

Winner of the SIGCHI Finland thesis competition 2016

Receiver: **Petteri Ponsimaa**, University of Oulu, Department of Information Processing Science

Title: **Discovering Value for Healthy with Grocery Shopping Data**

The thesis explores what kind of value the use of grocery shopping data and its visualizations could bring to the customers. The topic is topical and useful from both academic and business points of views. The work includes a thorough literature review including over 160 references and the introduction shows that the author has a broad understanding of the research topic. The work demonstrates the command of both qualitative and quantitative research methods, and the used Design science approach is well justified. The research process follows the recommendations of the literature and carefully reported. It is also meritorious that the potential users of the constructed visualization application prototypes were involved throughout the research process, from identifying their motivations and evaluating the value of the visualisations to ideating new services. In addition to the visualization prototypes, the results of the study give relevant and useful information to both researchers and practitioners interested in digital health, purchase data and its visualization. In summary, the thesis meets the criteria of an exceptionally meritorious work creating both scientific and practical knowledge.

The assessments of the submitted theses and the selection of the winners were done by a panel of experts, including both researchers and practitioners in the HCI field. The competition was organised by SIGCHI Finland, sponsored by FixUi, Palvelumuotoilu Palo, Pink Moose Design, Soul4Design and Studio ART, and coordinated by Sari Kujala. The members of the panel were:

- Aino Ahtinen (Tampereen teknillinen yliopisto)
- Maaike Beenen (Pink Moose Design)
- Jonna Häkkinen (Lapin yliopisto)
- Hanna Hämäläinen (Solteq)
- Poika Isokoski (Tampereen yliopisto)
- Eija Kaasinen (VTT)
- Sanna Kankaanpää (Into Seinäjoki)
- Minna Karukka (Soul4Design)
- Sari Kujala (Aalto-yliopisto)
- Laura Lappalainen (Vaasan yliopisto)
- Minttu Linja-aho (Trimble)
- Susanne Mäkelä (Itä-Suomen yliopisto)
- Antti Pirhonen (Jyväskylän yliopisto)
- Toni Virtanen (Helsingin yliopisto)

In the final decision, also the following persons participated:

- Eeva Kangas (FixUi)
- Thomas Olsson (Tampere University of Technology, Chair of SIGCHI Finland)

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Soul4Design



Pink Moose Design.
user experience design agency