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# Introduction and short training session on the co-creation methodology within the Open Innovation 2.0 model (HoCare2.0 tool)

Csaba Bende

Central Transdanubian Regional Innovation Agency Ltd., Hungary

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**HoCare2.0**

# OUR AGENDA



- Our challenges
- Our vision
- Our solution: Co-creation
- Presentation of the Tools
  - Co-creating with seniors
  - Steps of co-creation and used methods

# OUR CHALLENGES

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1. Rapid **aging** of the society, especially in Central Europe

2. Many ICT-based innovations and solutions are delivered, but often in response to **falsely** identified **needs**

**3. Lack of cooperation** among innovation ecosystem actors and users



# WHAT IS OUR VISION?

- Innovations are delivered as a result of close cooperation of **Quadruple Helix** actors
- Solutions are delivered to solve the real needs of the elderly. The elderly are **actively involved** into the development process, **solutions are co-created with them**
- **Fitting solutions** are delivered and are **used** in home care by the elderly





# OUR SOLUTION IS CO-CREATION

## WHAT IS CO-CREATION?

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- It is a process in which companies aim to bring better solutions to customers with their different level of involvement

## WHY TO USE IT?

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Co-creation helps companies to:

- Deliver better products and services
- Increase the speed of response to customer needs
- Reduce risks of innovation adaptation
- Connect and bond with customers/users
- Brings cultural change in the organization

# OUR SOLUTION IS CO-CREATION

## WHO IS INVOLVED?

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- We work with **QH actors**,
- Industry, Academia, End-users and Public sphere

## HOW IS IT DONE?

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- Co-creating **teams are organized**
- Ideally in a shared physical location **knowledge is created**
- The **knowledge is analyzed**
- **Prototypes are built** and tested
- The co-creation process is **evaluated**



# SME TOOL

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FOR INNOVATIVE SMES TO GUIDE THEM HOW TO INVOLVE ELDERLIES INTO THE DEVELOPMENT PROCESS OF NEW DIGITAL SOLUTIONS

# POLICY TOOL

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FOR PUBLIC SERVICE PROVIDERS TO GUIDE THEM HOW TO INVOLVE ELDERLIES INTO THE DEVELOPMENT OF NEW PUBLIC SERVICES

# STRUCTURE OF THE TOOLS

1

## CO-CREATION

Introduces the reader to the topic of co-creation

2

## CO-CREATION IN HEALTHCARE SECTOR

Introduces the possibilities of co-creation in home care

3

## THE PLAY

Methodologies for gaining feedback from the elderly;  
3 steps: Preparation, Knowledge creation, Prototyping

4

## EXAMPLES

Best practices and examples of successful co-creation. Checklist



# CO-CREATING WITH SENIORS

## INVOLVEMENT AND SELECTION

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- Involvement from the beginnings
- Motivation
- Mobility
- Communication

## STRUCTURING THE PROCESS

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- Length of sessions
- Length of breaks

## UNDERSTANDING THE AIMS

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- Communicate the expectations
- Use not professional language
- Use stories

## GENERAL SUGGESTIONS

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- Build trust
- Ask frequently questions
- Value their contribution
- Support their involvement to the team



# STEPS OF PREPARATIONS

## CREATE A CREATIVE ENVIRONMENT

- *Adjust the physical space* with natural lightning, stimulating but not distracting design, use circle of chairs and others.

## PREPARATION FOR LEADING

- *Practice PACE*, presence, authenticity, courage and eco-centered mindset

## STARTING THE PROCESS

- *Create the team, build trust and understand needs*
- *Set boundaries and success criteria*
- *Create rules of engagement and socialize the team*



# METHODS USED FOR KNOWLEDGE CREATION

## IDENTIFYING USER REQUIREMENTS

- 1st step is to **identify context of use**: *Mapping existing user journeys; Shadowing; Diary study*
- 2nd step to **explore expectations**: *Ideation workshop; Interviews; Surveys; Engaging with extreme users; Focus groups etc..*

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## ANALYZING USER REQUIREMENTS

- If enough knowledge is gathered, use *Mind maps; Affinity diagrams; Asset maps; Mood board* etc. for analyzing the knowledge

# METHODS USED IN PROTOTYPING

## PREPARATIONS FOR PROTOTYPING

- *Identifying good practices; Service safari; Draw up user personas*

## CREATING THE 1ST PROTOTYPE

- Build a sketch of your product or use the actual prototype
- Implement the *build - measure - learn* cycle (Lean method)
- Evaluate with users with *Citizen walkthroughs; or Contextual interviews*

## CREATE THE 2ND PROTOTYPE

- Test 2nd prototype with users once more



**THANK YOU FOR YOUR  
ATTENTION!**

Csaba Bende, [csaba.bende@kdriu.hu](mailto:csaba.bende@kdriu.hu)

Central Transdanubian Regional Innovation  
Agency Non-profit Ltd.

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**HoCare2.0**