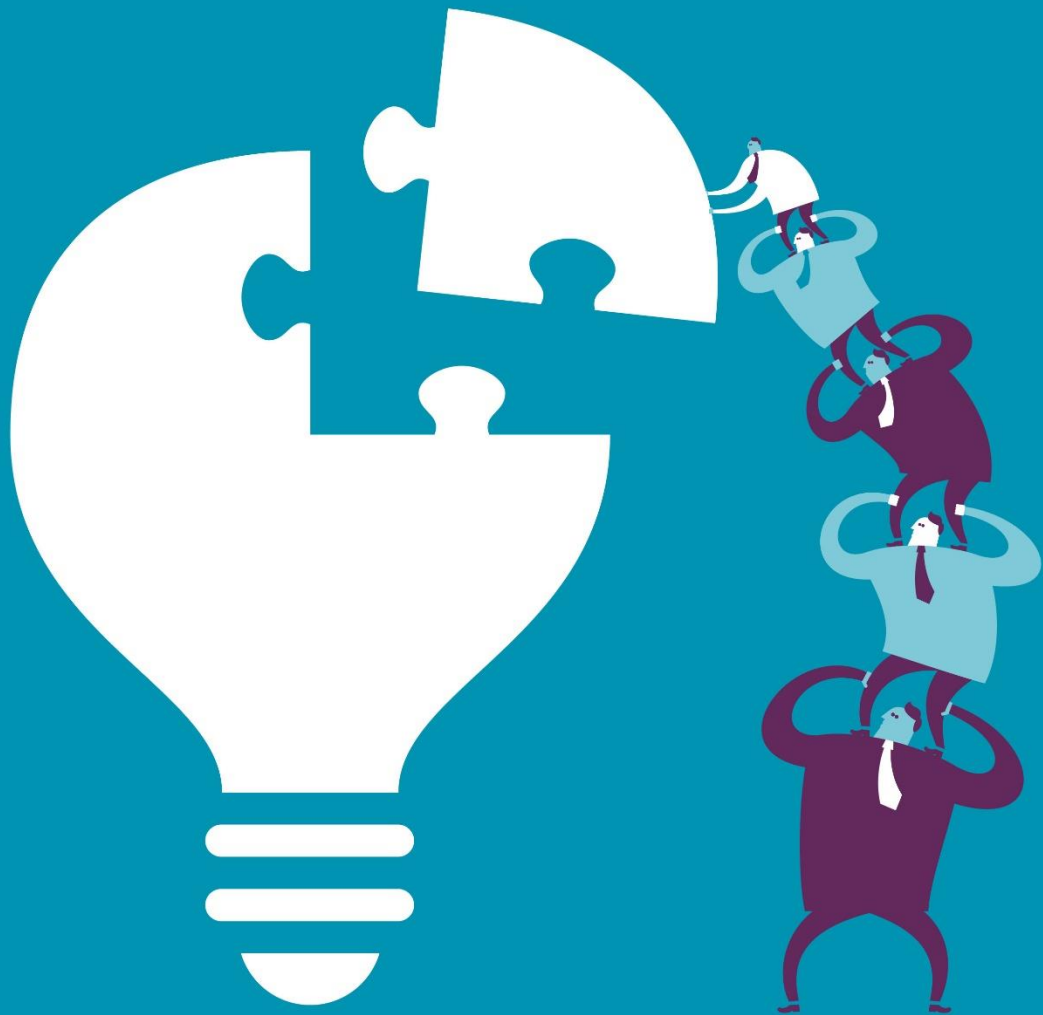# Report | DG-508 Co-Creation

Pleun Heeres

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B1.2

Assignor: Sander Mulder

Own Project

For applying co-creation to my own project I have come up with S.S.A.S.(Self Sports Analysis System). In short, it is an cheap analyzing system that you are able to set up yourself in order to gain feedback or even train like a pro. First I will tell you how it works, after that I will describe how I envision to start it up and will finish with the business model.

How does it work?

Everyone nowadays has a good camera (e.g. GoPro, mobile phone). The Idea is to place your camera on a specific point on the pitch at a specific distance of the goal. This will cause you to film an standard window with the goal in it. After setting up the system you just fire shots on goal and film it. You upload the footage to the S.S.A.S. platform (site/app). The footage goes through a program which uses a grid in the goal to analyze where the ball went, for example in the upper corner or not even in the goal. This way a game is created if give points for goals and upper corners. There could also be an option to save nice goals in an easy way because the footage could be cut automatically when there is a goal. You also could create a sort of community if you let clubs/teams/individuals compete by trying to beat the score of the other.
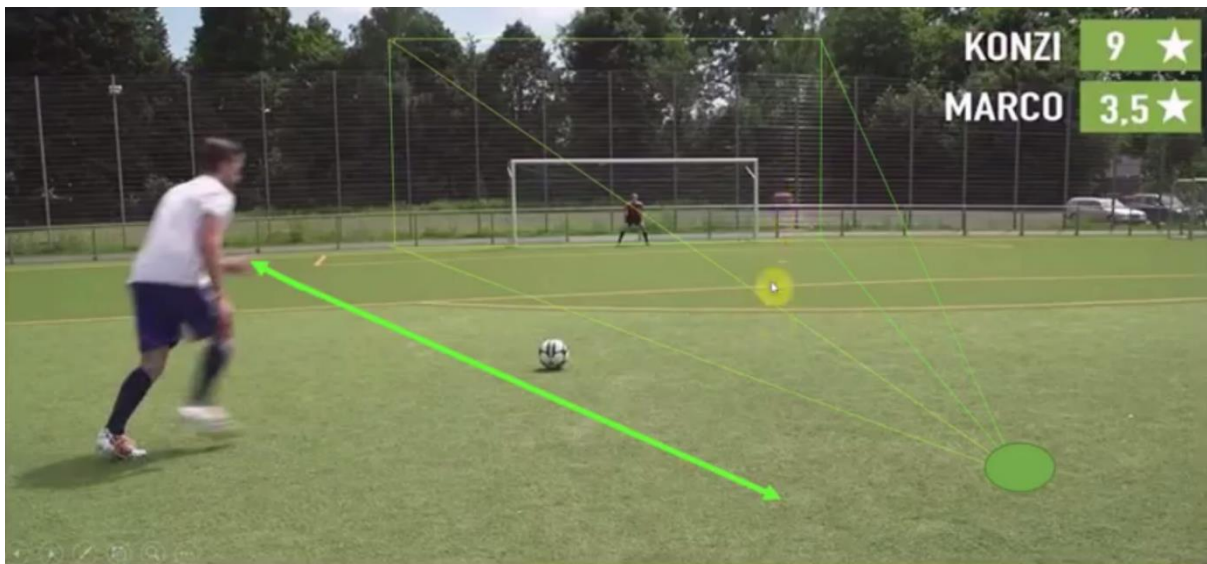

A game, what's next?

Now I have created a cool game and a community that uses the game, I will give them the ability to create and setup their own training (think of passing 10 times in a minute or a position game) and let them use and rate training methods of others. In other words I let the existing community make a database of training methods without having to set them up myself. With the database users have the ability to analyze their training, get professional feedback and therefor take their performance to a higher level. Now there could be two kind of usersgroups. A group that uses S.S.A.S. as a game or for analyzing trainings. The second group is a community of users that actively help improve the system by adding trainings and make use of the community.

The business model

Users will have to pay a monthly commitment fee in order to use S.S.A.S. Big teams or clubs will get a discount varying from 0-10% depending on how many people are in such a group. The community of active users gets triggered to participate more within S.S.A.S. by getting discounts. Also there will be an option for companies to advertise on the S.S.A.S. platform in exchange for a fee. I have chosen for a monthly commitment fee because I believe this will make more profit for me than a onetime payment.
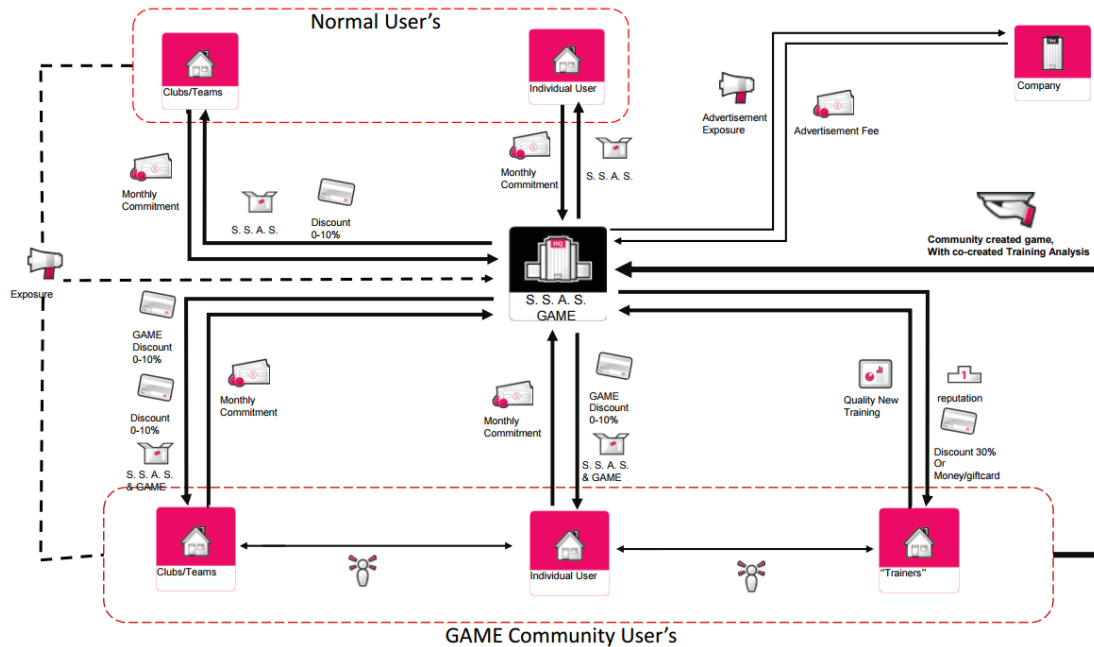
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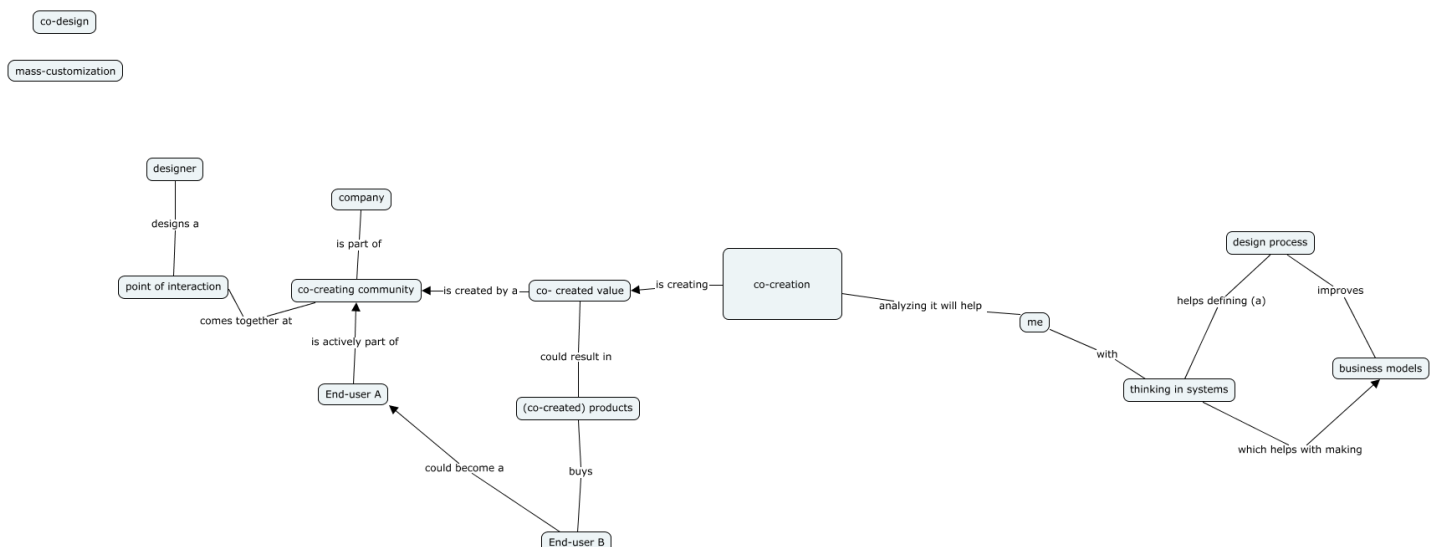
Reflection

The intention for me to choose this assignment was because I wanted to start looking at design in a different way. Till then on I thought of designing in a way of way 'you want some, you get some'. I wanted to achieve this by keep on thinking more in systems where I had started with the first semester due to the assignment Disruptive Business Processes. Getting a broader knowledge of different design processes and finding out how people are able to design together was something that sounded nice to explore. This because I think students of Industrial Design are not getting in touch with being business oriented and what in my opinion is very important. A secondary thing what I liked was that with this assignment my presenting skills would improve and that I would get familiar with the business model canvas –which I saw senior year students were using-.

The assignment itself was partly what I expected from it. It was looking at cases and become more aware of system thinking and in this particular case take a more detailed look on co-creation design and business processes. In the beginning though I found it a little disappointing that we had to analyze only two companies and were not set free to choose one ourselves, though in hindsight I think it's better that we worked all on the same cases because it is difficult to find so specific cases by yourself. In the assignment I found it hard to focus on the lecture material because I found diving into the cases more fun. Really analyzing what companies were doing. Also I didn't pay as much attention to working out the homework as nicely as others because for that wasn't the intention of the assignment –I tried to make them look nice but still others were better-. I found it nice to discuss about the homework but was a little bit afraid to present my own homework. This is probably because I was pointed out to interact more in the last few meetings. In the beginning I didn't see the effect of the homework and didn't fully understand the literature and lecture material we got. When we had to start thinking of implementing co-creation on our own project it all made more sense and made it nicer to work with. Though I still think I could have and still can take more time to really delve into the literature to understand it more and use it more often. The final presentation of making a video about my idea was not really what I envisioned because I wanted the video to be more interesting then what I have made of it. This is something to take a harder look upon and improve the next time.

Which brings us to what I have learned and what I could use next time. I like that I started to work with the tools 'Board of Innovation', 'Cmap-Tools' and the business canvas of Ostenwalder. It gives me the ability to get my thoughts on paper and gives me an overview of those thoughts. For example I used Cmap-tools for this reflection and report. So these are things I want to work with more often and I am sure they will help me.

With regard to the cases of the weekly homework I think I should keep on analyzing companies and systems. It is fun to really take a good look on how systems work and see what doesn't work and what does. It will help me to see if I am doing things wrong or good in an earlier stage and not afterwards.

My plans for the future are that I will use the tools more often and keep on working with my project I began thinking of in this assignment. Although with our project we are not going to work out my idea there were some voices at InnoSport-lab that I could keep on working on it as an extracurricular project perhaps. I have to keep in mind though that I should not focus to0 much on implementing co-creation within it because I found out that it makes it harder for me to explain what I want. On the other hand it will give me a different approach then the possible competition in this field.