

DISA SEMINAR

Shaping the future markets: Lead-user driven innovation

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*Tuesday, June 17 2008
10.30am - DISA seminar room
Faculty of Economics-
Via Inama, 5 - Trento*

Consumers know best their future needs! Therefore, we want to be end-user driven. The talk will challenge this view and offer contrasting viewpoints based on empirical evidence. The talk will share unpublished results of an Idea Movement study where 50 000 mobile service ideas were collected from people of all age groups in Finland. The results of the analysis yield novel understanding about people's technology foresight capabilities. The theoretical framing of the large scale experiment is centred around the concept of lead-user driven innovation..

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