DRUPALCAMP LEUVEN

Using co-creation to make design solutions that work

Koen Peters (Namahn), @2pk_koen

AMPLEXOR
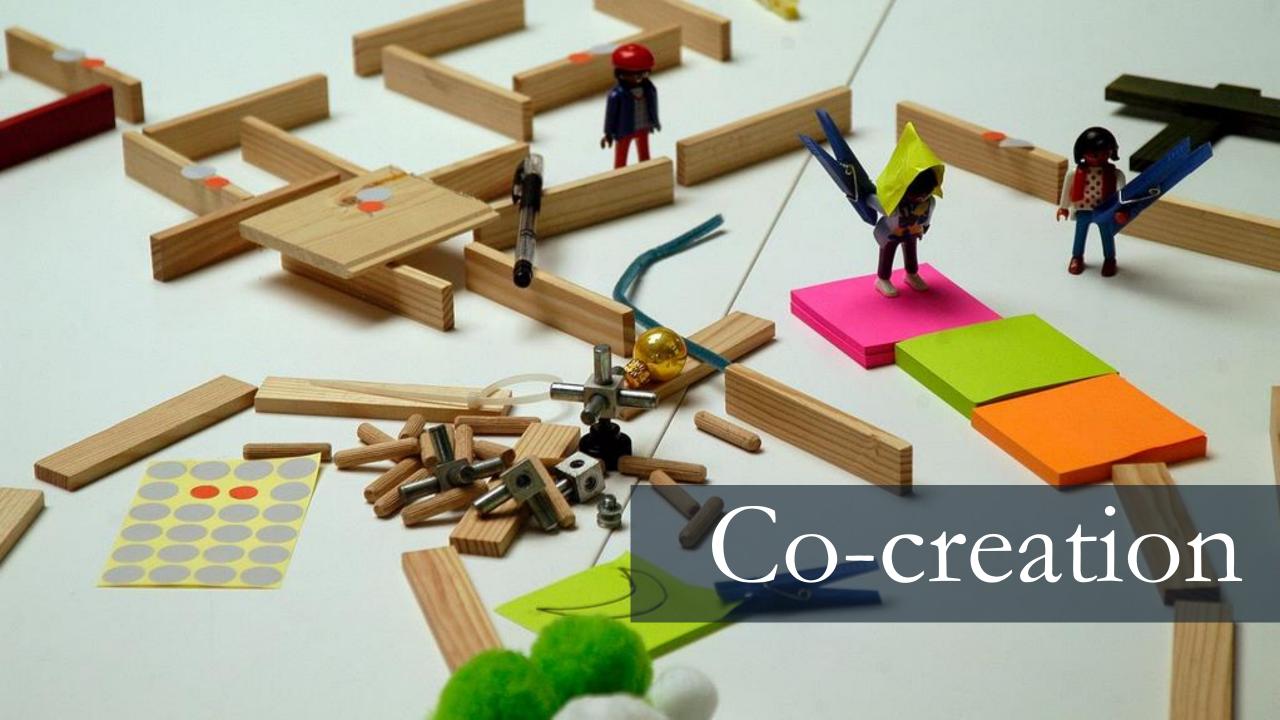
calibrate   SmallFish   cegeka

namahn

Human-centred design of digital products and services – based in Brussels

Co-creation

Around 2000: Namahn library and individual desks
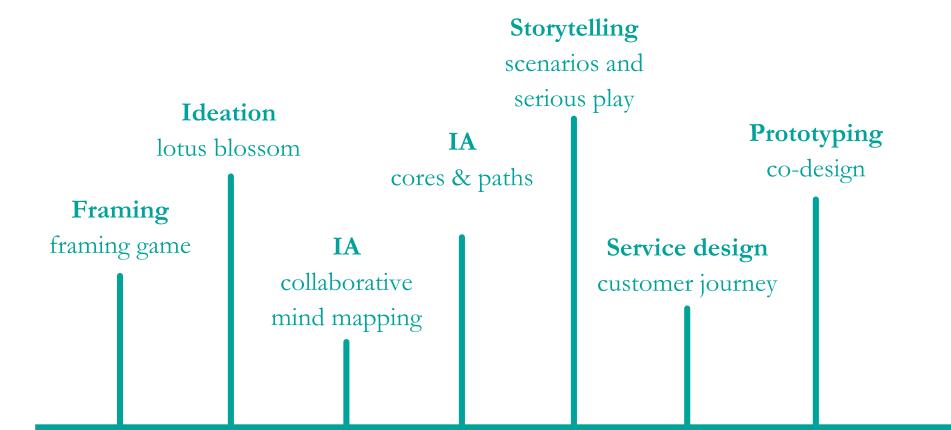
Collaboration

Participatory design

Co-creation

Co-design

Cooperation

Framing
framing game

Ideation
lotus blossom

IA
collaborative
mind mapping

IA
cores & paths

Storytelling
scenarios and
serious play

Service design
customer journey

Prototyping
co-design

UNDERSTAND
What is the right question?

EXPLORE
What is the best solution?

DEFINE
How can we deliver?

Why co-creation?

- Get buy-in, get your solution accepted by and sold to a client

- "If you're trying to solve complex problems—which we're often asked to do—you need multiple minds working together to arrive at the best solutions." (Tim Brown)

- Give a client the feeling he is making (and owning) the solution
co-ownership

- Create momentum

- Go light on deliverables

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What do you need for co-creation workshops?

1. Participants

Participants

- Client: core team and representatives of the main departments + some users
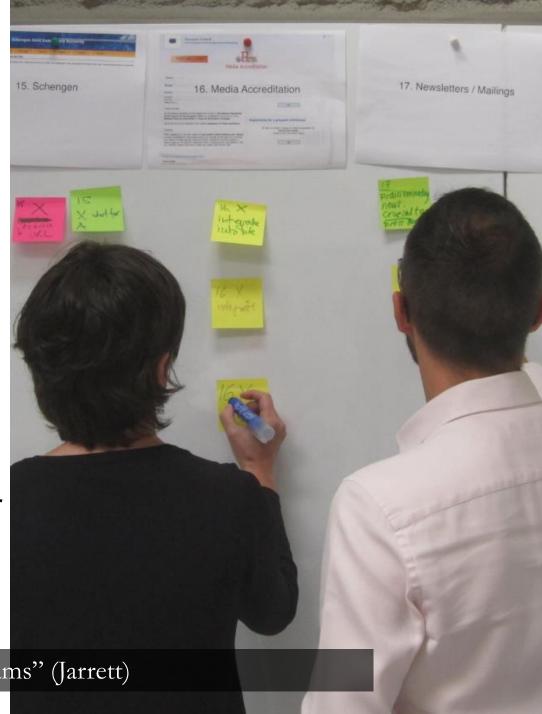
- Moderator: designer with workshop moderation skills

- What makes a good collaborative team? Balance of extroverts – introverts; mix of men – women; at least one analytic thinker

2. Workshop space

✖ Fixed tables

✖ No daylight or fresh air

✖ Difficult to move

✖ Small whiteboard

3. Stuff
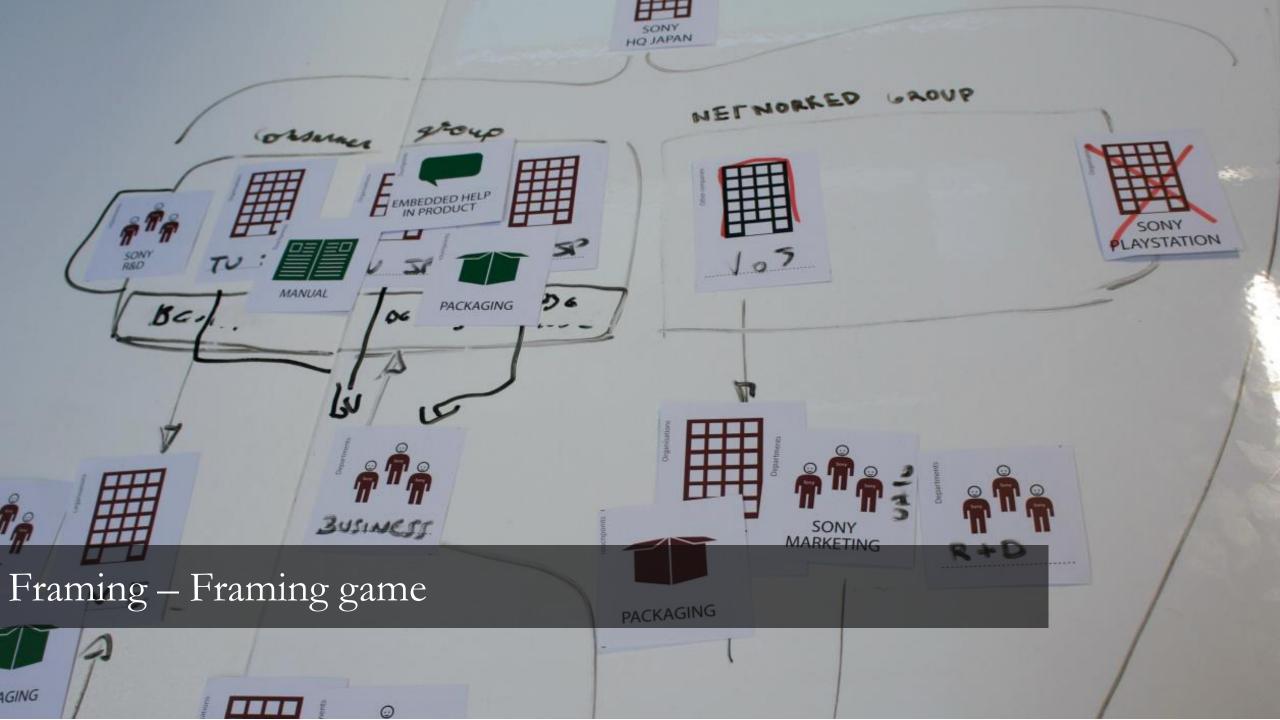
Stuff

- Pens & paper, markers, post-its, lego, kapla…

- Workshop tools: templates, posters, framing cards…

- A device to register workshop results
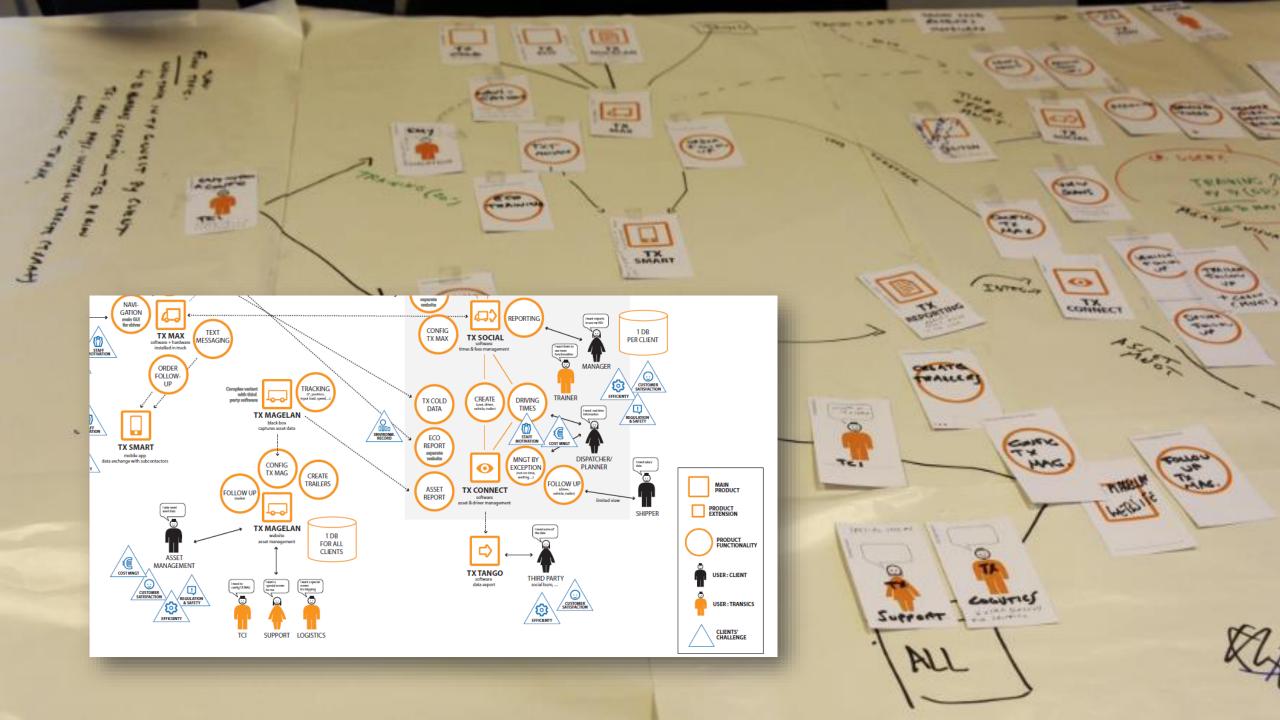
Co-creation
workshop techniques

Framing – Framing game

Framing game

- Frame the context (of your project) and set the boundaries by building together a context map
  What is there, for whom, by whom, in what locations…

- Start from scratch or prepare facet cards

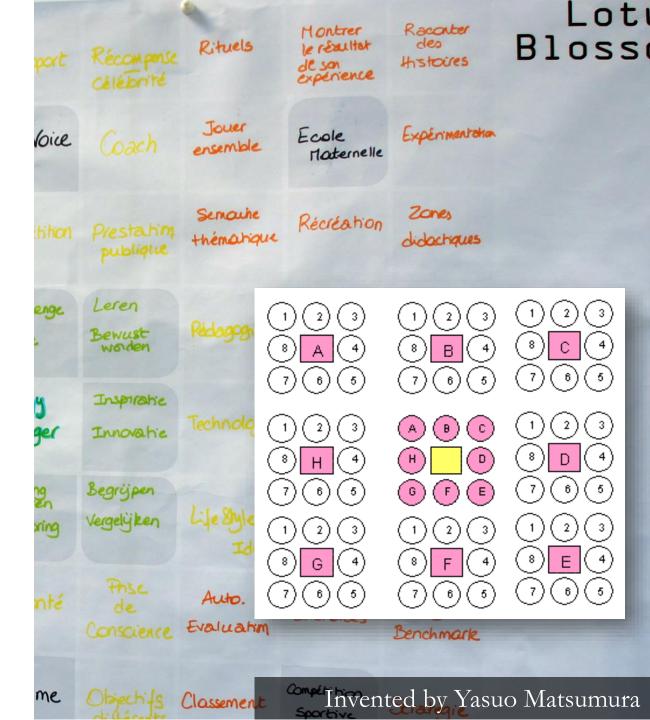- Afterwards, make a clean, digital version of the scheme/mapping

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Ideation – Lotus blossom

Lotus blossom

- Finding ideas by association

  - Put a core word in the centre and brainstorm or free associate words or concepts suggested by the core word

  - Transfer 8 words/concepts to outer 'flowers' and brainstorm again around each of them
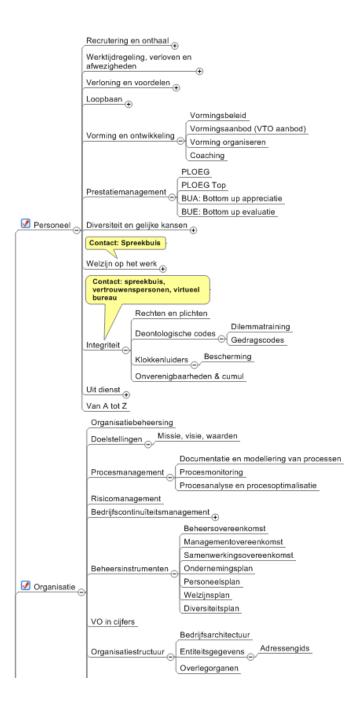
- Strength: Clearly structured!

Invented by Yasuo Matsumura

Lotus Blossom

multilingual | efficient & effective | super-comprehensive | adaptable to the group | easy for both user + provider

fast | GOOGLE search | simple | short + effective cycles | Namahn :) | smart | easy + quick info | YouTube | comprehensive but easily searchable

I can choose the level of complexity | intuitive so I can be stupid :) | | down-to-earth not pretentious | innovative

| familiar | | easy to use friendly! | agile | capacity building | | great (tweakable) standard product | discrete (respectful)

reliable | AMAZON | meta-service | quality | | tailor-made | inclusive | Levis | quality attention to customer needs

free return policy | choice | | reliable + consistent | useful! valued + effective | covers a lot comprehensive

| respect their clients | good choice "quality products (know their customers) | | | | | familiar

right (ethical) values | John Lewis | value for money | | IKEA | | | WIKIPEDIA | crowd sourcing
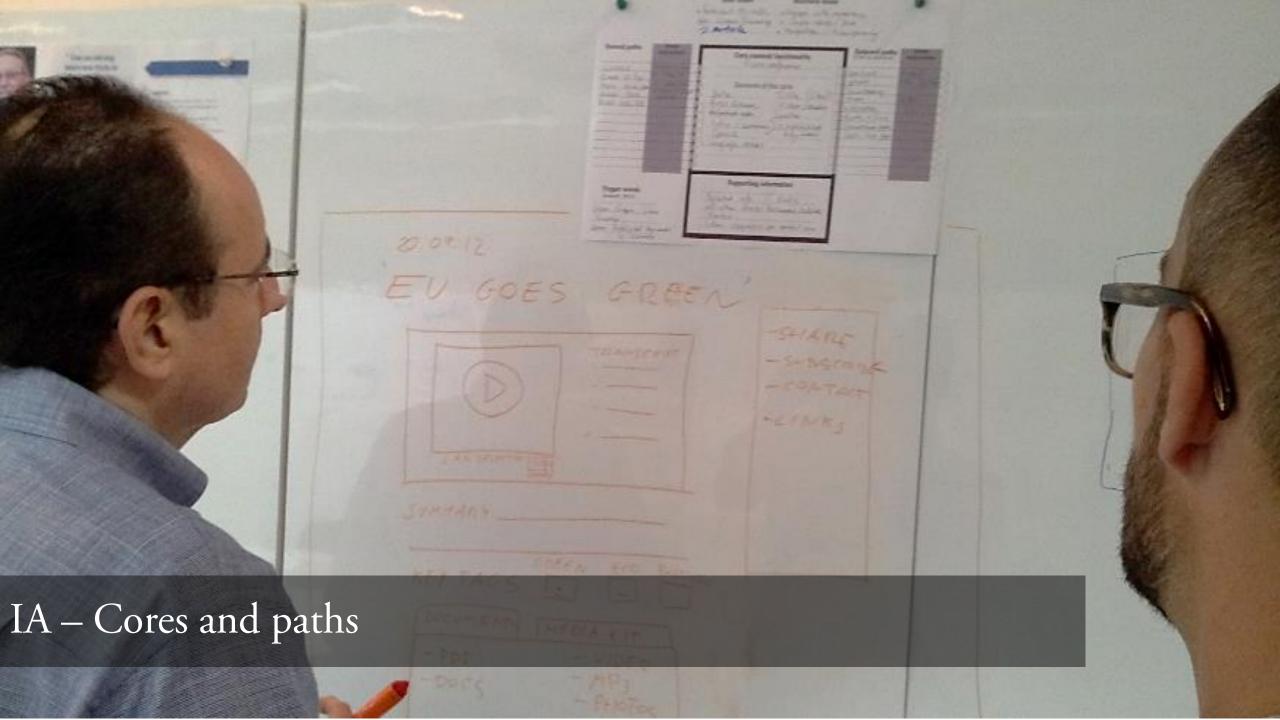
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IA – Collaborative mind mapping

Collaborative mind mapping

- Group and order content in a mind map projected on a screen

- Create a (top-down) classification for a site
  Good for consensus building

- Start with an empty mind map
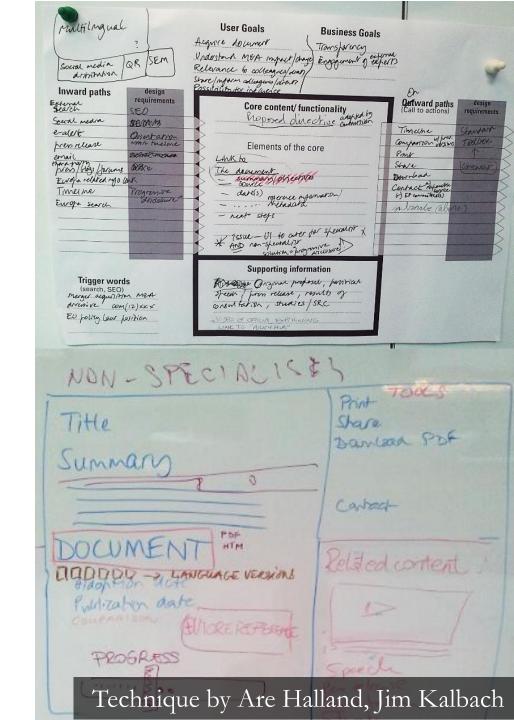 Document the IA rationale (criteria)

IA – Cores and paths

Cores and paths

- **Idea**: when structuring and designing your site, you should start from the *core* (= the reason why users come to your site) and work from there (= *paths*)

  = the opposite of starting from the home page and a top-down navigation

- Technique in 2 steps:

  1. Determine the content (core, inward paths, onward paths…) with the help of a template

  2. Use this content to sketch out the page

Technique by Are Halland, Jim Kalbach

Storytelling – Personas and scenarios

Storytelling

- Stories lead to a common understanding of how a product or service will be used in the future

- Create personas first, then write scenarios for the personas.

- Format: text or storyboards

Serious play

Serious play

- Finding ideas by developing scenarios using visual three-dimensional props

- Provide tinkering material: lego, playmobil, dough, post-it's…

Service design – customer journey
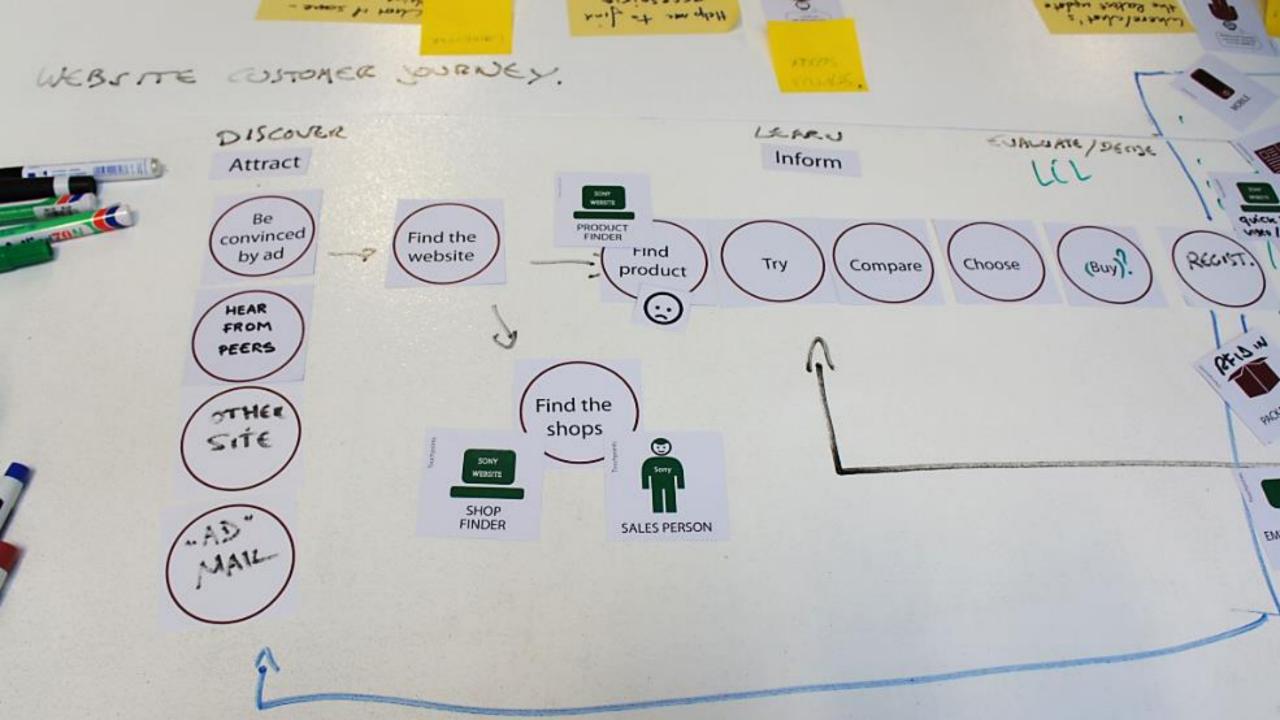
Customer journey

- Identify touch points and map the customer journey over time

- Bringing all scenarios together

- Note: not only for service design projects

WEBSITE CUSTOMER JOURNEY.

DISCOVER
Attract

LEARN
Inform

EVALUATE/DECIDE
LCL

Be convinced by ad

Find the website

PRODUCT FINDER

Find product

☹

Try

Compare

Choose

(Buy)?

REGIST.

HEAR FROM PEERS

OTHER SITE

Find the shops

SHOP FINDER

SALES PERSON

"AD" MAIL

Tips & tricks

Tips & tricks (1)

- Have a clear goal in mind for your co-creation session

- Have the right people in the workshop

  Note: what with the director at C-level?

- Have everyone participate
  Avoid group discussions – have break-out groups (of 3 or 4 persons)

- Get away from the chairs

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Tips & tricks (2)

- Have a minimum of structure

- Keep the exercises relatively simple – do a simple trial if needed

- If possible, make it fun, make it playful

- Register the results in detail, and document enough

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Risks

Risks

- "Where's your expertise?"

- Not having the right people in the workshops
  Or: enthusiasm with those who participated but not with other stakeholders

- Time consuming (but it will pay off in the end!)

- Budget burning
  Make sure you foresee enough time for what comes after the workshops

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Skills needed

Skills needed for a designer doing co-creation workshops

- Workshop facilitation skills

- Knowledge about group dynamics – recognize social styles

- Openness to criticism (be able to let go of your design)

- Ability translate the clients' ideas immediately into workable solutions

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