Context-Aware Social Media, Nokia Research Center, Finland

Concepting and rapid prototyping team

2009 - 2011

www.casmteam.com
Team Members

Jonna Häkkilä  Research Leader  Oulu
Minna Karukka  Research Leader  Oulu
Aino Ahtinen  Senior Researcher, User experience  Tampere
Jussi Huhtala  Senior Researcher, UI graphics  Oulu
Pertti Huuskonen  Principal Researcher, Context awareness  Tampere
Jussi Juntunen  Senior Researcher, User experience & Usability  Oulu
Jarmo Kauko  Senior Researcher, Games & HCI  Tampere
Katja Kytökorpi  Principal Designer, Graphics & UX  Oulu
Mikko Paldanius  Senior Researcher, ID & Graphics  Oulu
Arto Puikkonen  Senior Researcher, User experience  Tampere
Ari-Heikki Sarjanoja  Senior Researcher, UI design  Oulu
Antti Virolainen  Senior Researcher, HW and SW prototyping  Helsinki
Panu Åkerman  Senior Researcher, HCI & SW prototyping  Tampere
Key Competences

Usability & end user research
Rapid concept development
UI design
Graphics & industrial design
HW & SW prototyping
Ways of Working

End user research
- Field studies, Prior art

UX concepting
- Multidisciplinary workshops, Brainstorming

UI design
- Wire framing, Prototyping, Visual design

Implementation
- Designers (SW & UX) preferably sitting in close proximity, Scrum mode

Evaluation
- User testing & Feedback

Feasibility check with technical concepting team
Usability testing & iterative design
User research is performed in several phases of the design work, and includes studies both in the field and laboratory.

- International field studies
- Participatory design
- Usability testing
Concept Design

Wearable computing

Accessories

Device mockups

Innovative concept development exploits several concepting and prototyping methods.

- Brainstorming
- Paper prototyping
- Making mock-ups
- 3D modeling
User Interface Design

User interface design from interaction flows to polished look & feel shapes the early concept to a usable product.

- Interaction design
- Advanced visual design
- UI Graphics

Life Organizer

CityScape

Into Wellness Game
Hardware Prototypes

Multitouch tables for remote communication

Frost UI for an interactive docking station

3D Pen prototype

Ubice multitouch icewall

Tangible prototypes demonstrate novel concepts in action

♦ Building functional prototypes
♦ Proof-of-concept feasibility studies
♦ Exploring new interaction methods
The CASM team runs several active collaborations around the world.

Collaborative context-awareness for communities with VTT

HCI for connected embedded devices with Smarcos EU project consortium

Personal projection with University of Lancaster

Rapid prototyping with University of Stuttgart

Novel game concepts with Nokia business units

mLearning, user created content with University of Duisburg – Essen

Since it was established in 2009, the CASM team has also delivered 1-2 technology transfers from research to Nokia Business Units every half a year.
# Partners

<table>
<thead>
<tr>
<th>Institution</th>
<th>Research Focus</th>
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<tbody>
<tr>
<td>Aalto University / HIIT Institute</td>
<td>User research on technology culture</td>
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<tr>
<td>Carnegie Mellon University</td>
<td>Context awareness research</td>
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<tr>
<td>University of Duisburg-Essen</td>
<td>Mobile learning, user created content</td>
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<td>University of Lancaster (UK)</td>
<td>Mobile and personal projection</td>
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<td>University of Lapland</td>
<td>Industrial design and holistic concept creation</td>
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<td>University of Oulu</td>
<td>UI design research, pervasive displays</td>
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<tr>
<td>Tampere University of Technology</td>
<td>User research and field studies</td>
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<td>VTT Technical Research Centre of Finland</td>
<td>Collaborative context awareness for communities</td>
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<td>Mobile Life Centre</td>
<td>Technology mediated human–dog interaction</td>
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<td>Smarcos – EU/Artemis</td>
<td>project coordination Concepting and prototyping of interoperable user interfaces for tomorrow’s connected world. 7 countries, 17 partners, 2010-2012</td>
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Publications


Integrated approach – all competences in a single team

Interaction
Usability
End User Needs

Software
Hardware

Graphics Design
Industrial Design