



# DESIGNMATTERS STUDIO

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Presentation

# INTRODUCTION

Designmatters Studio is a strategy and service design studio.

Our mission is to help growth companies to take advantage of the possibilities of design and create even more value for their business, customers, partners, and the environment. We design business by solving challenges in a human-centered, sustainable, holistic way, always adding value and with an aesthetic eye. The skill to find the essential and the ability to crystallize the complex are our strengths.

Strategic designer is Johanna Laurinen. Johanna is an experienced business developer and strategy facilitator who leverages design thinking and methods in her development work.

Designmatters Studio collaborates with experts from various specializations, particularly in sustainability, circular economy, future foresight, digital services, and visual identity.

# JOHANNA LAURINEN



Strategy and Service Designer, CEO, Designmatters Studio Oy/  
Businessworks | July 2019 - present

AI Design Lead & Consultant, Indalgo Oy | March 2019 -  
December 2019

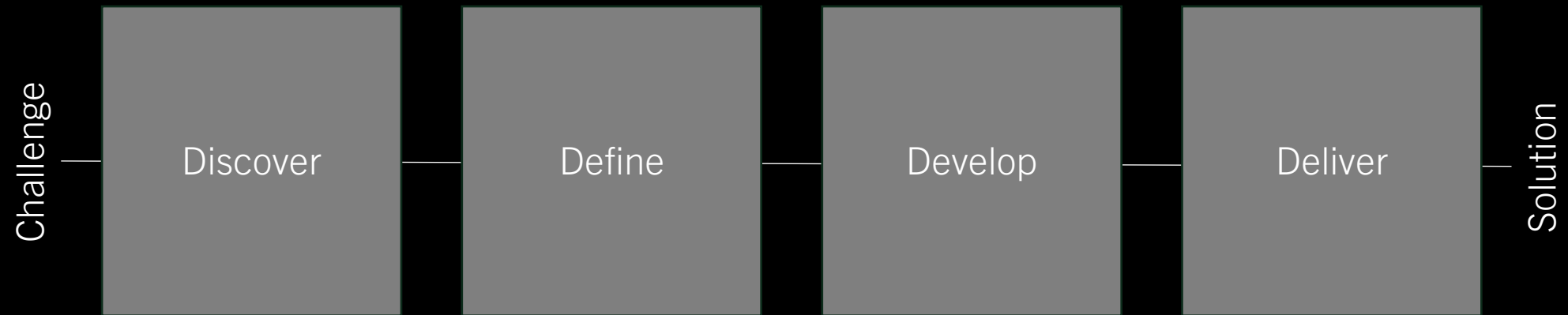
Product Manager/ Business Development Manager, OP Group |  
January 2007 - February 2019

Advisor to President and Group Executive Chairman/ OP Group |  
June 2011 - January 2014

Master of Arts (Cultural Anthropology, Marketing and Information  
System Sciences), Oulu University

Certified Board Member (HHJ), Tampere Chamber of Commerce

# SERVICE DESIGN AND DESIGN THINKING



Human-centered innovation and development process

# REFERENCES

Software company Netwheels Oy: Strategic Designer

Designmatters Studio has been collaborating with Netwheels, a specialized company in automotive information systems and services, since August 2022. The main focus of this collaboration has been participatory strategic work, leading to broader business development. Through this partnership, Netwheels has been able to utilize service design methods in the development of their strategy, leadership, and service offerings

Oulu University, Centre for Health and Technology: Service Designer

OuluDataLab is a service offering that emerged as a result of collaboration between Oulu University's Äly-TKI project, Designmatters Studio, and the advertising agency Design Inspis. Oulu DataLab serves as a development environment for co-creating health and well-being solutions, catering to businesses, researchers, and public entities. Service design work was carried out through co-creation involving various stakeholders during the past winter and this spring. The service offering will be launched to users in the year 2023

# REFERENCES

Healthcare company Solitella Oy: Service and Business Designer

Solitella, a company in the healthcare sector, utilized Designmatters' "Service Product in 30 Days" training program to develop a new service for family caregivers. The goal was to design a service that would support family caregivers in the best possible way, both in terms of their caregiving responsibilities and their well-being. Solitella offers preventive healthcare services for elderly family caregivers, including home care, home nursing, and caregiver substitution to allow for legally required breaks.

Architectural company Avario Oy: Strategy Designer

Designmatters Studio helped Avario to crystallize and create concrete path for sustainability. Strategy work consisted of planning, guiding, and executing sustainable strategy workshops. Online workshops were organized for owners, management, and personnel. Designmatters Studio designed and prepared expert presentations and the teamwork as well as summarized and documented the sustainable strategy concept.

# SERVICES

Designmatters Studio helps shape desirable service products, profitable businesses, and impactful strategies – all with meaning. You can receive expert assistance in commercializing innovations, developing operational models, and solving business challenges. Just let us know how we can assist you.

**Own Strategic Designer *by* Designmatters Studio** is an expert service for growth companies, available for regular collaboration or on short notice for specific situations. A Strategic Designer serves as a management consultant and business developer, working alongside the company's leadership or CEO to support them in strategy work, change initiatives, and communication.

**Service Design Project *by* Designmatters Studio.** Do you need assistance with commercializing an innovation, which involves developing a service or product for the domestic or international market? This could also include innovatively enhancing your existing operational model. In service design project we create a service vision and service product with concrete presentation material or playbook.

**THANK YOU!**