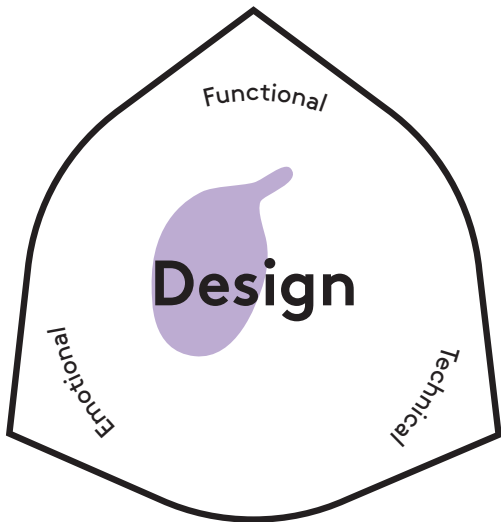


# Co-Creation



# Co-Creation

## WHAT?

The design process is carried out, fully or partly, in collaboration with future users or other relevant actors.

## WHY?

Co-creation can support product longevity:

1. Designing for user specific needs and desires.
2. Creating a sense of user ownership to product. Users are less willing to depart with products they have invested themselves in developing.

## CHALLENGES

- Users may not be conscious about or able to articulate needs and desires.
- Temporal and/or financial limitations within the design process.

## EXAMPLES

- Birger Christensen's past practice of involving users in the design process via dialogue between designer, patternmaker and costumer in the shop and during fitting.
- Lego's work with online user co-creation called Lego Ideas.

## THIS CARD LINKS TO

/ Embedded Storytelling / User Understanding

## FURTHER READING

Gwilt (Ed.) (2015). *Fashion Design for Living*. Routledge / Friis (2016). *Co-Creation Cards*. U-Press / Prahalad & Ramaswamy (2004). *Co-Creation Experiences: The Next Practice in Value Creation*. Journal of Interactive Marketing 18(3).