



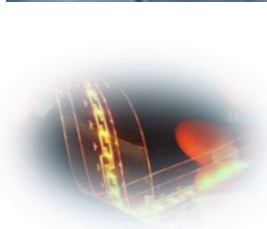
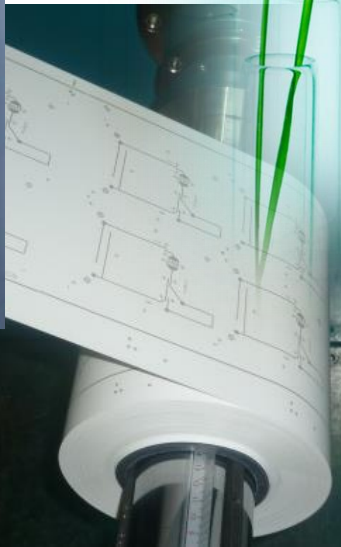
Co-Innovating Novel Printed-Electronic Products

*Kaisa Vehmas, Thea Sipiläinen-Malm, Anu Seisto,
Maria Smolander, Himadri Majumdar*



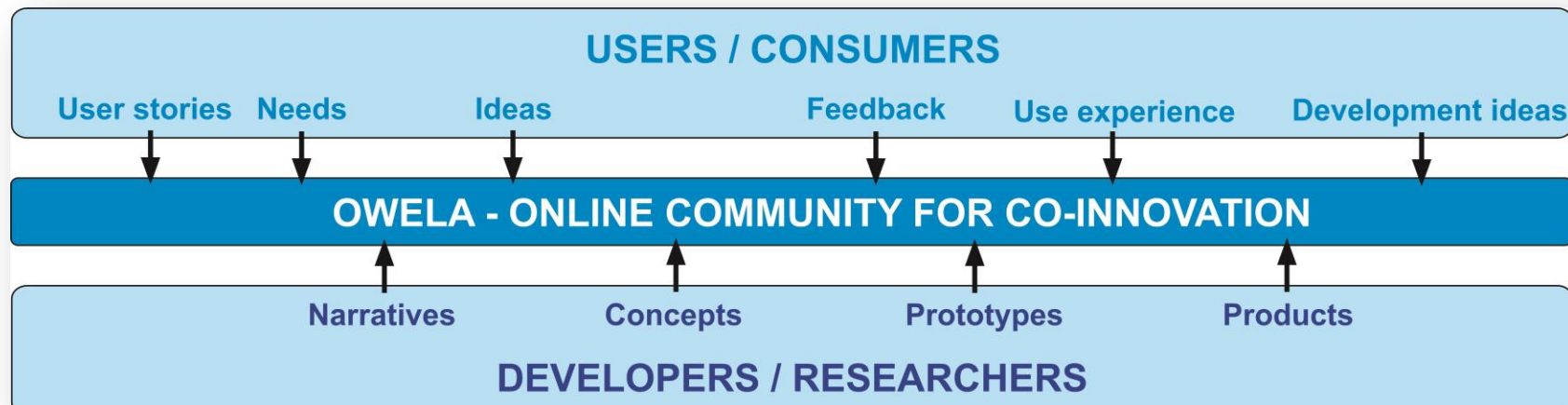
VTT Technical Research Centre of Finland Ltd
Espoo, Finland
firstname.lastname@vtt.fi, www.vtt.fi

Introduction



Owela – Open Web Lab

- Owela is a collaboration and communication platform between users, developers and researches



+ Fast and direct feedback from end-users

+ Easy-to-use

+ Reach of large amount of users

+ Interactive relationship with the users

owela.fi

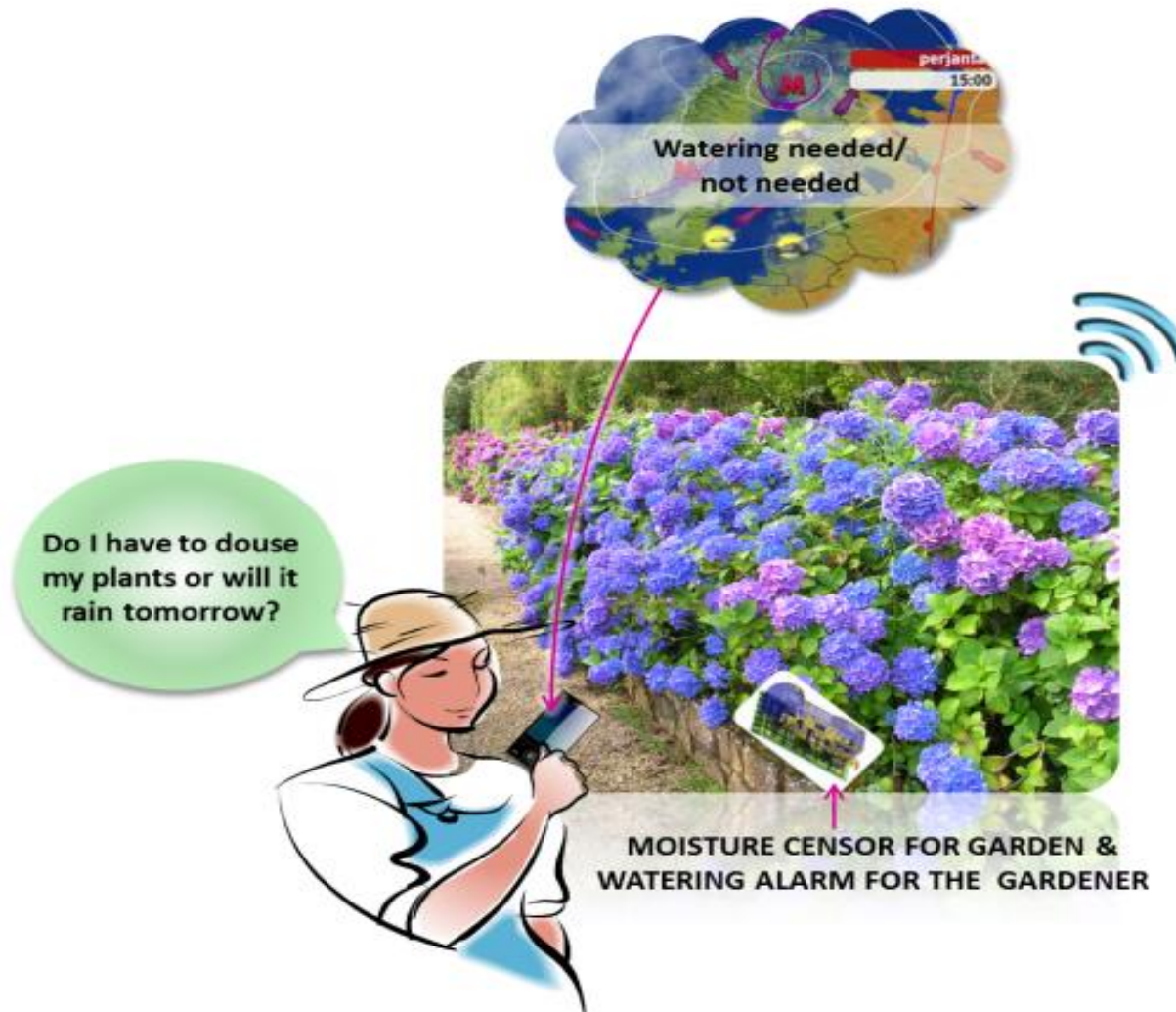
Co-innovation in Owela

- In this project the discussion platform in Owela was open during two weeks
 - 48 Finnish participants (42% men, 58% women)
 - age distribution 18-89 years, average 51 years
 - totally 275 comments for the discussion themes were achieved.



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Case gardening



Case wearables



Case toiletries

CENSOR TO INDICATE THE
NEED FOR CHANGING THE
NAPPY





Main results

Results – case gardening

- Consumers liked the idea of watering sensor
- Development ideas:
 - Combining with automatic watering system in the garden
 - Light signals to easily see the condition of the plant
 - Sensoring also other properties from the garden like nutrient content and air humidity, indoors also lightness and temperature
 - Swaying of bigger trees in public places
- Possible targets for this application:
 - Potted plants indoors, in professional glasshouse cultivation, gardens at the stores, silviculture and agriculture and also in transportation of the plants and landscaping in public places.



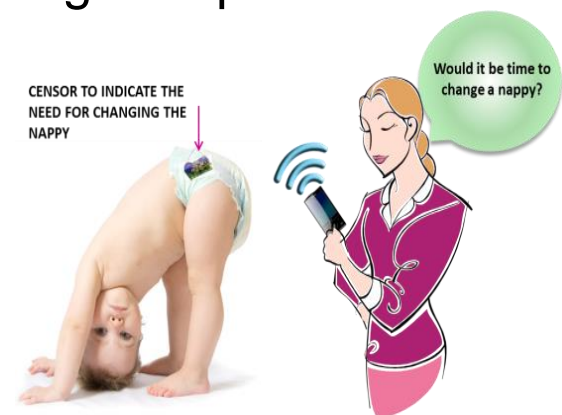
Results – case wearables

- Sensoring and screening of the speed of the runner in his/her number tag got mainly positive comments from consumers
- Development ideas:
 - Using the application on the side of a pulse counter
 - Using the application as a personal trainer
 - Utilization also with location of children, elderly people, people with severe illnesses, domestic animals, hikers, people in accidents etc.
- Innovation:
 - Clothes that can be used to follow the vital function of the patients (epilepsy, diabetes, heart defect...)



Results – case toiletries

- People did not like the idea of sensing the moisture in the nappies of small children
 - Decrease the use of common sense and communication
- Development ideas:
 - Moisture sensing application in hospitals and in nursing aged people
 - Sensing other values from urine also, such as sugar or protein



Conclusions





TECHNOLOGY «FOR BUSINESS»

