

CoCo Tool Kit

Welcome to the wonderful, exiting and challenging world of co-creation

1. Overview

- Why?

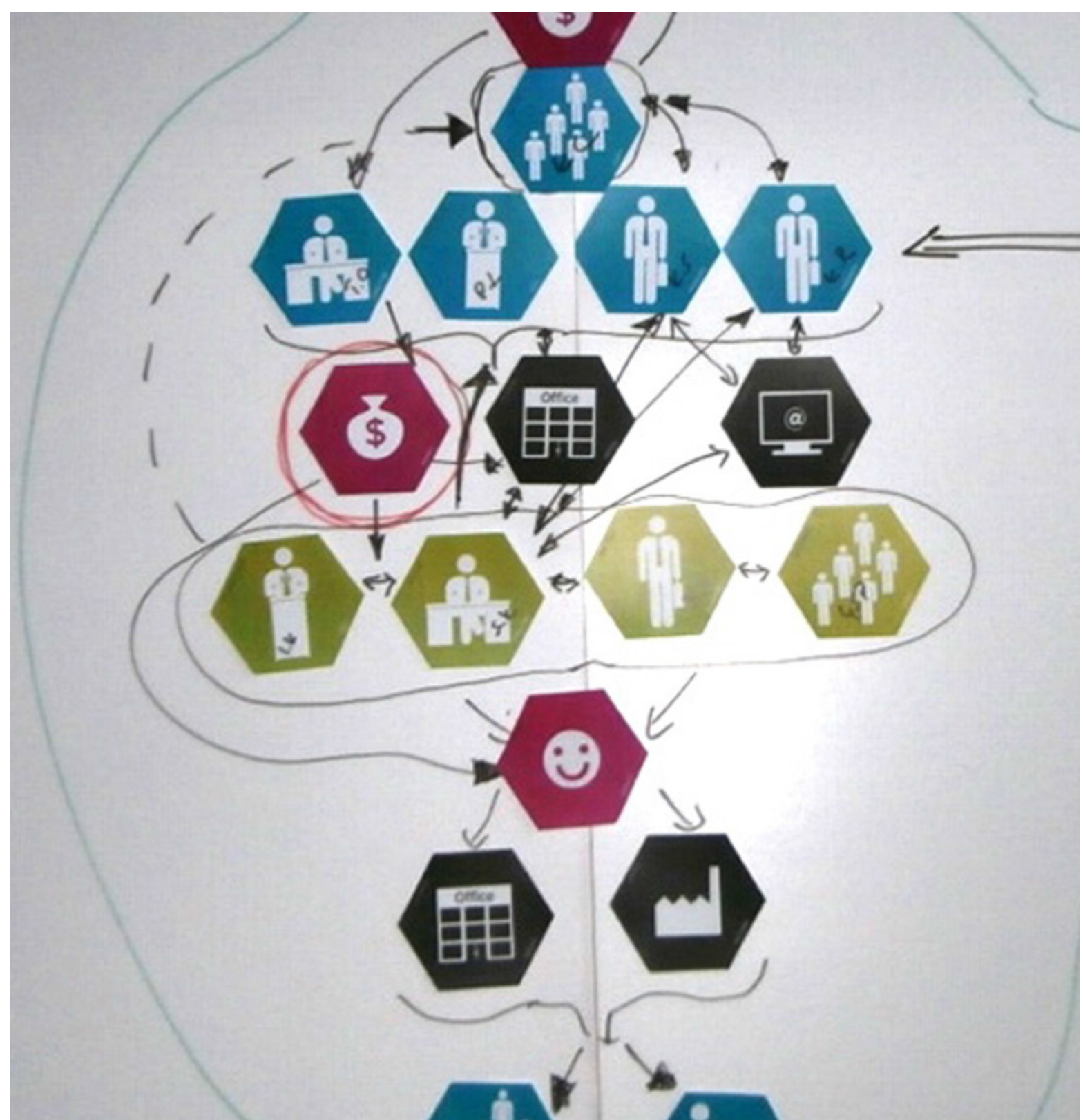
The emergence of the service economy challenges companies to understand co-creation

Companies are finding it difficult to keep up with the competition and to meet customer demands through traditional business approaches so co-creation can offer a powerful mindset for businesses to tackle the challenges

What?

CoCo Tool Kit is a collection of five tools and a workbook that is designed to support service businesses for understanding and adapting co-creation activities

The most powerful tool of this kit is the CoCo Cosmos which is a visual and participatory **service design game** for co-creation



3. The Benefits of design

- During the doctoral study CoCo Cosmos demonstrated its power engaging informants to play a game which demonstrated powerful information to the parties involved (Keränen 2015)

The game reveals effectively participants’ latent needs and demonstrates value-in-use

The game specifies the enablers and the barriers of the service business

CoCo Cosmos enables you to involve your customers in the innovation process in empowering, easy, and effective way

As a research method CoCo Cosmos enables to collect deeper and ritcher qualitative data

Keränen, K. 2015. Exploring the characteristics of co-creation in the B2B service business. PhD disseration in Engineering. Cambridge: University of Cambridge.

4. Effect

- CoCo Tool Kit has won the category of Capacity Building in the European Union Women Inventors and Innovators Network 2013 (EUWIIN)

CoCo Tool Kit has been sold more than 50 pcs

CoCo Tool Kit has been involved in more than 20 conferences and seminars as an empowering and effective innovation game

CoCo Tool Kit has been used as a consultancy tool

CoCo Cosmos has been tested/used in one doctoral study at the University of Cambridge (Keränen 2015) and in several master/bachelor thesis

CoCo Cosmos has been used in several university courses as an innovative service design tool

CoCo Tool Kit has been used in various different publications

