




Jarmo I. Suominen
Professor of MassCustomization / UIAH
Visiting Scientist MIT MediaLab
Open Source Building Alliance

Massakustomoinnin mahdollisuudet perusparannushankkeissa



Reaktiivisesta tarve
lähtöisestä proaktiiviseen
asiakasvetoiseen
liiketoimintaan?

prosessi näkökulma



asukas näkökulma



Asiakasnäkökulma perusparannukseen

perusparannus reaktiivista, tarveperustaista

suunnitteluprosessi suljettu, ei asukaskohtaista
näkökulmaa

palvelutarjonta geneeristä ja fragmentoitunutta

rahoitusjärjestelyt geneerisiä, yleensä koko taloyhtiötä
koskevia, asukaskohtainen malli puuttuu

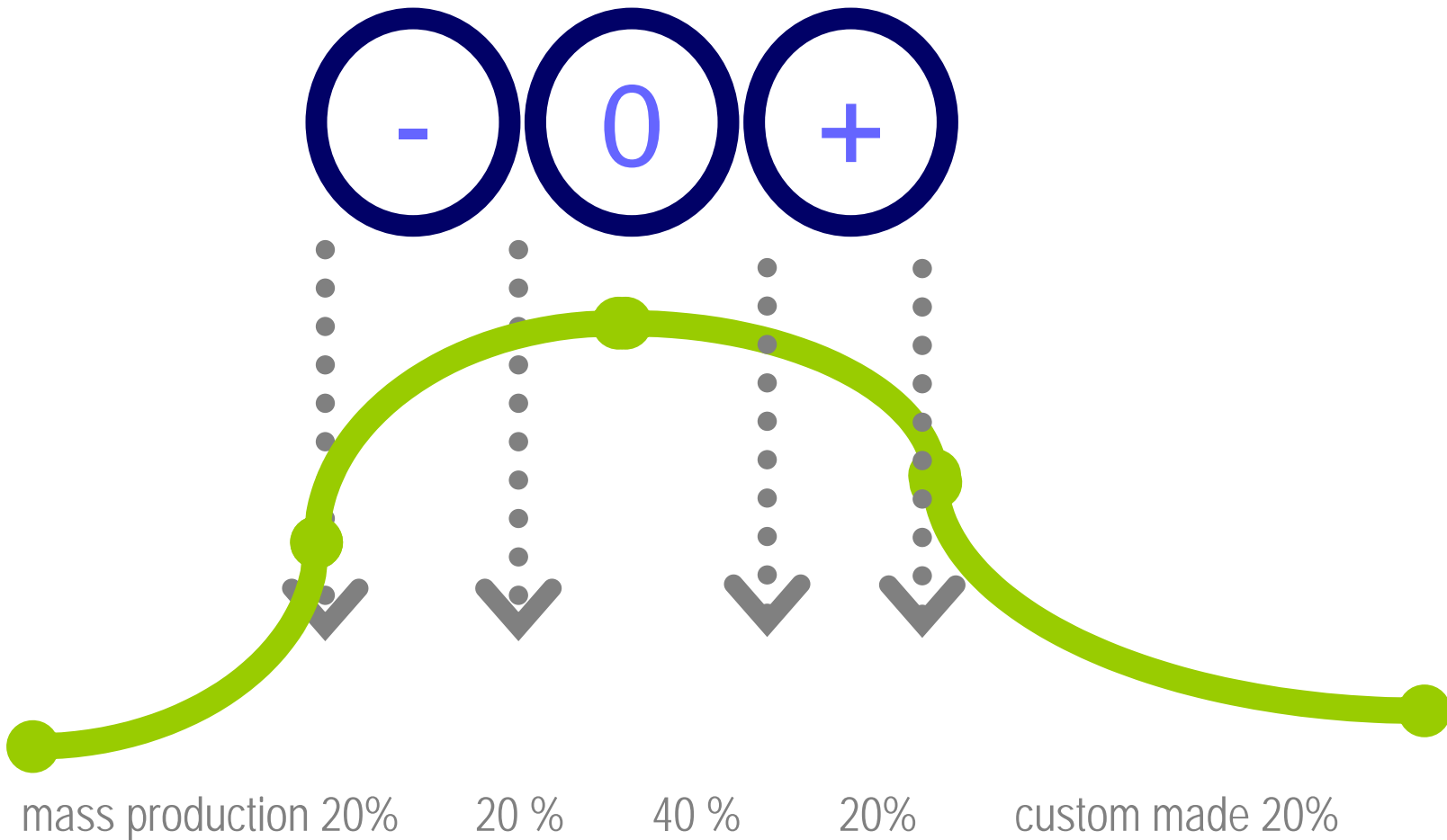
toteutusprosessi projektikohtainen

markkinointimallit tuotantolähtöisiä





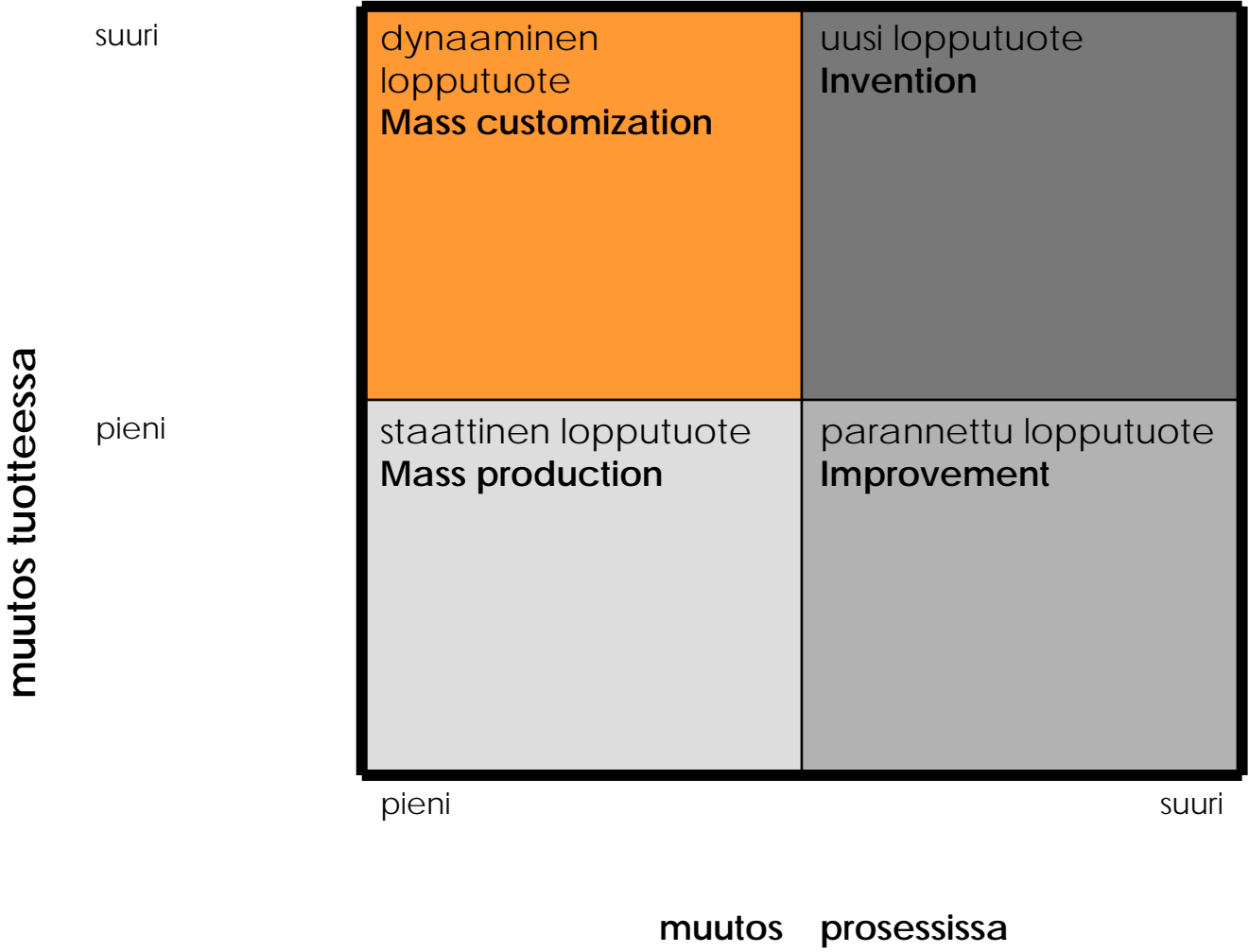
Asiakstarpeet





Dynaamisesta tuotantoprosessista ja staattisesta lopputuotteesta staattiseen tuotantoprosessiin ja dynaamiseen lopputuotteeseen

massakustomointiprosessit *pine&gilmore 1997*



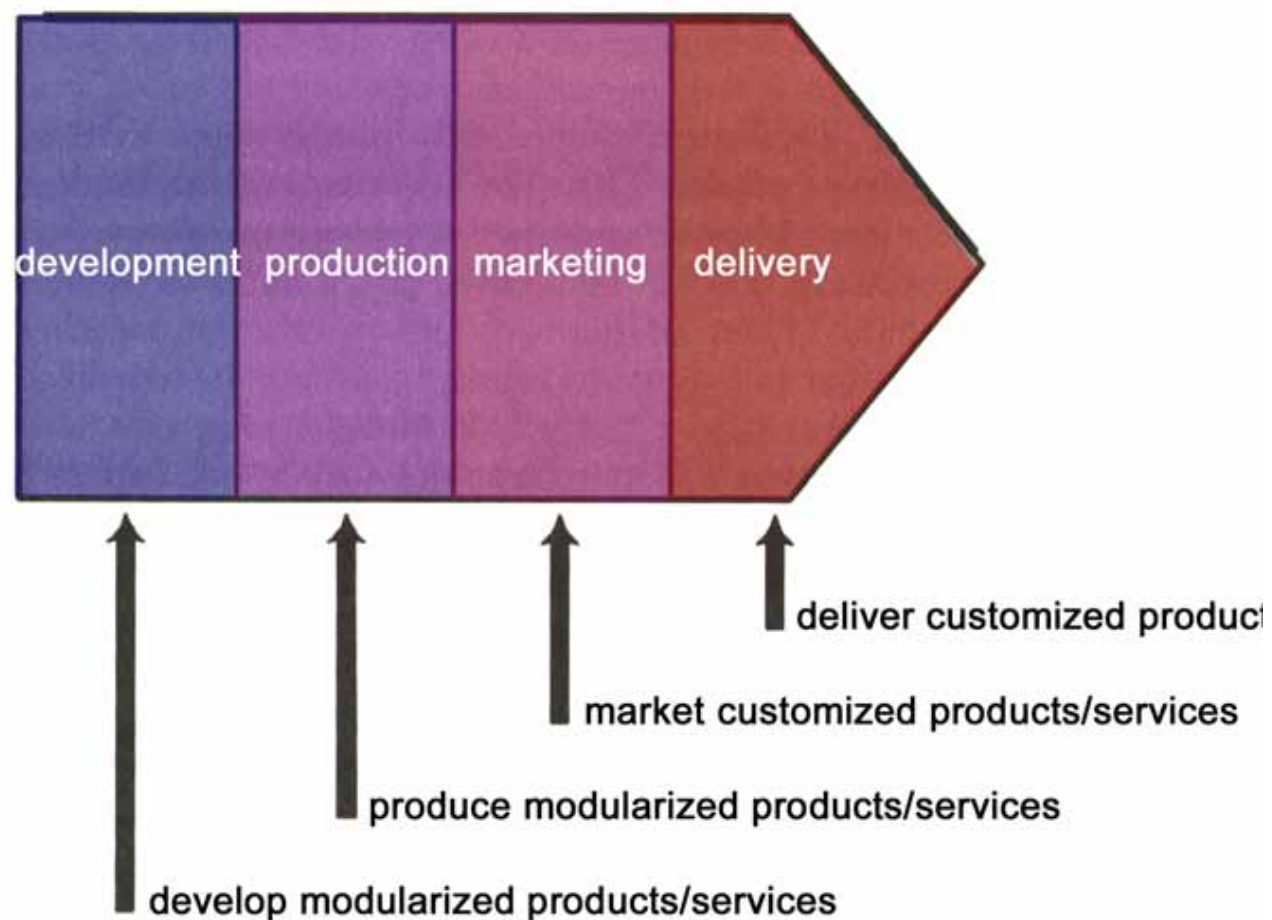
palvelutarjotin

**modulaariset
tuotteet**



asiakastarve

modulaarinen arvoverkottunut prosessi



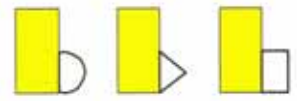


MODULAARISET MALLIT



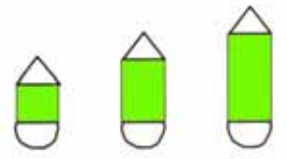
1. COMPONENT SHARING MODULARITY

Common technology/service module for different contexts



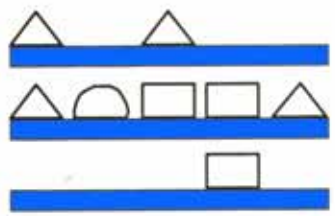
2. COMPONENT SWAPPING MODULARITY

Common context for technology/service modules



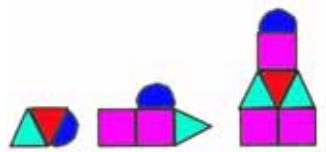
3. CUT-TO-FIT MODULARITY

Common technology/service modules for adjustable platforms



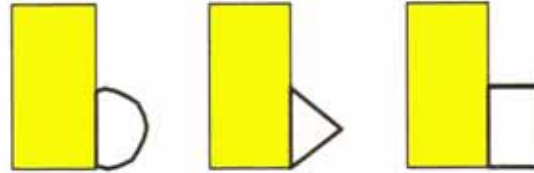
4. BUS MODULARITY

Common platform for technology/service and context modules

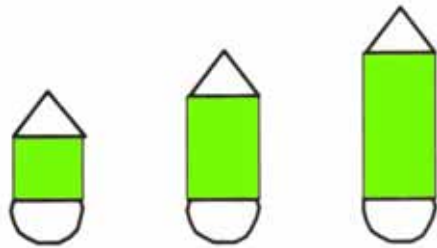


5. SECTIONAL MODULARITY

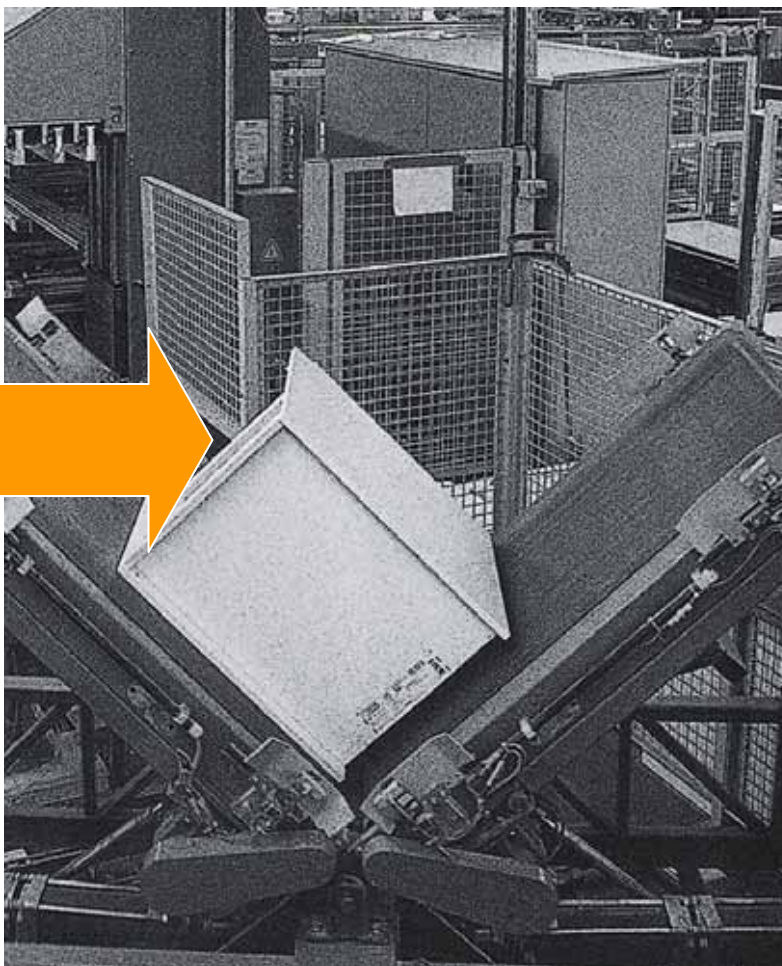
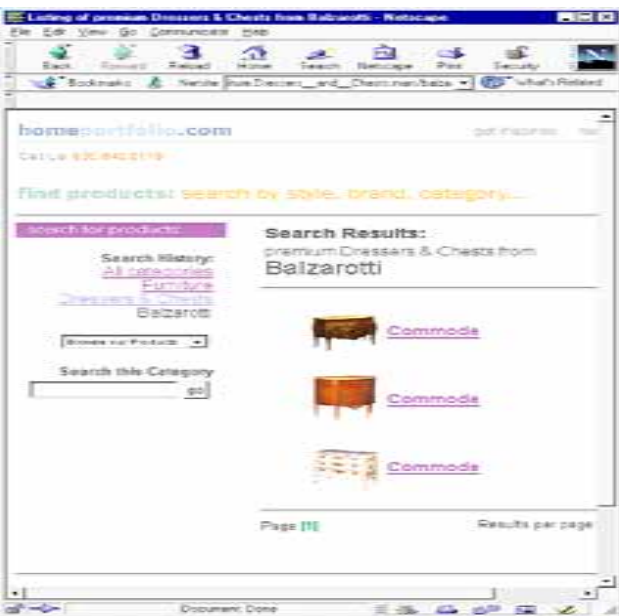
Open interfaces between technology/service and context modules

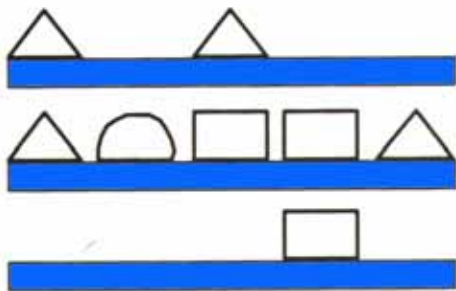


COMPONENT
SWAPPING
MODULARITY


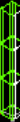



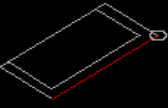
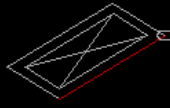
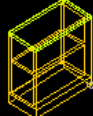
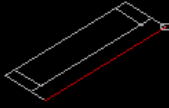
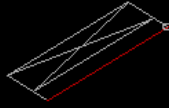
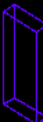
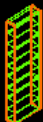
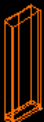
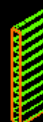
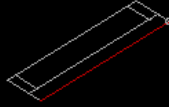


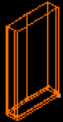
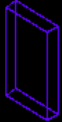
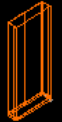



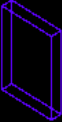
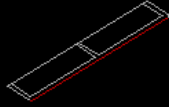


CUT-TO-FIT MODULARITY

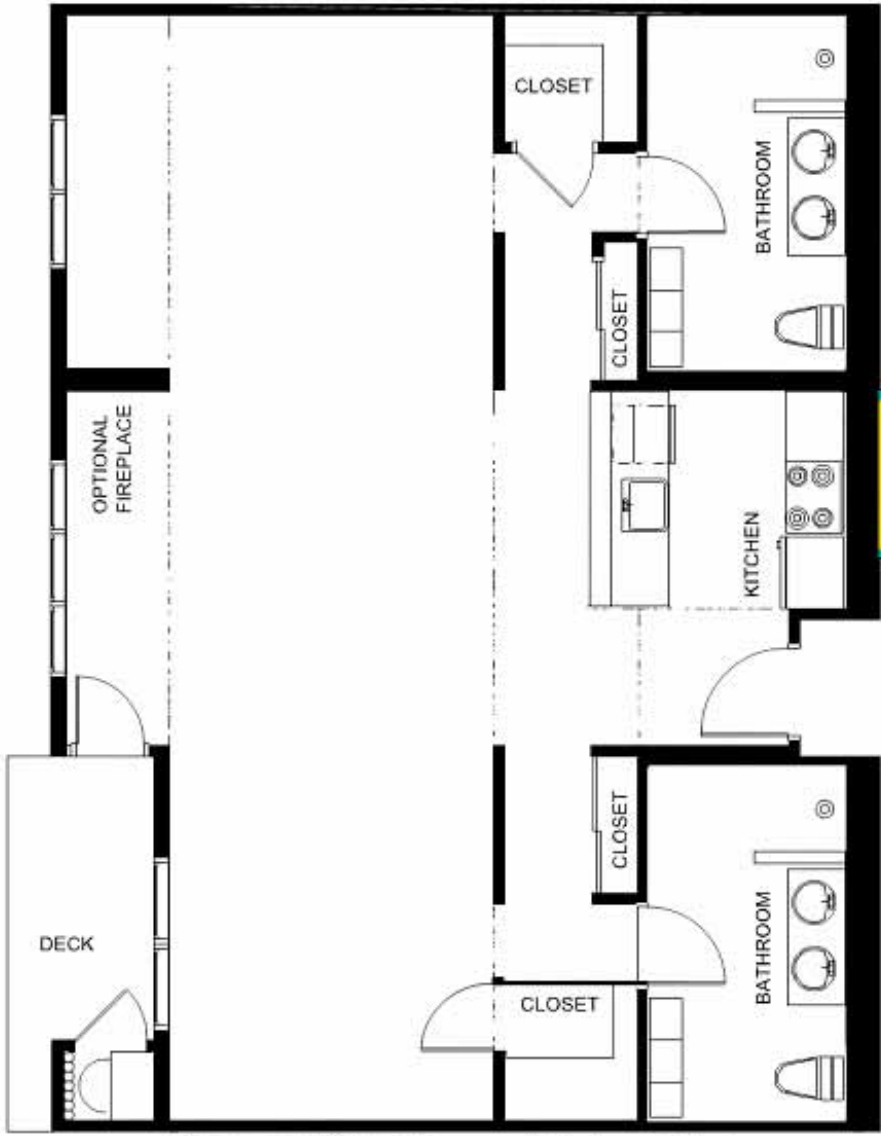




BUS MODULARITY

 1x1x19corn	 1x1x7_corn3	 1x1x8_panel	 1x1x9_corn3	 1x1x9corn3
 1x2_b_in	 1x2_d_in	 1x2x2_b_3	 1x3_b_ex	 1x3_d_ex
 1x3x8_panel	 1x3x9_book	 1x3x9clos	 1x4_5x9_book	 1x4_b_ex
 1x4_p_ex	 1x4x2base	 1x4x7clos3	 1x4x8_panel	 1x4x9
 1x4x9_book	 1x4x9_pantry	 1x4x9clos	 1x5x8_panel	 1x6_b_in

partition palette

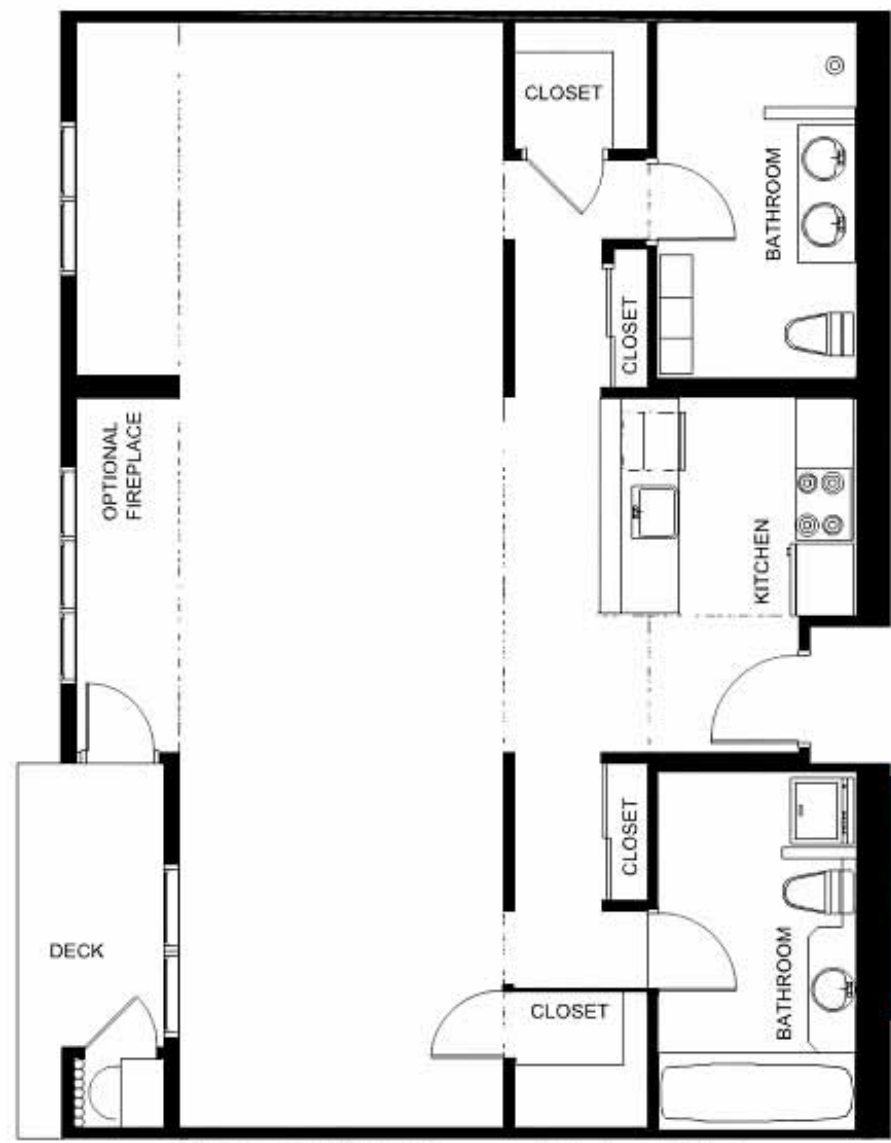
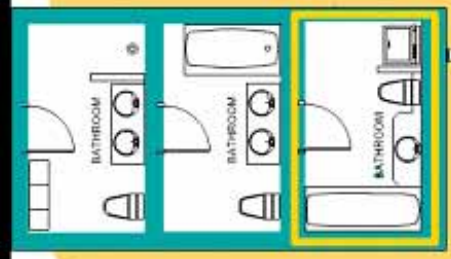
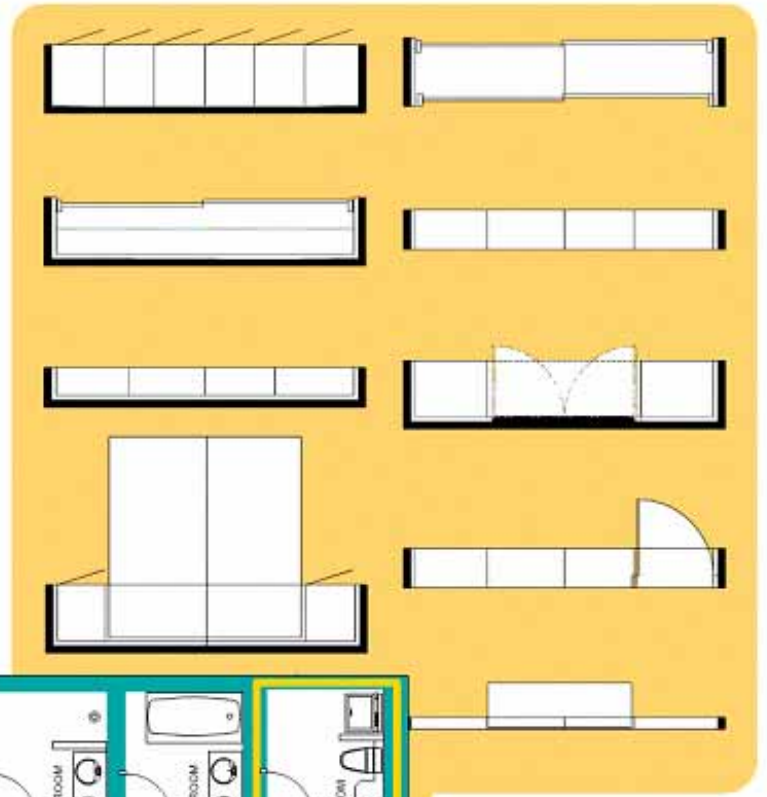


Drag partitions to customize space

Click on kitchen, bathrooms to change

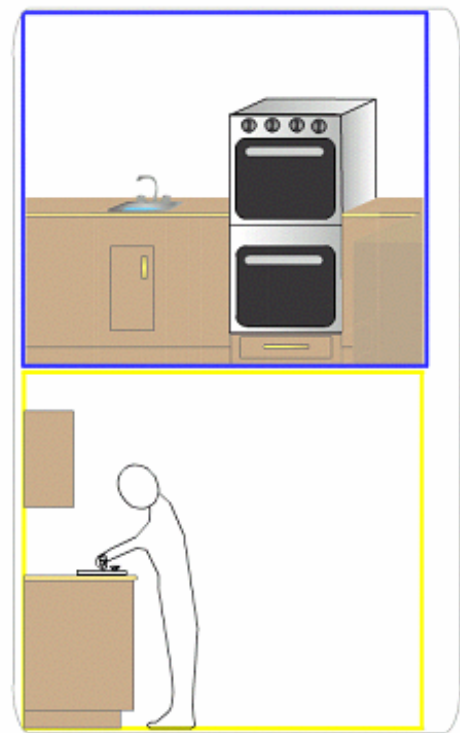
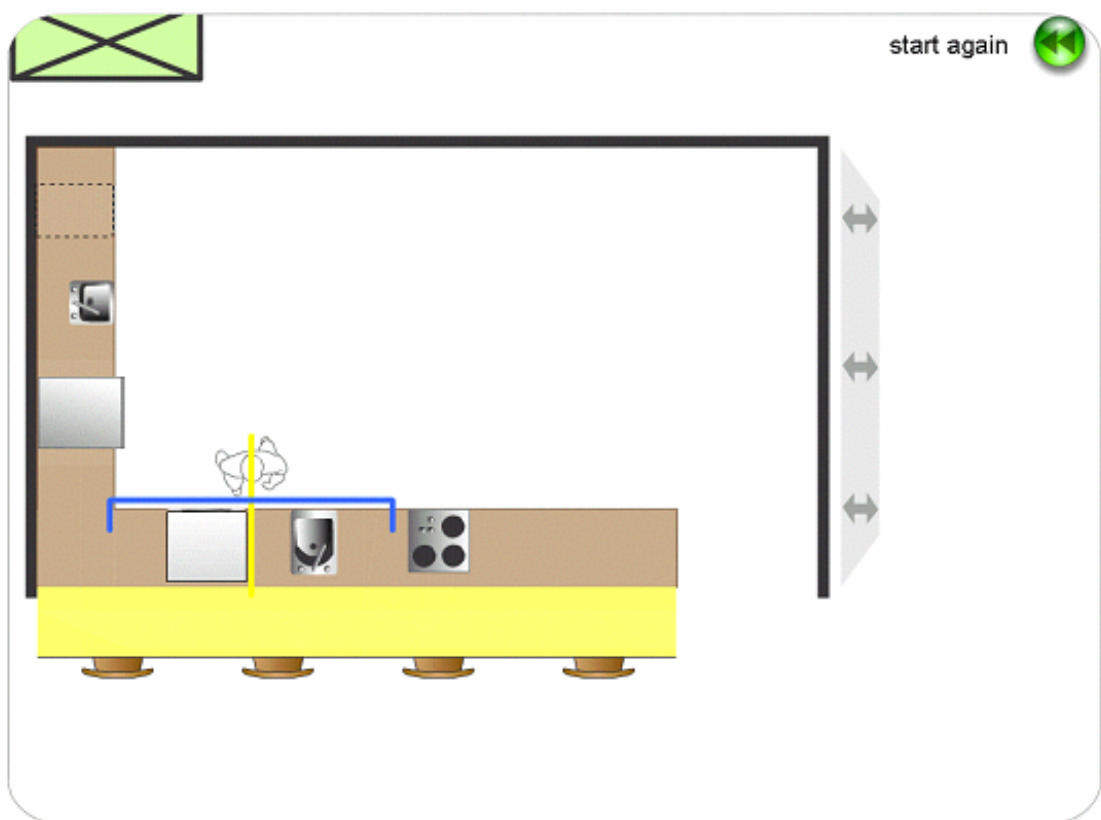


partition palette



Drag partitions to customize space

Click on kitchen, bathrooms to change



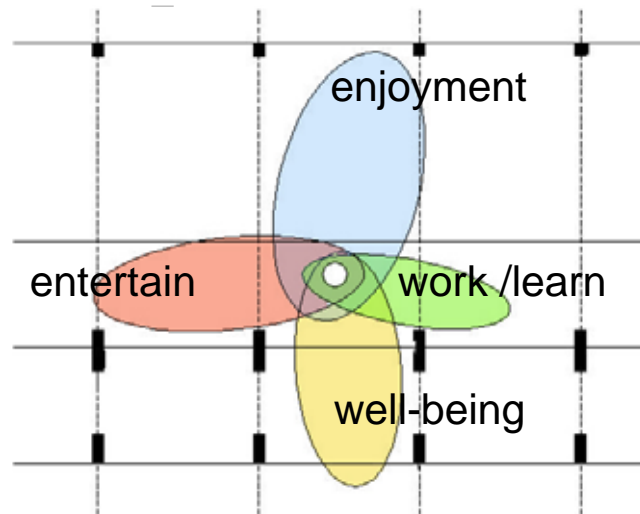
Make some quick transformations to your plan by changing the amount of counter space or adding/removing the island or bar



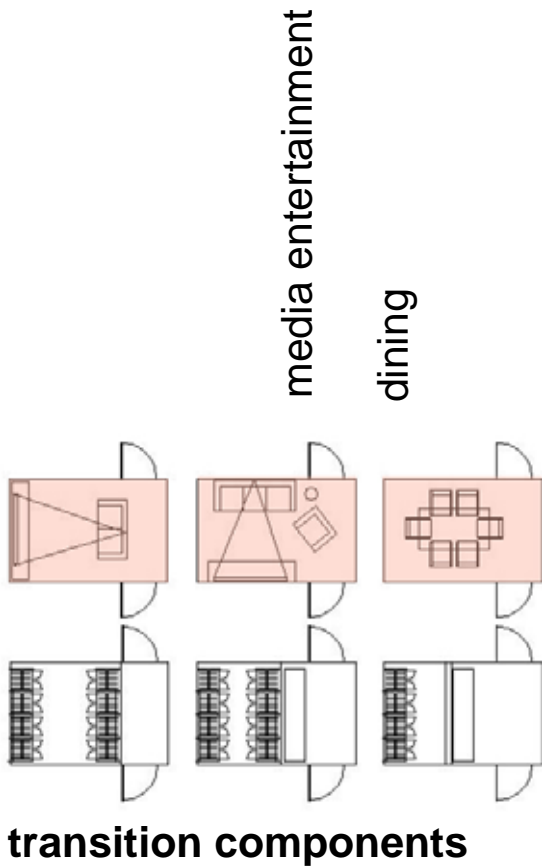
Would you like the expert advice on spacing automatically applied?

- No, just let me tinker
 - preserve extra spacing
 - minimize space needed
- YES: apply expert rules

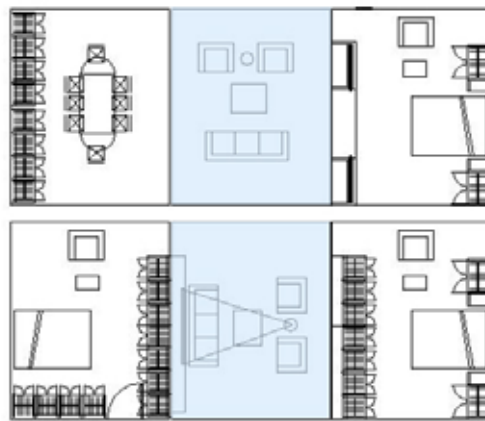
Asiakastarpeet



library



fixed components

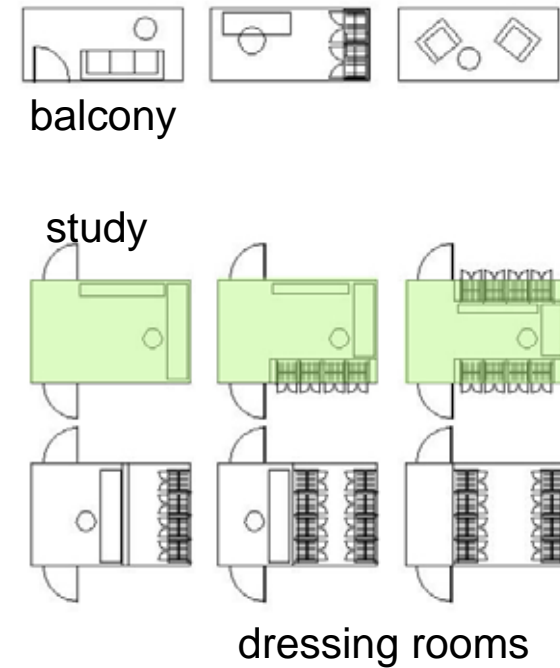


flexi components

living rooms

bed rooms

extension components



balcony

study

dressing rooms

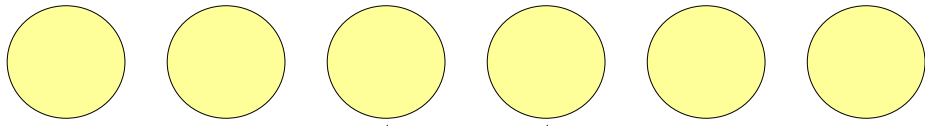
bath rooms

kitchens



Customer driven business model

Global Customers



B2C Interfaces



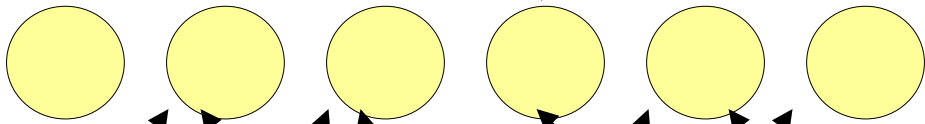
System architecture with OSBA principles



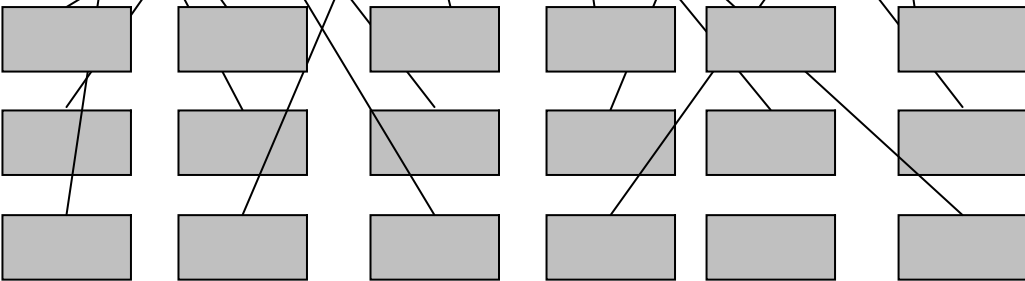
B2B Interfaces



Local Integrators



Building systems
Building components
Building applications





Suunnittelu prosessi

Fondue Malli

Monta kokkia
hämmentää samaa
soppaa



Bread

Lettuce

Cheese

Tomato

Beef

Tuotanto prosessi

Lasagne Malli

samanaikaisia toisistaan riippumattomia prosesseja



Layer of pasta

Filling

Layer of pasta

Filling

Layer of pasta



Markkinointi prosessi

Hamburger Model

selvästi kommunikoidut
tuotteistetut vaihtoehdot



Bread

Lettuce

Options; French fries and soda

Cheese

Tomato

Beef

New BMW



BMW Great Britain



The Ultimate Driving Machine

New BMW
Used BMW
BMW Owner
Corporate Sales

Home | Choose your BMW

Choose a Series and bodystyle

3



Compact



Saloon



Touring



Coupé



Convertible

5



Saloon



Touring

6



Coupé

7



Saloon

X3



X3

X5



X5

Z4



Z4 Roadster

M



M3 Coupé



M3 Convertible

BMW 3 Series Saloon

Sport			(29%)	
330d SE	£27,590	Diesel	22% (28%)	2993
330d Sport	£29,710	Diesel	22% (28%)	2993
330i	£27,245	Petrol	27% (30%)	2979
330i Sport	£29,365	Petrol	27% (30%)	2979


Find out more about: 3 Series Saloon ▶



Honda

Build and Price - Microsoft Internet Explorer close window

Build and Price
2004 Civic Sedan



Starting at \$13,010.00

MODEL MODEL TRIM COLORS EXTERIOR INTERIOR AUDIO SUMMARY

Step 2: Select Model Trim Continue

Select a model trim level below. Then click "Continue."

DX

- [Manual Transmission](#)
- [Manual Transmission with Front Side Airbags](#)

Value Package

- [Automatic Transmission](#)
- [Automatic Transmission with Front Side Airbags](#)

LX

- [Manual Transmission](#)
- [Manual Transmission with Front Side Airbags](#)
- [Automatic Transmission](#)
- [Automatic Transmission with Front Side Airbags](#)

EX

- [Manual Transmission](#)
- [Manual Transmission with Front Side Airbags](#)
- [Automatic Transmission](#)
- [Automatic Transmission with Front Side Airbags](#)

Continue



Vehicles Like This

 **Vehicle Advisor**

[Introduction](#) | [Reset](#) | [Open](#) | [Save](#) | [About This Site](#) | [Give Us Your Feedback](#) | [Our Privacy Pledge](#)



How I'll Use It

Try Me Next



My Price Range



Body Types I Like



Brands I Like



Attributes I Like



My Priority List

How I'll Use It

I plan on using my new vehicle for:

Reset

Done

	Seldom / Never	Occasionally	Frequently
Commuting to and from work or school	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Car pooling or transporting children	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Running household errands / shopping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Carrying cargo such as bikes, skis, etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hauling large / heavy items	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Towing a trailer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Driving vacations / long trip	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Reset


Done

palvelutarjotin

**modulaariset
tuotteet**



asiakastarve



***Customers don't
want choices; they
just want exactly
what they want***

(Joseph B. Pine III)