

## More detailed guidelines from the Living Lab Methodology Book



### Concept Evaluation

#### Cycle 1, Phase 3

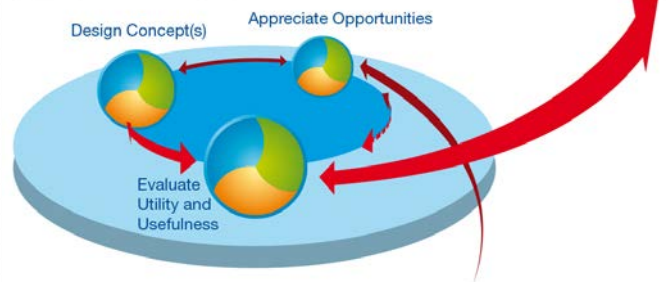
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# Checklist for Concept Evaluation – Utility and Usefulness Evaluation

In this phase, the focus is to encourage users to express their thoughts and attitudes towards the concepts being developed from the basis of their needs of the service. This is combined with the aim to identify new any unexplored needs users might have or needs that are modified in some way. Concept evaluations should be iterated until the concepts answer to relevant user needs in satisfying manner and no new insights about users needs can be identified.

## CONCEPT DESIGN



During this process it is important to keep the five key principles in mind and to consider how, for example, **value** can be created for the users, how the users can **influence** the process, how **sustainability** take form, how openness should take form, and how the process should be designed to capture as **realistic** situation as possible in this phase.

Issues that need to be discussed among project partners in this phase are listed below:

- What is the approach and purpose for the evaluation?

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- What is the main question that needs to be answered?

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- Should the evaluation be of summative, formative, or interactive character?

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- What kind of data is expected from the evaluation, qualitative or quantitative?

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- Define what data-collection methods to use in the evaluation; focus-group interviews, individual interviews, surveys, observations in relation to the purpose of the evaluation

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- Create questions, observation schemas or other preconditions for the evaluation. At this stage – develop questions **on the basis** of the users identified needs, requirements and values.

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- The aim of the concept evaluation is to identify how the concept should be related and refined to answer to the needs that have been identified in previous inquiries.
- When dealing with innovations it is important to keep in mind that it can sometimes take years for an innovation to have an actual impact. What is most important is to learn from failures to ensure that the same mistake is only done once.
- Define the number of users and selection criteria such as age, gender, occupation, and so forth

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- What technical equipment does the concept evaluation require?

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- What competencies are important to involve in the process? Aim to have competencies of technical as well as social character.

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- Are there any ethical considerations that need to be handled?

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- What resources are needed to start the evaluation?

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- Which important time-frames need to be handled?

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- In which context is the evaluation planned to take place?

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- Carry out the evaluations. This can be done in focus-group interviews, see checklist for discover needs phase for more information.

- The analysis of the data from the evaluation should emphasize what went wrong as well as what needs to (or must) be changed and modified in the next iteration.

