

# Product development Innocamp 26-29/1 2026

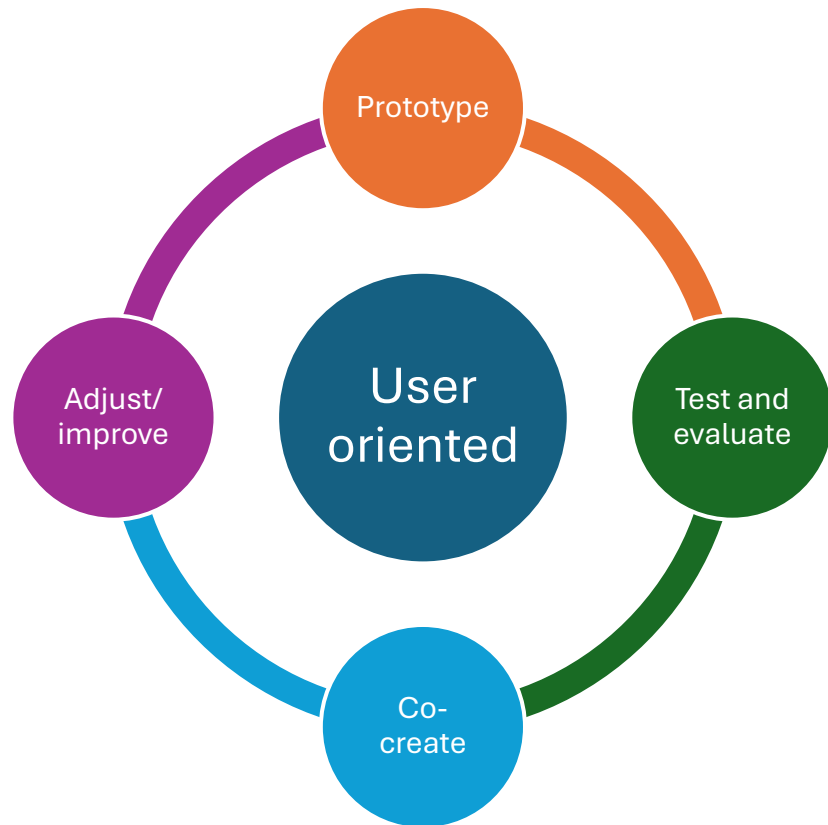
Paulina Rytönen and Harriet Strandvik

[Paulina.rytkonen@sh.se](mailto:Paulina.rytkonen@sh.se)

[Harriet.strandvik@skargarden.ax](mailto:Harriet.strandvik@skargarden.ax)



# Service design thinking



## Key questions:

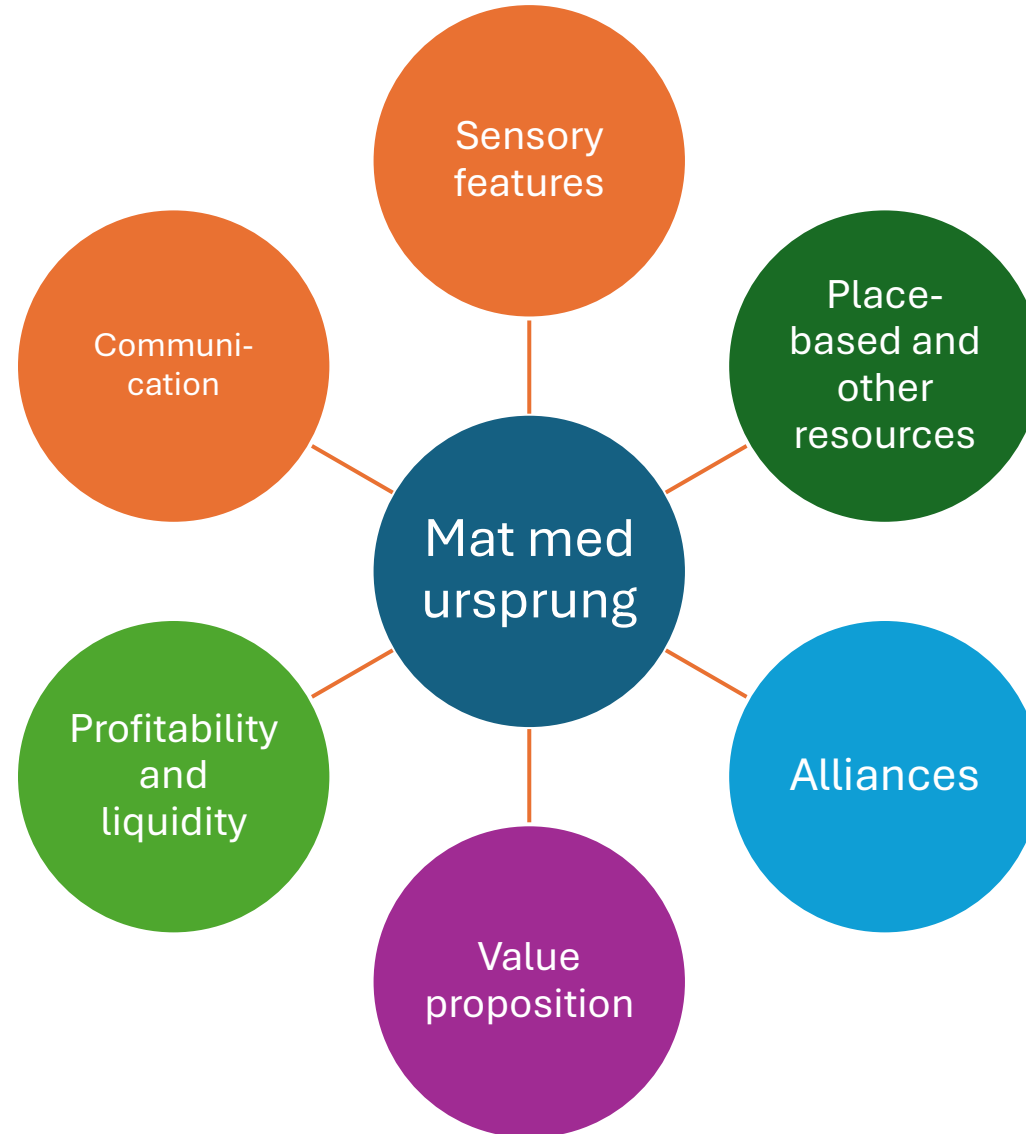
Which function does the product or service fulfill for the intended end-user?

How can you incorporate this into your product or service?

When you test, what does your say? Which feedback can you get?

How can you capitalize from the feedback and improve or adjust your offer?

# Product development food – what to take into consideration?



# Sensory based product development-quality improvement

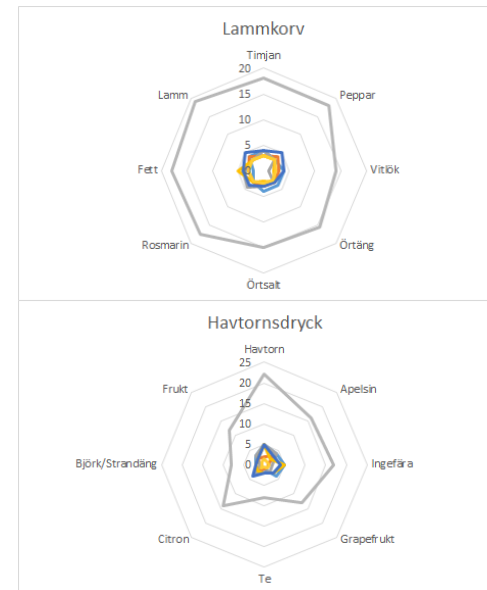
## 1. Set up your sensory panel



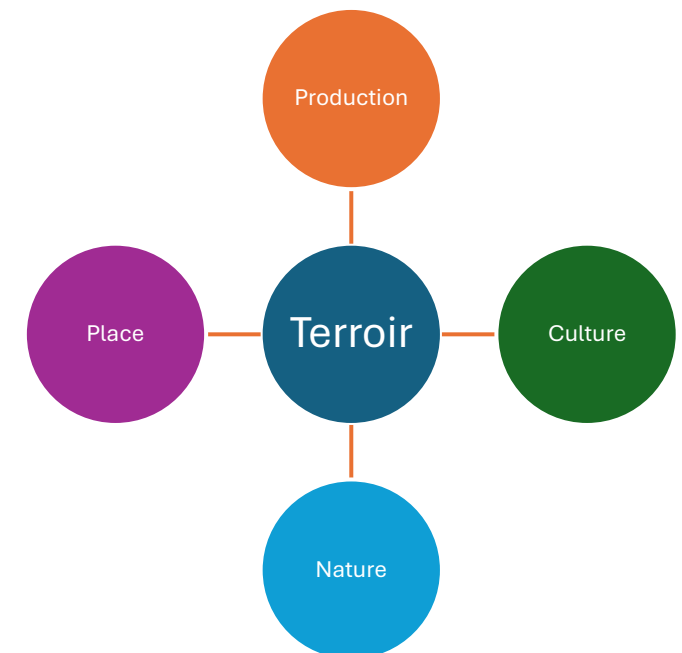
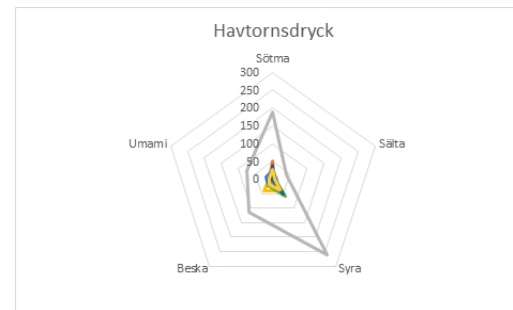
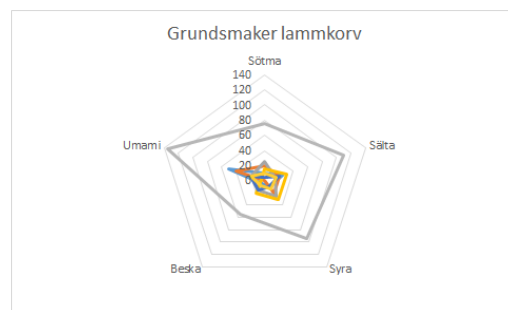
## 2. Assess basic flavours



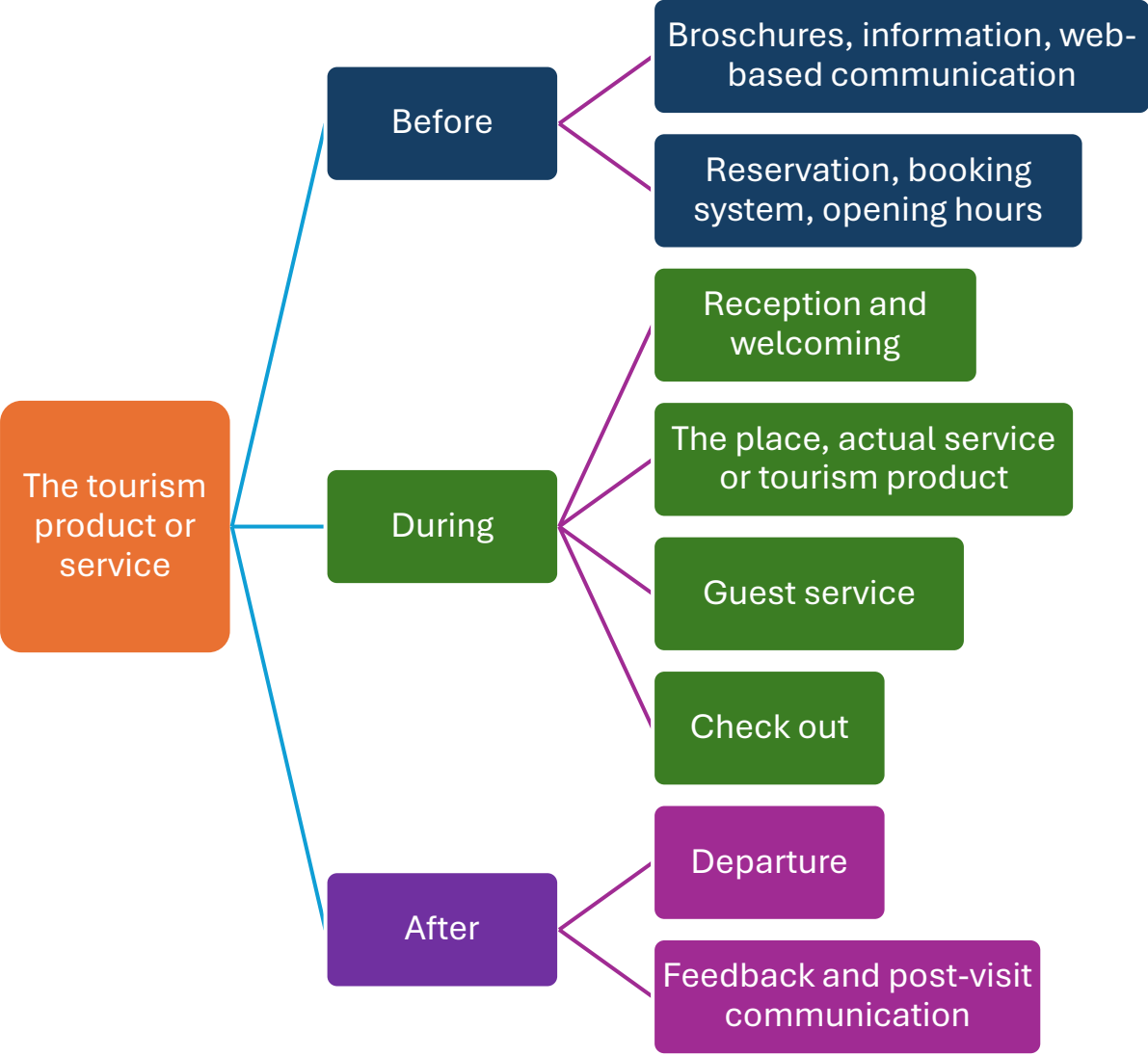
## 3. Describe the flavours of your product



## 4. Link to unique resources



# Product development in tourism

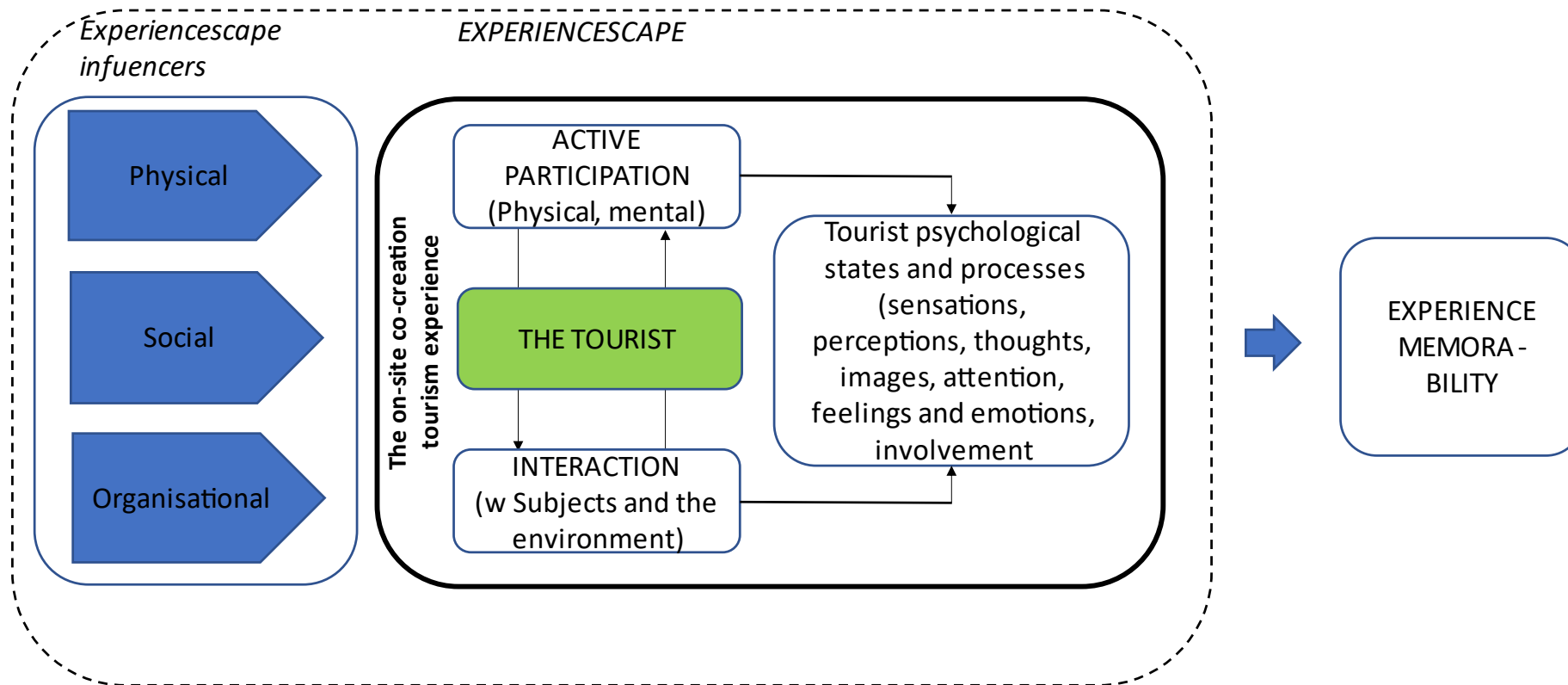


# Experiencescapes - storytelling



## Experiencescapes (O'dell, 2005)

Campos et al. (2018). Co-creation of tourist experiences: a literature review. *Current Issues in Tourism*, 21(4) 369-400.



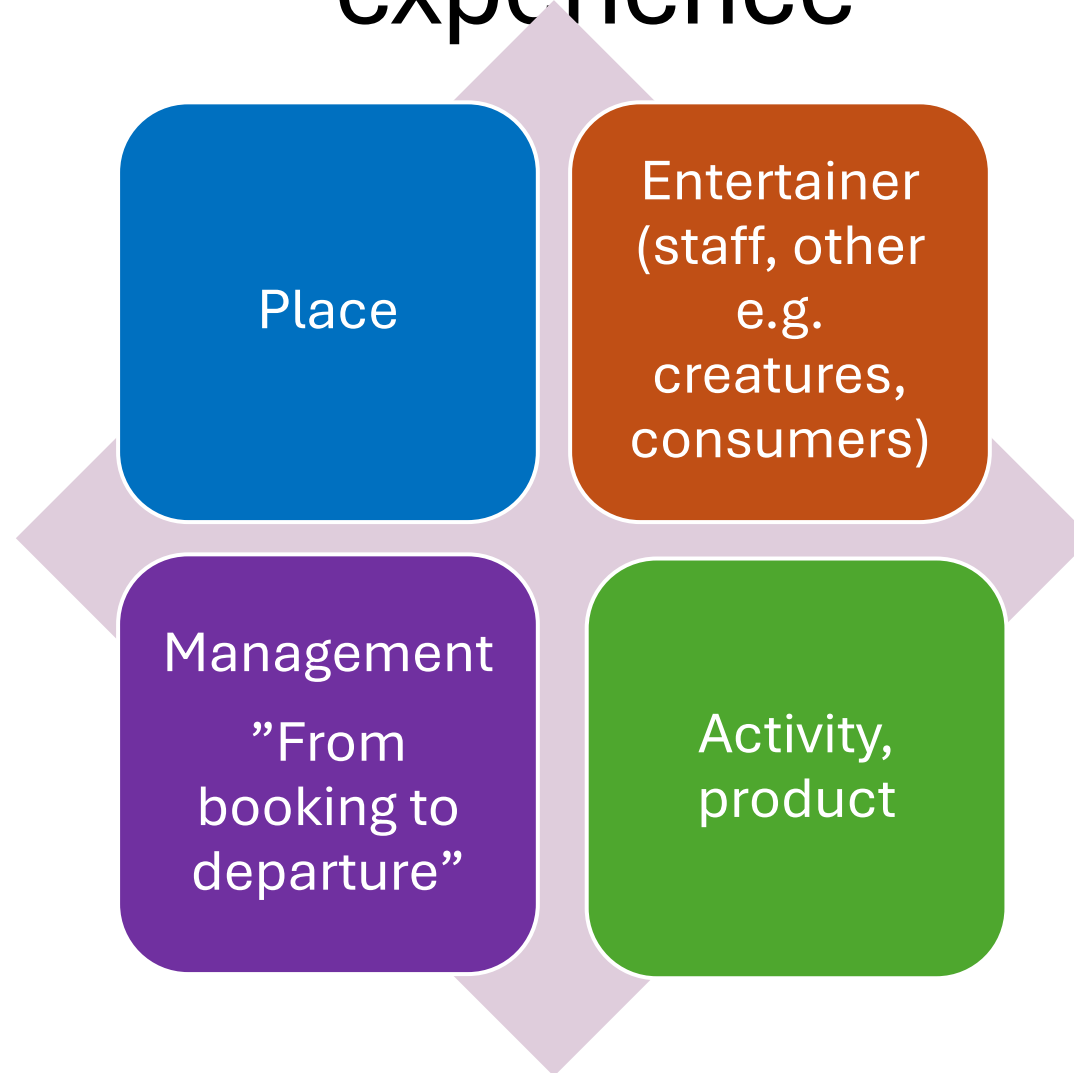
## Example. Biocultural heritage, environmentalism, popular culture

The arrival itself is quite different from other wineries. A visitor needs to pass a large area with natural self-planted native trees. Once arriving at the winery, it is a simple facility, ornamented with modern art and artistic graffiti. From the production facility tourists are guided to hike or bike up a hill.

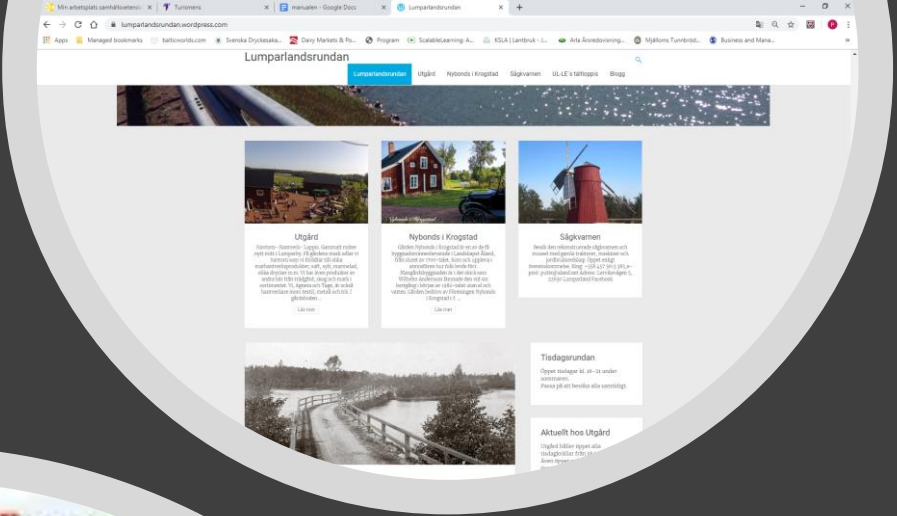
During the hike, the supporting elements in the stories told is the care for nature and the biological heritage of the place and the ancient population of the area. The tour includes showing endemic trees and plants and the uses of plants in traditional medicine. Moreover, stories from traditional folklore are used. One such story is that of the tree “litre” (*Lithrea caustica*). This tree can cause severe allergy, therefore the story says that locals used to say Buenos dias senior litre (Good morning, or good evening Mr. Litre), to avoid being shot with its allergy causing arrows. Once coming up the hill, there is a small and simple visitor’s centre where wine tastings can be held and outdoor dinners can be eaten. The ambience. The simple buildings, in original woods, involve a minimal impact on nature. From the top of the hill it is possible to see the site where vines are planted



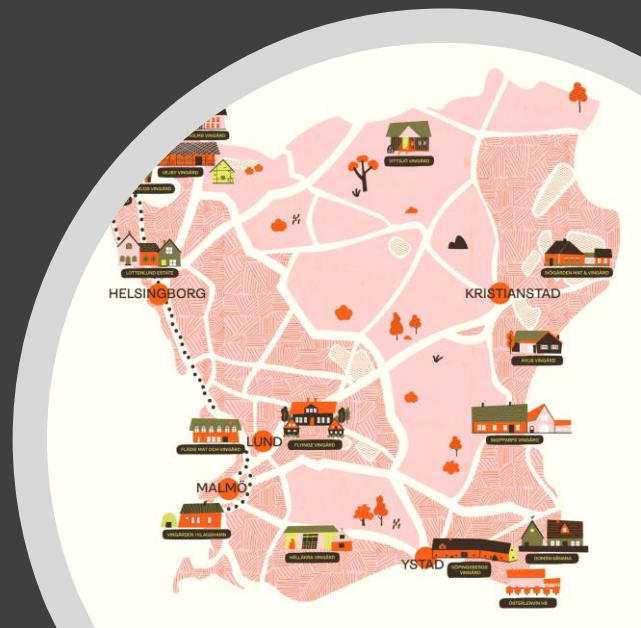
# So far...key features in the storytainment experience



What you tell is not as important as that you tell something, how you tell it and how you stage it.



Collaboration – a key to mobilize resources



Which is your  
product or service  
idea?

Let's work on it  
together!

