

WELCOME TO EXPERIENCE PLATFORM KICK-OFF

Virpi Roto



Chair

Most cited user experience researcher in Finland, a long-timer in human-computer interaction

15y in Nokia Research Center, now experience design research with focus on industry

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Markus Ahola



Project manager

Multi-disciplinary PhD in experience design and engineering

Pioneer in merging design, business, and engineering in research and education

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CONTACTS FOR EXPERIENCE PLATFORM



Program

13:00 Experience Platform – What? Why?

Markus Ahola & Virpi Roto, Aalto

13:20 Welcome

Hannu Seristö, Vice President, External relations, Aalto

13:30 User Experience

Kristina Höök, Professor in Interaction Design, KTH, Sweden

14:30 Coffee

15:00 Citizen Experience

Anne Stenros, Chief Design Officer, City of Helsinki

15:30 Consumer Experience

Eric Arnould, Professor in marketing, Aalto

16:00 Demos, Posters, Networking, Snacks & Drinks

EXPERIENCE PLATFORM KICK-OFF



EXPERIENCE PLATFORM

WHAT? WHY?

People assisting the birth of Experience Platform

Anna Valtonen	Heidi Grundström	Riikka Mäkikoskela	Sofia Sevón
Ingmar Björkman	Perttu Hämäläinen	Kaisa Mäkinen	Laura Sivula
Tiina Aarras	Anna Heiskanen	Rosanne Martens	Jonna Söderholm
Jaana Beidler	Saija Hollmen	Tuuli Mattelmäki	Jarmo Suominen
Heidi Paavilainen	Satu Holm	Jani Merikivi	Elischka Synes
Paul Savage	Eevi Huhtamaa	Laura Meskanen-	Kata Szita
Anastasia Seregina	Rashad Ismsyilzada	Kundu	Hani Tarabichi
Eric Arnould	Jutta Johansson	Johanna Moisander	Kevin Tavin
Aleksi Bardy	Annukka Jyrämä	Ossi Naukkarinen	Pia Tikka
Philip Dean	Turkka Keinonen	Sofia Pantouvaki	Virpi Tuunainen
Lily Diaz-Kommonen	Matti Keloharju	Carlos Peralta	Jonna Utriainen
Zachary Dodson	Myrthe Krepel	Niklas Ravaja	Severi Virolainen
Ville Eloranta	Kaverina Kseniia	Matti Rossi	Taija Votkin
Lisa Erdman	Karoline Kwon	Pekka Saarela	Yu Xiao
Tomas Falk	Teemu Leinonen	Timo Saarinen	THANK YOU!

School of Arts, Design and Architecture (ARTS)

Virpi Roto (Chair), Department of Design

Andres Lucero, Department of Design

Sofia Pantouvaki, Dept. of Film, Television and Scenography

Pia Fricker, Department of Architecture

School of Chemical Engineering (CHEM)

Jouni Paltakari, Department of Bioproducts and Biosystems

Lauri Rautkari, Department of Bioproducts and Biosystems

School of Business (BIZ)

Eric Arnould, Department of Marketing

Virpi Tuunainen, Dept. of Information and Service Economy

Johanna Moisander, Department of Management

Matti Rossi, Dept. of Information and Service Economy

School of Science (SCI)

Perttu Hämäläinen (50% ARTS), Dept. of Computer Science & Dept. of Media

David McGookin, Department of Computer Science

Mikko Sams, Department of Neuroscience and Biomedical Engineering, Brain and Mind Laboratory
Synnöve Carlson, Department of Neuroscience and Biomedical Engineering

School of Electrical Engineering (ELEC)

Antti Oulasvirta, Dept. of Communications and Networking

Yu Xiao, Department of Communications and Networking

School of Engineering (ENG)

Katja Hölttä-Otto, Design Factory

Pentti Kujala, Department of Mechanical Engineering

MANAGER

Markus Ahola, Research and Innovation Services, Department of Design

ACADEMIC BOARD

Business + Technology + Art + Science

Helsinki School of
Economics



Helsinki University of
Technology



University of **Art**
and Design Helsinki



Aalto
University



Since 1911



Since 1908



Since 1871



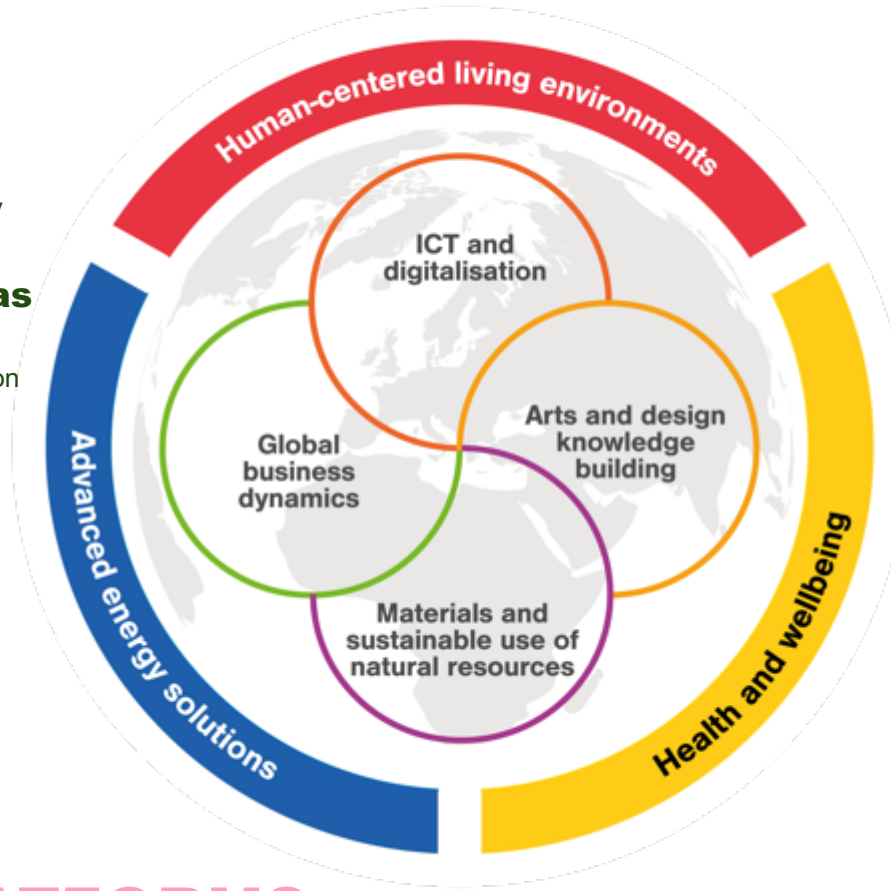
Since 2010

AALTO UNIVERSITY FOR MULTI-DISCIPLINARITY



Multidisciplinary platforms within Aalto Focus Areas

- Joint vision and co-creation
- Large challenge-driven research projects
- External visibility
- Access point to Aalto
- Joint study packages



2013

Energy Platform

2014

Digi Platform

2015

Living+ Platform

2016

Health Platform

2016

Materials Platform

2017

Experience Platform

2017

2018

Entrepreneurship Platform

AALTO PLATFORMS





MULTI-DISCIPLINARY APPROACH



What is experience

Merriam-Webster Dictionary:

something personally encountered, undergone, or lived through
the conscious events that make up an individual life

Experiences are subjective, context-sensitive, and dynamic

MEMORABLE EXPERIENCES, MEANINGFUL LIFE

Why experience?

MEMORABLE EXPERIENCES, MEANINGFUL LIFE

Investments in experiences growing

Material possessions less and less valued

Good experiences may change attitudes & behavior

PLATFORM FOR HUMAN EXPERIENCE

Multi-disciplinary in practice?

Application area examples for experience design:

- artistic productions
- commercial products
- public services
- spaces
- events
- ...

Understanding human experiences via:

- subjective methods (collect data via stories, self-reports)
- objective methods (physiological, behavior measurements)
- mixed methods (mix of above)



50+ professors in this area

18 in the Academic Board of Experience

Platform

ARTS:

Virpi Roto
Perttu Hämäläinen
Andrés Lucero
Pia Fricker
Lily Diaz
Teemu Leinonen
Masood Masoodian
Rupesh Vyas
Pia Lindeman
Sofia Pantouvaki
Liisa Ikonen
Kaisa Mäkinen
Tuuli Mattelmäki
Paula Hohti
İdil Gaziulusoy
Ramia Mazé
Philip Dean
Kevin Tavin
Pirjo Kääriäinen
Turkka Keinonen
Ossi Naukkarinen

BIZ:

Johanna Moisander
Eric Arnould
Matti Rossi
Virpi Tuunainen
Kristiina Mäkelä
Pekka Mattila
Sammy Toyoki

ENG:

Katja Hölttä-Otto
Pentti Kujala
Marketta Kyttä
Milos Mladenovic
Kalevi Ekman
Vishal Singh
Jani Romanoff

CHEM:

Lauri Rautkari
Jouni Paltakari
Ari Koskinen

ELEC:

Antti Oulasvirta
Yu Xiao
Ville Kyrki
Arto Visala
Mervi Paulasto-
Kröckel

SCI:

Mikko Sams
Synnöve Carlson
David McGookin
Risto Ilmoniemi
Iiro Jääskeläinen
Lauri Parkkonen
Riitta Salmelin
Petri Ala-Laurila
Tapio Lokki
Tapio Takala
Ville Pulkki
Giulio Jacucci
Marko Nieminen

100+ JUFO3 publications

And lots of artistic results

Some JUFO3 publications from 2016-2017:

Emotions in Institutional Work A Discursive Perspective
Discrete neural signatures of basic emotions
Extracting relevance and affect information from physiological text annotation
Discovering and Synthesizing Humanoid Climbing Movements
Social laughter triggers endogenous opioid release in humans
Sequentiality, mutual visibility, and behavioral matching: Body sway and pitch register during joint decision making
Usability problems do not heal by themselves National survey on physicians' experiences with EHRs in Finland
Investigating user generated presentations of self in face-to-face interaction between strangers
Dissociable roles of cerebral μ -opioid and type 2 dopamine receptors in vicarious pain A combined PET-fMRI study
The role of expectations in service evaluation: A longitudinal study of a proximity mobile payment service
Towards Perceptual Optimization of the Visual Design of Scatterplots
Neural mechanisms for integrating consecutive and interleaved natural events
Relational Price Discounts: Consumers' Metacognitions and Nonlinear Effects of Initial Discounts on Customer Retention
Dress, dissemination and innovation: Artisan 'Fashions' in Renaissance Italy

ALL AALTO SCHOOLS INVOLVED

Goals of Experience Platform

1. Make Aalto a leading institution in multi-disciplinary experience research
2. Establish a creative economy ecosystem with industry to support the Creative Economy initiative of the Finnish Government
3. Facilitate development of new experience design approaches to make citizens, businesses and the society flourish

MEMORABLE EXPERIENCES, MEANINGFUL LIFE



The spirit of Experience Platform



EXPERIENCE pL_人TFORM

Questions?

More questions/comments? Use The Wall!

[EXPERIENCE.AALTO.FI](https://experience.aalto.fi) / [EXPERIENCE@AALTO.FI](mailto:experience@aalto.fi) / [EMAIL LIST](#)



Hannu Seristö



**Vice President,
External Relations
D.Sc. Econ.**

HAPPY BIRTHDAY,
EXPERIENCE
pL^人ATFORM



Kristina Höök



**Professor
Interaction Design**

User Experience

Designing with aesthetics through bodily and emotional engagements

KTH, SWEDEN

Networking time!

Take the bingo paper & a pen with you for the coffee line

1. Find a person who fulfills the criteria in a box
2. Write the person's name in the box (in one box only)
3. When you have a straight line of 4 named boxes, shout BINGO!
4. Return your form to badge desk as soon as possible
5. 5 first ones will be rewarded

EXPERIENCE PLATFORM BINGO

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Chief Design Officer

Citizen Experience From Audience to Actor

Eric Arnould



**Professor
Marketing**

Consumer Experience

The consumer culture theory perspective

Networking

Demos, Posters, Networking,
Snacks, Drinks...

Do you have questions, ideas,
wishes for Experience
Platform?

- Write them on post-it notes
and place on the wall
- Or email
markus.ahola@aalto.fi

ENJOY!

Exhibition



Circus in Person is more than a photo
exhibition. It's a personal circus experience.
Look at these anonymous portraits with
your smart phone and Arilyn application
and experience circus in completely
new perspective.

This is how it works:



- 1) Download Arilyn application for free
from Google Play or App Store
- 2) Open Arilyn and look at the photos
- 3) Enjoy the ride!

*One of the videos is in 360 - format. You can watch all the angles by turning your phone or scroll
the screen with your finger. If there's a lot of traffic it might take time for the AR content to start.
If there's a problem with some video close the software and start it again.*

HAPPY BIRTHDAY,
EXPERIENCE
pL^人ATFORM

