

SERVICE ORIENTATION

CO-Creation Workshop

An effective tool and process to understand and define the key service elements

0. Name of the phase

Service Orientation

1. Name of the tool

CO – Creation Workshop

2. Duration

20-40 minutes

3. Materials used

Please mention if some are specifically for individual and group delivery or virtual delivery.

- Pens and markers of different colors
- A sheet of paper, minimum size A3, a whiteboard, flipchart
- Sticky notes and markers of different colors
- PC and TV or Presentation Canvas

4. What is this tool and what is its purpose and benefit?

CO – CREATION WORKSHOP is part of Co-Design Phase and it's linked to the **DEFINE process - Create a service – Generative phase *Co-creazione e co-design***

CO-CREATION:

"any act of collective creativity, whenever creativity is shared between two or more people.»

CO-DESIGN:

"When collective creativity is applied to the design process, when co-design methods and tools are used to design together."

User centred design e participatory design

- User-centred design approach, of the American tradition where the **user is seen as an object of study.**
- Participatory design approach of the Scandinavian tradition, where the **user is seen as a partner.**

Co-design as the combination of multiple approaches.

Co-design with whom?

Co-design is beneficial not only for involving users in the project, but also for involving other actors such as experts, entrepreneurs, investors, public administrators, and policymakers.

The sessions can be hybrid or single-user and you have different programming and results.

Co-design with an entire community

In DESIS research laboratories is used an approach known as 'community centred design' (Meroni, 2012), in which the focus is placed on the whole community rather than on the individual user.

In this approach, the designer immerses himself in a community for a long time and becomes an activator of initiatives, enabling the community to co-design its innovation path.

Role of the designer in co-design

In the co-design process, roles are mixed: users bring their knowledge and experience, stakeholders bring their skills and designers contribute with their approach and the development of specific tools to support co-design. In this sense, users can be considered as true "co-designers."

The role of designers is crucial in mediating, facilitating, guiding the creativity of the participants and above all in bringing and supporting an innovative vision.

What co-design can be used for

- discover needs
- stimulate insights, generate, evaluate/develop ideas
- give information and suggestions
- engage and activate people
- engaging stakeholders

5. Steps how to use this tool in practice

1. Identify a service for your Co – Creation Workshop
This can be one that you are developing or have developed together. Although it is normal for the service one has developed, in this case, it may even be existing for educational purposes.
2. Explain what Co – Creation Workshop is and what is for.
3. Show some examples of Co – Creation Workshop
4. Design and develop the Co – Creation Workshop together with the students
5. After, analyse the results and look for patterns, issues, and opportunities from it using a method that you prefer.
6. Discuss about your findings and improvements to make.
7. Make a summary of the main findings and improvements.

6. Tips and hints for using this tool

- This tool can be used with the customer in the DEFINE / GENERATIVE PHASE
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