World of Cellulose – Grasping the future customer preferences and unknown desires

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Design Driven Value Chains in the World of Cellulose – DWoC

From bulk cellulose business to premium design applications of cellulose

Challenge: What can wood cellulose based material offer regarding the future (consumer) needs?

- Approaches:
  1. “From trends to fibre properties”
  2. “Scenario-based approach”
  3. “Co-creation at Owela”
Design driven approach

Cellulose raw material
↓
Fibre
↓
Material

Innovation
Performance
Need
Brand

Concept
Product
Consumer
Objectives of approaches

1. Future needs as a starting point for technical development – "From trends to fibre properties"
   - To identify future needs and product functionalities using trend-based approach;
   - To derive technical and fibre properties matching the needs

2. Future needs as a starting point for business development – "Scenario-based approach"
   - To ideate business models that meet future requirements;
   - To support shared vision building among the industry

3. "Co-creation at Owela"
   - Utilizing researcher and consumer co-creation in order to find the competitive advantage of cellulose products
Is the voice of future customer heard?

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<tr>
<th>Approach</th>
<th>Strengths</th>
<th>Weaknesses</th>
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| ”From trends to fibre properties” | • Systematic approach  
• Covers whole cycle from needs to fibre properties | • Dependent on the ability of participants to imagine future needs |
| ”Scenario-based approach”        | • Scenarios promote ”future imagination”  
• Speaks the language of business people | • Dependent on the participants ability to detach from today’s limitations |
| ”Co-creation at Owela”           | • Enables co-creation without spatial and temporal restrictions  
• Enables multi-methodological approach | • Facilitating co-creation requires resources  
• Today’s consumers don’t necessarily represent future consumers |
Conclusions

- Aim: To implement design and customer (consumer + company) needs through expertise of chemistry, manufacturing and machine technology, sustainability and business development
  - Three different approaches were tested

- Challenge: to combine "technology push" and "future market pull" in multi-disciplinary project

- Grasping the future needs and opportunities requires proper attention, time and resources, in order to truly accomplish design driven approach