

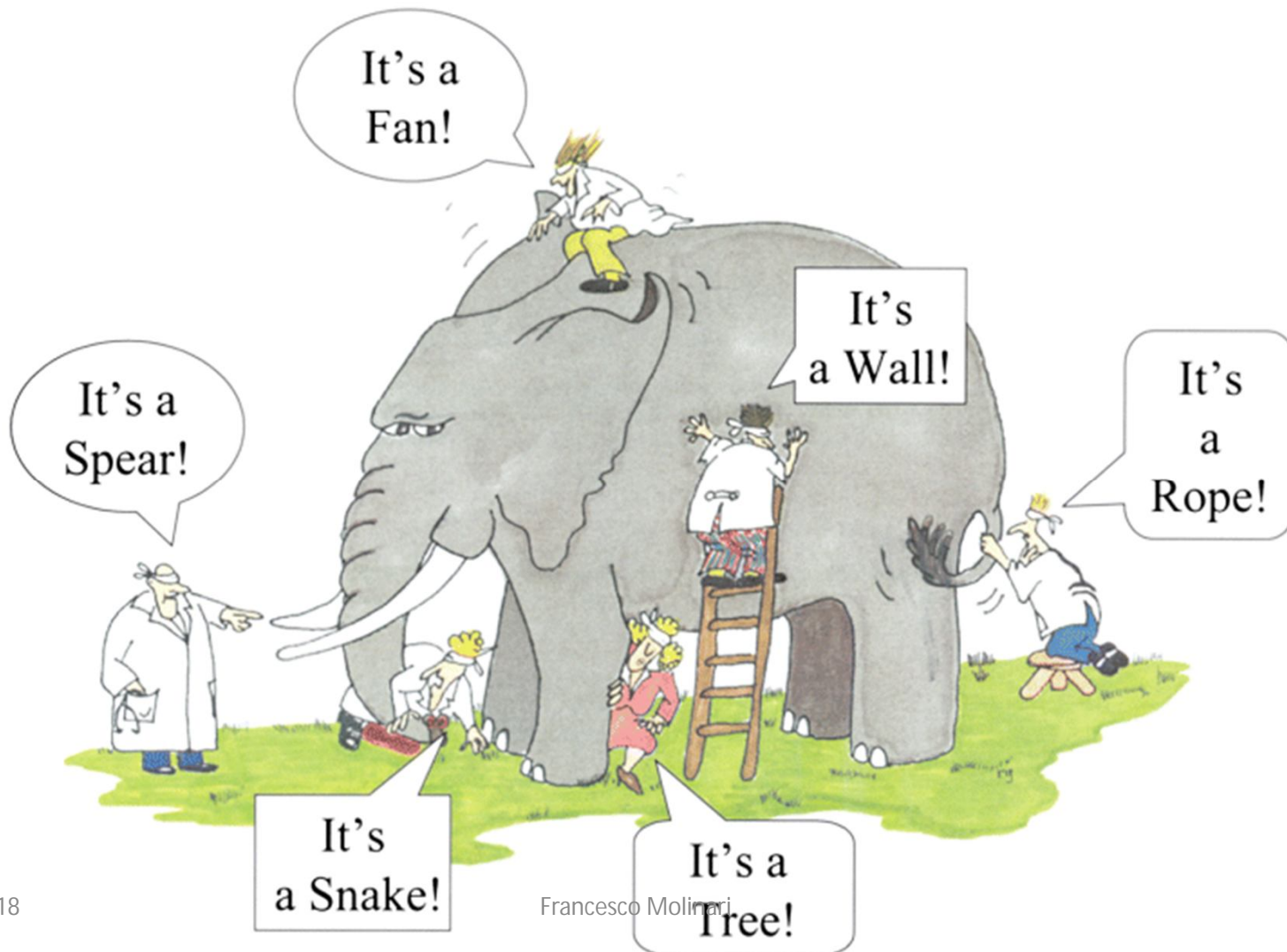


Living Lab: un'introduzione

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Ragusa, 7 giugno 2018

What is a Living Lab?



Ragusa, 7 giugno 2018

Francesco Molinari

Project co-financed by the European
Regional Development Fund

What is a Living Lab?

The Blind Men and the Elephant **John Godfrey Saxe** **(1816-1887)**

It was six men of Indostan
To learning much inclined,
Who went to see the Elephant
(Though all of them were blind),
That each by observation
Might satisfy his mind.

The First approached the Elephant,
And happening to fall
Against his broad and sturdy side,
At once began to bawl:
“God bless me! but the Elephant
Is very like a wall!”

The Second, feeling of the tusk,
Cried, “Ho! what have we here
So very round and smooth and sharp?
To me ‘tis mighty clear
This wonder of an Elephant
Is very like a spear!”

The Third approached the animal,
And happening to take
The squirming trunk within his hands,
Thus boldly up and spake:
“I see,” quoth he, “the Elephant
Is very like a snake!”

The Fourth reached out an eager hand,
And felt about the knee.
“What most this wondrous beast is like
Is mighty plain,” quoth he;
“’Tis clear enough the Elephant
Is very like a tree!”

The Fifth, who chanced to touch the ear,
Said: “E’en the blindest man
Can tell what this resembles most;
Deny the fact who can
This marvel of an Elephant
Is very like a fan!”

The Sixth no sooner had begun
About the beast to grope,
Than, seizing on the swinging tail
That fell within his scope,
“I see,” quoth he, “the Elephant
Is very like a rope!”

And so these men of Indostan
Disputed loud and long,
Each in his own opinion
Exceeding stiff and strong,
Though each was partly in the right,
And all were in the wrong!

Why a Living Lab?

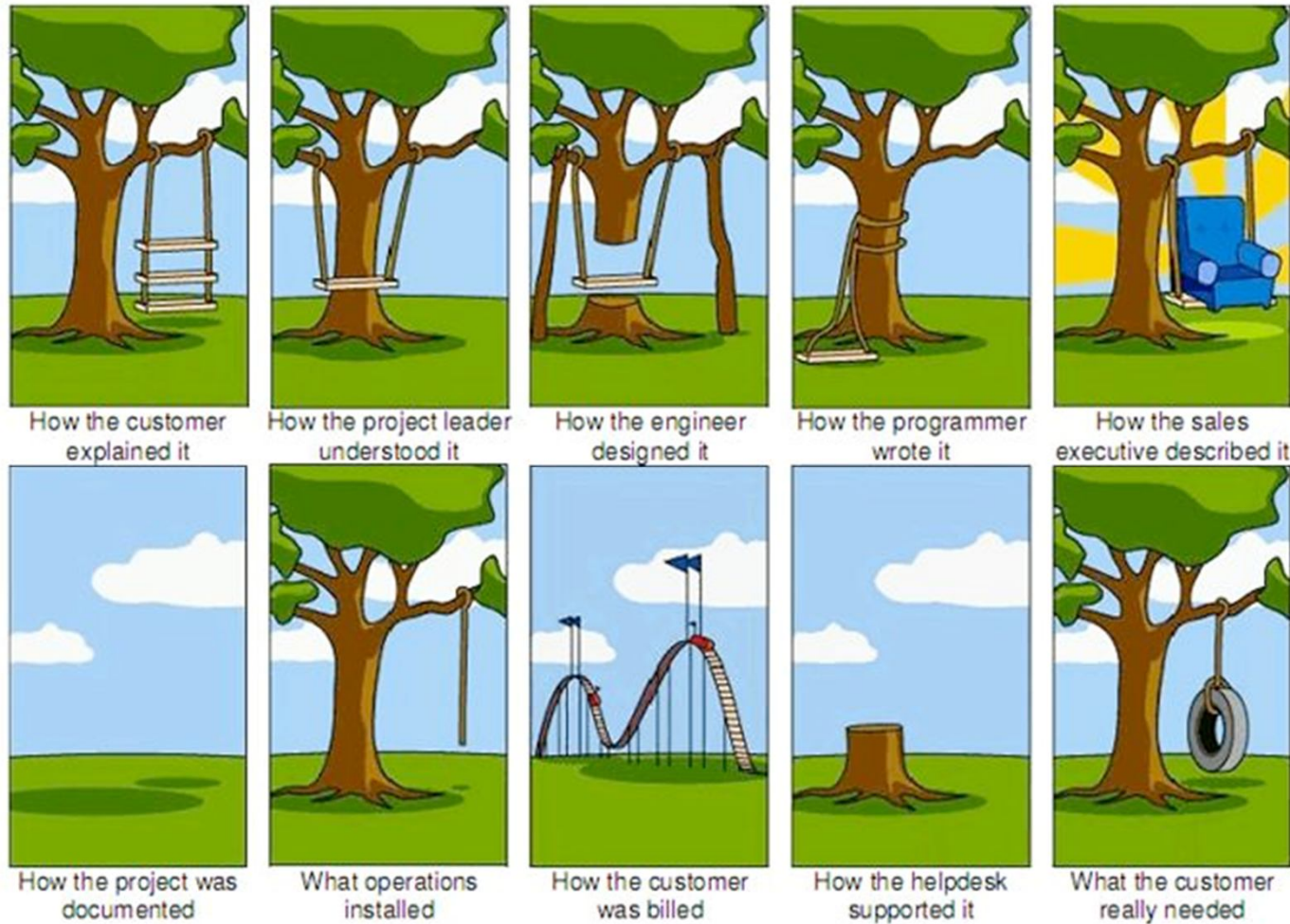


"A che serve una serva se non serve?"
Antonio de Curtis, in arte Totò, 1898-1967.

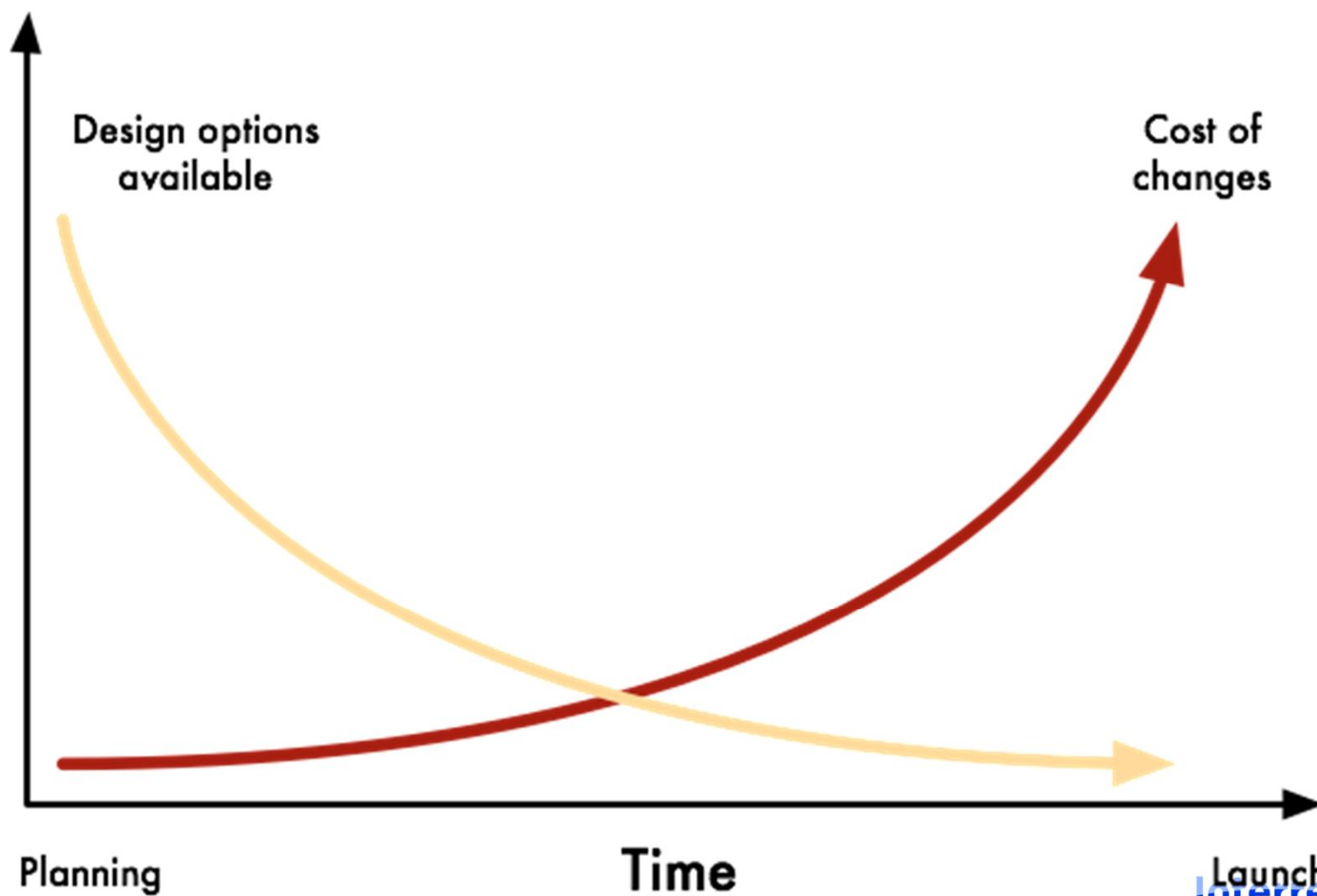
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Why a Living Lab?



Why a Living Lab?



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Looking for solutions

ASK THE EXPERTS



ASK GEORGE

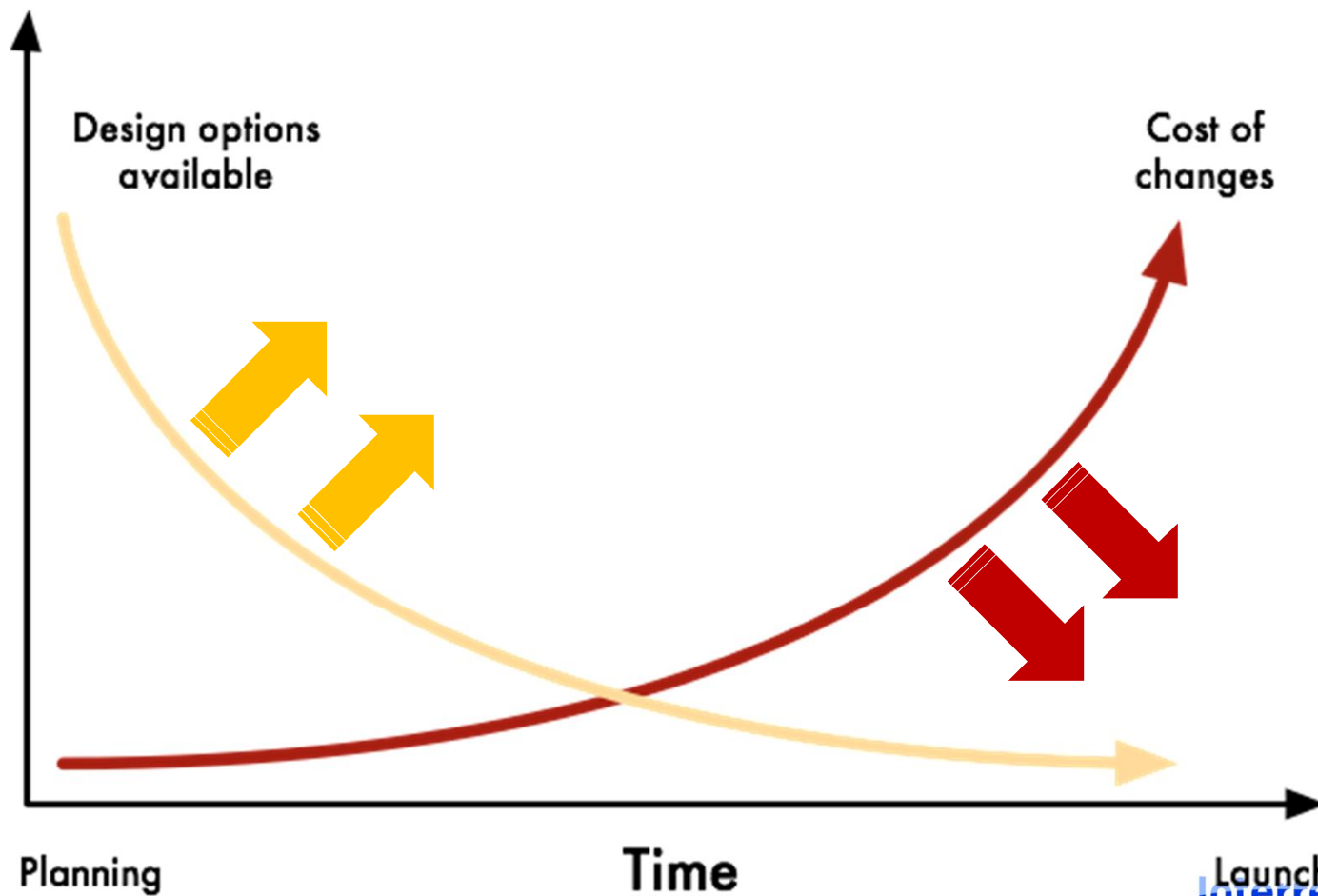
Involving the user



ASK THE PEOPLE 
centro euromediterraneo
per lo sviluppo sostenibile onlus



Expected impacts



...and one more thing:

ASK THE EXPERTS



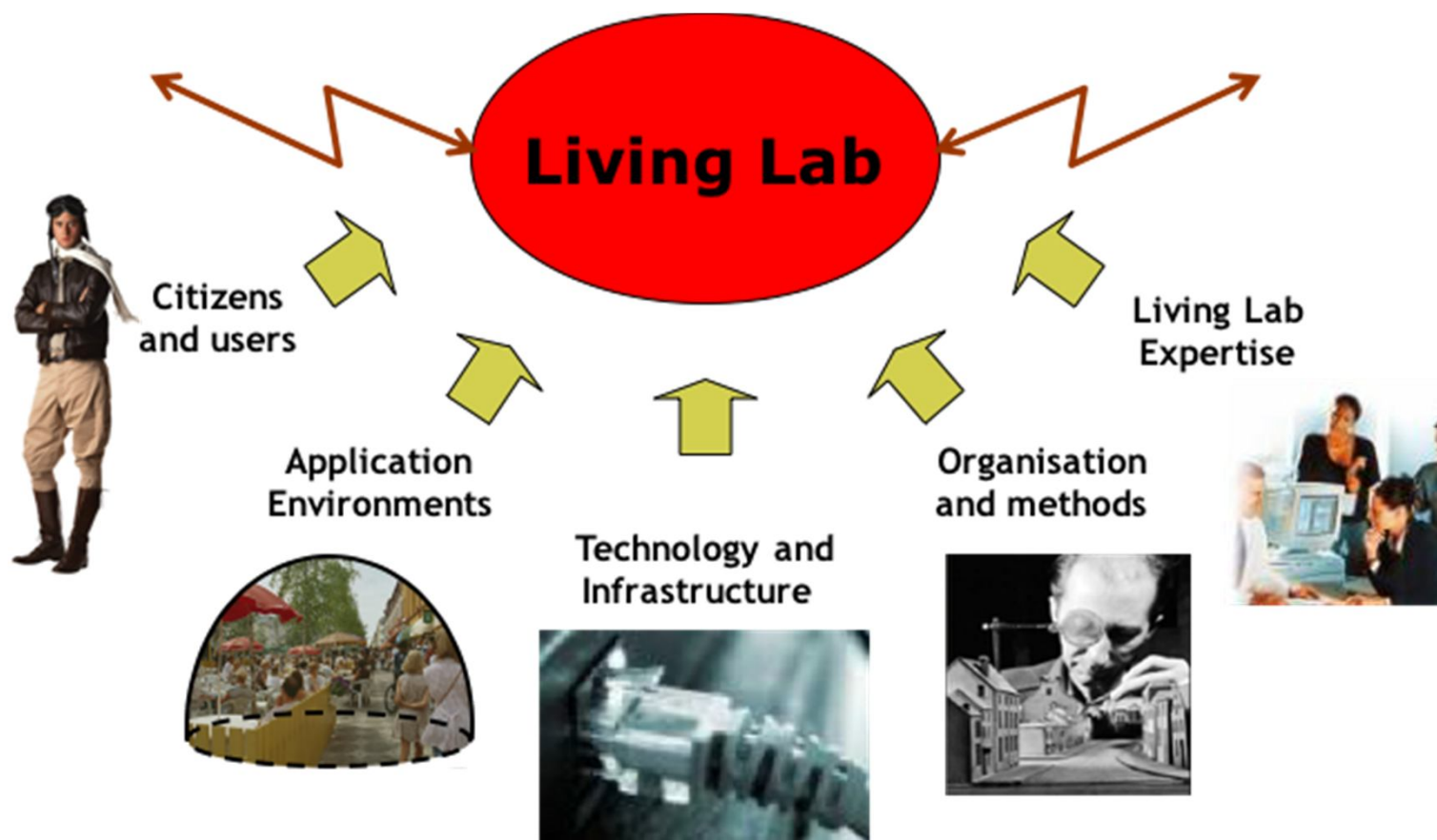
ASK GEORGE

Involving the user



**Number
of happy
people 😊**

What's in a Living Lab?



Mikael Börjeson, CDT - Luleå University of Technology, 2006

What's in a Living Lab?



Citizens
and users



"Wisdom of the
crowd"



Normal people

Expert users



Users as guinea
pigs



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What's in a Living Lab?



Application
Environments



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It is co-financed by the European
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Regional Development Fund

What's in a Living Lab?

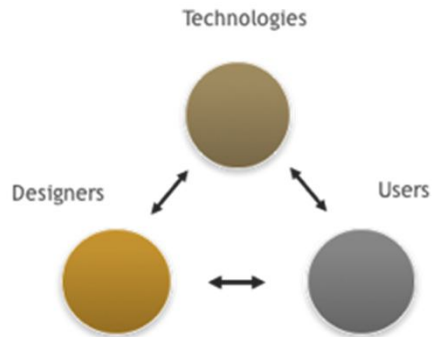


Technology and
Infrastructure

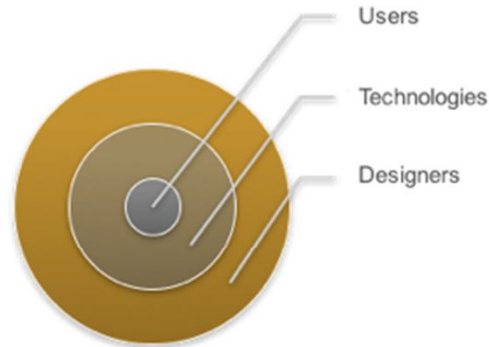


What's in a Living Lab?

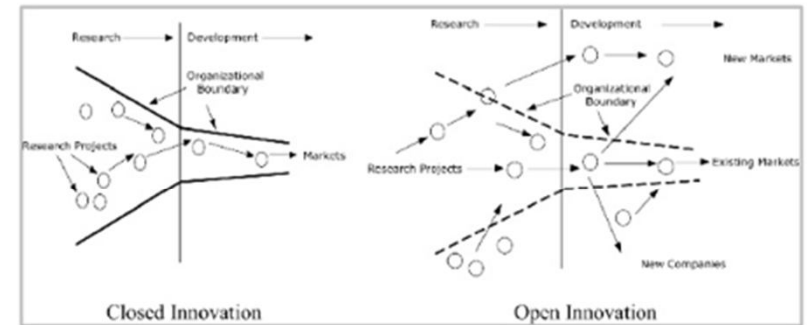
From User Centred Design...



...To User Driven Design!



Open Innovation vs. Closed Innovation



Firms can and should use external ideas as well as internal ideas, and internal and external paths to market, as the firms look to advance their technology.

Source: http://en.wikipedia.org/wiki/Open_innovation <http://shar.es/HNSUa>

Organisation
and methods

Phase 1: Exploration	Phase 2: Experimentation	Phase 3: Evaluation
Initial investigation	Scenario design	Tech probe design
In depth interviews	Co-evaluation of scenario	Define user needs
Early goal model	Goal model refinement	Concept refinement

Ragusa, 7 giugno 2018
<http://www.timreview.ca/article/1053>



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What's in a Living Lab?

BRAINSTORMING

ideation

Collaborate



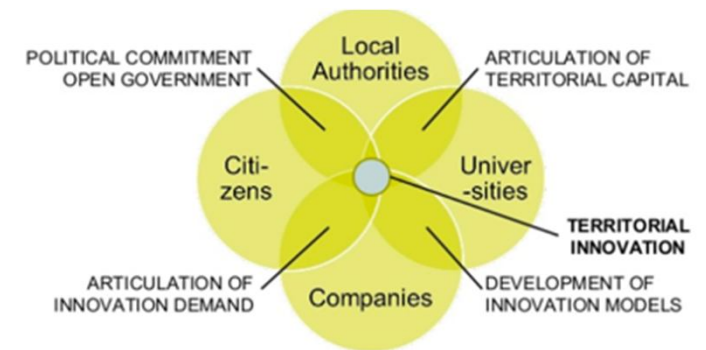
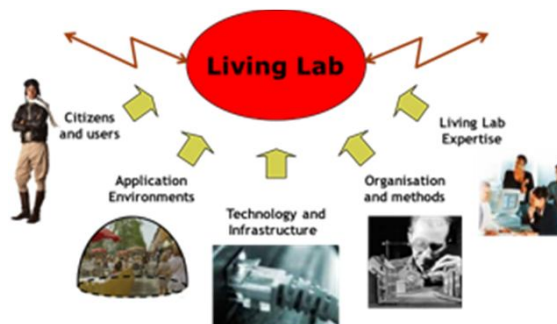
Living Lab
Expertise



So, what is a Living Lab?



So, what is a Living Lab?



The Quadruple Helix





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Today's challenge

