

Case - Finnish Institute of Occupational Health

Open knowledge platform
on Finnish work-life
phenomena



GOFORE



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Summary

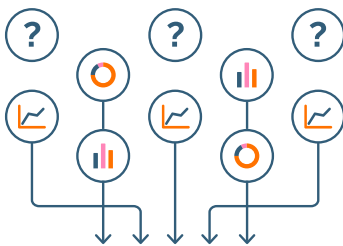
Information regarding Finnish work-life has been scattered in different data sources. This has made it difficult to get a big picture of work-life related phenomena.

The Finnish Institute of Occupational Health (FIOH) aims at gathering meaningful Finnish work-life related data, indicators and interpretations in one place, freely available for everyone. The platform goes by the name Work-life knowledge service (Työelämätieto).

Internal and external networks were intensively engaged in the platform concept co-creation. Gofore participated in all development phases: understanding and

gathering insights concerning the ecosystem and its key stakeholders, facilitating concept development, building technical implementation for the platform and testing it with real users. Engaging the potential platform participants for collaboration and co-creation from the very beginning supported common understanding and vision creation. This built the grounds for data-based and network-centric platform development. This project was also a learning process on how to transform the organization's ways of working towards more network-centric, which enables co-creation and experimenting.

Challenge



User

Goal



Platform participant

Process

Key principles



Value creation with all relevant stakeholders through an insight-driven, network-centric innovation process to gain win-win solutions for all platform participants and ultimately for our society.



Co-creating with internal and external networks from the outset to enable building a common understanding and vision.



Design thinking and Lean Startup coaching for the client at the start and by doing together along the innovation process, to help them embrace an open-minded co-creative mindset and in the long-run cultivate innovation culture.



Visual communication to get everybody on the same map and aligned by co-creating visual objects as maps and sketches to share common knowledge and later transform this knowledge and understanding to new emerging concepts.

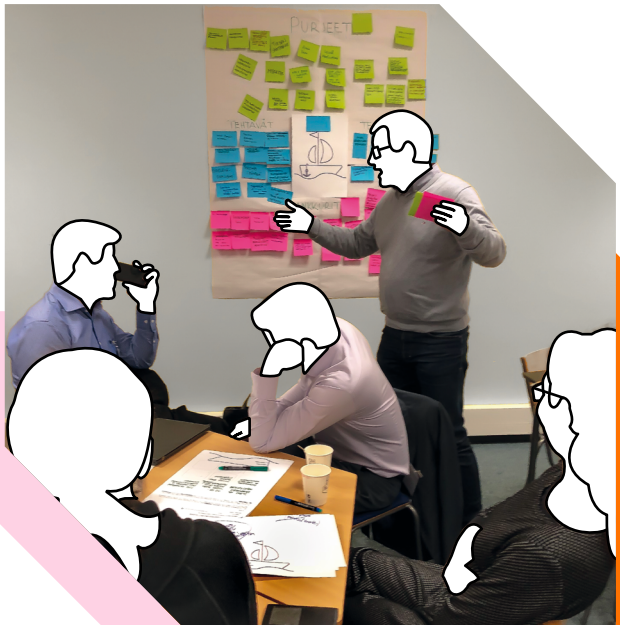
Navigating the ambiguity and synthesizing information

Understanding network participants

The goal of the co-creation sessions was to gain understanding and meaningful insights of key stakeholders' needs and capacities in their world and changing contexts, and also their expectations towards platform. Gofore's business designer helped participants to express themselves through individual and shared exercises. They described their individual jobs, gains and pains and evaluated

those themselves. They shared their most important ones to all participants in order to build a common understanding. The business designer planned the outcome-driven sessions, chose and designed the participatory exercises for them, and facilitated the sessions together with the client.

Sharing individual needs and building a common understanding using boat metaphor

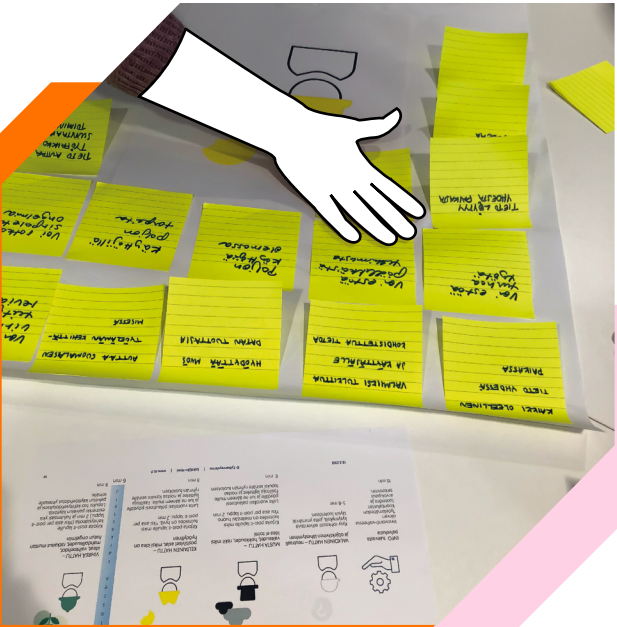


Evaluating the initial platform concept

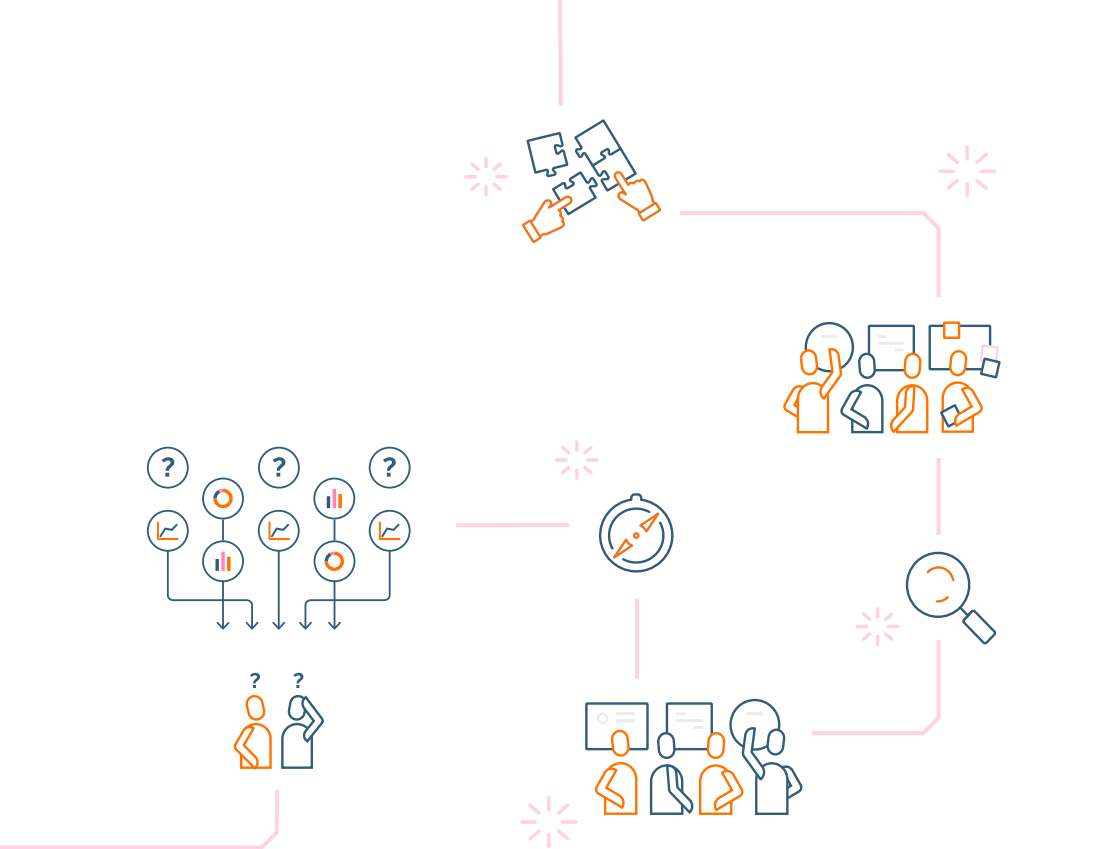
In co-creation sessions, potential platform participants evaluated the initial platform concept created by the client. The goal was to find out whether it triggered any questions, to hear why the idea would or would not work for them in their different contexts, and how it could be redesigned for them using Edward de Bono’s Thinking Hats technique to get participants in the right mindset.

Gathering trends and weak signals on work-life phenomena

Trends and content themes on work-life phenomena were gathered from co-creation session participants. These were the topics participants had seen in the media or elsewhere, or which they had sought information about. They chose the themes that are most relevant to them.



Evaluation of initial platform concept created by the client



Light analyses between co-creation sessions before synthesis

Early in the process, we created assumption-based customer profiles with internal stakeholders. These profiles were validated based on the data gathered from external stakeholders in co-creation sessions.

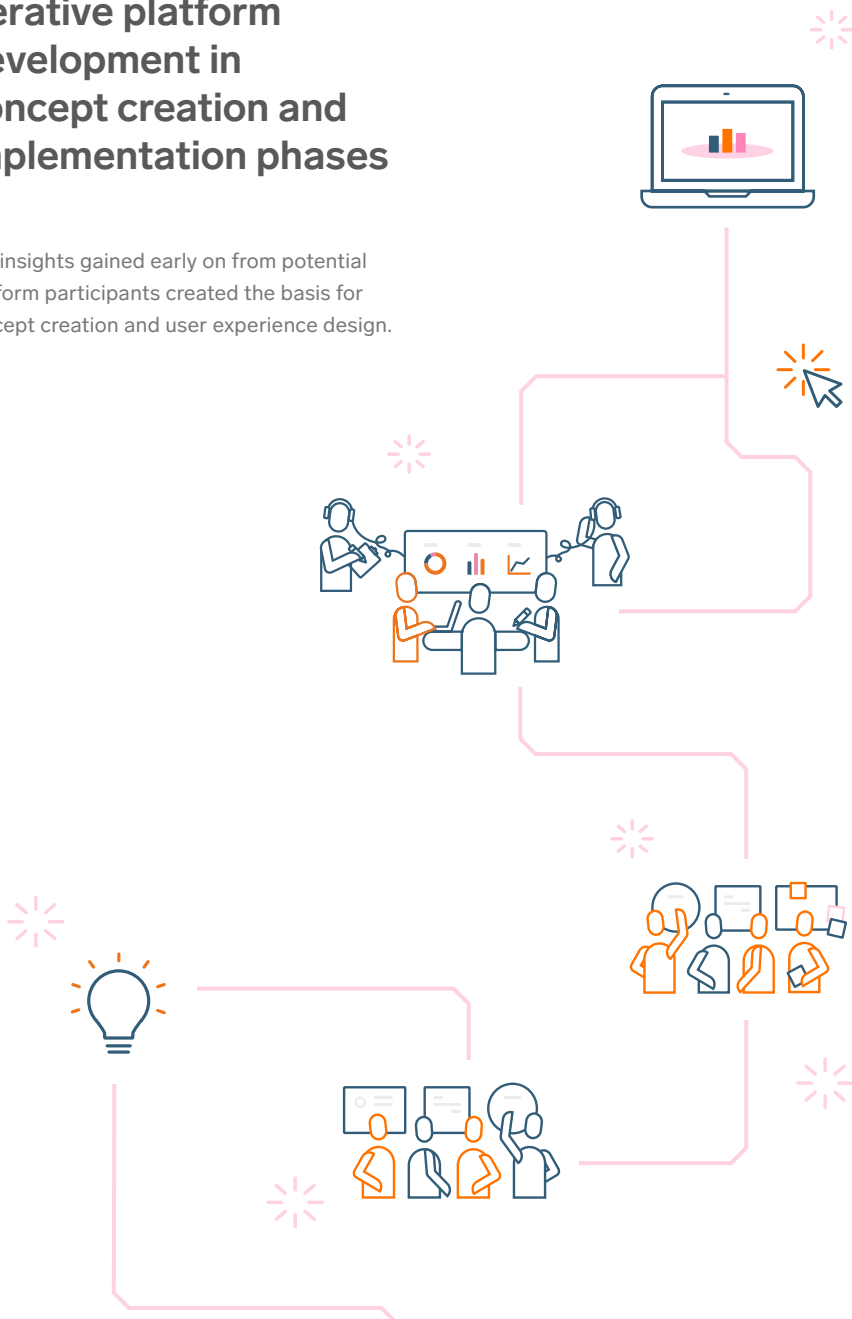
Based on these findings and evidences, Gofore's business designer iteratively synthesized research-based master profiles describing potential platform participants together with the client. These profiles were used as inspiration during the concept creation phase.

The feedback related to the initial platform concept was analyzed and a synthesis was created on it. This feedback was gathered in several sessions. It revealed remarks and questions that acted as design drivers which needed to be taken into account in the concept creation phase.

The work-life phenomena themes identified in co-creation sessions were categorized and later used in the concept creation phase.

Iterative platform development in concept creation and implementation phases

The insights gained early on from potential platform participants created the basis for concept creation and user experience design.



Prototyping idea concepts



Insights inspired prototyping

Internal stakeholders created initial prototypes of platform concepts in concept co-creation session designed and facilitated by Gofore's business designer. As inspiration they used visualized evidences and material, including validated master profiles, opportunities that were recognized in other

services from different fields, and content themes raised by participants in co-creation sessions. They were encouraged to find fit using value proposition canvas (©Strategyzer) as a tool for prototyping idea concepts that would meet the recognized unmet needs of potential platform participants.

Technical implementation and testing with real users

Gofore was also responsible for the platform's technical implementation and visual design. The platform was created iteratively, by gathering feedback from real users as early as possible. Gofore's user experience designer planned and facilitated the user testing rounds, the client being engaged both in planning and observing the sessions. This was essential in order to create a common understanding on the user experience that

the different platform participants were exposed to. Gofore's business designer observed the sessions, looking for new opportunities regarding the platform's further development. Gofore's visual designer created the look and feel for the platform and updated it based on insights from user test sessions.



Key factors for creating positive impact

Client team was intensively engaged in all activities

The client's active participation and commitment to innovation and implementation phases streamlined the whole process. There was no need to convince the client about customer insights, evidences and initial platform evaluation results, as they were there to witness those themselves. For the same reason, there was no need for heavy reporting to keep the client in the

loop. We could concentrate on doing things together and learning emerged from it. Visual evidences that were produced together represented shared knowledge and guided us along the way transforming knowledge into new concepts. Observing the user tests together with the client helped building a common understanding of the platform's user experience.

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“Gofore's holistic support helped us focus on key customers of the Work-life knowledge platform.”

Riku Louhimo, Product Manager

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“Co-creation sessions, which we facilitated together, were essential for nurturing FIOH's customer insights. Sessions and working together between them ensured that our team also possessed all tacit knowledge.”

Riku Louhimo, Product Manager

Helping the client in cultivating an innovation culture

The process started with coaching on design thinking and concept validation for the client team. During the innovation process, the client team was actively involved in all activities. Learning new ways of working, innovation culture mindsets, methods and tools required letting go of the expert-centric mindset. Co-creation and building empathy

were the key elements in cultivating the innovation culture extending beyond the organizational boundaries. This built the foundation for constant network-centric data driven development and helped in breaking down organizational silos and at the same time grew the organisational innovation capability.

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We have applied learnings from this design process also to our internal development with good results.

Riku Louhimo, Product Manager

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Design thinking shortened the time needed for focusing on important work-life phenomena which directly delivered value to Work-life knowledge platform.

Riku Louhimo, Product Manager

Getting rid of assumptions by engaging networks from the very beginning

By engaging internal and external networks already in the beginning of the innovation process made it possible to let go of assumptions and find out the real unmet needs of potential platform participants. At the same time, curiosity towards the upcoming platform was triggered in all those who were involved in the co-creation process.

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“Co-creation and customized design-led innovation process greatly highlighted the perspectives and needs of different stakeholders concerning working life information”

“With help of design methods I realized what kind of practical processes different customer groups have in their lives when it comes to utilization of working life information.”

**Pauli Forma, Former Director,
Work Ability and Working Careers, FIOH**

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“When I got an invitation to a co-creation session for Work-life knowledge platform, first I was confused - am I also needed? However, I quickly realized in the session that the diversity of work-life knowledge requires genuine diversity also in development groups.”

“Tools and methods used in co-creation session helped to build a holistic view.”

**Riitta Hyppänen, Change & Growth Coach,
CM & HR Consulting Oy**



Impact for society

Work-life knowledge service makes key work-life data freely available for private and public sector organizations, professionals, researchers and media. Easy access to reliable data supports strategic decision-making and research, increases the impact of data on surrounding society and helps in creating a common view on Finnish work-life.



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“Engaging external and internal network participants from the beginning of the design process pushed us to use co-creation for continuous development of Work-life knowledge platform, which has been essential to its national impact.”

Riku Louhimo, Product Manager



Marjukka Rantala

Senior Business and Service Designer

Marjukka helps organizations stay relevant to their networks and cultivate innovation culture by engaging all important stakeholders to co-creation.



Kati Virtanen

UX Designer

Kati helps organizations learn from their customers and discover what truly matters together with them.



Vilhelmiina Järvelä

Visual Designer

Vilhelmiina helps organizations create the right look and feel that support usability of the final service.

Ask us for more!

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**Creating
positive
impact**

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