

2020 Strategic Technology & Innovation Management Programme

IoT-driven mass customisation suitability tool

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Industrial / managerial need addressed

The Internet of Things (IoT) might provide a technological platform to derive user preferences data which could be further analysed to obtain tailored end products configurations. However, not every product is potentially suitable for IoT-driven MC, since the automated generation of customised features will potentially deprive customers of one of the elements of value, i.e., the experience of co-creating a product. This project aims to provide manufactures with a tool which can guide them to identify the suitability of an IoT infrastructure for mass customisations.

Expected deliverables

A tested online tool which can be used by manufactures to check suitability of their product portfolio for IoT-driven mass customisation.

Engagement opportunities

Industrial partners who are interested in understanding how IoT might deliver mass customisation are invited to participate and contribute. In the first phase of the project, the initial toolkit (which provides the framework for this tool) developed from the Pitch-in project (Internet of Things platforms for Mass Customisation: when are they appropriate?) will be tested with STIM, e.g. in company, a workshop. Partners are invited to engage with this test and further pilot implementation of the tool.

Approach

