



QUALITATIVE RESEARCH
CONSULTANTS ASSOCIATION

STOCK YOUR PANTRY FOR CO-CREATION



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SKILLS
&
ATTITUDES

CREATIVITY
TOOLS

TIPS

TECHNIQUES

Coaching
Clients

SAMPLES

Chef's Bio: "Creative Catalyst"



- VP Advertising:
Rapp Collins (direct response agency)
- Consulting/ Innovation Training:
Associate with Synectics
- Co-Founder/ Director of Consulting:
IdeaScope Associates
- Founder:
Practical Imagination Enterprises (1995)
- Former Editor-In-Chief
QRCA VIEWS
- Former Co-Chair
Philadelphia/ Delaware Valley Chapter QRCA
- Member of the Board of Directors
QRCA

COO-CREATION™

Descriptions

Situations

Skills

Attitudes

COO-CREATION™

What's it about?

Reflects an evolution of what's been happening in the world of product innovation

And changes in the role of the qualitative research consultant

“Co-Creation” coined in HBR article of 2000

- Scholars C. K. Prahalad and Venkat Ramaswamy
 - "Co-Opting Customer Competence". (HBR)
 - *The Future of Competition*, examples Napster and Netflix
 - customers would no longer be satisfied with making yes or no decisions on what a company offers
 - Defined co-creation as *“The joint creation of value by the company and the customer; allowing the customer to co-construct the service experience to suit their context”*

Evolution

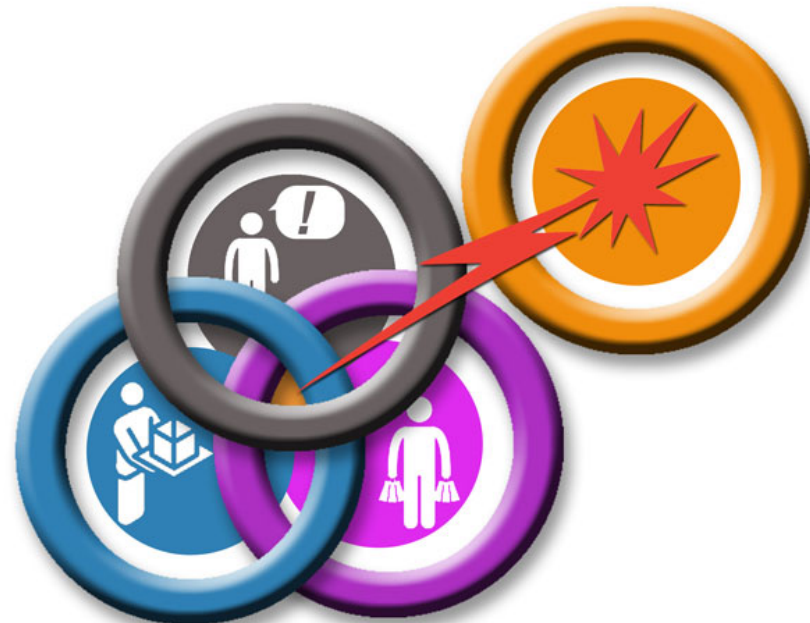
In the old days...

- Manufacturer develops product and offers it to the consumer



New expectations

- Manufacturer, Consumer & Creative Facilitator collaborate **together** ...
- Sometimes with outside “Idea Sparks” or Thought Leaders




Characteristics of Co-Creation Programs

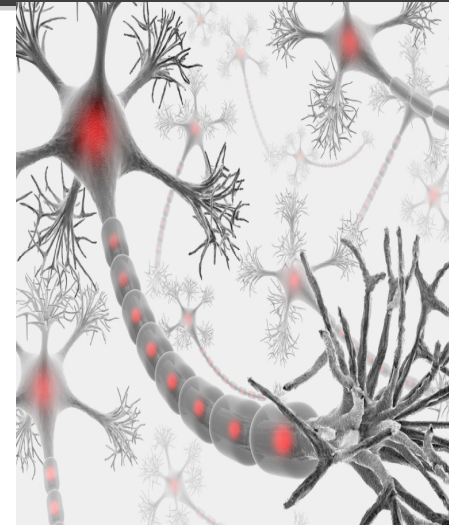
- Taps into participants' *experiences, memories, imaginations & creativity*
- Widely adaptable
 - concept creation to prototype advancement (“co-development”)
 - new products & services
 - packaging
 - messaging
- Interplay of expertise can lead to breakthroughs

Characteristics of Co-Creation Programs

- My experience is primarily in-person
 - Categories where *taste, touch, smell* are critical
 - Situations where being flexible, thinking on your feet, expecting the unexpected and having fun are part of the process!

Skills & Attitudes: creative facilitators can be developed

- Creativity is a natural process... note those little connection-making neurons 
- From birth we develop by making connections; we are naturally creative
- Education, socialization can erode that natural ability
- And while some people are more creatively gifted
- Creativity can be “taught” (coached, encouraged, developed *if one is open to possibilities*)



Moderator vs. Creative Facilitator

Moderator Organizes discussion	Facilitator: *Our Focus Today* Enables creative output
Clear goals & objectives	Clear goals & objectives
Preparation & “Guide” (with > emphasis on the probes)	Preparation & “Design” (with > emphasis on “exercises”)
Attentive, active, empathic listener; > listening for the nuggets, the insights	Attentive, active, empathic listener; > listening for “the new,” the creative sparks
“Intimate” conversations, story-gathering, feedback to stimuli	Emphasis on generating or developing “ideas” (“inspired” by insights, stories, creative exercises)
Personal attributes: warmth, flexibility, Interest in others and learning; invites others to relax and be candid	Personal attributes: warmth, flexibility, interest in others and learning; invites others to relax and be candid
	Experimenter, risk taker, curious, has range of interests, energetic, thinks fast on her feet! Action-oriented.

Co-creation may require doing things you don't typically do



Bruce Duhan
and Laurie Tema-Lyn
making packaging prototypes

What's ripe for Co-Creation?



Situations where Co-Creation has been the right solution for my clients

- Re-position an iconic confection undergoing an ingredient change
- Create new line of toy products & positioning concepts for a client wishing to extend their brand into the category
- Fill the pipeline with new product & packaging concepts for a healthy snack brand
- “Re-imagine” the kitchen of the future
- Advance prototypes for new kitchen & bathroom fixtures



INTERPLAY

What's on your docket that might be ripe for Co-Creation?

The Set Up

Recruiting

Venue considerations

Pre-immersion (homework) experiences

Coaching clients



Recruit the right participants

- Demographics
- “Psychographics” (attitudes/ values)
- Product/category usage or familiarity
- Self-assessment of creativity & articulation
- Intrinsic motivation
- Triple check before they walk in the door!



Carefully coach client team

- First, invite right members from client side
- Clarify roles & responsibilities
- Manage expectations
- Interpret consumer input
- Expect success!
- Non-judgmental listening



Clients (faces blocked for confidentiality) Co-Creating new confections

Consider other professionals with complimentary expertise

- Qual research/ process collaborators
- Outside content experts “Thought Leaders”
- Record proceedings, beyond flip charts
 - Help communicate & build alignment with wider audience



Visual Illuminator Harvey Ehrlich

Create the right ambiance

March, 2006

SPARKS Igniting new ideas

Another in a series of occasional sparklers

Top Ten Tips for Designing Creative Meeting Spaces Or Space, the First Frontier

IF you want to engage a team in a voyage of the mind ..., make your workspace one that will inspire big, bold thoughts... or at least not be an obstacle to creative thinking!

Here are 10 top tips for transforming an ordinary work environment into one that will support creative endeavors. Use as many of them as you can...



- 1. The power of the circle: set the room up for eye contact and democracy**
The simplest, and possibly the most powerful thing you can do is to arrange the seating in a circle or a U shape to maximize eye contact and put everyone on a level playing field. Not classroom style, or rows behind each other arrangements that can lend themselves to power plays or tune-outs. Consider that you want to create a comfortable, intimate setting for people to be candid with one another, to listen deeply to each other and to create solutions together. Try to set up the space so it's more like gathering around the campfire, than sitting around the boardroom.
- 2. A room with a view**
While it may not always be possible, make every effort to work in a spacious room with windows that let the light and a glimpse of the outside world in. Natural light supports us physically and helps prevent fatigue. And it makes a difference in the ability to think big, and be open-minded. A few years ago we ran an idea session at the Waterloo Village, an historical village in New Jersey. There were large windows on three sides of the room. As we worked that February day we caught the glimmer of winter snow across the fields. In midst of inventing Easter confectionary ideas, two baby goats came right up to the windows. What an inspiration! A whole flood of ideas emerged from our team. While the cold kept us indoors that day, on other occasions we've been rejuvenated by stepping out doors and exploring the environment.

By Laurie Tema-Lyn of Practical Imagination Enterprises, © 2006

- Circle shape, eye contact
- Room with a view
- Comfy seating
- Colors
- Fiddle toys
- Food for thought
- Focus facility or elsewhere

Set the stage: everything has an impact

- Entice multiple senses
- Enough space to physically move around
- Natural light
- Bring in Color
- Comfortable seating
- Mood Music
- Food- for energy or inspiration
- Toys- for random play or focused exercises
- In a focus room or alternative space
- *“Everything you did from the set up- pipe cleaners and colored paper and pencils said... this will be OK, this will be fun!”*
– Director of Consumer & Market Insights



Crafting Co-Creation Designs

Multi-sensory “Magic”
Stretch, Play, Improv
Focus, Converge

Co-creation designs

- Create a roadmap just like a guide
- A time to generate, a time to develop, a time to evaluate
- Set the tone early for how you want to work
- Don't skimp on getting to know your people
- Use creative stimuli appropriate to your task
- Be ready to change up your game-plan, improvise when needed
- Be realistic with time



“Prime the Pump” via Homework for Consumers & for Clients

- Short videos: clean up after a meal (ethno)
- What does “premium” look like in shoes (analogies)
- Give an infant a bath (empathy)
- Retail immersion
 - (scenes from a chocolate trends tour)



And of course...collages!



Creative Bag of Tricks: in-session, to stretch the thinking

- Fiddle toys/materials
- Lots of color
- Drawing, doodling
- Magic Power cards



3D play inspires ideas



Move the energy of the team

Making rhythm and space for creativity to flourish

- Grounding
- Energizing
- Relaxing

Theater games
Percussive jam
Stretching
Meditation



Where do you go for ideas to get you started?

Consider creating a “Personal Pocket Muse™”

What are your passions?

Music, cooking, theater, gardening, cross-country skiing-
are my “go-to” motifs for creative exercises



MUSIC

Tempo
Harmony
Transcendent
Cacophony
Soul Stirring
Clarity
Discord
Carnegie Hall
Improvisation
Heartbeat
Key Change
Conductor

GARDENING

Seeds
Springtime
Re-birth
Spiders &
Compost
Fragrant
First buds
Brilliant colors
Juicy, ripe
Maypole
Magic

HOW TO DO

Reflect

2- Minute Capture:

•your words,
associations, images,
feelings

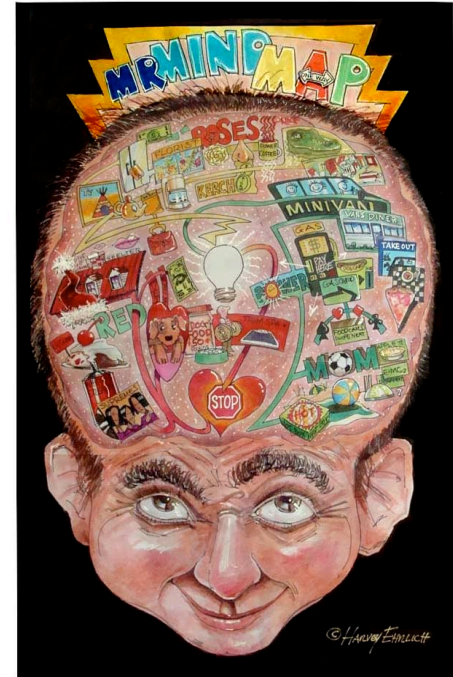
Use Index cards or
Smart Phone notes

**When you're “stuck”
(designing a session,
coming up with a
good exercise to use
in a group) refer to
your Personal Pocket
Muse for inspiration!**



More activities

- Mind Map
- Word play
- Analogy
- Metaphor
- Love Letters, Break Up Letters
- Dictionary



Convergence

- Quantity & Quality
- Select areas to develop further
 - Gut level or criteria based
- Create a simple framework for consumer concepts
 - Concept skeleton
 - Billboards
 - Tweets
 - Facebook post
- Coach clients on concept writing basics

Harvesting Results & Moving Forward

Stories of Co-Creation

Perrier

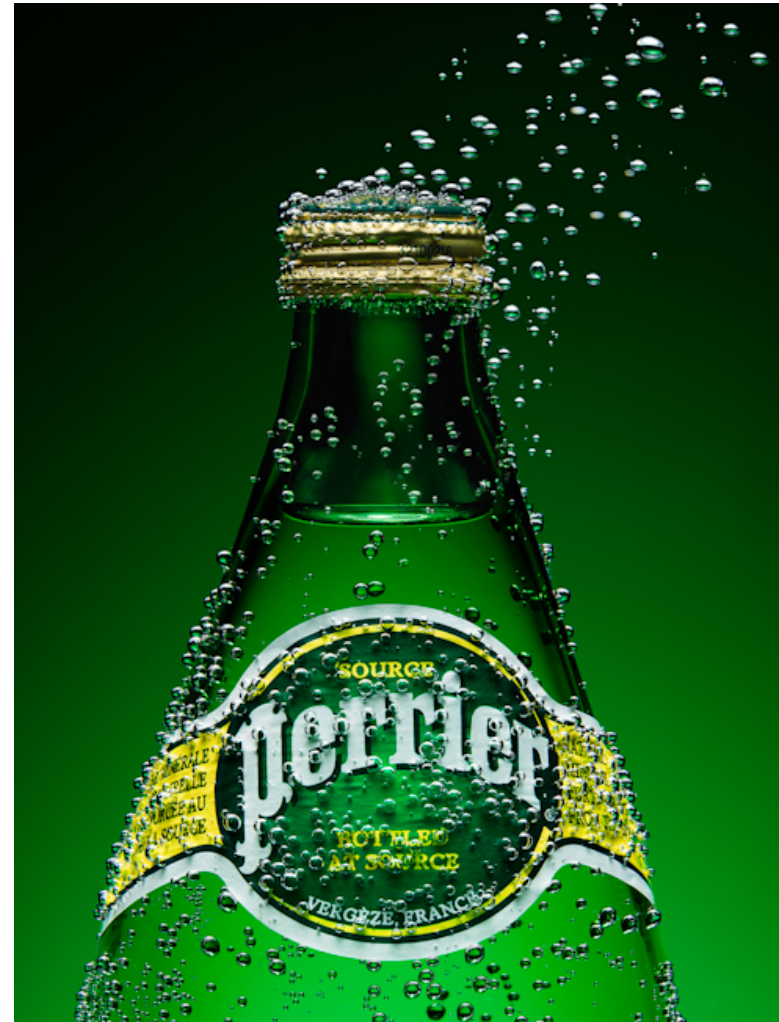
bringing an American experience to light for a global team

- **The situation:** Perrier's new product development team is global, headquartered in France, charged with expanding their portfolio of sparkling beverages
- **Project objectives:** help build a robust pipeline of distinctive/ target relevant product & packaging ideas
- **Consumer Co-creation objective:** bring the target to life for global team & provide a wide array of *idea sparks*



What we did: multi-faceted 3-day program, including...

- *Client team homework*: exploration of “premium” within & beyond foods & beverages
- *Retail immersion* experience
- *Consumer Concept Inspiration Session* (Co-creation)
- Continued new product & packaging concept workshop with client team



What we did (Co-Creation Session)

- *Conversation & Experimentation* conducted at client's US headquarters



Program Partner: Reva Dolobowsky

Among the design elements

- Consumer homework: beverage diaries, “getting-to-know-you” scrapbooks
- Storytelling- first memories of drinking Perrier
- “Virtual” *kitchen experiment*, multi- sensory experience to inspire ideation



- *Love Letters* to their favorite sparkling beverage brand

Sample love letter

“Dear Perrier,

You make me smile. I look forward to drinking you.
You always seem exotic to me, with a hint of dark & dangerous...

It may seem I don't appreciate you enough, that you've been taken for granted, but you are not.

Hugs & Kisses,”



Results

- Very helpful for global team to be in room with consumers; more *nuanced understanding*
- Exercises like Love Letters brought deeper insights into American mindset
- Hearing consumers' passion, client team became more receptive to “bigger” ideas
- Developed brand insights as well as product ideas



American Standard Brands: creating functional & aesthetic improvements to kitchen faucets



The situation: Competitive arena, prior research did not uncover particular problem areas or compelling new ideas

- **Co-creation objectives:**

- *get consumers talking with engineers & designers* to
- Identity needs, generate new ideas & create improvements to prototypes
- *“reinvigorate the well of ideas for new faucets & faucet improvements”*



What we did



- Consumer Homework: *home videos* of meal prep & meal clean up
- Co-creation session activities included...
 - Kitchen faucet *stories*: “nightmares & pleasures”
 - Focusing on problems & inventing solutions
 - *Analogies*: Learning from other watering systems (E.g. windshield wipers & lawn sprinklers)
 - *Future Stretch* exercise: imagining kitchen sinks & faucets 20 years in the future
 - A walk through American Standard’s Showroom & *Wet Room* (where invention takes place) for inspiration

Results



- Five important problem/opportunity areas emerged which AS could address
- Consumers created > 45 new product ideas
- Client gained valuable feedback to guide further development of 2 prototype designs in progress



Photos are illustrative only. Results are confidential.

More Results

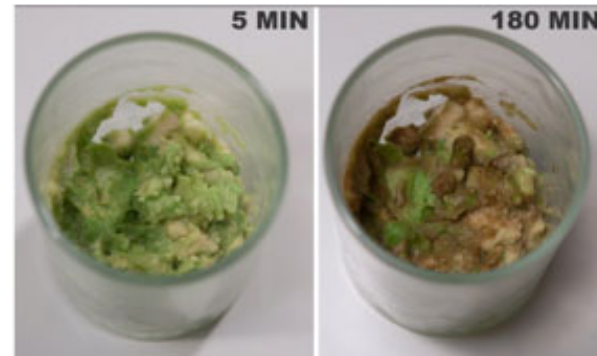
- Initiative so successful spilled over to other co-creation programs- including one for new toilet designs
- Brought new thinking to design & engineering teams who never have first hand interaction with consumers
- “The co-creation groups helped create the final design & product features for a new toilet which will be a *game-changer* in the industry.” Kim Sturman, former director of Consumer and Market Insights



Develop a robust pipeline of product & packaging ideas

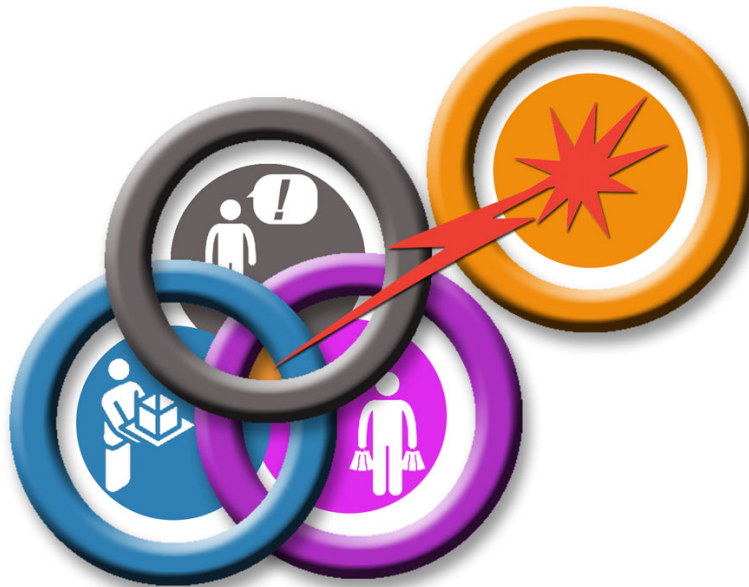


And solve a problem



Innovation Summit at Sabra HQ

- Consulting Partner Abby Leafé
- Consumers (human beings)
- Thought Leaders
- Client Team



The Process

- Reporting pre-session homework for all (clients, consumers, thought leaders: e.g. *video dipping diary*)
 - Co-creation Session with guacamole enthusiasts
 - Thought Leaders (package designers, food trends/chef, illustrator, concept writer) breadth of perspectives & idea starters
 - Full team invention including *Kitchen Experiment*
 - Post Summit: refined concepts & illustrations
 - Follow up concept evaluation groups with guacamole enthusiasts



Sabra Guacamole: Thought Leaders Patti Purcell and Bruce Duhan



Ideas, illustrations, new package in the market



Sabra Scenes



Deep in reflection.
Consumer inspiration.

Client & Thought
Leaders Kitchen
Experiment.



Sabra Scenes



Sabra Guacamole Results



CO-CREATION™

“People support what they help to create.”

- Thank you for listening
- I encourage you to experiment
- Need more? Get in touch!

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