

# From User driven to People centric

---

Anna Kirah | Partner | CPH Design | [ak47@cphdesign.com](mailto:ak47@cphdesign.com)

# Co-Creation | From User driven to People centric

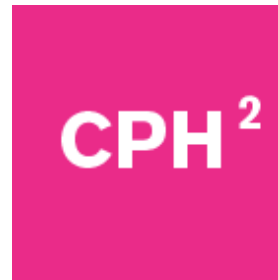
---



## Consultancy

---

Change Agents  
Service Design  
Whydeology  
Coup D'états  
Strategic Design  
Co-creation  
Organizational Change  
Business Implementation  
Anthropology  
Design Thinking



## Design & Engineering

---

Industrial Design  
Graphic Design  
Interaction Design  
Visualization  
Logistics  
3D Modelling  
Automation  
Technology Research  
Tooling



## Workshop

---

Prototyping  
Electronic Workshop  
Model Building  
Short-series Production

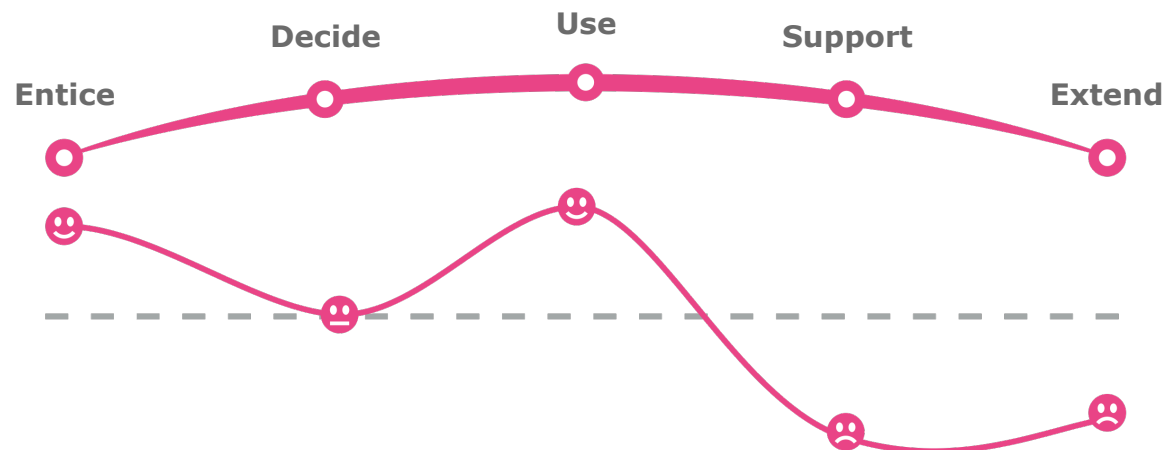


## The Frame: Users vs. People

- People hold the answers
- Incorporate all the stakeholders in a value chain
  - Change reverberates throughout
- Thinking user/customer = Incremental Change not Innovation
  - Free your mind and think PEOPLE and the ROLES they have
  - Find meaning through possibilities and opportunities
- To increase the market share, focus on non-users as well!
- People Centric is about empowering ALL people in the value chain to collaborate on solutions: S-U-C-C-E-S-S

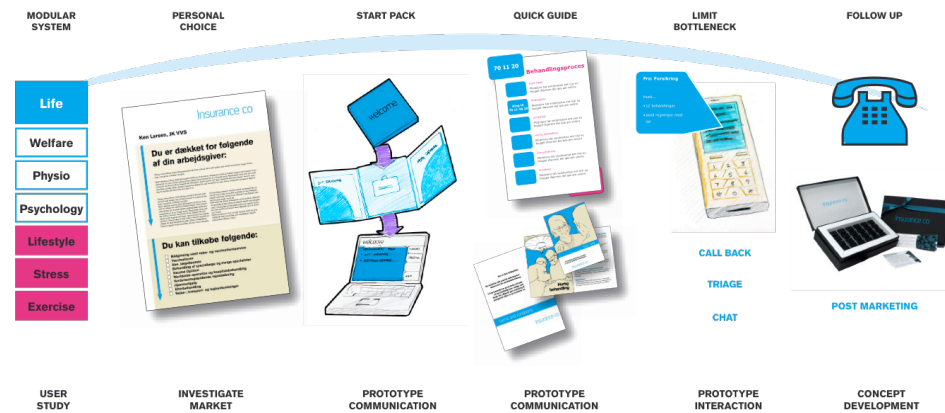
## Observation

- Helicopter view: zooming out and zooming in
- A holistic view:
  - Helps to identify challenges
  - Helps to show the context in which the challenges exist
  - Able to solve the true challenges and not just a band-aid solution



## Reflection

- Whydeology™
- Throughout zooming in and out, the question WHY remains crucial. When you can no longer ask why, you are on your way to successful solutions
- Dig deep, do not take answers as a given
- KEYS:
  - Curiosity
  - Empathy



## Questions for debate

- Designing tools to drive radical change becomes a strategic move » » » Strategic Design
- Business must see the ROI of co-creation
  - How do we frame and communicate what design thinking is and its relationship to co-creation in a business context?
  - How do we help leaders understand that letting go of power and control actually brings them more power that is meaningful and relevant to business success?
  - How do we involve leadership in the mindset change throughout the process?