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

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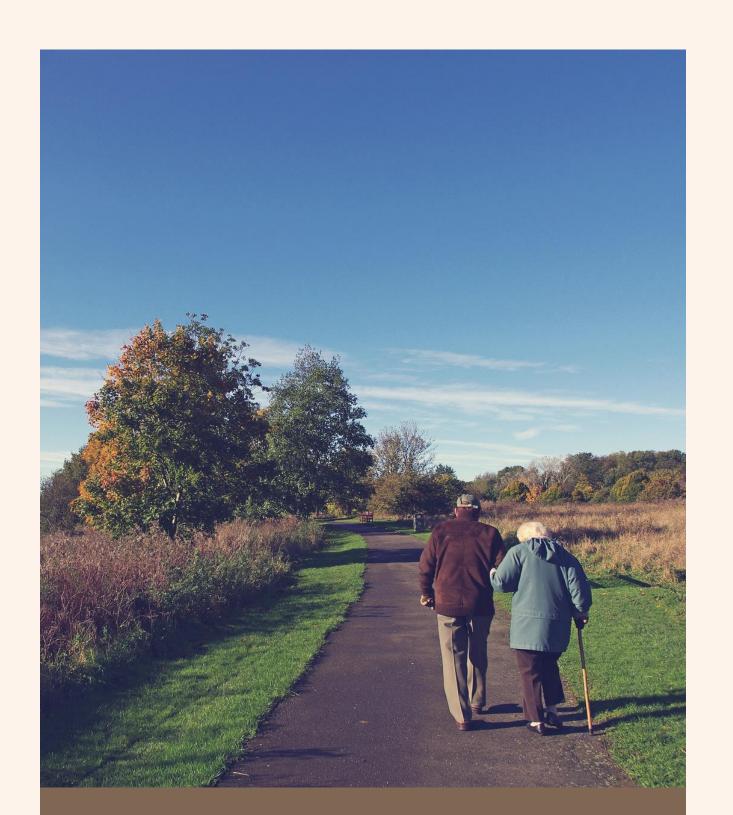
## OUR AGENDA



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



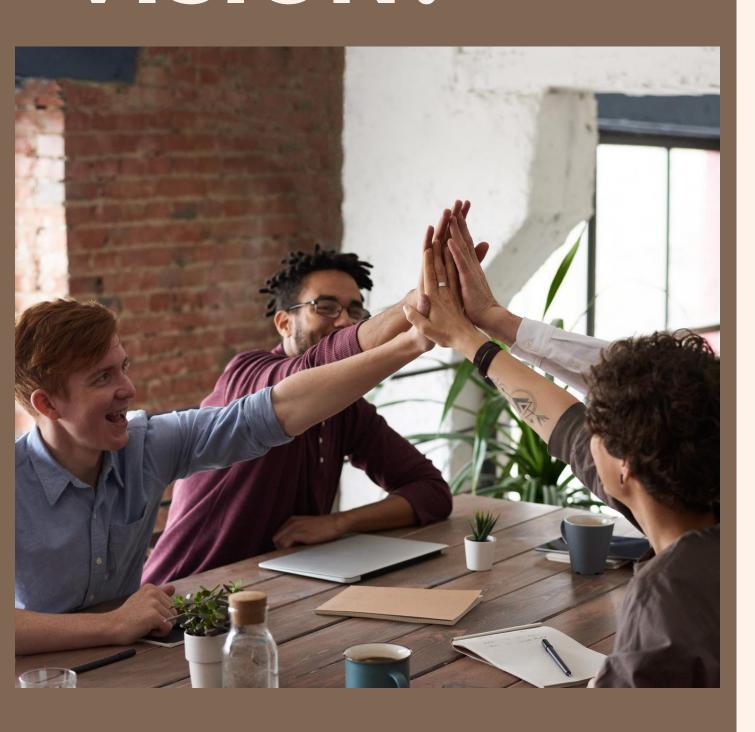
## OUR CHALLANGES



- 1. Rapid **aging** of the society, especially in Central Europe
- 2. Many ICT-based innovations and solutions are delivered, but often in response to **false**ly identified **needs**
- 3. Lack of cooperation among innovation ecosystem actors and users



# WHATIS 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 cocreated with them
- Fitting solutions are delivered and are used in home care by the elderly





### WHAT IS CO-CREATION?

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

## WHY TO USE IT?

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?

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

## HOW IS IT DONE?

- 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

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

## POLICY TOOL

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



## STRUCTURE OF THE TOOLS





### **CO-CREATION**

Introduces the reader to the topic of co-creation



## CO-CREATION IN HEALTHCARE SECTOR

Introduces the possibilities of cocreation in home care

#### THE PLAY

creation, Prototyping



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

### **EXAMPLES**



Best practices and examples of successful co-creation. Checklist

## CO-CREATING WITH SENIORS



## INVOLVEMENT AND SELECTION

- Involvement from the beginnings
- Motivation
- Mobility
- Communication

## STRUCTURING THE PROCESS

- Length of sessions
- Length of breaks

## UNDERSTADING THE AIMS

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

#### GENERAL SUGGESTIONS

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



## STEPS OF PREPARATIONS

#### CREATE A CREATIVE ENVIRONMENT

• Adjust the physicial space with natural lightning, stimulating but not distracting design, use circle of chairs and others.

#### PREPARATION FOR LEADING

• Practice PACE, presence, authencity, 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..

#### 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



