

# Digital Co-creation in action

Fujitsu World Tour 2017



shaping tomorrow with you

Human Centric Innovation

## Digital Co-creation





Activ8™

Digital Co-creation in Action

James Bambrough  
Joachim Box

FUJITSU

shaping tomorrow with you

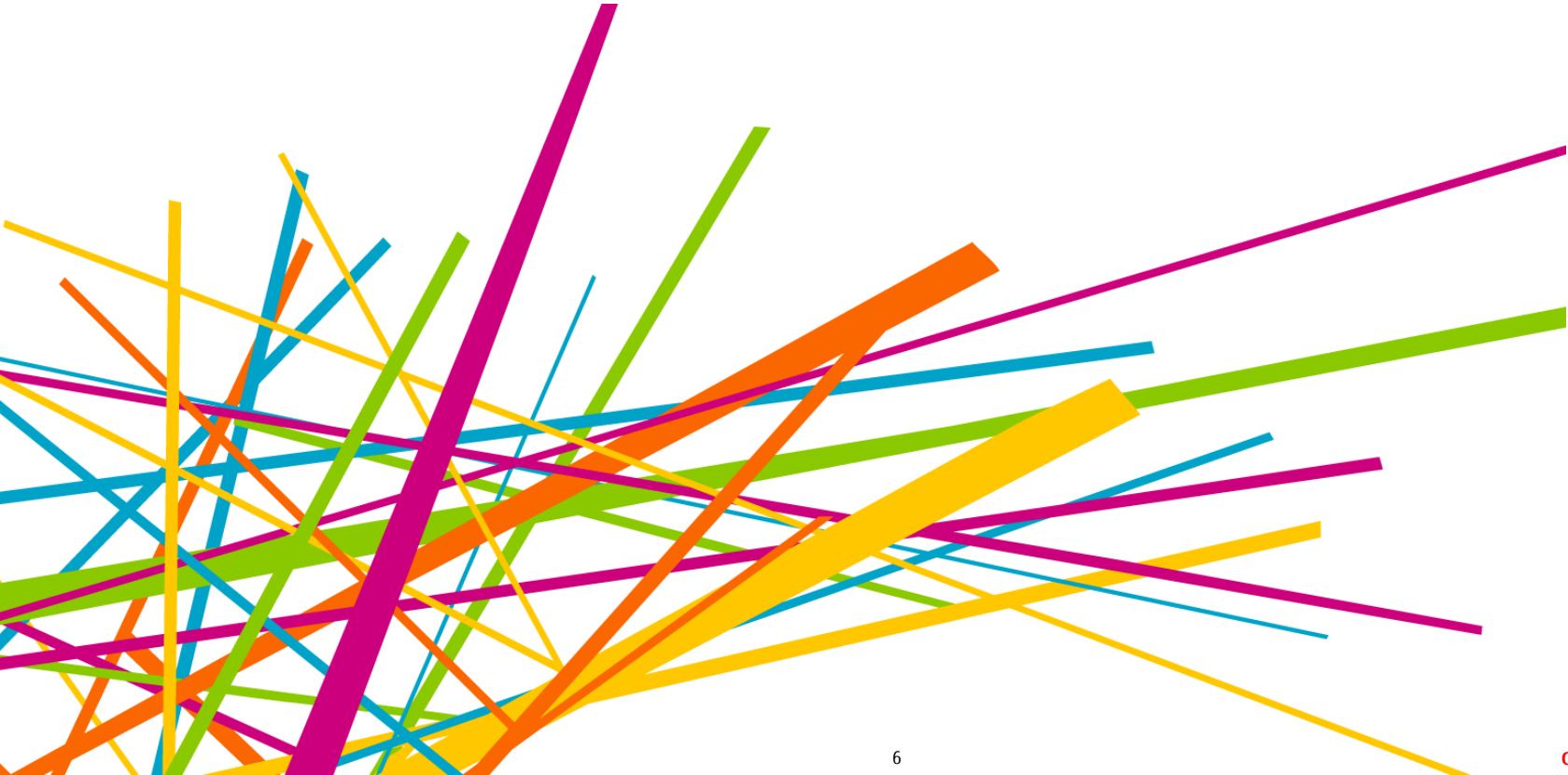
Co-creation is the framework through which organisations work collaboratively. Many organisations express a desire to co-create but in amongst day to day operational pressures don't have the headroom to be creative and experiment. In this session we will explore how to get started through to rapid iterative development of digital solutions. We will look at how to identify candidate and priority challenges to address, an approach to innovation development with examples from the field that illustrate some key learning



# Thoughts for the session

- Good reasons for Co-creating
- Different working models for Co-creation
- How Fujitsu does it and what we think matters
- Some examples

# Why is Co-Creation the way forward?



# Reason 1: The Hero Innovator and the hero idea are a myth! FUJITSU

- We all have ideas all the time
- We are all innovation heroes waiting to happen
- But it is almost impossible to turn an idea in to reality without help
- People working together collaboratively with a common purpose is what makes new things happen. **It's what we mean by Co-Creation**





## Reason 2: Your enterprise can't afford to have walls



- We need vendors/partners/ecosystem/customers to help us co-create
- Why?
  - Because we don't have all the answers
  - Because we might be too similar in thinking styles within our own organisation
  - Because we only have insight based on our own experiences



## Reason 3: Co-creation for transformation

- Co-creation breaks the cycle of research and development, where innovations go back and forward between research agencies, commercial teams and their audience.
- Digital organisations need
  - Pace
  - Insight
  - Agility
- Those who can't will be left behind!!





## Reason 4: Your customers and staff expect it

- The internet and social media means empowered consumers can
  - Voice their opinions
  - Create and distribute their own content
  - Be active stakeholders in the brands they consume
- Consumer attitudes in the workplace

*"as customers are becoming more informed and interconnected they are demanding participation and Co-creation as opposed to remaining passive receivers of value" Sugathan, Ranjan & Mulky 2017*



# Traditional R&D versus Co-creation

Goal of interaction	<b>Traditional R&amp;D exchange</b> Extraction of value	<b>Co-Creation experience</b> Co-creation of value through compelling collaborative experiences which both parties can extract
Focus of interaction	<b>Traditional R&amp;D exchange</b> Once at the end of the value chain (innovation cycle)	<b>Co Creation experience</b> Repeatedly, anywhere and anytime in the value chain (innovation cycle)
Pattern of interaction between company and customer	<b>Tradition R&amp;D exchange</b> Passive, company initiated, one to one	<b>Co-Creation experience</b> Active, initiated by either company or customer, one to one or one to many
Focus of quality	<b>Tradition R&amp;D exchange</b> Quality of internal processes and company offerings	<b>Co-Creation experience</b> Quality of company – customer co-creation experiences and customer outcomes

'Differences between Traditional Exchange and Co-Creation Experience' (Prahalad 2004)

# What happens when it fails?

*Failure is part of experimenting. It's normal*

When customers and organisations co-create, failure is jointly shared. Meaning that there is an increased motivation to 'try again' from all parties

Customers contributing their skills and effort to co-create a product or service results increased expectancy of better performance and enhanced motivation to co-create

When consumers initiate co-creation and it fails, blame is reduced as it is a shared experience, which in turn strengthens rapport, increases satisfaction and a willingness to try again.

Commitment and  
sponsorship to  
experiment

# Types of co-creation



B2C



B2B



Open Innovation



# B2B Models for Co-creation

Innovation as a service

Co-creation on stated requirements

Co-creation partner

Commercial partner

Buy in innovation service 3<sup>rd</sup> party

One time engagement with one/many organisations around a challenge or problem

Semi formal partnership with joint sponsorship, investment and agreed priorities

Formal partnership jointly create IP to take to market

Great for kickstarting and getting skilled resources

No skin in the game so once 3<sup>rd</sup> party leaves momentum can be lost and projects stall

Tests appetite, reduces risks and a good way experiment with external organisations

If it's a 'one off' and too much focus placed on immediate results, no room to explore

Both parties have skin in the game and an agreed focus

If financial and innovation process too rigid, innovation won't thrive

Both parties have skin in the game and an agreed focus

Financial pressure to achieve results means more rigid governance and less exploration



# Have you co-created outside of your organisation?

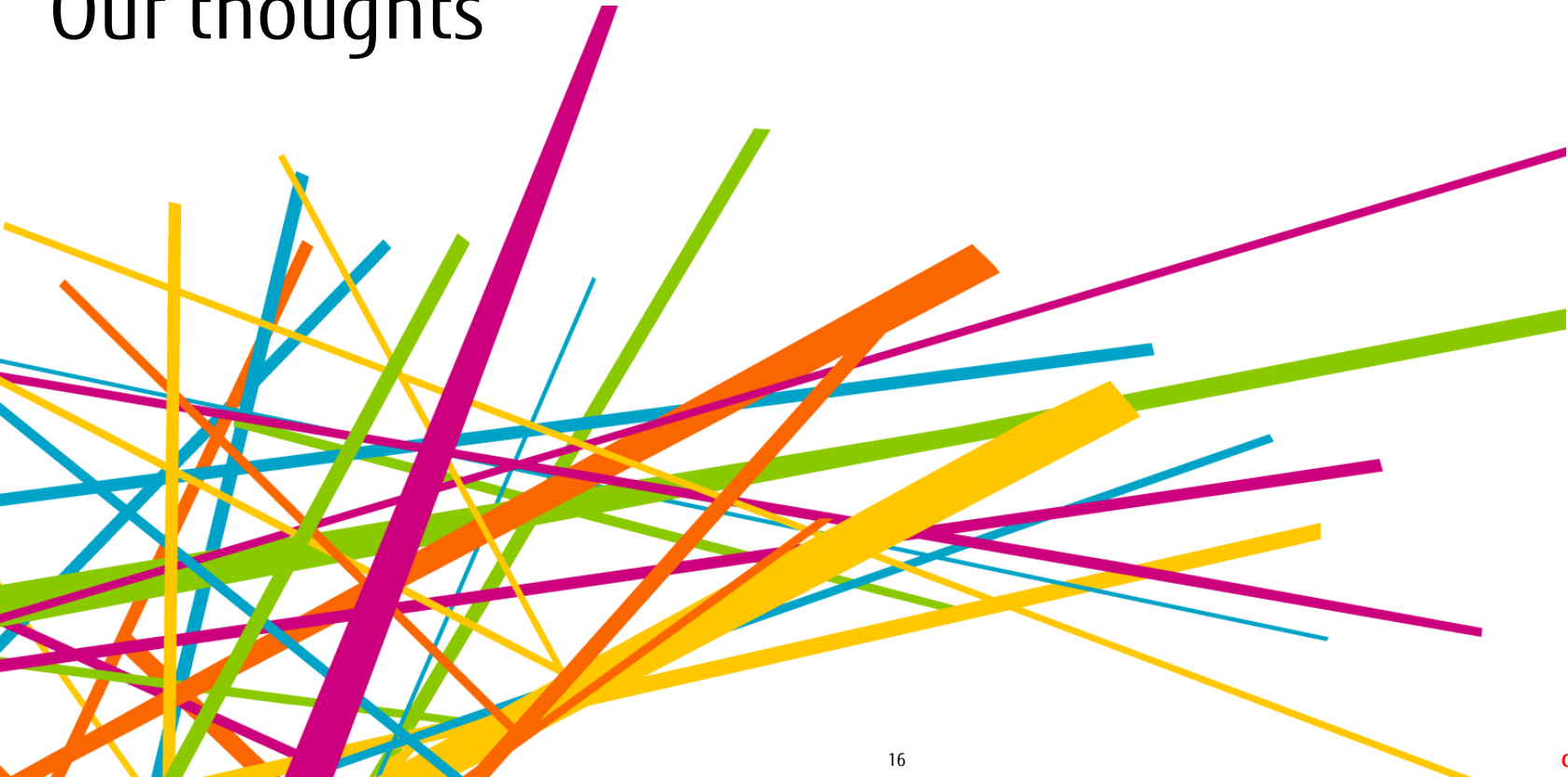
## A chance to share your insight Was it successful?

- Who was involved (e.g. customers, end users, field workers, suppliers, consultants etc)
- What worked well?
- What didn't?



# Some Golden Rules for Co-Creation

## Our thoughts



# Golden Rules for **Effective** Co-creation

## 1. Start with the end in mind

- Always begin with the end in mind
- What will this product achieve for you?
- What is the benefit that you are bringing by undertaking this piece of work?
- Keep true to your goal





# Golden Rules for **Effective** Co-creation

1. Start with the end in mind

2. Use a framework, not a methodology



# Golden Rules for **Effective** Co-creation

1. Start with the end in mind
2. Use a framework, not a methodology
3. **Communicate, collaborate & diversify**
  - Don't isolate - work as a team
  - Collaboration is key - it offers perspective and rapidly iterates through ideas



# Golden Rules for **Effective** Co-creation

1. Start with the end in mind

2. Use a framework, not a methodology

3. **Communicate, collaborate & diversify**

- Diversify your team
- Mix up your X, Y and Z's
- **Don't think outside the box...**
  - Until your box is big enough to think inside of!



# Golden Rules for **Effective** Co-creation

1. Start with the end in mind
2. Use a framework, not a methodology
3. **Communicate, collaborate & diversify**
  - We all look at things differently
  - Be open minded and prepared to change



**Share Perspectives**



# Golden Rules for **Effective** Co-creation

1. Start with the end in mind

2. Use a framework, not a methodology

3. Communicate, collaborate & diversify

4. **Engage your audience**

- Designed to fit in, not fit out
- My user will quickly be able to achieve their desired outcome
- I can quickly and simply do what I need to do



Check the price  
on Internet



Show the product to  
your family/friends



Complete  
the transaction

**Focus on the user journey**

# Golden Rules for **Effective** Co-creation

1. Start with the end in mind
2. Use a framework, not a methodology
3. Communicate, collaborate & diversify
4. **Engage your audience**
  - It's one thing to discuss requirements documentation, but it's a whole other level of imaginative collaboration when both parties can play with a prototype and explore limitations and possibilities
  - Documentation can be misinterpreted, but experiences are shared



**Who reads specifications?**

# Golden Rules for **Effective** Co-creation

1. Start with the end in mind
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Engineer View



VS



Consumer View

Internal tool



VS

Customer tool

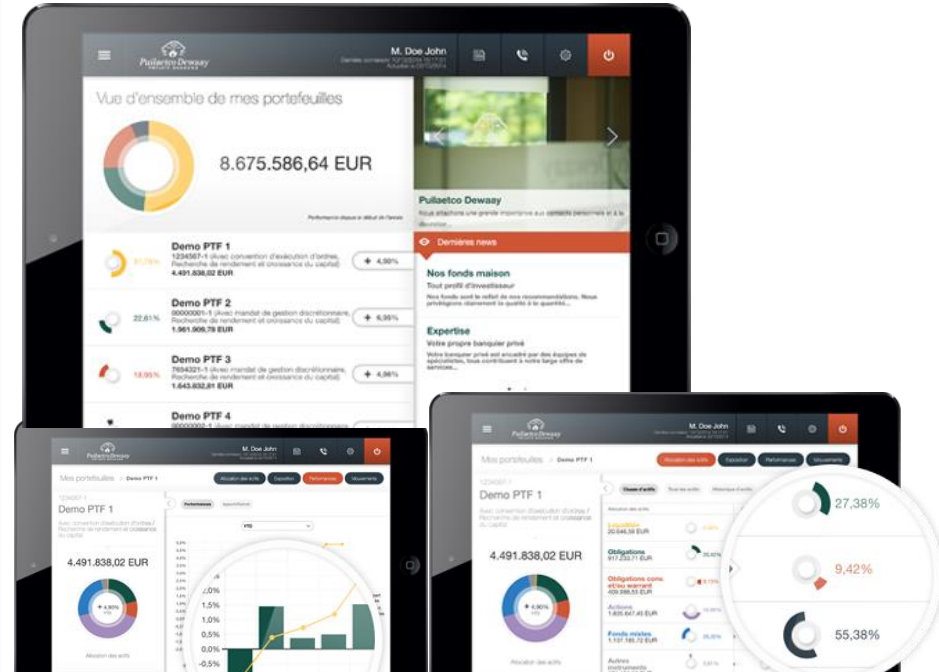


**User eXperience is Key**

# Golden Rules for Effective Co-creation



1. Start with the end in mind
2. Use a framework, not a methodology
3. Communicate, collaborate & diversify
4. Engage your audience



**Keep it outcome relevant**

# Golden Rules for **Effective** Co-creation

1. Start with the end in mind

2. Use a framework, not a methodology

3. Communicate, collaborate & diversify

4. Engage your audience

5. **Prove fast, prove cheap**

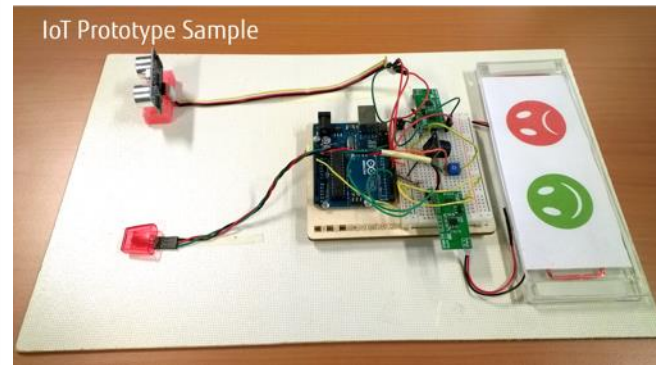
- Wireframes, mockups, and requirement documents live in paper, not reality
- Prototyping allows teams to experiment, giving them the freedom to fail cheaply while learning more
- Prototypes increase estimate accuracy by 50% while reducing requests for clarification by 80%





# Golden Rules for **Effective** Co-creation

1. Start with the end in mind
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5. **Prove fast, prove cheap**



**Do what is right for your audience!**

# Golden Rules for Effective Co-creation

1. Start with the end in mind
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4. Engage your audience
5. Prove fast, prove cheap



*Sketch*



*Wireframe*



*Design*



*Usable prototype*

**How does this look in practice?**

# Golden Rules for **Effective** Co-creation

1. Start with the end in mind
2. Use a framework, not a methodology
3. Communicate, collaborate & diversify
4. Engage your audience
5. **Prove fast, prove cheap**

- Test viability
- Validate market assumptions
- Quick go to market
- Get feedback earlier
- Improve your prototype
- Test product usability



MVP



Final product

**You need a Minimum Viable Product**

# Golden Rules for **Effective** Co-creation

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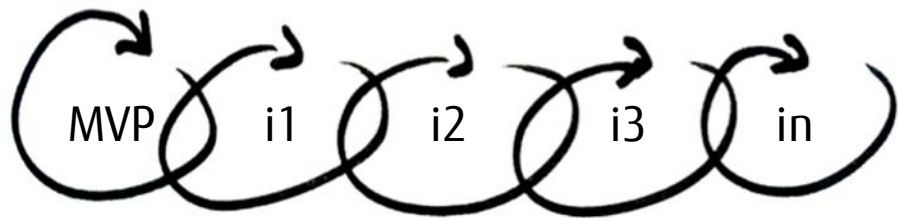
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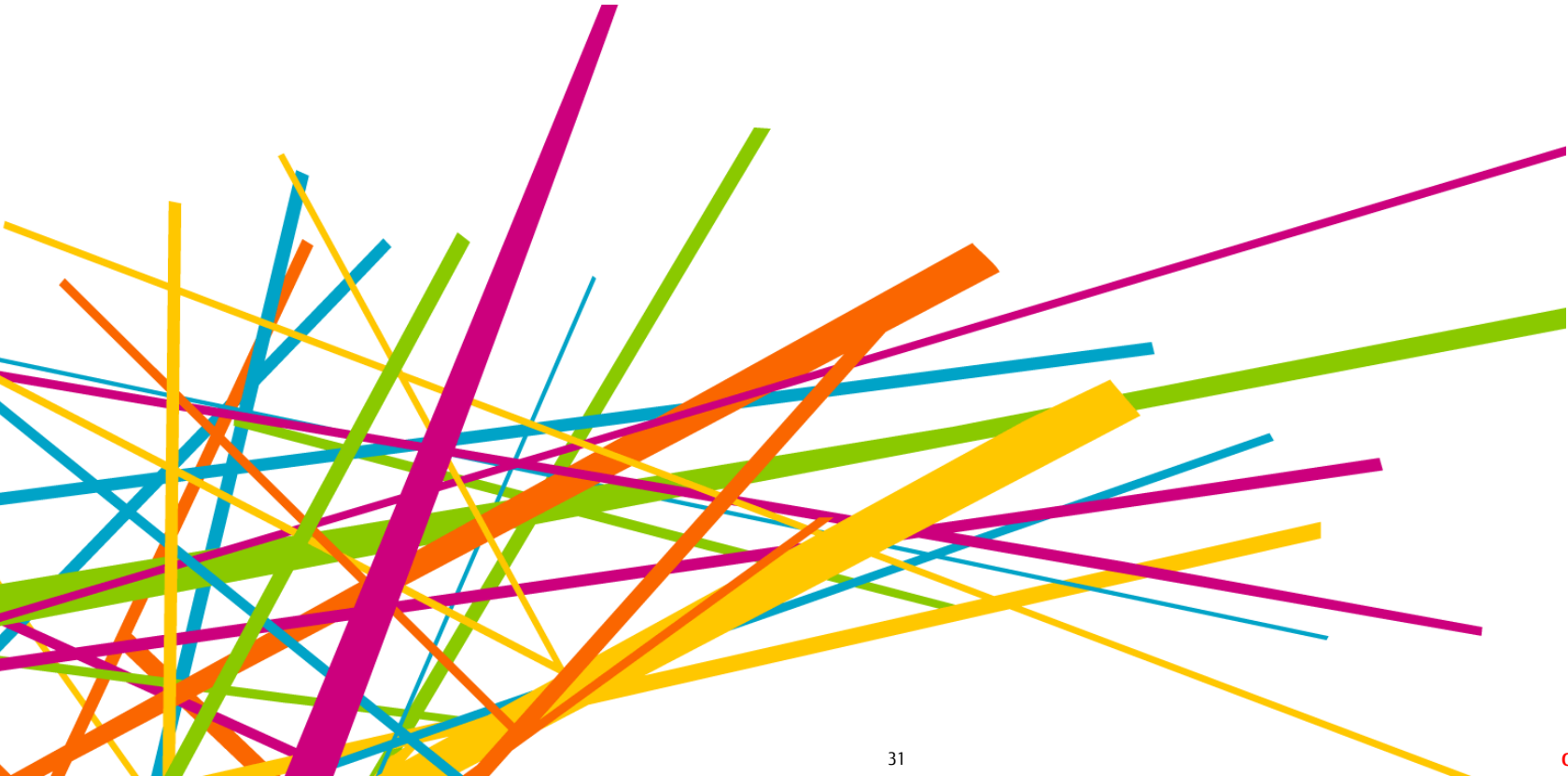
6. **Iterate, test, iterate, test**

- DO NOT GIVE WALKTHROUGH GUIDES!
- Diversify in your testing team – use external help
- Watch how people interact
- Time how long it takes to do things
- Adapt to the individual



**Test, learn, improve, test, learn...**

# Co-creation in action – today





The background of the slide is a white canvas filled with a dense, chaotic web of thin, straight lines in various colors including yellow, orange, green, blue, and magenta. These lines crisscross the entire frame, creating a sense of dynamic movement and complexity. A semi-transparent grey rectangle is positioned on the left side, containing the Activ8 logo and the main title.

Activ8™

Co-Creating a  
Contactless Concept

**WE ARE  
MACMILLAN.  
CANCER SUPPORT**

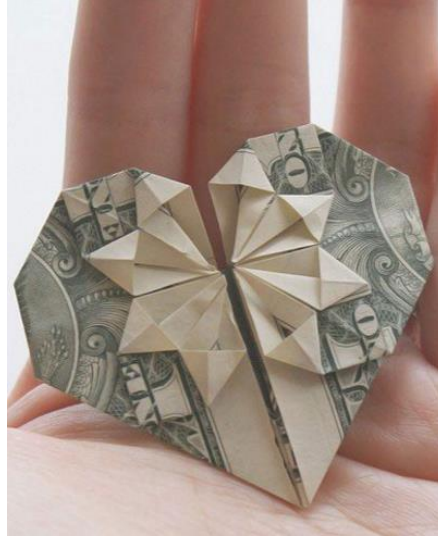
**FUJITSU**  
shaping tomorrow with you

# Potential Challenges

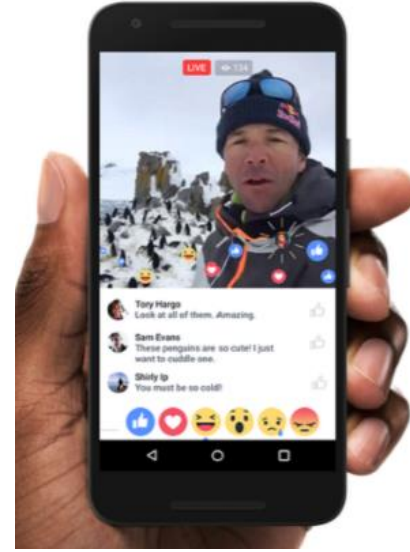
FUJITSU



How can we activate workplace giving through contactless technology?



How can we make giving little and often feel good again?



How can we exploit live-streaming for fundraising?

Activ8  
innovation



# Selected Co-creation Campaign


How can Macmillan use *contactless payments* in a creative way to drive donations?


## Participants

On our Activ8 innovation platform, Macmillan employees discussed ideas with a diverse crowd of Fujitsu staff - from Distinguished Engineers to new grads to the EMEA innovation community.

## AWARENESS

 **446** Users are Invited

 **16** Organizational Units With Invited Users

 **106** Invitees Browsed the Campaign


## ACTIVITY


 **48** Submitted Ideas

 **88** Posted Comments

 **78** Votes

## ADOPTION

 **33** (7%) Invitees Have Voted

 **34** (7%) Invitees Have Commented


 **34** (7%) Invitees Submitted An Idea

 **64** (14%) Invitees Have Participated

## IDEAS IN PROCESS

 **39** Community Discussion

 **9** HOT!

 **0** Evaluation

# Dozens of ideas...

IDEA

## Be In Touch: Contactless is all about Human Contact.

Campaign: Contactless Fundraising for Macmillan Cancer Support  
Strategic Innovation Area: Being Extraordinarily Customer Focused In - Financial Services



Idea Additional Information History



In this electronically connected world, human contact can seem to be vanishing. However, in spite of the name, 'Contactless' interaction is a human to human activity, particularly when either one of the parties in the interaction is a mobile device. I have to be present with you when we exchange a 'contactless' interaction.

I'm not sure where to take this idea, but the simple thought that "Contactless is all about Human Contact!" has legs. Let's see where it takes us.

IDEA

## contactless charity box

Campaign: Contactless Fundraising for Macmillan Cancer Support  
Strategic Innovation Area: Being Extraordinarily Customer Focused In - Financial Services



Idea Additional Information History



Contactless charity boxes already exist and have been used by several charities on the high street (Oxfam & NSPCC) but how about setting up similar boxes at supermarket tills, coffee shops, retailers - where people already have their cards out to pay - and encourage an additional payment to MCS? It would target areas where lots of people are, already in the mood to spend and the collaboration with retailers (who would benefit from the positive PR) would be massive. You could also install them at concert venues and sporting events

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IDEA

## Dab to donate

Campaign: Contactless Fundraising for Macmillan Cancer Support  
Strategic Innovation Area: Being Extraordinarily Customer Focused In - Financial Services



Idea Additional Information History



Probably not original but I think some form of way to donate on our runners, cyclists, cheering squads etc would be amazing. So as they are completing their event you 'scan' them as they pass you with your phone or tap them with your debit card to donate a £1? Could we not update cash collection tins to accept contactless donations? Fixed price £0.50p? I love the Dogs Trust (guide dogs for the blind?) idea where they have contactless machines attached to the dogs next to people with traditional collection buckets so you can put your change in the bucket or tap (gently) the dog to donate with your card - obviously we lack the dogs but it's opened up so many possibilities...

<https://fundraising.co.uk/2017/03/10/blue-cross-tap-dogs-offer-contactless-giving-across-uk/#.WRXQ-VizWM8>

Best wishes  
Sarah

IDEA

## Hug a fundraiser to donate

Campaign: Contactless Fundraising for Macmillan Cancer Support  
Strategic Innovation Area: Being Extraordinarily Customer Focused In - Financial Services



Idea Additional Information History



Bob is walking down the street and in the distance he can see Gill, who is collecting for Macmillan. He can see that she has a special shirt on that draws his attention. The shirt is branded in bright colours and has an impactful Macmillan statement on it.

As he gets closer he realises that the shirt is actually a cool new way to donate money to Macmillan by simply hugging Gill. He talks to Gill and she explains that by giving her a hug, it automatically takes the donation from his ApplePay account - the longer the hug - the more he donates.

Bob hugs Gill and as he does a slider noise gets louder to show how much he is donating. When it gets to £5 he stops hugging and the donation is taken from the mobile pay account. Bob is given a "I'm a Macmillan Hugger" sticker and walks off down the road with a smile!

Later that evening, the hug fund is sent back to Macmillan and available online. Gill then logs on to a webpage where she can see how much she has been hugged today and how much money she has raised. This is represented by an icon of a Macmillan nurse which starts grey and fills up with colour the more people raise. Each time you raise enough money to fund a Macmillan nurse for a year, this gets added to your profile, and is logged on a leaderboard.

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TOOLBOX

CONTRIBUTOR(S)

James Bambrrough  
Fujitsu - Growing IoT Business

STATUS

Community Discussion  
Show Workflow

PROCESS

This Idea is HOT!  
Assign Idea to Another Campaign  
Deactivate

COMMUNITY VOTING (1 VOTER(S))

Like 1

STATISTICS

12 10 1 1

IDEA INFO



# ...developed & enhanced by comments



Jason Cunningham



When I was a kid, I'm sure donation boxes were more fun. Even now, my son loves the ones where you put a coin in and it spins around and around (like the attached).

So maybe something that provides some visual 'treat' when a donation is made.



Jeff Parker

A key part of fund raising in knowing how much you raised for an event. So MacMillan issued each fund raising event with a bar code, then this could be scanned along with the contactless payment.

11/05/2017 15:55

2

Reply



Emma Wright

Absolutely-would definitely be the place to start for me. The technology is already there and we don't want to be left behind. Contactless collection boxes reflect the fact that people carry less cash now, and also its much safer for us as fundraisers not having to carry tins of cash around.

04/05/2017 09:37

1



Saskia Leach

I like this spin on the "free hugs" trend. Maybe a high five would also work?

23/05/2017 09:51

0

# Prototypes

Built using existing Macmillan items below, with modified branding

FUJITSU

In partnership with  
**WE ARE  
MACMILLAN.**  
CANCER SUPPORT



versus



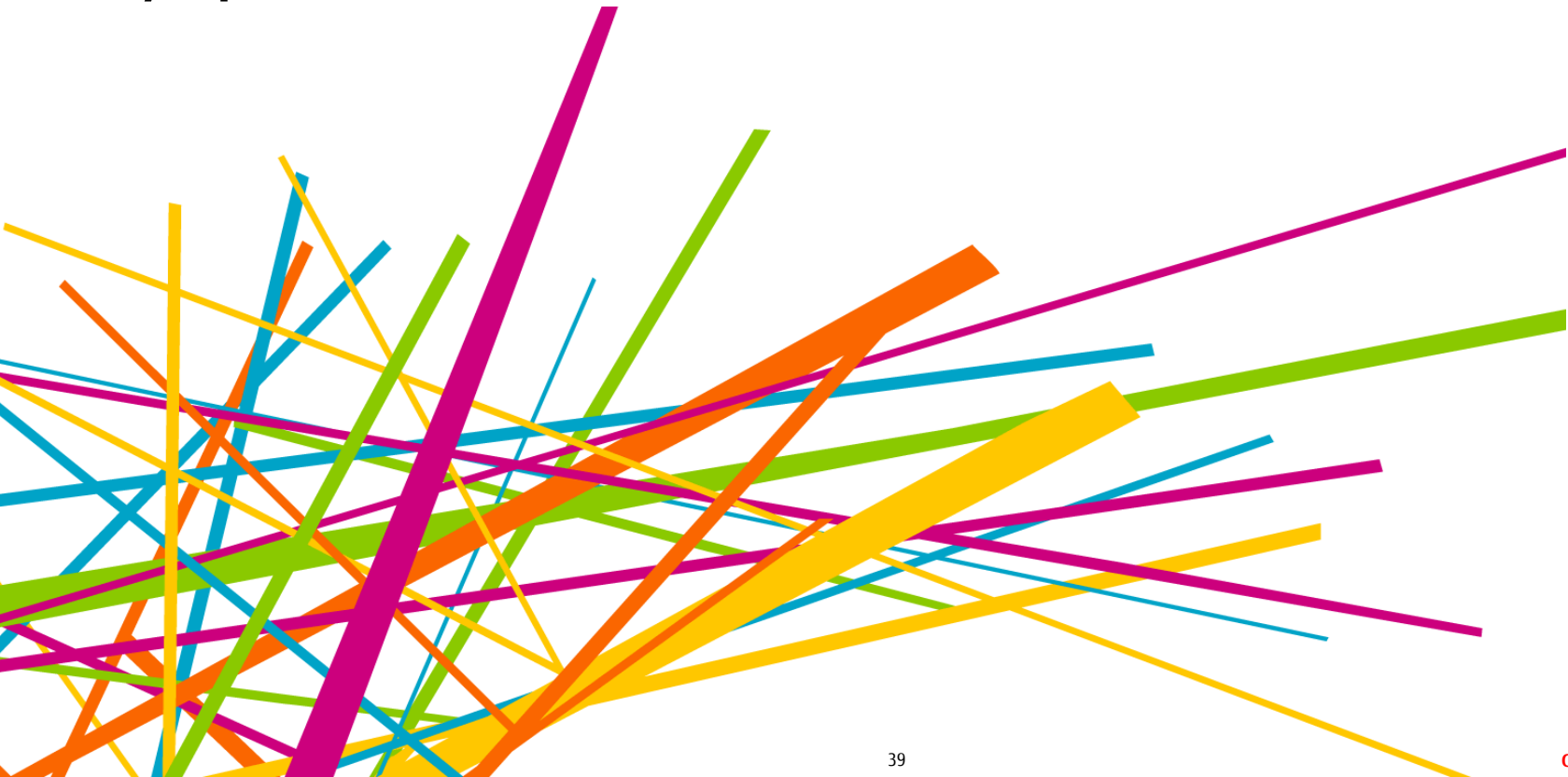
## High five for Macmillan!

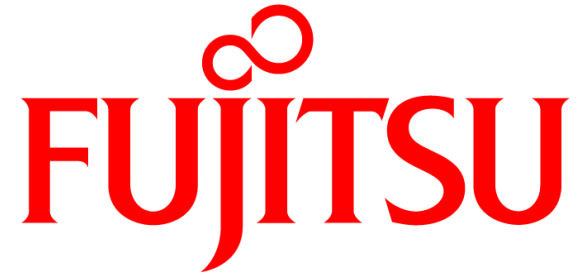
Swipe the fundraiser's big foam hand with your contactless card to donate £x.

## Contactless collection bucket

No cash? Just swipe the bucket with your contactless card instead.

# Any questions?





shaping tomorrow with you