

Innovation Workflow Description

Group 7: Arttu Hellsten, Petteri Häkkinen, Jani Nieminen, Athul Prasad, Olli Rahikka, Jonatan Wallenius

Problem framework

The problem given to us by Indagon was to develop new business cases for their emerging *@Fokus* service. Their current service *Fokus* had many issues; the most urgent is that their customers are shifting to cheaper yet not as accurate simple GPS services. According to the Indagon representative, there was a lot of competition on this area of business, although he felt that there was room in the market for a 0,5-2 meter accuracy DGPS-service, which would be cheaper than the more accurate RTK/VTS services.

In the Finnish markets the current competitors offer basic GPS services with the accuracy of up to 5 meters. The more accurate competing service is based on RTK/VTS, and it can offer accuracies up to a few centimeters. These RTK/VTS services are extremely costly. On global markets there is the reliable and free of charge EGNOS service, which offers the same accuracies as *@Fokus* would. EGNOS does not work near the polar circle, which excludes it from the competitors in the Finnish markets.

Identified key issues

The key issue with the *@Fokus* service is the price of the service in comparison to the advantage that it gives to traditional GPS-services.

Process:

usage of ideation methods, rejected ideas, rejection arguments, discussions

Our team made most of the ideation by using brainstorming and searching for information of current usages of similar services on the Internet. While brainstorming we used as supplementary tools whiteboards and post-its. As a result of our brainstormings we came up with more than ten possible applications for the *@Fokus* service. These different applications were analyzed both individually and against each other. Below are listed the different applications and some arguments to why some ideas were rejected and others developed further.

Rejected ideas:

- Positioning of space-stations: their current system is more accurate and *@Fokus* would probably not work in the space.
- Team sports – tracking the movement of the players: this service would be so expensive that the markets would be extremely small.
- Measuring the height of the high-jumpers jump: the service would not be accurate enough
- Using it on construction sites, e.g., measuring the place of a wall: the service would not be accurate enough
- Following secure shipments (e.g., money):not reliable enough, the signal would be too easy to jam

Ideas rejected after further consideration:

- Land-shipments:
 - o finding the right dock on logistics centers: the numbering system currently used is easy enough as it is
 - o tracking the trucks on the map: the traditional GPS is accurate enough
 - o tracking on which track a train is going: already implemented
- motor sports – tracking where the vehicles are on the track: already implemented
- Sports-tracker: would include health state monitoring, movement tracking, automatic and manual distress calls
 - o rejected based on company representative's feedback
- Health tracker: would include health state monitoring, position tracking, automatic and manual distress calls, and a social networking aspect
 - o rejected based on company representative's feedback

Idea chosen for further development:

Ship navigation: basically giving the different types of vessels more accurate positioning data for navigation, especially in the coastal areas. The benefits of using *@Fokus* on this type of usage are the reliability of the service and the more accurate data. This concept was chosen for further development based on the company representative's feedback and the business opportunity in this application.