WHAT IS CO-CREATION ANYWAY?

In a research context, this typically means a facilitated session (or several sessions) with client team members and customers working together to create new product ideas, marketing messages, package prototypes, etc.

Thanks, Wikipedia!

TYPES OF CO-CREATION WORKSHOPS

- Co-designing: a relatively small group of customers directly works with new product content or designs while a larger group of customers helps select which content or designs should be adopted by the firm.
- Collaborating: customers have the power to collect, organize, and improve a new product's core components and underlying structure.
- Tinkering: customers take modifications to a prototype product and some of those modifications are incorporated into subsequent product releases.
BENEFITS OF CO-CREATION TO THE TEAM
Better engagement from team members
Clearer line of sight to solutions
Better buy-in of insights

BENEFITS OF CO-CREATION TO THE RESPONDENT
Feel genuinely heard
Sense of accomplishment
Making a valuable contribution

BEST PRACTICES AND WATCHOUTS
Know your objective and design your session for that
Plan for good stimuli
Invite the right people, both internal and external
Leave space for incubation
SUCCESS STORY: COLLABORATION

SUCCESS STORY: CO-DESIGNING AND TINKERING

Q&A