

Finding tomorrow's innovations from today's college students

HERE Life is a new company that turns off-campus housing into laboratories for developing innovative new products. Collaborating with the building and each resident, they outfit common areas with sensors and combine this information with digital exhaust from the residents to develop insights into the next big product opportunities for the 21st century.

With the visionary groundwork in place, HERE Life approached Datascope to help bring their vision into focus by developing prototype deliverables to use as sales tools and reference for engineering about what data to collect and why.

"Datascope created wonderfully realistic user stories for how HERE Life transforms raw data into insights, which then supports qualitative research to reveal uniquely valuable business opportunities."

Jim Cohen
CSO, HERELife

datascope case study

HERELife



An explosion of ideas before an explosion of data

"The next innovative product isn't going to come from A/B testing different packaging designs or from improving the feature set on existing products. The next innovative product will come from extreme users that behave in seemingly unexpected ways," said Tom Stat, CEO of HERE Life and co-founder of Chicago Ideas Week in early conversations about this project. The challenge for Datascope during this project was to think creatively about how

Datascope developed over 100 distinct concepts for the HERELife product, before iterating towards a highly polished set of mockups and user stories to support future sales and engineering efforts.

we could actually capture the behavior of these "extreme users".

One approach is to "measure everything" and while that may be what HERE Life ultimately does, it doesn't tell the story about how captured data is transformed into innovative insights. HERE Life needed to demonstrate a clear, feasible path from data collection to analysis to final insights and into next innovations. Datascope brainstormed several ideas, their associated use cases, and the value that


they might bring. While each of these ideas was valuable in its own right, we prioritized them to identify a few that most fully expressed the impact that HERE Life promises in its value proposition.

Mock deliverables

"Datascope created wonderfully realistic user stories for how HERE Life transforms raw data into insights, which then supports qualitative research to reveal uniquely valuable business opportunities,"

described Jim Cohen, CSO of HERE Life. These user stories are used to demonstrate the potential gains for new clients and have become the bedrock the first iteration of the product.

Longer-term partnership

With the strategic vision now becoming progressively more tangible, Datascope looks forward to continuing to work with Tom, Jim, and the rest of the HERE Life team to continue to make the HERE Life vision a reality. In Tom's words, "Innovative insights will come from tomorrow's newspaper and we look forward to working with Datascope to deliver tomorrow's newspaper, today." 

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The HERE complex in Urbana-Champaign

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(draw something cool down here!)*