CI03-049 - Implications of Toolkits for User Innovation and Design

Zusammenfassung

This research project aims to study the implications of so-called "toolkits for user innovation and design" (TUID). TUID is a new concept suggesting to providing customers with a technology that allows them to design their own individual products. Customers become active creators and even innovators. In this project we aim to empirically analyze the benefits and drawbacks of this concept from both, the manufacturer's and the customer's perspective.

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Weiterführende Links zu den beteiligten Personen und zum Projekt finden Sie unter
https://wwtf.at/funding/programmes/past/ci/CI03-049/