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on

Open Innovation

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Martijn Kriens: Living Labs

Martijn Kriens is one of the partners of Living Labs. Martijn will present and explain to us the ideas of Living Labs. Living Labs Holland is the name of an initiative of several large Dutch living lab initiatives to join forces. Among them are Living Lab Leiden, Amsterdam Living Lab, EXSER in Almere en KOALA in Groningen.

Living Lab is the name for a new research paradigm where the focus lies on research being done in real life situations by measuring user behaviour and experience instead of in static laboratories. Research in real life situations is necessary due to the nature of new products and services (more and more location based, social network aspects). In this presentation the foundation of living labs will be shown and the current approach to collecting and interpreting data on real life usage. Also some of the examples of current practises and projects will be talked about.