

## Using co-creation methods in service design innovation

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A new consumer informal care service, out with statutory Telecare services, is under development in the West Midlands to help people live independently and help friends and relatives support them. This unique service uses connected home sensor technologies to notify relatives or friends if, for example, the temperature was too low, or if an appliance normally used regularly (e.g. kettle) is not used. It also sends SMS messages to friends and family to let them know that their loved one is up and about, and alright.

Two co-creation workshops explored the potential customer journey through the service from beginning to end to develop the service blueprint. The structure of the workshops was based on the co-creation model defined by Sanders and Stappers (2008) as “any act of collective creativity, i.e. creativity that is shared by two or more people”. Participants engaged in several activities as tools of service design (Stickdorn & Schneider 2012) including service visualisation, customer personas, and a metaphorical bus journey to explore the users’ engagement with the future service.

Workshops included potential customers and people who could make up part of that person’s ‘neighbourhood’ for example, friends, family members or neighbours and industry and service representatives (n=24).

The trial service was piloted over a 3 month period in winter 2012/2013. Thirty nine participants were interviewed half way and at the end of the trial, and kept a diary of their experiences. Results showed that customers, families and friends found the system non-intrusive, reassuring and easy to use, without reducing social contact amongst the neighbourhood.

Two further co-creation workshops with 17 participants were conducted in April 2013 to further refine the service blueprint and move the service towards

commercialisation. This paper will explore the methodology used and how co-creation methods have enhanced the development of the service design.

### References

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