
What do you want to share to all of us - right now, right here?

• How were your expectations met?

• How about your experiences of a novel tool?
  • What was easy/fun/pleasant?
  • What was laborious/unclear/confusing?

• And what did you learn? What will you take home with you?
Feedback for our research project: ‘The process of creating of an innovation tool’

We’d be very happy if you could fill in and return the feedback form, thank you.

Please leave your business card to stay tuned on the Impact Canvas, to collaborate with us, or to order an in-house Impact Canvas workshop.

We hope to see you at Open Innovation 2.0 in Cluj-Napoca, Romanian, 13th-14th June 2017.

THANK YOU!

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