Co-Creation & UX
Engage & create

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LADIES THAT UX

UX research today



User research is about **behavior**: what **drives** people, how they do things, how and why they're likely to use your site.

Bowles & Box

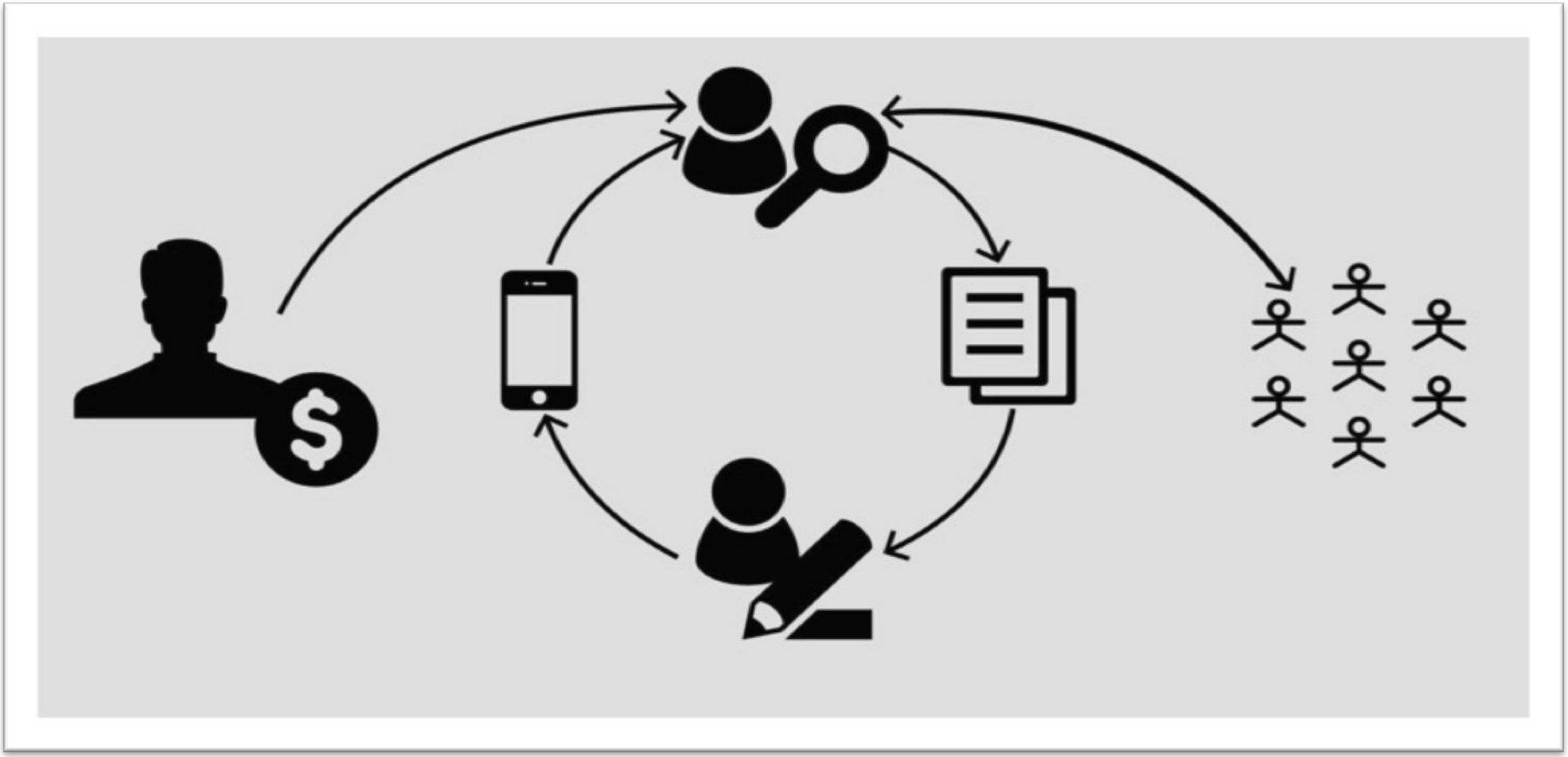
http://undercoverux.com

Organisations & Users

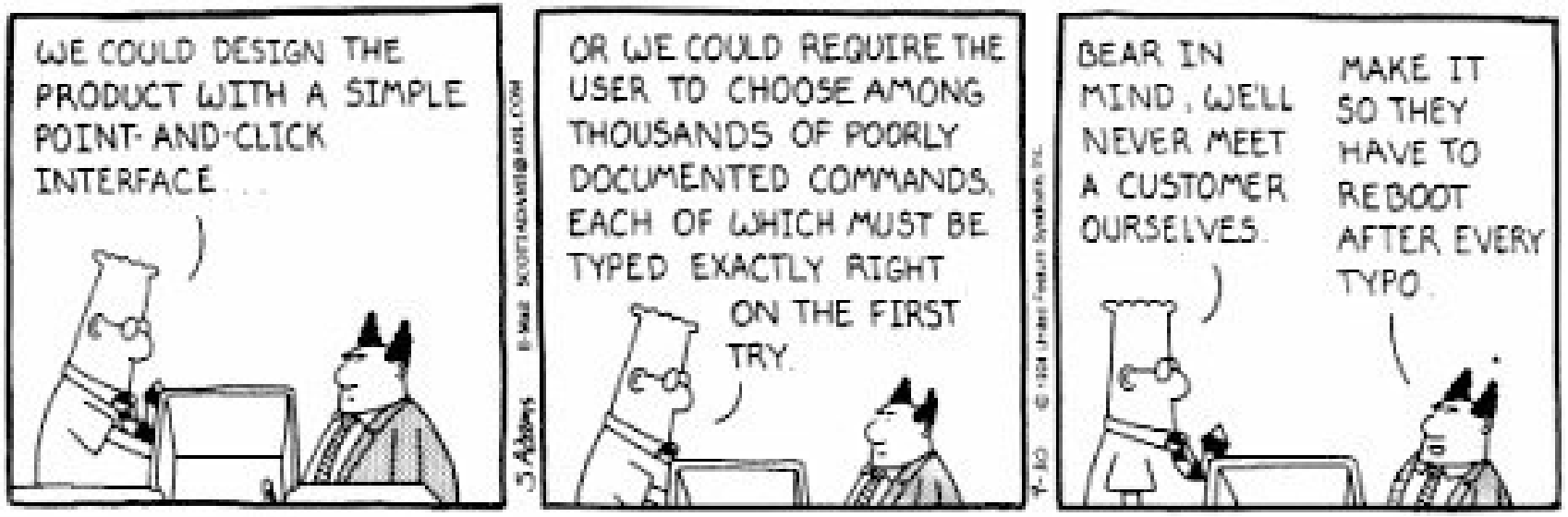


There was a tacit divorce between organisations and customers/users

UX researcher: men in the middle

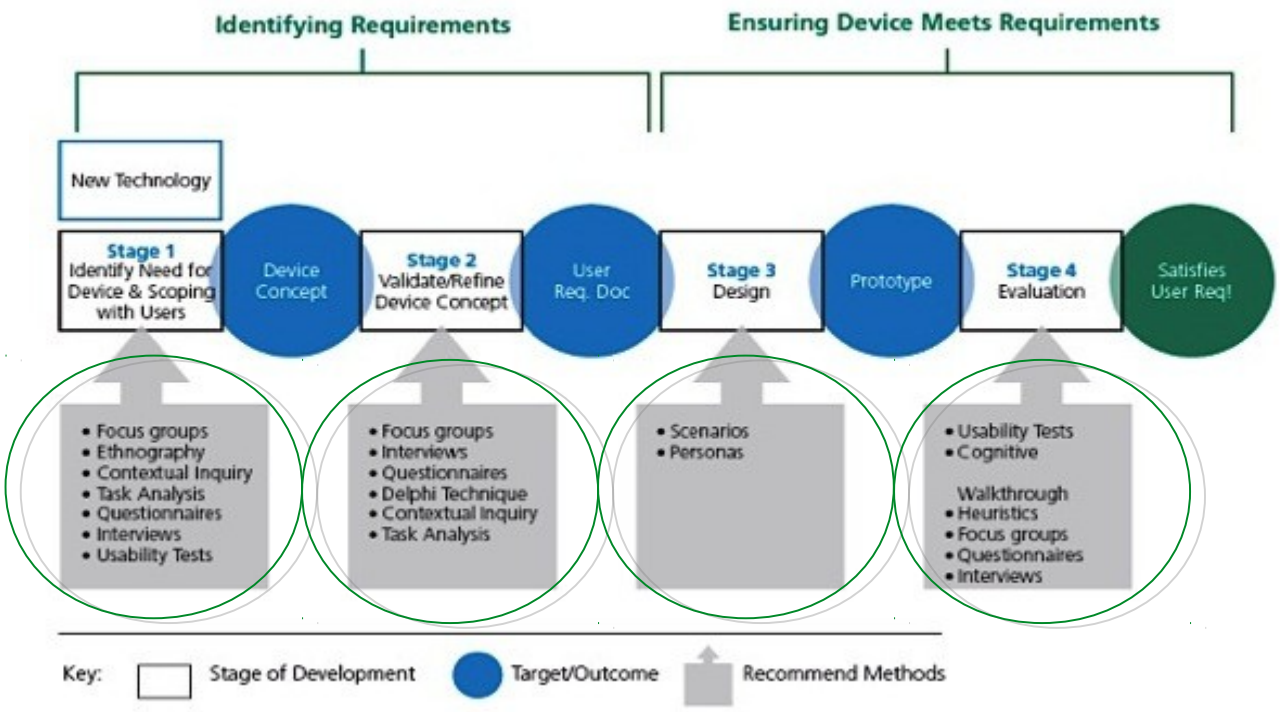


Work with people, not against them



Where's people?

There are multiple methods for gaining insight into user needs and behaviours from real end users.



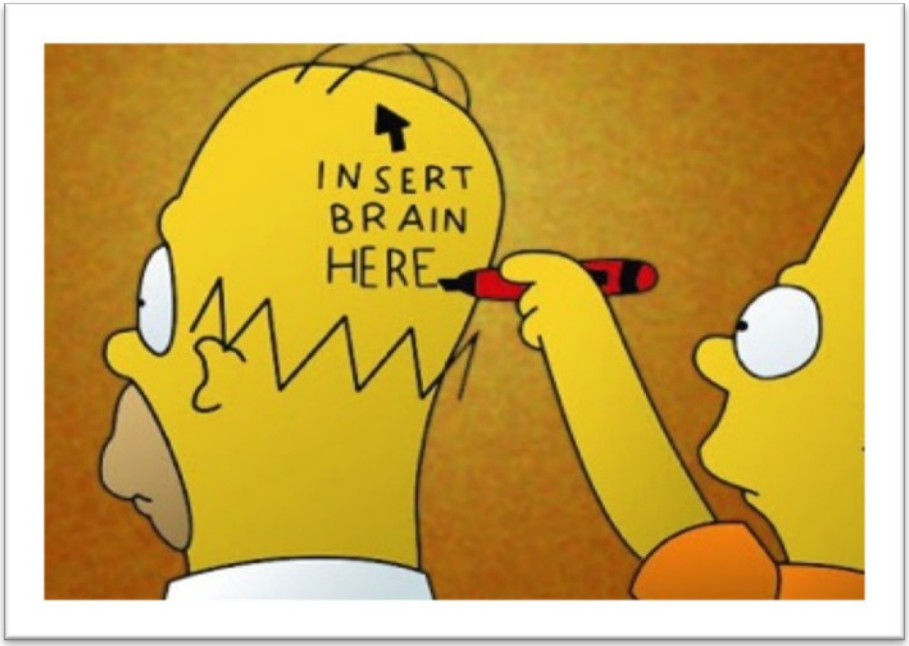
Are people engaged?

Source: http://www.match.ac.uk/case_6.php

Engaging users, not using them

If consumers are required merely to be either a lead tester of a product or an adaptor of a suite of pre-selected choices, it lacks a sense of real creativity.

Ind & Al 2012



Understand the future through participation

Research can help to understand the here and now, if we wish to get closer to customer's likely future behaviour we need more participative process.

Ind & Al. 2012



It’s the end of needs as we know them…

People are more complicated than a list of needs […]

None needs an iPhone. […] Mining for knowledge […] involves an understanding of what people find meaningful.

Nussbaum 2013



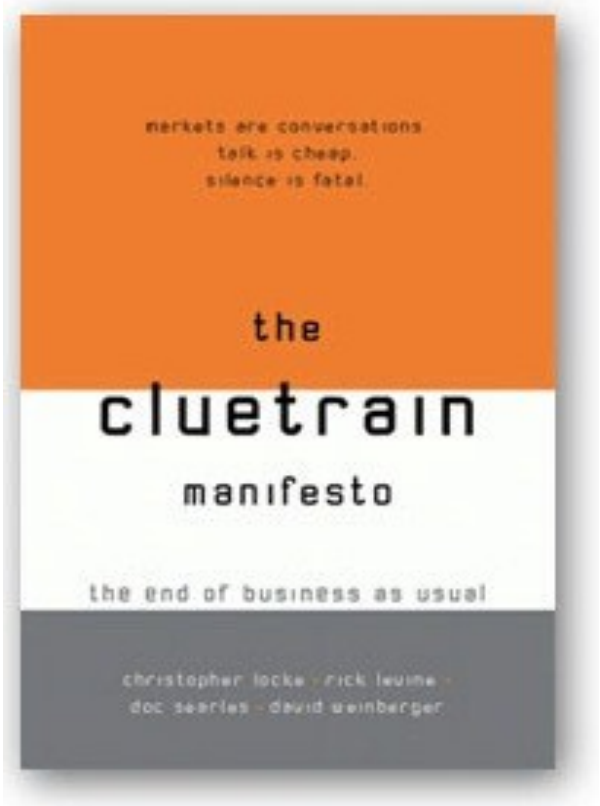
…Welcome values!



As value shifts to experiences, the market is becoming a forum for conversation and interactions.

Prahalad & Ramaswamy 2004

Where did this begin?

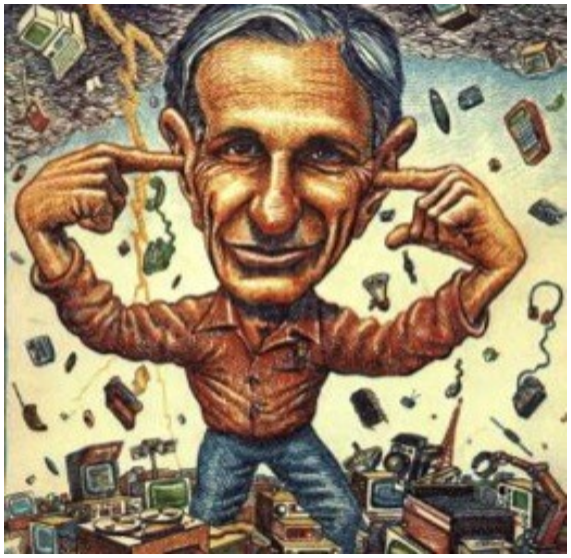


**'Markets are conversations.
Talk is cheap.
Silence is fatal."**

Networked markets are beginning to self-organize faster than the companies that have traditionally served them. Thanks to the web, markets are becoming better informed, smarter, and more demanding of qualities missing from most business organizations.

Cluetrain Manifesto 1999

Actually… It began 40 years ago!



Ivan Illich
Tools for conviviality 1973

Convivial institutions work through conversation rather than instruction, through co-creation between users and producers, learners and teachers, rather than delivery from professionals to clients.

Leadbeater 2008


Picture Source: medspark.m
Co - = from the Latin cum (together)
Creation = the act of coming into being, producing, making

What is co-creation?

The idea of co-creation is to unleash the creative energy of many people, such that it transforms both their individual experience and the economics of the organization that enabled it.

Francis 2010



Users are creative!



Psychologist tend to see creativity as a mental process (but) creativity is as much a cultural and social as it is a psychological event.

M. Csikszentmihalyi

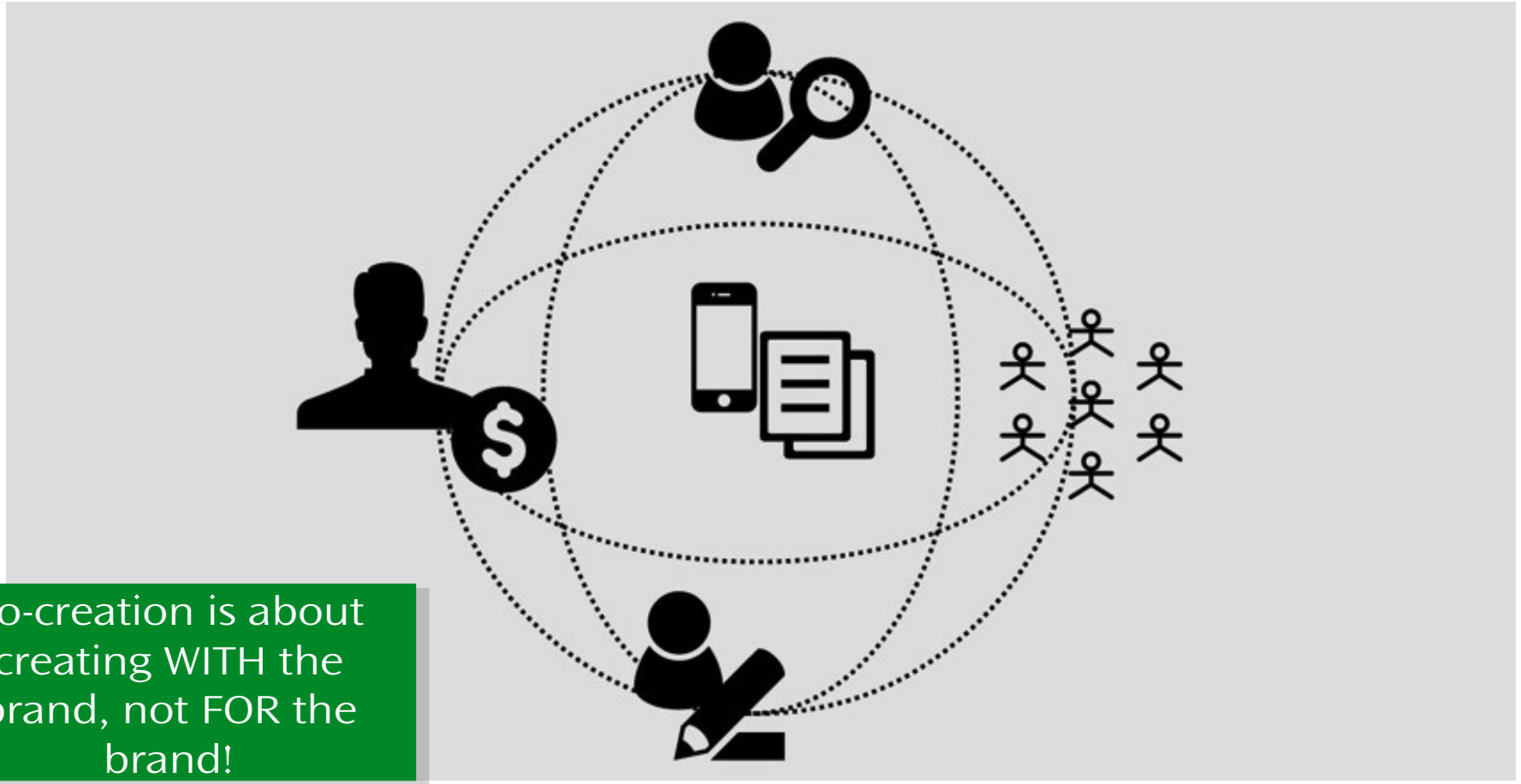
What's the most creative period you can think of?

Co-creation is…



…A **social**, **collaborative,** and **creative process** to generate **innovation** and **value**, through the **dialogue** and **participation** of all actors to construct new **win-win** opportunities and experiences

Co-creation: the experience



Co-creation is about creating WITH the brand, not FOR the brand!

Key benefits: time!

Co-creation workshops, that can be single or iterative, save time to:

- the client
- the researchers
- the designers

All parts involved can collect better insights and get to an agreement quicker and more efficiently.



Key benefits: costs



Less time to generate User requirement +

More insights generation =

_____

—

Cost reduction

Meaningful & valuable products

Innovation

Key benefits: results

By involving all parts involved in the new project in a workshop, they can:

- share their views
- learn about mutual expectation, desires and values
- construct together the win-win – the meaningful and valuable experience



…So, have you ever used co-creation in UX?



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