

REDESIGN OF AN ARTIFACT USED IN A BRAND CO-CREATION SESSION

Waterham, H.J. (Rik)
Industrial Design Engineering
University of Twente, the Netherlands

PUBLIC SUMMARY

Currently, BR-ND People uses an artifact during a so-called 'co-creation' session to enable serious gaming. BR-ND People arranges this session to deliver the service to their clients. The service they deliver is a new brand strategy supported by the internal stakeholders (like employees and management). Some of these internal stakeholders participate in the co-creation session. In this session, they can contribute to the creation of the basis for the brand strategy. This is done through serious gaming to get the rationale of the participants to the background. The artifact that is currently used in the session however is becoming old and is quite big. It just fits in the car from BR-ND People, but this car will be replaced by one with a smaller boot. Therefore, the artifact needs to be redesigned.

The main question that will be answered in this thesis is:

How can the prototype of the artifact used in the co-creation sessions to enable serious games by BR-ND be redesigned to improve transportability, usability and adaptability?

This question will be answered by going through a few stages. First, the requirements for the new solution (the redesign) must be clear. This is done by reviewing relevant theory and by investigating the current solution and its context.

The first part of the thesis will be a literature review in which the following sub-questions will be answered:

What aspects from theory are used to develop the current solution?
Should these aspects be present in the new solution?
What requirements regarding theory should the redesign meet?

The subjects that will be reviewed and implemented in the solution are co-creation, engagement, serious gaming and flow. Engagement was not used in the development of the current solution, the rest was.

To map the context of the current solution, the company BR-ND People and the theory they developed will be investigated. This is supported by interviews with clients who have participated in a co-creation session. The sub-questions that will be answered in the part about the current solution, are:

What does the current co-creation session at BR-ND look like from the perspective of BR-ND and the clients?

What is needed before the current co-creation session can start?
What happens during a current co-creation session?
What are the outcomes of the current co-creation session?
What are the outcomes of the current co-creation session used for?

What requirements regarding experiences with the current solution should the new solution meet?

The result of this section will be some requirements based on experience with the current solutions.

After these parts, the boundaries in which there can be designed will be clear. Then, the design process will be described by going through the phases: ideation (coming up with a lot of ideas), conceptualization (develop 3 ideas to become concepts fulfilling the requirements) and finalization (finalize one concept to be ready to be realized). During the process, there will be weekly feedback moments with the company BR-ND People. This is to make sure their expectations will be met by the end product. After this design process, the following sub-question must be answered:

How can the new solution be designed to meet all the requirements?

The final concept will be more transportable, usable and adaptable than the current solution. Some elements however need to be tested, before this can be said for sure.

The final concept will consist of a floor with a ball mechanism on top. This will facilitate serious gaming, co-creation, people getting in flow and people getting engaged. The final prototype of the ball mechanism is shown in Figure 1. The final design for the floor is shown in Figure 2.

To implement this, the floor needs to be realized and the final prototype needs to be tested.



Figure 1, Ball mechanism

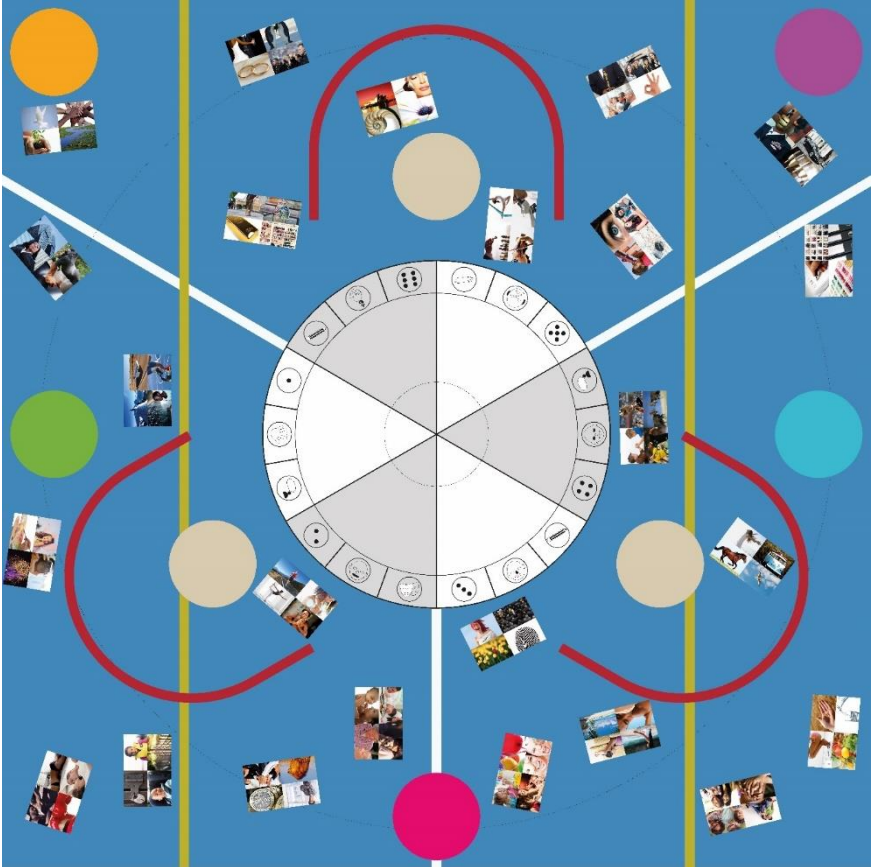


Figure 2, Floor design