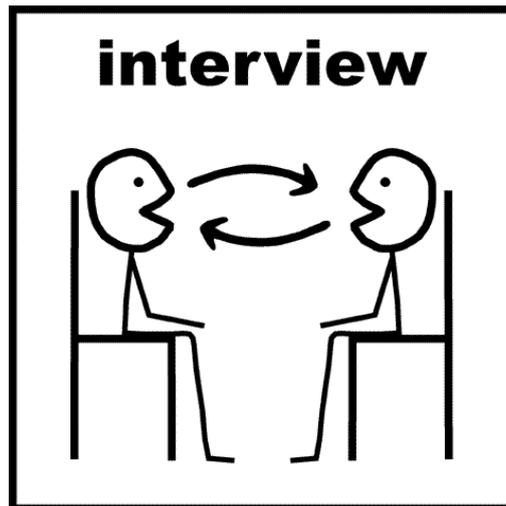


BEHIND THE PIXELS

ISSUE 11

Interview with Heini





An Interview With Heini

In this interview Heini Kaihu talks about her role in Sulake, what makes Habbo Hotel unique in her opinion and what's in store for the future.

You can find Heini on twitter: [@heini_kaihu](https://twitter.com/heini_kaihu)

How did you come to work for Sulake?

I had heard about this crazy pixel world that was actually making money selling virtual furniture. That alone sounded so absurd that I just had to see what it was all about. Visiting the office for the first time, I instantly fell in love with the fun, laid back, yet very energetic atmosphere, and decided to join the crowd.

What's your current role in Sulake, and what other roles have you had in the company?

I'm currently Head of Product (fancy title: EVP, Product), before this I've worked as a marketing manager, producer and in all sorts of product management roles.

What projects that you've worked on for Sulake have you been most proud of?

There are especially two projects, or moments, that I'll always remember very well.

#1: The launch of Habbo web - being able to place the first sticker on my very own Habbo Home! #2: The feeling when we launched the Flash Beta - watching the first Habbos enter without difficulties was amazing, and put a big smile on my face!

What's been the most difficult project you've worked on for Sulake?

It would have to be the merging of the English-speaking Hotels. We knew that we couldn't make it perfect no matter how hard we tried, and a lot of both conceptual and technical challenges kept popping up.

There's been a lot of big changes in Habbo over the last few months, mainly based around making Habbo more user-centric. What additions to the site/ initiatives will your team be working on to make Habbos the stars of Habbo?

We are looking at ways to add a deeper and richer experience to the whole Furni and room design process. We're trying to find ways for Habbos to collaborate with us by coming up with their own designs for different items.

Generally speaking, what upcoming changes/plans do you have in store for Habbo?

Wouldn't it be fun if you could breed pets, or if groups could have proper group chats, or if you could have a mobile Habbo IM for chatting with friends even when you're not online in the Hotel, or if you could design your own Furni, or... So many ideas!

In your opinion, what makes Habbo unique compared the other game/social sites out there?

I think Habbo is in a league of its own. I've never seen a place where you can have meaningful and serious discussions, and at the same time go have a fierce game of Battle Banzai or musical chairs, or dance your heart out with the people you just met a minute ago. I just find it to be so rich, and full of nice people, and ultimately it's an experience that makes you smile even after a hard day.

What's your favourite Bruce Springsteen Album?

I would have to say The River, because of the title song. I'm going through a very weird musical phase, a musical time machine one might say! Currently I've got the Smiths and Morrissey on power play both at work and when I go running afterwards with my lazy whippet, Vilma.