

Future Experience Lab FUEL

Future Experience Lab FUEL is a future workspace for learning and developing. It is a smart co-creation space which supports group decision making. FUEL is a part of the local innovation ecosystem - fertile platform for innovation, a hub for interaction and cooperation.

- At FUEL, the multidisciplinary team focuses on working with intangibles, combining design data & future. New technologies enable better co-creation and group decision making.
- FUEL is a product and service development clinic that utilizes service design methods and design thinking.
- At FUEL, customer experience, future knowledge, digitalization and data are at the core of our work. New digital technologies support multidisciplinary cooperation and decision-making.
- At FUEL, students, developers and entrepreneurs can accelerate their ideas into a product, solutions to their problems or competitive business.
- At FUEL work can be present or remote - or both. FUEL tools consist of a smart wall, immersive display environment, VR glasses, smart rings, pads, space condition sensors, streaming capability and a data lab.

About software and hardware

The software and hardware in FUEL space, as well as the space itself, provide an opportunity to test intangibles. In FUEL service environments can be experienced immersively and services can be demonstrated. By means of VR devices, it is possible, for example, to get acquainted with the object to be developed or to build a model of the service in virtual reality. A data analyst extracts data for the benefit of entrepreneurs and developers.

About service design

Service design is a type of design that focuses on the design of intangible things. The objective in service design is to develop services by thoroughly understanding the needs and desires of customers. Customer understanding focuses on customer behavior and motives. It is a more comprehensive form of knowledge compared to the more general customer information. Customer understanding is applied within the service design process leading to the creation of a formula which produces service that is pleasant and profitable for both the customer and the service provider. Service development is a continuous process of gaining information, data and understanding on the operative environment, the service in question and the service users.

This process evolves through the participation of the users and various experiments and prototypes. Service design comprises all intangible, immaterial goods as services, for example, a student's study path can be interpreted as a service formula equivalent to a café customer or an air passenger service.