

Business from technology



Involving users in service co-creation

VTT Symposium on Service Innovations

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From human-centred design to co-creation

- Human-centred design
 - Established practice (ISO 9241-210:2010 standard)
 - Users are research subjects with whom design is evaluated
 - Users are involved only after the decision to start designing a certain kind of product/service

User role is changing: from a victim who needs support to a valuable source of inspiration (Kanstrup&Christiansen, 2006)

- Co-creation
 - Utilizes collective creativity of all stakeholders (Sanders & Stappers, 2008)
 - Users are a source of inspiration that can foster innovation (Holmqvist, 2004)
 - Supports especially the "fuzzy front end" of service design (Alam, 2006)

VTT's approaches to service co-creation

- Owela Open Web Lab - online co-creation
- Ihme Innovation Showroom – public co-creation space
- Living Labs – intertwined design and use

Owela Open Web Lab

<http://owela.vtt.fi/>

- Co-creation with end users, customers, developers and other stakeholders
 - Understanding user needs, innovating new services and designing services together
 - Quick feedback of user acceptance
 - Continuous user-designer interaction channel in Living Lab environments
- Social media type of interaction enables participation regardless of time and place, even microcontributions
- Over 2500 registered Owela users
- Over 40 reference studies

Cloudt **Ideate-M2M** Ideate-TV User Profile Peer Recommend Tele History

Communication: Machine to Machine

Imagine machines in your daily life like trash bins, cars and TV can talk, or call to each other. Please tell us which machines should communicate to make your life better??
(ex. Car calling to gas station to make sure it gets fueled up when needed; trash bin calls to pick-up truck when it's full, airplane to luggage belt, oven to air-conditioner...)



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	any new ideas??? what if... please feel free to imagine any futuristic machine to machine communications!	tingraychang 15.06.2010 18:03 32 comments
	mp3 -> car What if my mp3 player can talk to my car?	tingraychang 15.06.2010 08:51 5 comments
	Automatic data synchronization between media storages What if my camera would talk to my computer and my digital frame??	tingraychang 15.06.2010 08:51 5 comments

IHME – Innovation Showroom



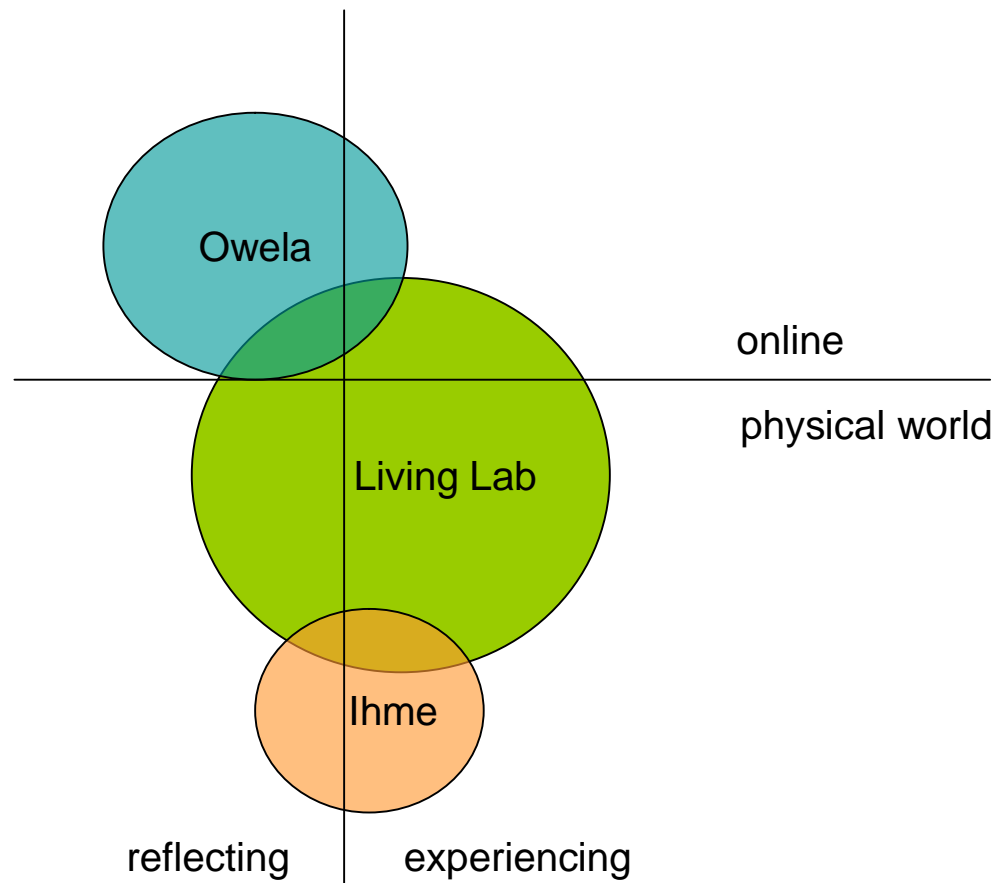
- Open public co-creation environment: look, try, give feedback and ideas
- Direct and natural user-designer interaction
- First setup in Ideapark shopping centre 2010 (2500 visitors)
 - Other setups in fairs and exhibitions
- Tangible illustrations tempt to have a closer look and to try
- Flexible co-creation methods according to each users schedule
- Visitor feedback: IHME Showroom was fun, entertaining and informative. Possibility to influence and easy access were appreciated

Living Labs

- Long term design-in-use activities
- Using the service and developing it further in everyday life
- Both face-to-face and online co-creation activities
- Gathering user feedback and encouraging them to ideate
- Best ideas are put into practice right away >> positive spin of continuous improvements based on everyone's contribution
- Case Anttila Living Lab: A village community of 100 households has been co-creating ICT-based postal services with Itella from March 2010



Comparison of the co-creation approaches 1/2





	Owela	Ihme	Living Lab
Innovation phase	All (needs, ideas, concepts, prototypes)	All (needs, ideas, concepts, prototypes, even market research)	Piloting, ideating new services

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Challenges	No face-to-face contact, requires continuous facilitation, mainly text-based communication	Quite resource intensive	Getting reliable enough pilot services, getting real content to the service

Conclusions

- All three co-creation approaches are needed
 - Owela is at its best in early ideation
 - Ihme is best is designing new interaction concepts or other tangible experiences
 - Living Labs come to picture when co-creation extends to the actual use; services are continuously improved parallel to their usage
- Users need flexibility in levels and ways of contribution
- Direct designer-user interaction turns the designers mindset from technical features to user experience

Thank you!

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