

A group of people are silhouetted against a warm, golden sunset sky. They are arranged in a circle, with some individuals having their arms raised, suggesting a collaborative or celebratory activity. The overall mood is one of unity and shared achievement.

Co-collaboration and co-creation

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Involving respondents and customers in the process of design and forecasting by iterating designs and tests and developing dialogue with customers.

What business problem does it solve?

Agile-development uses feedback from customers to focus designs and tune the development. However, traditional feedback loops can be very slow. Co-collaboration involves customers in the design on an iterative short cycle basis—feedback is followed by modification followed by feedback.



How does it work?

Designers take a staged approach to development creating test options at each stage. These are shared with customers who provide feedback and suggestions for revision. The design is then updated and additional stages of feedback sought.

Types and versions

Originally a software development approach, co-creation and co-collaboration can be used in many forms for other design type projects with fast online feedback from customers.

Challenges

The involvement of designers to create iterations is essential, ideally, with a timed phasing so as to keep moving the project forward. Designers can also interact directly with customers to raise detailed questions or issues or test alternative ideas.

Potential business impact	★★★★★★
Sophistication	★★★★★
Use in forecasting	★★★
Ease of design	★★★★
Expertise required	★★★