



Co-create to better break into the market with new ideas

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WHY AM I
HERE?

How companies develop new ideas from external knowledge

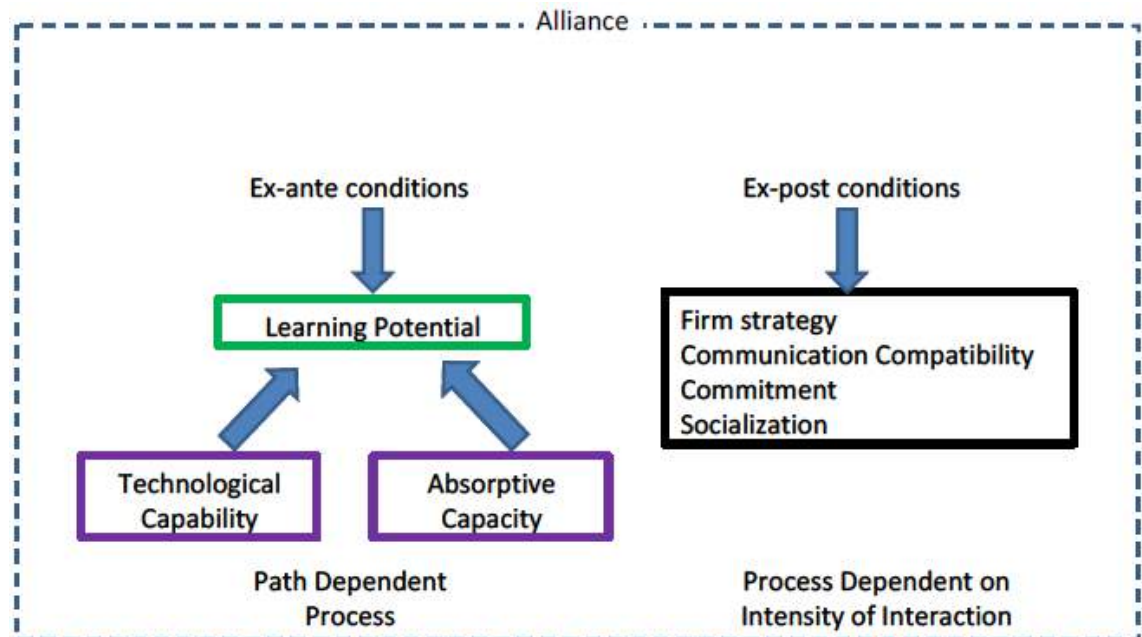


Figure: Intensity of Interaction. (Balbinot, 2001)

Learning Potential

High	Medium interaction IV Alliance	Low-to-medium interaction I Alliance is optional	Low interaction It does not need alliance
Medium	Training + high interaction Alliance III	Medium interaction II Alliance	Product acquisition Alliance is not necessary
Low	Interaction is useless since this company does not have a required level to understand the technology it is receiving. They have to improve their technological capability.²⁰³		Training + product acquisition Alliance is conditional to training.
	Fluid	Transitional	Specific
	<u>Technology</u>		

Figure: Learning Potential & Intensity of Interaction. (Balbinot & Bignetti, 2007)

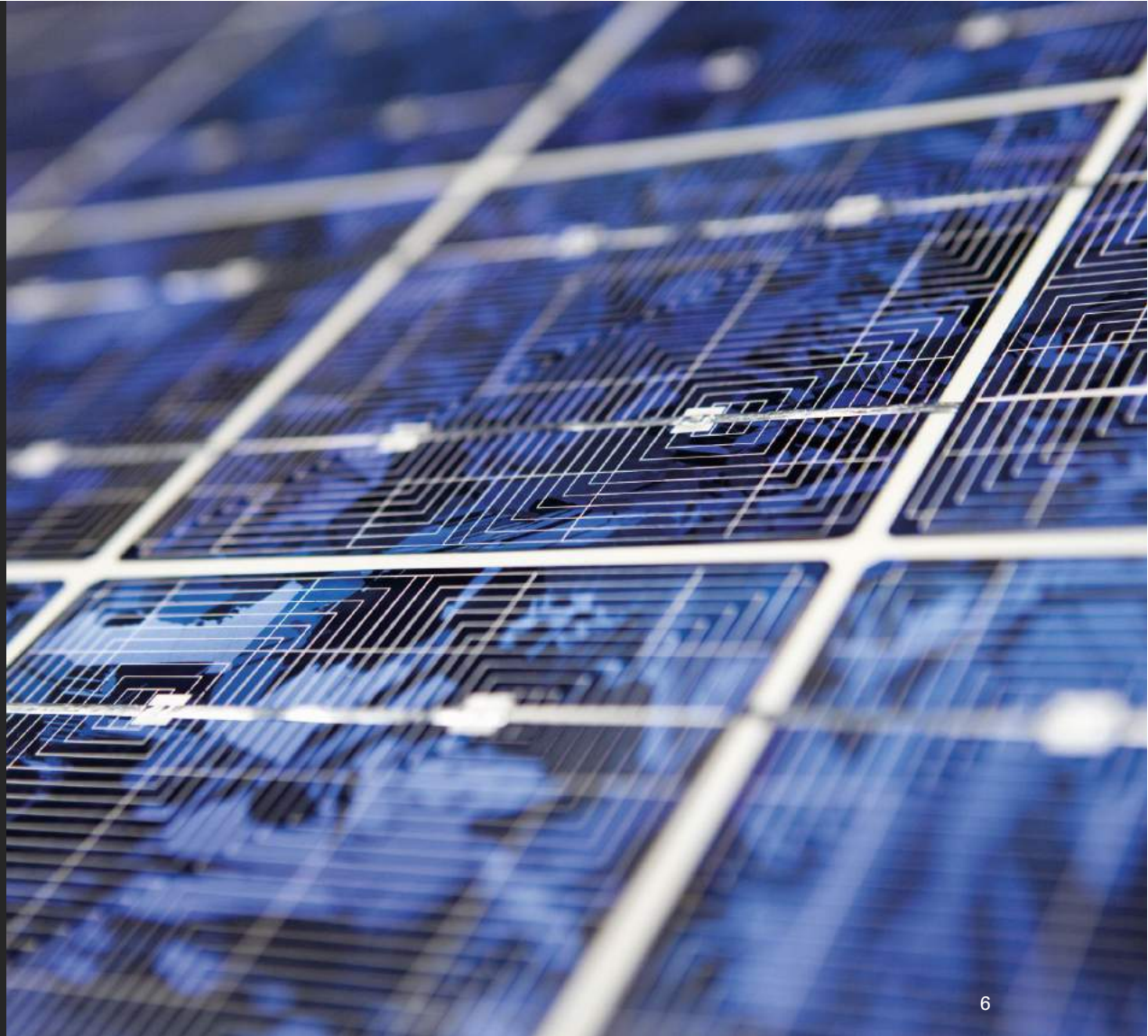


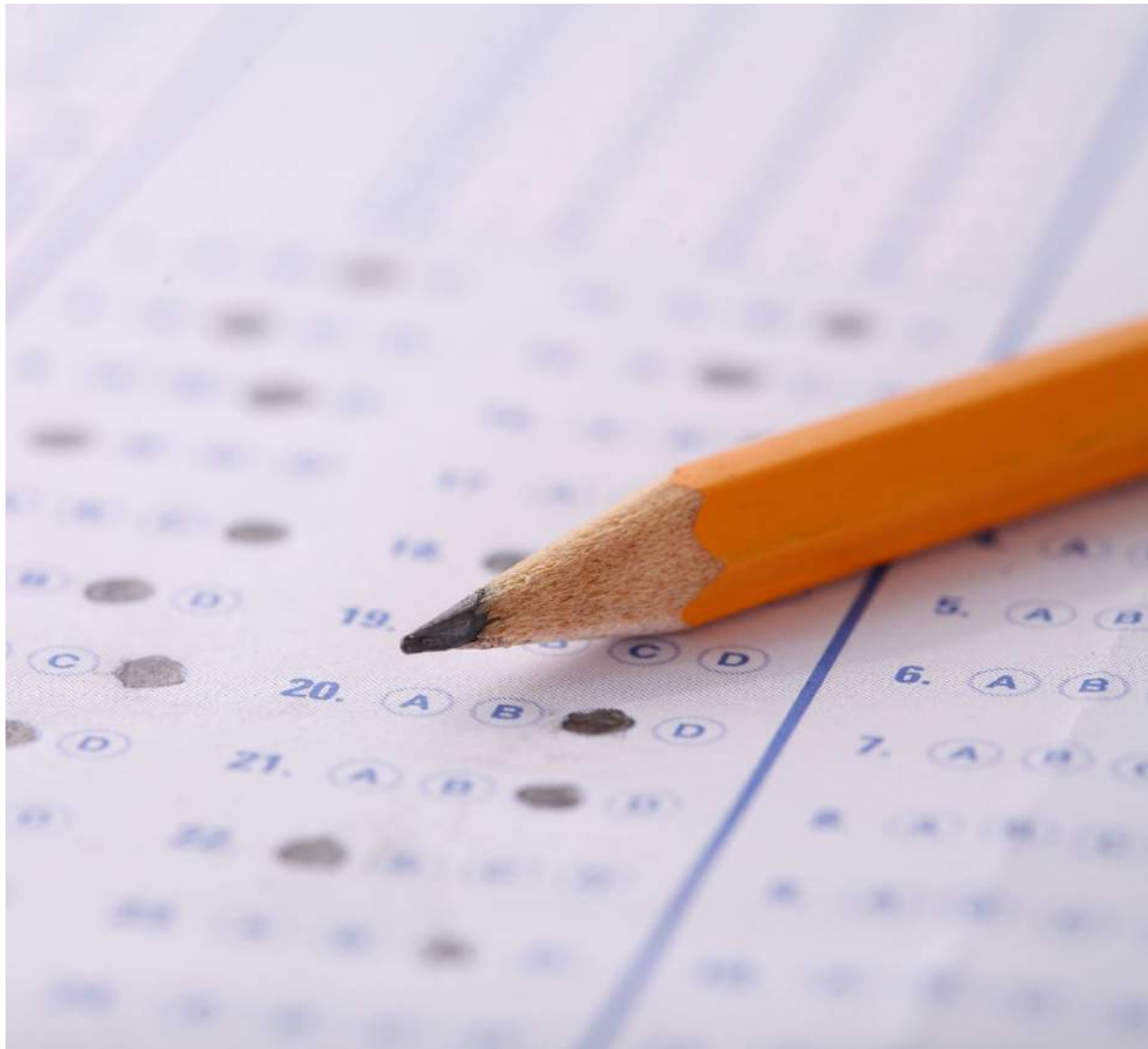
Conclusion 1

New product for whom:

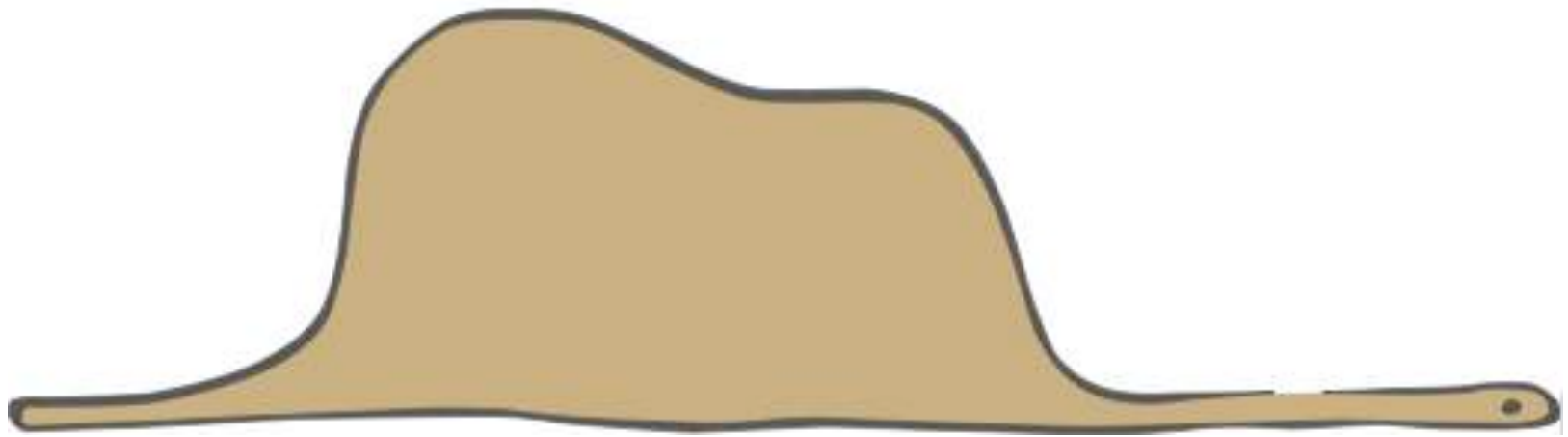
1. Only for persons that understand our product
2. Only persons that have an acceptable level of learning (absorptive capacity + technological capability) will understand
3. These persons will be able to adopt our product

If we have the answer,
Why more than 80% of
inventions
do not succeed in being
commercialized?
(Schneider, 2011).

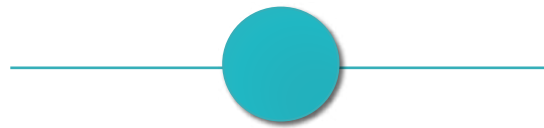




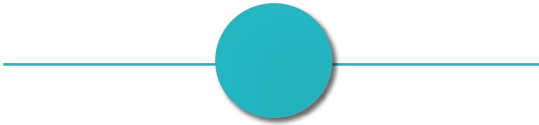
Let's test our
learning
potential



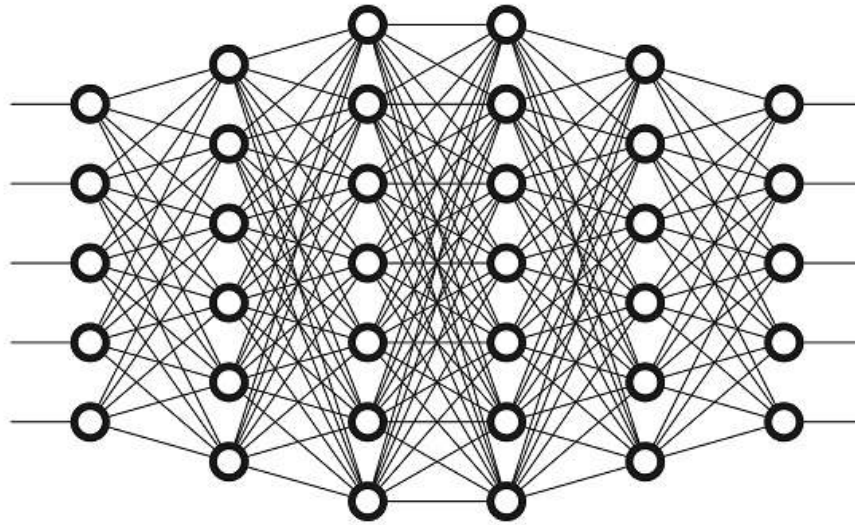
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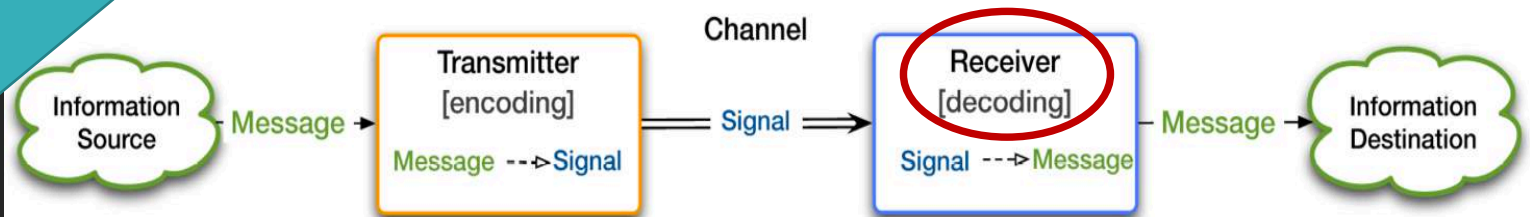


???

OUR PROBLEM IS

How to make users understand our product if they do not share the same « database » as ours? (common code)

How to understand users needs if they are tacit in nature?





What to do?

We need to make them:

1. Give a sense to the message
2. Legitimize the sense

This process occurs during the **socialization**



Sensemaking (Weick, 1995)

The social process gives sense to what people experience

How it works:

- **Enactment:** Each change or difference in the environment creates a discontinuity in the proposed sequence
- **Selection:** People need to verify (YES/NO) to see if they understand what's going on
- **Retention:** Yes, the idea makes sense
 - No: They will reject the idea

Social process

Constructivism: Our reality is built on our experiences. Thus, we can construct and deconstruct our reality according to our vision of the world in which we live (Piaget, 1971).

Intersubjectivity: We share meanings, built by people in their interactions with others and used as a daily resource for interpreting the meaning of the elements of social and cultural life (Correa-Chávez & Roberts, 2012)



Social process of knowledge creation

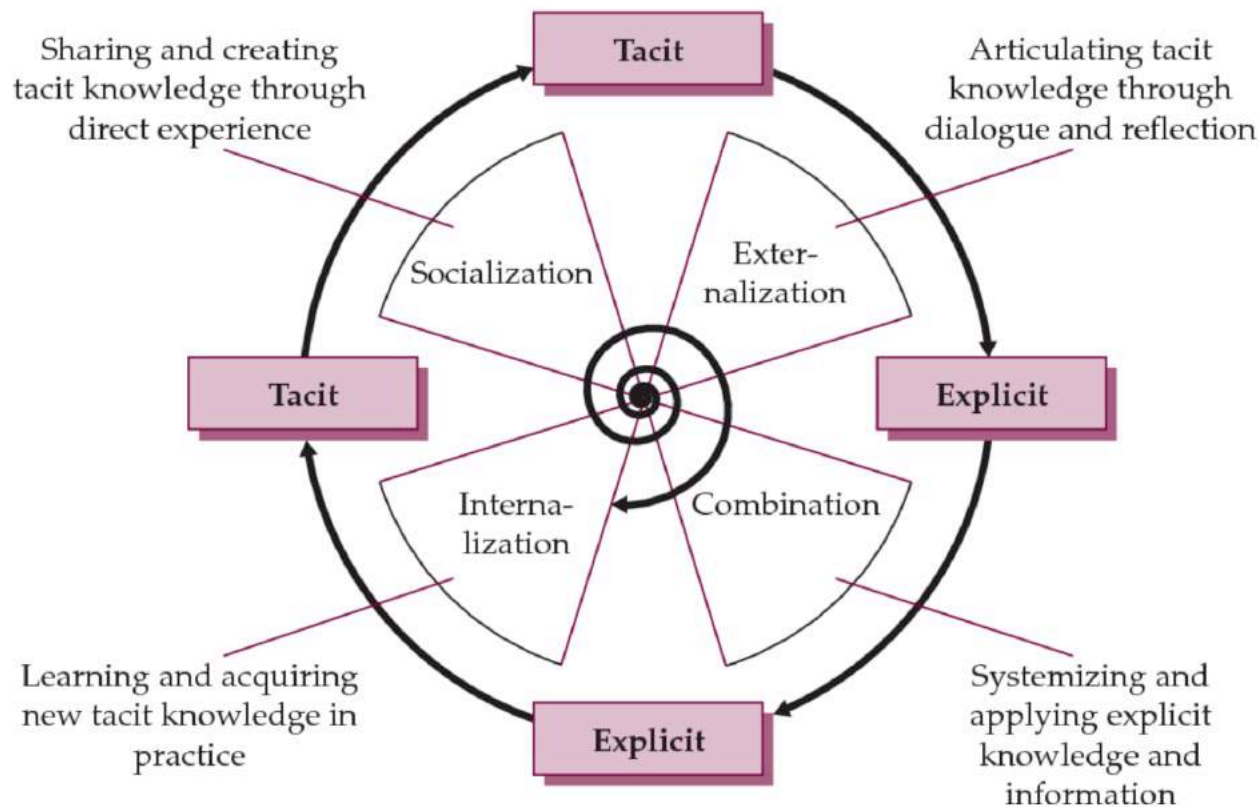


Figure: SECI Process of Knowledge Spiral. Takeuchi, 2006

Conclusion 2

Co-creation is the
answer to our problem



How to make users
understand our
product if they do not
share the same
« database » as ours?
(common code)

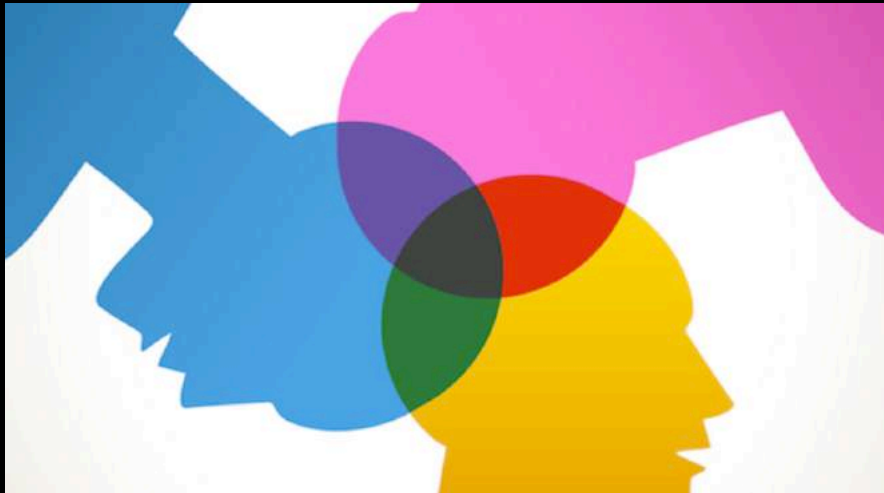


How to understand
users needs if they are
tacit in nature?



**Socializing to
improve
sensemaking**

Co-creation

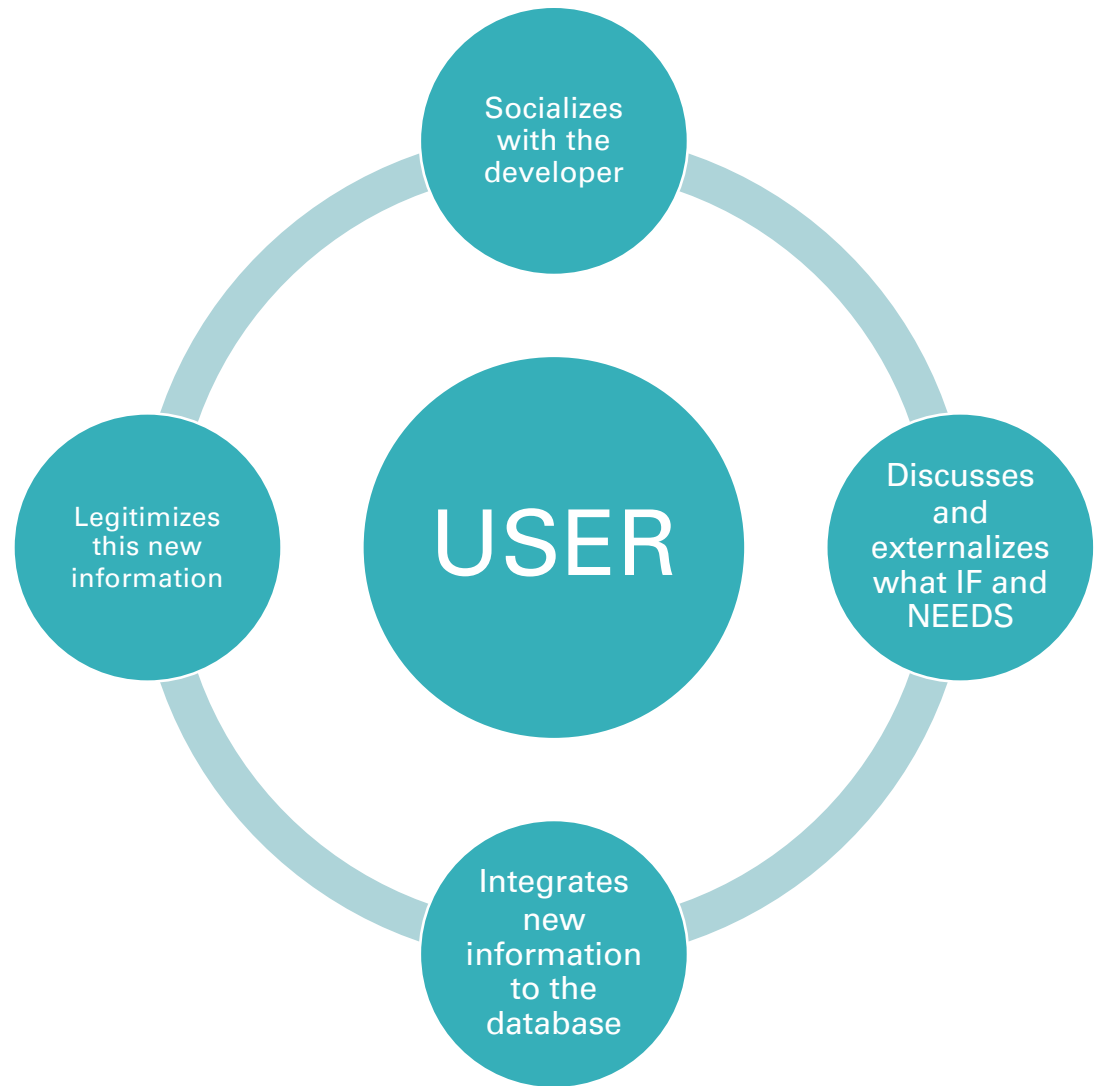


Joint creation of value by the company and the customer
(Prahalad & Ramaswamy, 2004)

Enactment of interactional creation across interactive system-environments
(afforded by interactive platforms)
(Ramaswamy & Ozcan, 2018)

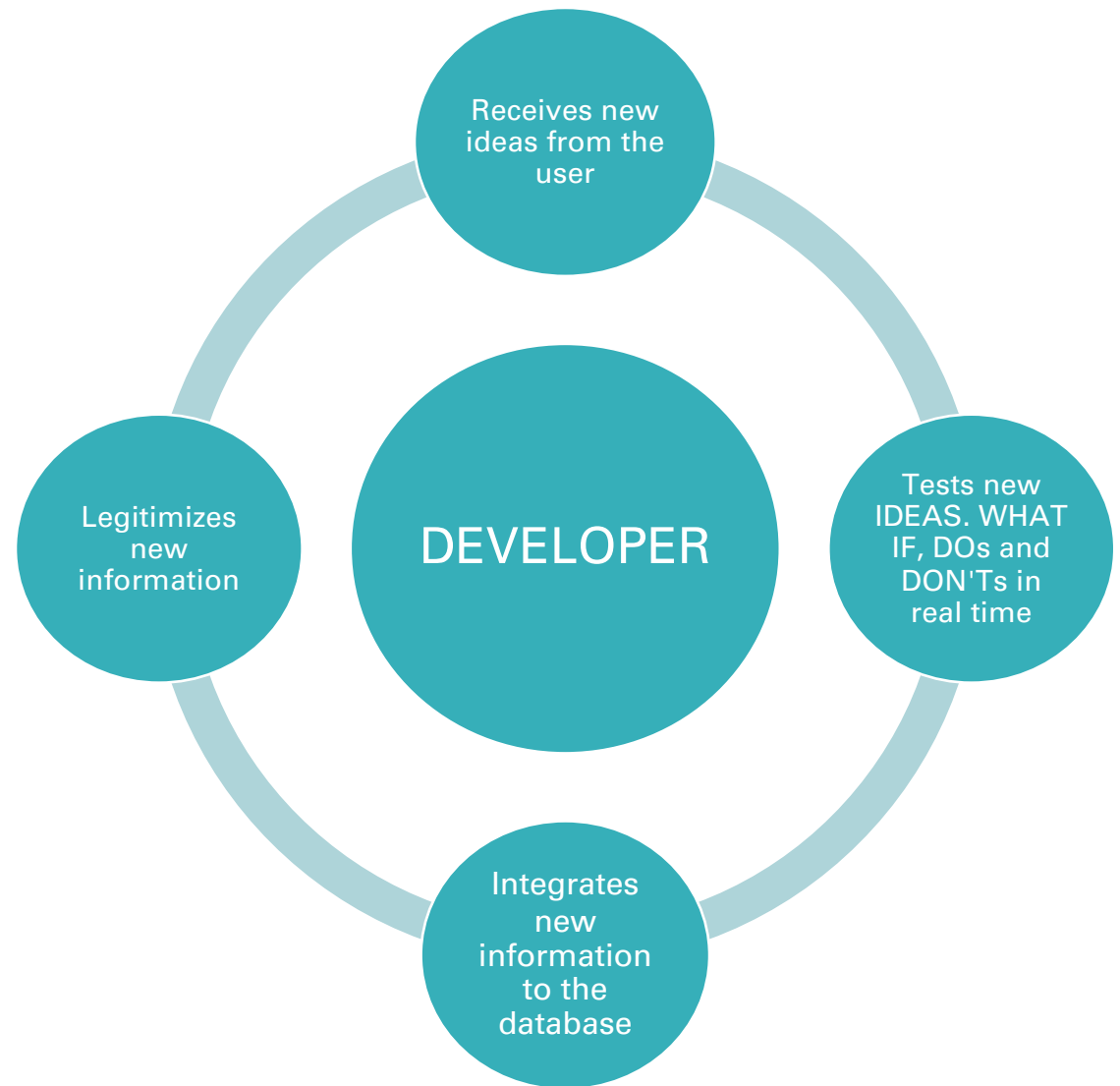
Co-creation advantages

User



Co-creation advantages

Developer



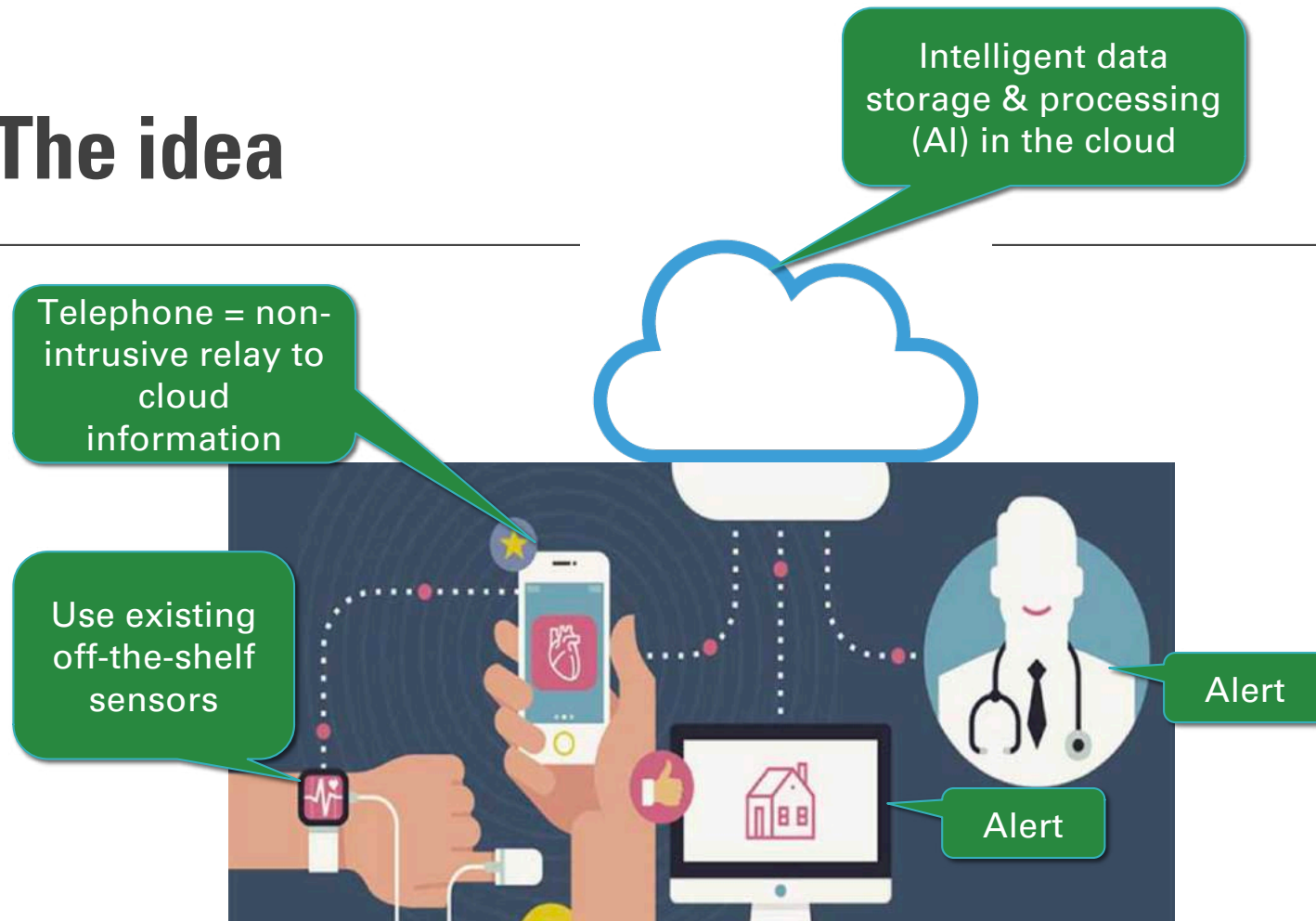
Example





**Connected Objects as an Enabling Technology
for Frugal Healthcare Innovations: The Case of
Remote Monitoring**

The idea



Proposition 1a: Co-creation

Users

Researchers/developers

To

Reduce the risk associated with the launch of a new product

Accelerate the legitimization of the product necessary for its adoption

Proposition 1b: Frugality

Use of existing materials

Second function to a product

Simplicity as a virtue



New methodology: Phase 1

FRUGAL CO-CREATION

Focus group via Facebook

37 students

2 mediators

1 computer specialist

1 professor

- 10 days



New methodology: Phase 2

PRODUCT APPROPRIATION

Prototype test

5 students

1 mediators

1 computer specialist

1 professor

5 days

"The motion sensor is very relevant, it could be used to transmit a notification if the person has not moved for more than 3h in the day for example »

"Concerning the product itself, although it is a prototype, I think it will have to be smaller in terms of size"

"If we want to integrate it for the elderly I would add more features to look like an Apple watch or a Fitbit"

THANK
YOU!



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