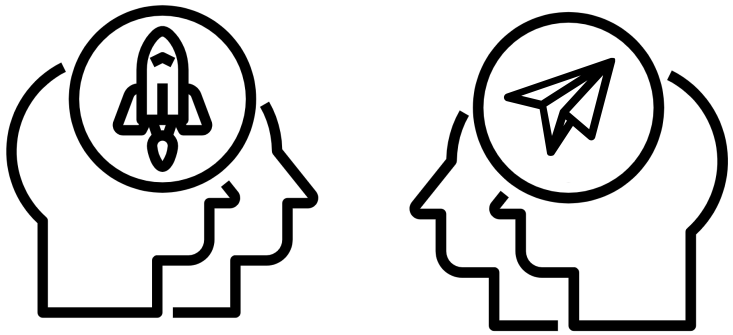
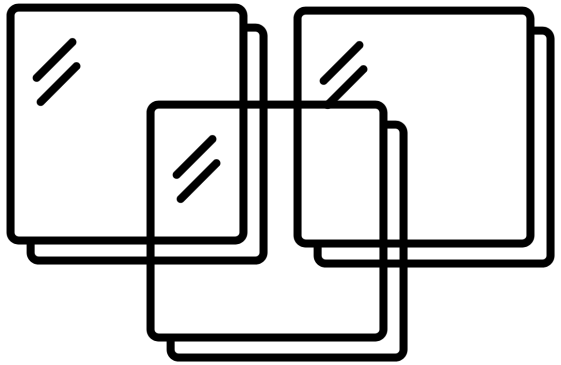
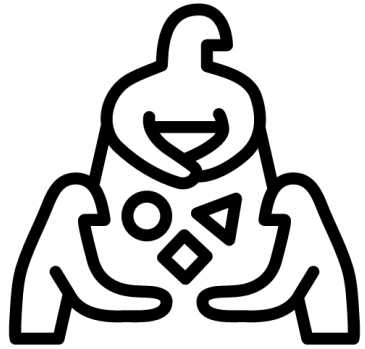


An Ode to Co-creation

with John Sarmiento





About me

John Sarmiento (he/him/his)

Likes bears, beets, Battlestar Galactica
Loves boardgames, bread, and botanical gardens

Lead UX Researcher at Cariloop
MPH in Behavioral and Community Health (UNTHSC)
& MS in Applied Anthropology (UNT)

Not a co-creation expert

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What is co-creation?

"Customer ***co-creation*** is an active, creative and social process, based on collaboration between producers (retailers) and users, that is initiated by the firm to generate value for customers."

Frank T. Piller, Christoph Ihl, and Alexander Vossen (2010)

A Typology of Customer Co-Creation in the Innovation Process

Method OR Theory

YES

My Hot Take

Co-creation is as much ***a learning ideology*** as it a ***methods toolkit.***
It emphasizes the collaborative role of the collective “other”
in a project’s creation process – all towards a shared goal. Their involvement
can be ***at specific points*** such as in the data collection ***or embedded throughout*** the project’s lifecycle.

Toolkit for Co-Creation

Workshop facilitation

In-depth interviews

Storyboarding

Narratives

Diary studies

Role playing

Construction/Modeling

Prototyping

Prioritization mapping

Crowdsourcing

Why consider co-creation?

To imagine possible futures that are informed and resonate with your customers. Co-creation activities can keep your team informed and close the gap between the business and customers. Ultimately, it aims to ***build trust and stickiness*** with the product, service, and brand.

Participation Brand Index

Participation Brands Outperform

According to consulting firm Iris' study on investing in co-creation:

"A 3-year investment in the top 20 global brands in the Participation Brand Index would have earned a return **4 times** that of the bottom 20 brands.

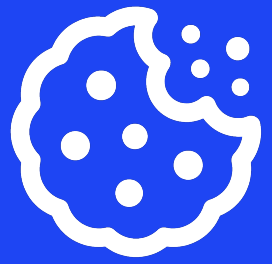
An investment in the top 10 brands in the Index would have produced a return **double** that of the S&P 500 each year over the past 3 years."

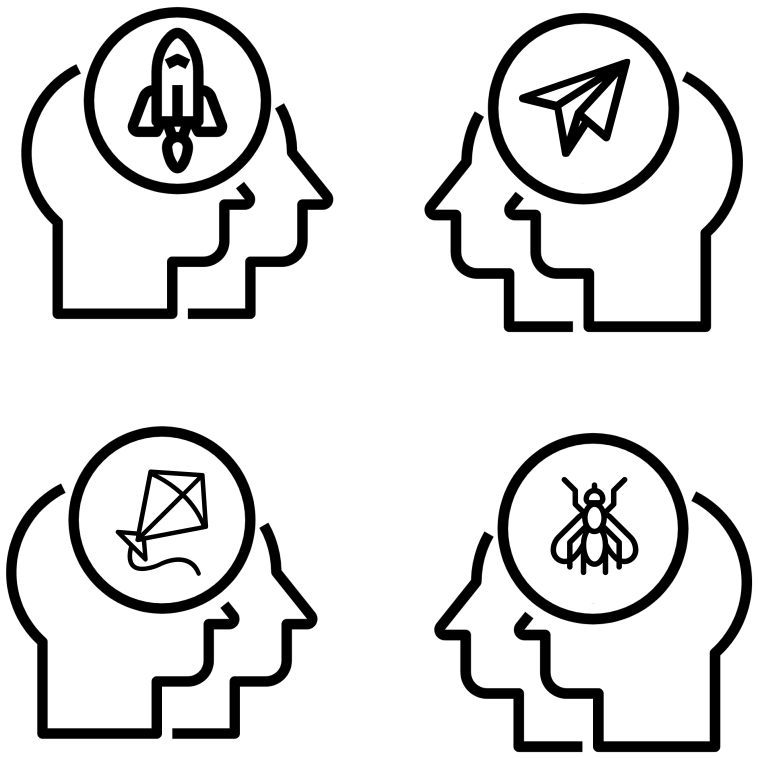
Challenges with Co-Creation

- Outputs from co-creation activities may not be generalizable or readily scalable
- Workshops facilitation is tough: dominating participants, being actively aware of your positional power as their “other,” keeping participants motivated
- Maintaining accountability and participants’ trust when the project ends

Ingredients of co-creation

a snack-sized review





Exploring the many knowledges across people

Constructivism

Lean into understanding social phenomena by listening through the worldview, context, and sensemaking of others.

*"Constructivism is the recognition that **reality is a product of human intelligence interacting with experience in the real world**. As soon as you include human mental activity in the process of knowing reality, you have accepted constructivism"* David Elkind, education psychologist

Positioning the participant as an active stakeholder

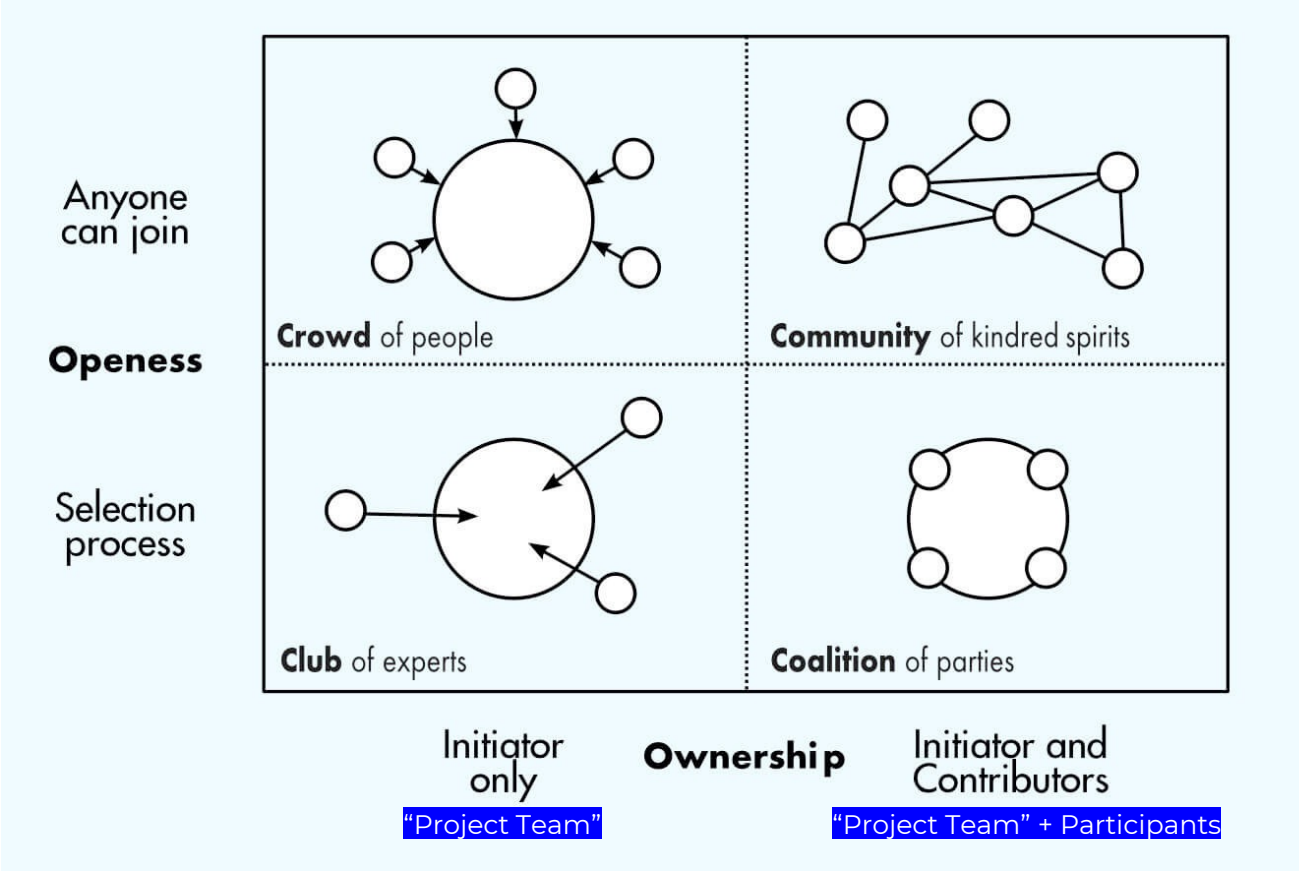
Intentional collaboration + vulnerability

In co-creation, the project team seeks to understand the participants' worldviews and values participants as **creative beings**.

Especially with co-creation, it's imperative for the project team to acknowledge the team's biases as well as respecting and encouraging participants to be their authentic selves from start to end.

Facilitation is key in the discussions and the making of things.

Identify the relationship between the participant and the project



Source: https://wiki.p2pfoundation.net/

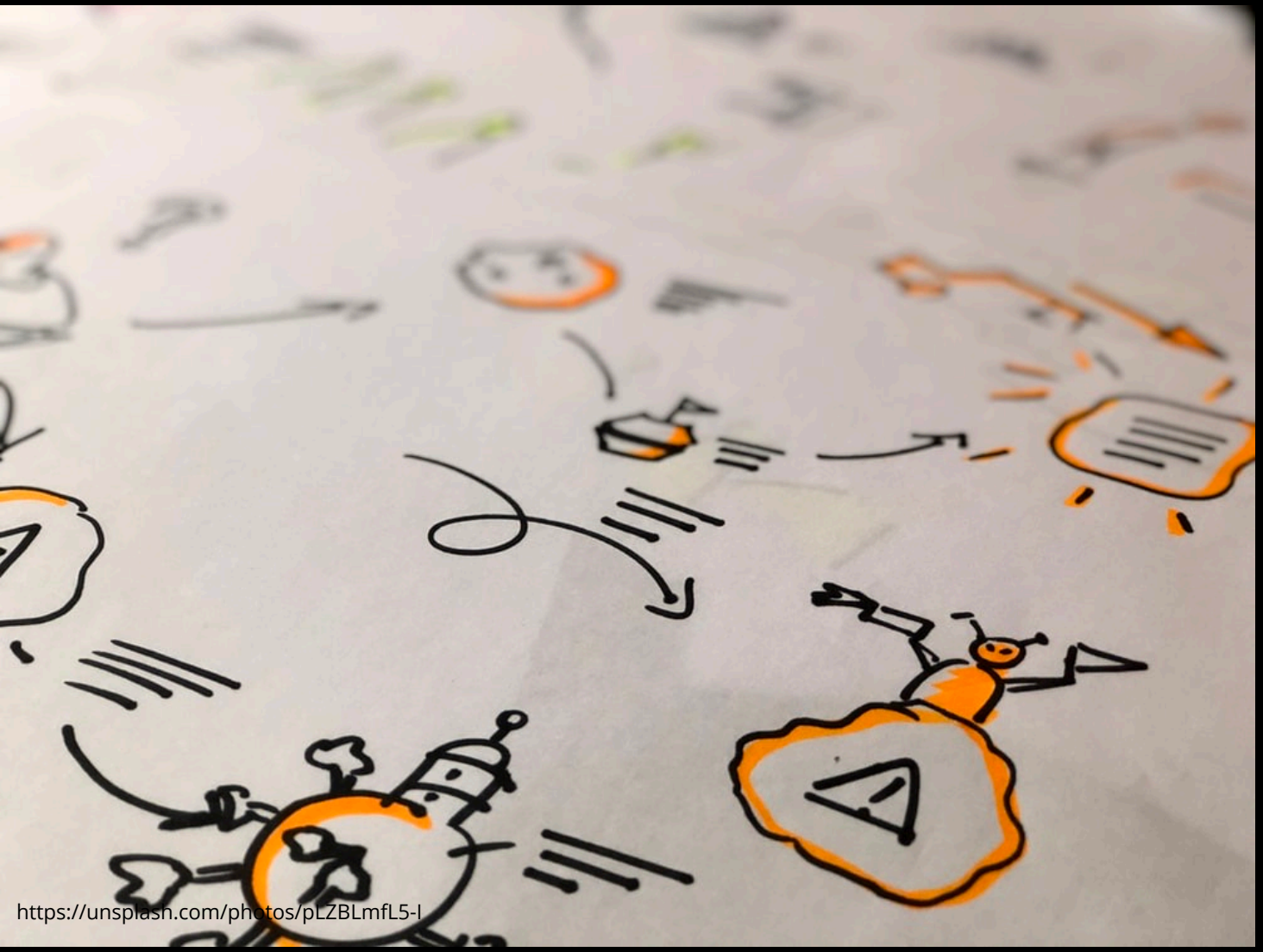
Immersing into the magic

Social interactions with convivial tools

The research activity's materials that participants engage with. These are intended to evoke discussion, give individual agency, and engage with the collective.

*"**Convivial tools** are those which give each person who uses them the greatest opportunity to enrich the environment with the fruits of his or her vision."*
- Ivan Illich, *Tools for Conviviality (1973)*

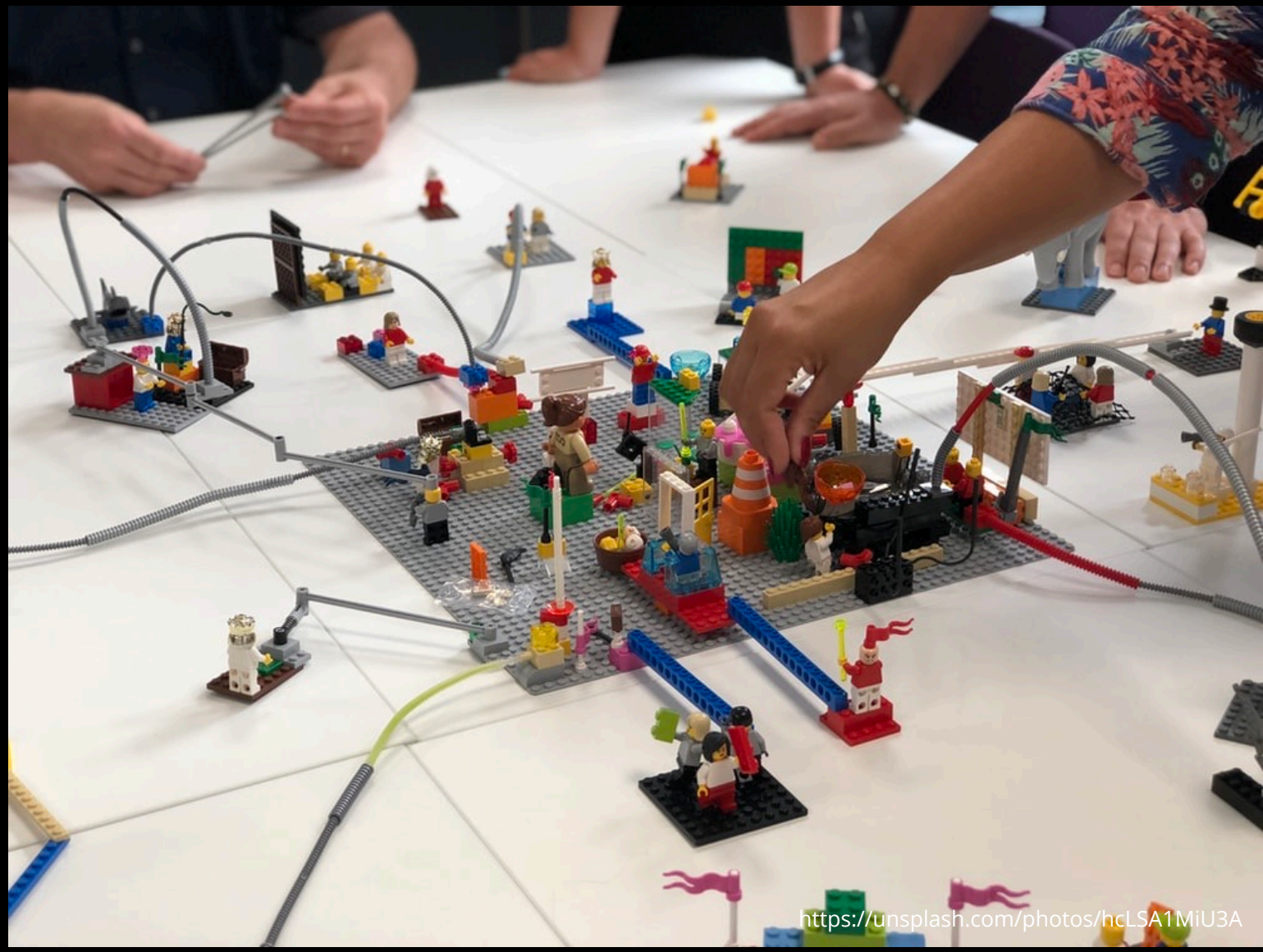
Embrace the play



https://unsplash.com/photos/pLZBLmfL5-I

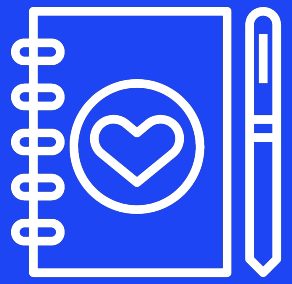
Probe why things make sense

Let ideas emerge from complex systems

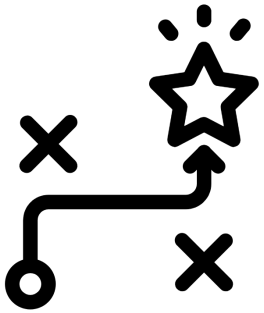


Planning it out

Adapted from Lisa Grocott from Emerging Technologies



Planning it out

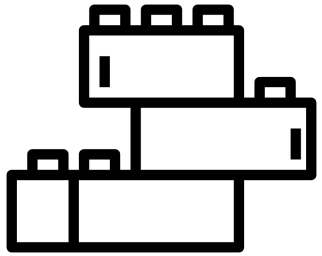


RESEARCH OBJECTIVE

Gathering insights

Sensemaking

Generating ideas

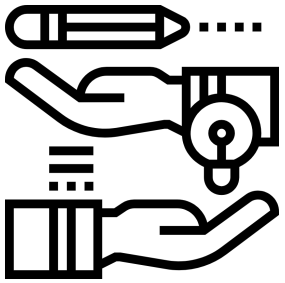


OUTPUTS

Authentic use cases

Potential affordances

Shared vision



DECISION-MAKING AUTHORITY

Consultative

Collaborative

Community-led

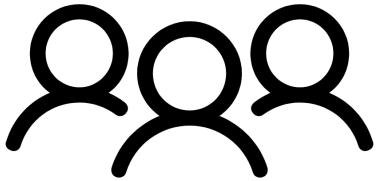
OUTCOMES

Successful solutions

Resilient commitments

Respectful partnerships

Planning it out

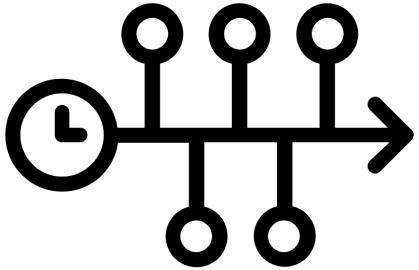


SOCIAL PURPOSE

Mutual learning

Stakeholder agency

Building consensus



FREQUENCY OF ENGAGEMENT

Episodic

Book-ended

Iterative

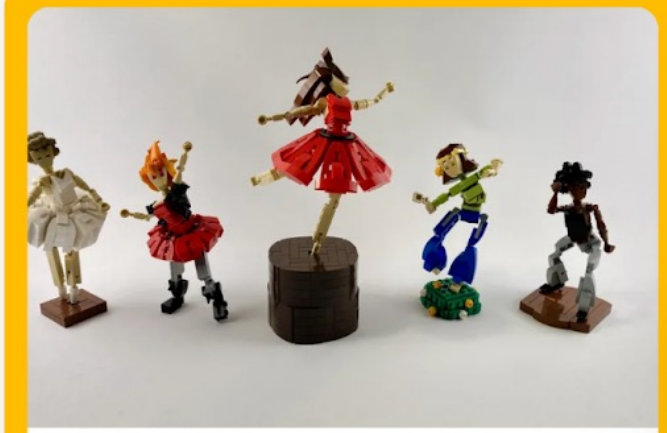
Case Studies

IDEAS EXPLORE BLOG HOW IT WORKS Find ideas LOG IN

SEINFELD

By BrentWaller

TYPEV



JUST DANCE

By Stensbylego

333 Supporters

244 days left

STAFF PICK

CLASS

By m

549 Supporters

SUBMIT IDEA
Become a LEGO designer

CONTESTS
Win cool prizes

ACTIVITY
Share your creativity

IN THE SHOP
Ideas that made it

C IS FOR COOKIE

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OK

ACTIVITY

GO MINIMAL!

INFINITY GAUNTLET

By MoMoLam
Jul 20, 2021

40 34

THE VERY HUNGRY CATERPILLAR

By OneLittleSpark
Jul 27, 2021

16 25

Architecture

Products About

Ingka Group

HYDROPONICZNA
- brzmi trochę jak science fiction, ale jesteśmy przekonani, że zostanie z nami na dłużej.
Wszyscy już dobrze o tym wiemy: musimy zadbać o naszą planetę. W tym celu musimy znaleźć nowe sposoby na życie i bardziej zrównoważoną konsumpcję.
Dlatego uważamy, że uprawa własnych owoców i warzyw to przyszłość. A dzięki uprawom miejskim oraz domowym ogródkom, które funkcjonują w oparciu o hydroponikę, taka możliwość już istnieje.
W IKEA nawiązaliśmy współpracę z firmami takimi jak Click and Grow, by sprawdzić, jak możemy zwiększyć dostępność rozwiązań dla domowej uprawy roślin – aby jak najwięcej osób mogło z nich skorzystać w swoich domach, społecznościach, lokalnych restauracjach czy sklepach IKEA.
Korzyści jest wiele. Uprawa hydroponiczna pozwala na produkcję świeżej żywności trzykrotnie szybciej niż w polu, zużywając jednocześnie aż o 95% mniej wody i bez stosowania pestycydów. A ponieważ nie wymaga to gleby ani nasłonecznienia, możesz hodować żywność 365 dni w roku.
Brzmi dobrze, prawda?
Dołącz do nas i przekonaj się, jak możemy produkować więcej żywności, która będzie świeższa i lepsza jakościowo — mniejszym nakładem sił i środków.
ZACZYNAJMY!
SAŁATA RZYMSKA
Co powiesz na subskrypcję comiesięcznych dostaw nowych roślin do uprawy?
Z PRZYJEMNOSCIĄ DOWIEMY SIĘ, CO SĄDZISZ O TYM PROJEKCIE!
0 dni
15 dni
Zobacz, jak staramy się hodować bardziej zrównoważoną przyszłość.

Ingka Group

Co mogłoby Cię zmotywować do uprawy domowej?
Łatwy i niedrogi dostęp do świeżej żywności
Wiedza o tym, skąd pochodzą spożywane owoce i warzywa
Przekonanie o tym, że to zdrowsze
Tak, zdecydowanie
YMSKA

Ingka Group

CO-CREATION ACTIVITY

Twitter Image:
@RossanaFor33

Project Debrief

Your stakeholders are interested in what could be redesigned about the sidewalk experience in your city's parks.
Assume you have funding, research materials, and access to your audience (visitors and your local park council).

Workshop materials include: a 2D map of the park, toy blocks and people, construction paper, colored pencils, scissors, string.
Participants are asked to use these materials to create experiences with walkways in public parks, individually then as a group.

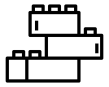
For this activity, talk with your breakout room team about:

- **Probing questions about the participants' creative decisions**
- **Talking through logistical and workshop facilitation challenges**
- **Share ideas as if you were a participant, then collaborate on a designed experience**

You can use these as project constraints :

RESEARCH OBJECTIVE

Generating ideas



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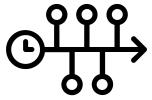

FREQUENCY OF ENGAGEMENT

Iterative

THANK YOU

Connect with me on LinkedIn: johnsarmiento1