



END-USER INVOLVEMENT WORKSHOPS 2019-2020

Context

Making the user a "partner" in innovation, co-creating is not a new idea. Researchers, designers, entrepreneurs, people working in marketing ... have long pointed out the advantages that can be drawn from it:

- ☞ anticipating the "projections";
- ☞ maximizing your chances of having a place in tomorrow's markets;
- ☞ capturing and develop a great idea ...

However, these approaches are still marginal. In the imaginations of the designers, the user remains above all a "docile" user.

The cause : the innovation would be produced by technologist on the one hand, the adoption constitutes a competitive advantage, on the other hand.

Digital and networks are shuffling the cards.

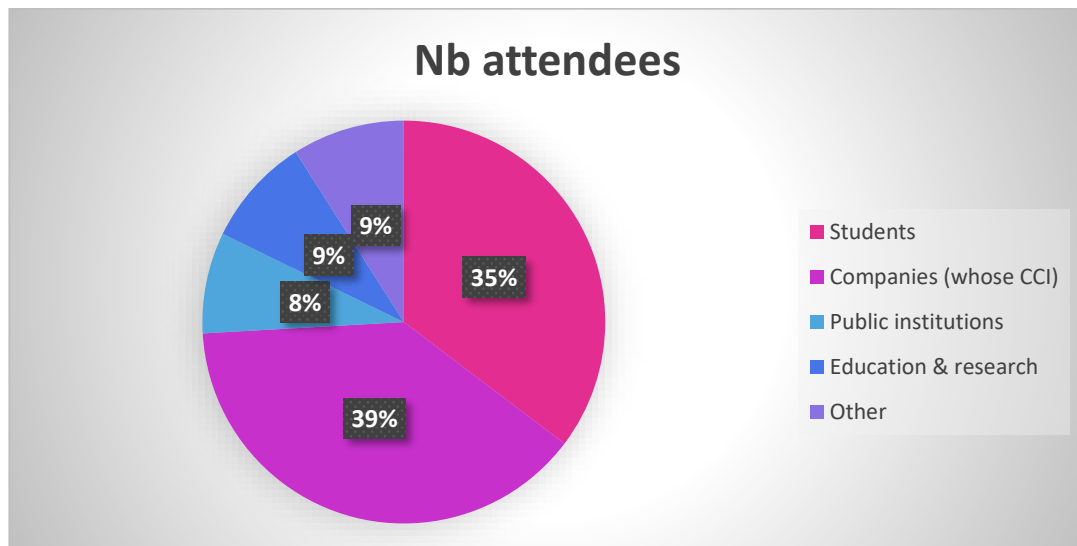
- On the uses side, users develop new capacities to "act" on the products and services they buy (more and more beta app are always improved by others...)
- On the supply side, on the other hand, insofar as the innovation models themselves are upset.

The companies could not innovate alone. They have to look for ideas elsewhere close to researchers, suppliers, end users as open innovation approach.

The quadruple helix framework advocates the coming together of industry, university, government and civic society (the four helices) at a regional level to stimulate and advance innovation and regional growth. The 4HCREAT Interreg project is particularly interested in the application of this framework while focusing exclusively on the Creative and Cultural Industries (CCIs) and involving Generation Z as the "civic society representative". In addition, the project seeks to exploit and explore opportunities arising from digital technology and economy.

To this end, the 4HCREAT project partners, conducted a series of end-user co-creation workshops involving local government, 3rd level education, CCIs, Generation Z actors as far as potential consumers. The workshops sought to "jointly either identify, co-design or test new tools, products or services" while also supporting the projects main objective of increasing collaboration amongst the four helices and strengthening innovation capacity. The idea is both to promote the interest and the importance to involve end users and to test different methodologies to engage them.

From May 2019 to May 2020, **21 end-users involvement workshops** were organised within the partner territories, gathering **776 attendees**.



The format of each workshops was very diverse (depends on needs, capacity...) using different methodologies more and less participative. This heterogeneity constitutes a real asset. Apart from the learning experience for the participants, these workshops allowed to identify **88 new ideas or improvements** across various levels:

- ☞ ideas from groups of students, for some of them not adopted by business. The workshop was also the opportunity to sensitize, to build their capacities

- ☞ the workshop with feedback from end users to help companies to improve their products (consumers workshops, fair with presentation of products by companies & feedback, virtual workshop...). During the sector-based events, it was also the occasion to share the new trends (fashion, digital...), precious information for companies to develop innovation.

Digital Challenge

Date: 16-17 th January 2020

Location : Quimper – La Cantine (digital space)

Targets : Students and the intermunicipality Haut Pays Bigouden

Number of Participants : 56

Main partner involved : Technopole Quimper-Cornouaille (TQC) ,

Key words : Cultural heritage and digital

Objectives

For the students:

- ☞ Stimulate creativity working in an interdisciplinary team
- ☞ Quickly set up an idea and convince a jury

For the intermunicipality

- ☞ Collect new ideas to develop their rural territory

Presentation

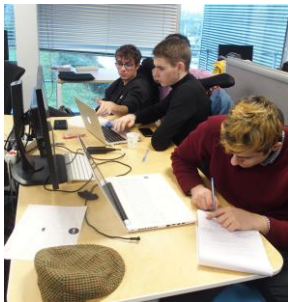
A rural local authority, Communauté de Communes Haut Pays Bigouden, located in the center of Finistere, has launched an order: the development of heritage in rural area.

In a team of students and in less than 48 hours, it was about creating an application or a website where digital technology makes life easier for the user.

The students are mixed in 8 teams: students from Master's degree heritage management and from BTS Degree in design (digital, graphic and scenography)

Thanks to steps of design thinking and business model canvas, they have designed drafts of digital technology.

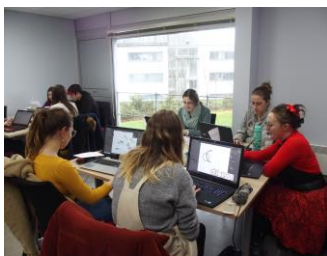
At the end of 2 days, the teams have pitched their project in front of a jury of professionals.



Results

8 new ideas, 3 winners :

- 1- An app' that offers outdoor escape game services through various emblematic places in western Brittany
- 2- Design of stays in central Brittany in the frame of digital detox movement for employees and entrepreneurs
- 3- An app' to connect people on the move with those needing a service such as transporting a package from one village to another, against commission



Copyright : Technopole Quimper-Cornouaille

This workshop was very appreciated by the attendees. The students were enthusiastic to be placed in position in which they can relate their studies, digital practices and expected uses.

Thanks to the collective intelligence, the intermunicipality has benefited new ideas from Generation Z, future generation to bring new meanings on its territory.

The format is short, easy to organise. The technopole has already the partnership with the both school/university, and with the intermunicipality.

End-user workshop

Recycled plastic // Recycling plastic is fantastic !

Date: 12th February 2020

Location: Quimper – the office of REHAB

Targets : designers leading the project

Number of Participants : 12 (whose 2 designers)

Main partner involved : Technopole Quimper-Cornouaille (TQC) ,

Key words : decorative objects, recycled plastic

Objective

☞ Collect feedback from end users to improve the future products of REHAB company

Presentation

REHAB is a project led by 2 designers. They want to create their company : design products based on recycled plastic and workshops facilitation on recycled plastic

The idea of this workshop was to have feedback on their products proposed : decorative objects from end user and workshops they want to propose.

Two times have been organized:

-1st one from 11:30 am to 2:00 pm // presentation of a prototype of raising awareness workshop + feedback on 3 decorative object prototypes;

-2nd one from 2 :30 pm to 5 :00 pm // presentation a prototype of DIY workshop + feedback on 3 decorative object prototypes.

As facilitator, the technopole has used 3 different types of questionnaire (1 for object, 1 for the raising awareness workshop and 1 for the DIY workshop). These questionnaires have supported the collective discussion.

Results

7 new improvements for 5 decorative objects and 2 types of workshops

This workshop was very useful for the both project leaders.

Collecting feedback from potential partners is precious to improve the product, to better know the consumers / customers to allow to adapt to the market. This approach is a part of Agil method.

The panel has appreciated to attend to better know REHAB project.

This workshop has allowed us to improve their products and to reconsider their points of sale.



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Workshops with the Pole Audiovisuel Dournanez-Cornouaille

Date: 9th December 2019 &
10th March 2020

Location: Douarnenez – Pôle
Audiovisuel Douarnenez
Cornouaille

Targets : Members of the
cluster working in audiovisual
and cinema

Number of Participants : 35

1- 17

2- 18

Main partner involved :
Technopole Quimper-
Cornouaille (TQC) ,

Key words : Cinema,
audiovisual, business model,
services offer, cluster

Objectives

The objective was to work on the business model and the services offer of the Pole Audiovisuel.

☞ achieve to a first draft of a business model through canvas methodology (1st workshop).

☞ deepen the draft and to precise the services offer and a planning to enable the preparation of the budget (2nd workshop)

Presentation

Douarnenez is located at the western tip of French Cornwall. The cinema and audiovisual sector gathers a hundred professionals there, from sound, lighting, movies directors, producers, costume designers, actors...

The Pôle Audiovisuel Douarnenez Cornouaille (60 members) was created in 2017, then structured in NPO in 2019. It aims to develop an important economic and creative site of regional audiovisual sector.

The both workshops were participative, it gathers about 15 professionals members from several trades.

The 1st workshop (3h) has collected elements to draft a business model included : the identification of the targets and design a business model canvas per target (whose members).

The 2nd workshop (3h) has precised the positioning of the Pole, services offer and the economic levers.

Results

1 services offer

These workshops were appreciated a lot.

At first, they allowed to become aware of the importance of thinking about the economic model as a central axis to develop and perpetuate the activity of the cluster. It's very important especially for CCI. The workshops favored a better understanding on what is a hybrid business model (values of the project, crossing market activities and non-market activities, collective organisation...) The attendees have now a clearer vision of the Pôle ambition. This cluster project is complex: a collective project with several interests, few financial resources to develop... The support of Technopole in the frame of 4HCREAT was very useful to decode, to progress in the collective reflection...

The difficulty of this exercise is the time. The aim of this workshop is huge, the members has not a lot of time and in the same time this kind of workshops needs to be dynamic and rhythmic.



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Smart Sunset

Date: 16th december 2019

Location: Seville

Targets : CCI from app and gaming

Number of Participants : 62

Main partner involved :
Cámara Oficial de Comercio,
Industria y Navegación de
Sevilla

Key words : Gaming,
business

Objectives

☞ Introduce to the market and test new products developed by local entrepreneurs, and assess their potential to success in the market

Presentation

This workshop gave the companies and potential clients the opportunity to discuss trends of the sector and the support resources for this sector. 5 companies pitched their products and introduced the challenges they are having to access to the market. The audience gave them feedback and discussed how to enhance the products to make it more attractive to the market.

Results

5 improvements of new products

The key of success was the support of the regional government agency responsible of the entrepreneurship policies, since the companies are members of the video game incubator. And since they are relative new companies, they were very much open to collaborate in this type of event and happy to welcome feedback.

The difficulties were to obtain generation Z audience with a consumer profile not related to the sector and with the capacity to give objective feedback. Although in the audience were students, they were mainly related to the gaming studies.

5 new companies presented their products. 3 videogames have been tested and a feedback session was organised with a interaction of the whole public. They discussed about the trends of the market and the support received by the sector from public authorities. A networking time enabled to explore possible collaborations.



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MODET 2019

Date: 19th december 2019

Location: Seville

Targets : CCI from fashion

Number of Participants : 42

Main partners involved :
Cámara Oficial de Comercio,
Industria y Navegación de
Sevilla

Key words : fashion, business

Objectives

- ☞ Discuss the situation of the sector
- ☞ Introduce the products of 7 companies of the sustainable fashion sector to a group of fashion and design students part of the Generation Z and other stakeholders of the sector.

Presentation

First there were some institutional presentations focusing on the global tendency of the sector and status of sustainable fashion in the region. At first, there was a discussion over the diverse activities been organized around the sector since different companies presented their agendas for year. Later, four companies presented their products and discussed with the audience about the SWOT. This assessment resulted valuable from the companies, mainly regarding on how to expand the trade of their products in international marketing.

Results

4 improvements of new products

This workshop was valuable to bring together companies of the sector to collaborate together supported by the Spanish Association of Sustainable Fashion.

The key of success was the support to organize the event from the regional government agency Andalucía Emprende, responsible of the entrepreneurship policies and the Spanish Association of Sustainable. Also the support given to new fashion designers by other companies of the sector.

There is planned to keep organizing this kind of event the coming year.

4 companies presented their products and 3 new entrepreneurs as exhibitors. A feedback session were organised with end-users. They discussed on market trends and the support received by the sector from public authorities.



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Design thinking workshop

Date: 30th May 2019

Location: Lisbon

Targets : students

Number of Participants : 43

Main partner involved :
ISCTE-IUL

Key words : design thinking

Objective

☞ Test methodologies of design thinking

Presentation

The end user involvement workshop followed directly after the local event on design thinking, and as such, we used the methodologies previously presented to test in concrete cases how individuals could improve their business, workplace context or research goals using co-design strategies and involving different stakeholder perspectives (forming groups which purposefully mixed these different perspectives).

Participants were introduced theoretically to co-design methodologies and practices. They had opportunity to see them in mock-up case studies. In the latter part, which comprised the end-user involvement, we sought to ask individuals to provide us with their own goals and problems, in order to test the potential of the tools. These included persona mapping, pains and gains mapping, main driver selection, and prototyping and pitching of ideas. Individuals were split into groups and asked to first come up and then vote on possible issues to discuss :

- How to bring more cultural engagement to small towns?
- How to better coordinate the cultural management departments in municipal chambers (technical staff from cultural departments in several municipalities were present),
- How to publicize niche market products (on the behest of the CEO of a start-up that focuses on cultural engagement with older generations).

They were asked to identify issues and solutions to these general themes and develop small prototypes. These included the promotion of a festival hinged on the local cultural resources, the implementation of an organizational app, as well as the creation of open days to improve visibility of the company.

Whilst this approach did not focus concrete issues felt by all participants, they proved fruitful from the feedback we received, as participants understood they had transferable potential.

Results

The feedback of the workshop was very good. Attendees felt that the methodologies were in general very useful and practical to engage with the results. However, most were not keen on discussing concrete measures or options to take – they preferred to use the techniques in the context of their organisations and projects rather than commit to any developments.

As noted, the main results of the workshop relate to the methodological advantages perceived by the attendees of using co-creation tools.



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Serie of 3 workshops involving students in co-creation of cultural activities

Date: 26th February 2020
28th April 2020
12 th May 2020

Location: Factoria cultural - Aviles

Targets : students

Number of Participants : 93

WS 1: 41

WS 2 : 11 (on line)

WS 3 : 23 (on line)

WS 4: 18 (on line)

Main partner involved :
Fundación Municipal de Cultura del Ayuntamiento de Avilé

Key words : Young people and co-creation – cultural activities

Objective

☞ Involve young people in co-creation, participation and communication of cultural activities in Avilés.

Presentation

Description : workshops where young students take active participation together with artists, teachers and the workshop coordinator.

Methodology : students were split up into teams, explained rules for co-creation and given challenges to work together creating new ideas and proposals :

- the involvement of young people in the arts and crafts activities and programme of Factoria Cultural
- the involvement of young people in the theater activities and programme of Palacio Valdes
- the involvement of young people in the entrepreneur programme and cooperation with StartUps of La Curtidora Business Center

Results

9 ideas generated

- Self-created videos and/or series by the youngsters themselves, both in terms of actors and producers and consumers.
- Culture contests launched by each one of the cultural hubs or centers of the city specifically for youngsters with young prizes that may be appealing and attractive for them
- Videogaming in education applied at school and/or university in order to train skills and even evaluate knowledge via videogames instead of only via classic exams
- Young multi-cultural access PASS issued by the city in order to enable participation in all different artistic and cultural events ... similar to those existing in tourism for museums and/or other touristic sites
- Creative Arts and Culture Youth Festival organized by the youngsters themselves with the support of the cultural centers, arts schools and city council
- Young Creators HUB and community using the already existing FABLABs and Maker Communities and public Maker facilities
- School Teams (in academic courses at age 15 and 16) Innovation Contest focused in the Culture and Creative sector
- Talent creative Show to be held open and multichannel in an event and streaming live and cut into pieces and edited into a short video TV
- Instagram creative contest on cultural events with focus on cinema and theatre and dance. Award for winner team is meeting a famous celeb actor or dancer.



Co-Creation Workshop

Date: 28 th May 2020 (on line)

Location: Factoria cultural - Aviles

Targets : entrepreneurs

Number of Participants : 14

Main partners involved :
Fundación Municipal de Cultura del Ayuntamiento de Avilé

Key words : Entrepreneurs and co-creation – cultural activities

Objective

☞ Exchange points of view of the impact of Covid19 in the cocreation of cultural projects and entrepreneur initiatives

Presentation

Methodology: conducted brainstorming with the method "Six hats to think" from Edward de Bono and a final round of a 1 minute elevator pitch in order to deliver final thoughts on the issue

Results

The benefits were:

- the knowlledge of the situation of key agents in the industry and their opinions on the future due to the Covid crisis impact on culture and creative events and activities
- the trends in the online virtual co-creation of cultural proposals via IT tools during the home lockout by youngsters and artists
- the opinions on what local and regional governments and public administration should do to reactivate the sector and industry

Impact Arts

Date: 27th February 2020 & 5th March 2020

Location: Impact Arts, Craigview Drive, Glasgow

Targets : students

Number of Participants : 24

Main partner involved : Glasgow Caledonian University

Key words : involvement of Generation in cultural development

Objective

☞ Stimulate the creativity of Generation Z people from disadvantaged environments

Presentation

Led by the social enterprise Impact Arts, this series of 2 linked ½ day workshops used an experimental creative thinking format to help aspiring creative entrepreneurs develop their talent to explore and reflect on the way the creative arts can tell a story about their environment and their lives.

Through hand-on approaches to working with various media, the Generation Z creative were able to articulate experiences in new ways whilst exploring new insights and techniques around creative thinking and doing. The workshops focused on working collaboratively and individually on a range of themes reflecting the lives of participants.

☞ Apply a methodology by creating together, encouraging each other, neutrality and the facilitation of discussion as well as listening.

☞ 5 stage design thinking format (Empathise>Define<Generate ideas<Prototype<Test)

☞ Apply activities: Role play, visual arts, stories, design, mind mapping, photography, modelling.

Results

11 improvements

The workshop helped the Generation Z people to express and articulate their experiences in ways that generated creative thinking. The reflective element of the exercise included industry professional talking through the creative processes at work and how the participants could harness that knowledge and experience when thinking creatively in other situations and when engaging with other themes. The facilitator was able to use the experience as a mean of explaining the creative and innovative processes that had taken place.

The workshop also provided an important means of breaking down social barriers with the participants joined by social entrepreneurs, an academic and a creative professional. The experiences and hands-on approach allowed for greater interaction between the actors that helped to build trust and encourage collaborative activity.

The workshop gave participants an opportunity to engage in the creative process in a way never before experienced. By using the arts as a medium of communication, participants were able to work through some of the barriers they experienced. This allowed participants to appreciate the discipline that underpins the creative process and the benefits of delivering outputs in a sequential and developmental manner. Not only did the workshop offer insights into new techniques for unleashing creative energy, but it also gave participants a valuable insight into the benefits of being creative in a structured and disciplined manner.



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Design innovation workshop

Date: 17th Septembre & 1st October 2019

Location: Centre for Civic Innovation, Tontine Building, Trongate

Targets : CCI

Number of Participants : 18

Main partner involved :
Glasgow Caledonian University

Key words : Design and innovation, entrepreneurs

Objective

☞ Support CCI in their innovation project

Presentation

The mission of the Center for Civic Innovation is to elevate more effective solutions that improve equality and build trust in the public sector.

Led by the Innovation School at The Glasgow School of Art, this series of 2 linked ½ day workshops used a Design Innovation approach to help Creative Entrepreneurs explore their innovation challenge or opportunity by visually mapping their Creative Growth.

Through creative and participatory activities participants better understood how knowledge, networks, value and audiences can help inform new products, services and experiences. The workshops focused on valuing different perspectives, collaborative capability, staying longer in the question and unleashing creativity.

Through introducing the perspectives and participation of fellow creative entrepreneurs, initial ideas were iterated and improved, to generate new pathways and goals for the creative entrepreneurs to take forward.

Results

The workshop helped the Creative Entrepreneurs tackle their innovation challenges and opportunities in a structured way, gain valuable feedback and review, and develop an action plan for next steps.

the workshop also helped strengthen a relationship between ourselves and the GCC Centre for Civic Innovation, with whom we intend to collaborate on future programme of creative entrepreneurial support – it was also noted how diverse the participants and their projects were, however they seemed to be able to work together on similar start up challenges or topics in discussions

Each of the creative entrepreneurs succeeded in developing their planning and thinking around their prospective or current enterprises – visual mapping tools supported framing their key networks and audiences, creating a design poster pitch helped make their enterprises more tangible and facilitated invaluable feedback and advice from across the group and invited guests – they had also responded to question cards to help sharpen their focus on what decisions to make and created a visual action plan of next steps to take forward their new thinking – all participants reported feeling clearer and more confident about taking their enterprises to the next level.

We are currently undertaking a further evaluation of the Design Innovation Workshops with participants to capture action and progress a few months later.



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Design Clonmel Festival

A series of design-cocreation workshops were run on 21-31st October 2019, as part of a week-long festival entitled Design Clonmel which sought to engage and educate young people and the wider community in digital art and design. Hosted by Killian O'Brien, a Design and Innovation Strategist.

Date: 21-31st October 2019

Location: Clonmel

Targets : Local CCI & young people

Number of Participants : 40

Stage 1 : CCI + Generation Z

Stage 2: Generation Z

Final WS: a representative group of Generation Z participants form the previous workshops and local CCIs

Main partner involved :

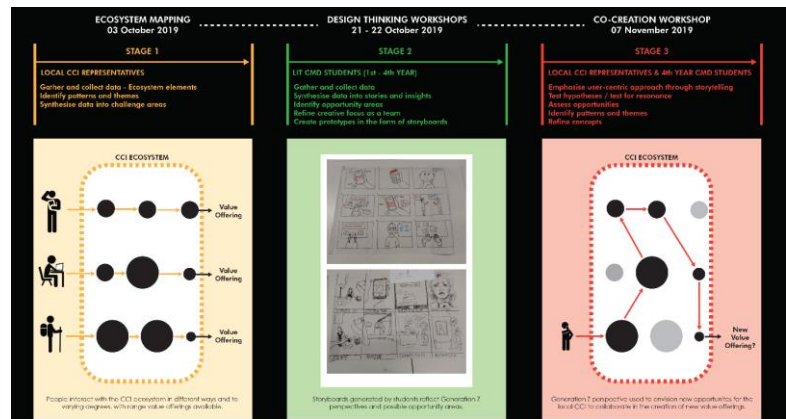
Limerick Institute of Technology

Key words : Co-design, Generation Z

Objective

☞ Support CCI in their innovation project

Presentation



Stage 1 - an 'ecosystem mapping' workshop attended by local CCIs to immerse participants in the larger context of the local CCIs and to open up a 'space' for a new perspective to be provided by Generation Z.

Stage 2 – Facilitated Design Thinking process creating storyboards of high-level concepts, held over two days. The participants brainstormed around the challenge provided and developed personas, scenarios, insights and how-might-we (HMW) questions:

- How might the local CCIs support Generation Z in coping with their everyday anxiety?
- How might the local CCIs facilitate Generation Z in being climate conscious activists?
- How might the local CCIs support Generation Z in being social media content creators?
- How might the local CCIs support the promotion of Generation Z's visual art?

Final Workshop - The personas, insights and HMW questions were presented and discussed and opportunities were sought on how to further co-create around some or all the HMW questions presented by the Generation Z participants.

Results

4 new ideas

- All involved felt very positively about how the process had gone and felt there were definite opportunities identified for CCI services and products to be created. An art therapy workshop to support anxiety in young people.
- An art based movement to support young environmental activists
- Supporting young people becoming social media influencers by giving them access to cultural artifacts
- A phone based photography competition to support young creatives



Copyright : Limerick Institute of Technology

Game co-creation workshop

Date: 24th & 31th October 2019

Location: Clonmel (Festival)

Targets : students

Number of Participants : 37

1- 22

2- 15

Main partner involved :
Limerick Institute of
Technology

Key words : co-design &
gaming

Objective

☞ Raise awareness students on co-creation and put into practice the process to prototype games

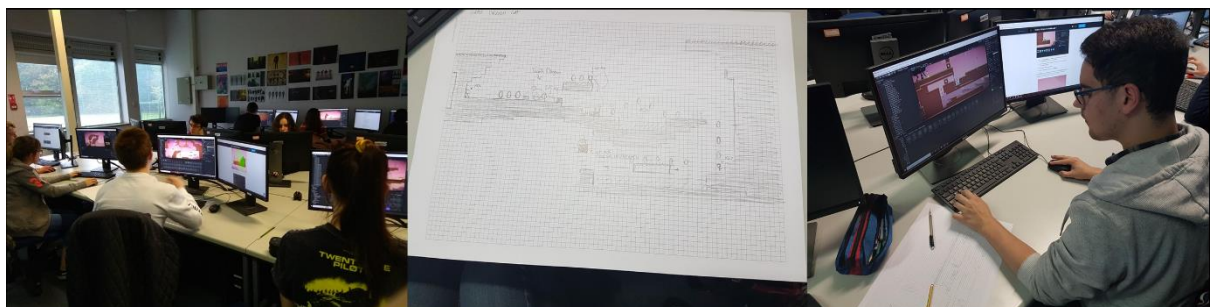
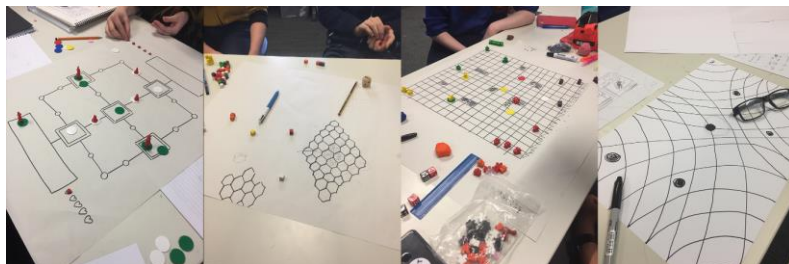
Presentation

Two one-day game co-creation workshops were run during the Design Clonmel festival. The first workshop was held on the 24th of October which brought together twenty-two Generation Z participants with award winning board game designer, and IMIRT¹ board member, Robin David¹. Working with Robin, the participants co-created new and alternative board game mechanics and prototyped their designs.

The second workshop was held on the 31st of October and focused on the co-creation of digital games. The workshop was facilitated by Mr Adrian Fielding, a game designer and educator, and utilised the Unity¹ game Engine. Approximately fifteen Generation Z participants from regional secondary schools attended and were assisted in the challenge of co-creating a game level using an existing set of game mechanics and game art.

Results

3 potential table-top game designs emerged in the 1st workshop. During the 2nd one, the participants succeeded in creating **6 functional game level prototypes**.



Co-creation workshops

Date: 29th & 30th October 2019

Location: Clonmel (Festival)

Targets : students

Number of Participants : 30

Main partner involved :
Limerick Institute of Technology

Key words : co-design & gaming

Objective



Presentation

Two one-day animation co-creation workshops were run on the 29th and 30th of October. The workshops were facilitated by two animators from the award-winning Paper Panther Studio¹. Paper Panther are known for their “unique visuals, use of materials, original storytelling and love of classical techniques.” The workshops were attended by two different cohorts of Generation Z, one from LIT and the other from regional secondary schools.

Results

Participants worked on a prompt sheet supplied by the facilitating animators aimed at co-creating product marketing content using stop motion animation. Over the two days thirty Generation Z's participated in the workshops.

6 new ideas were generated: all of these were in response to an advertising "brief". The professional animators were looking to co-create new advertising ideas through animations. The animators gave the Generation-Z participants a list of word prompts and asked them to create some stop-motion animations. Here is a link to some on the animations that were generated

<https://www.youtube.com/watch?v=cmxtyO-epCY&feature=youtu.be>



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Results for the series of workshops

The key factors of success were

- Good preparation
- Experienced facilitators
- Clear goals that everyone was aware of
- No pre-conceived ideas, everyone approaching the challenges with an open mind.
- For CCIs to engage participants not in a master-apprentice role but as equals
- Clearly identify who you are trying to create value for. For example, the challenge should not be framed as a "problem" for a provider but as a "problem" for a customer e.g. nobody comes to our shows VERSUS there are no shows on that interest me.

The difficulties encountered

- Time. Allocating enough time to the process. Everyone understanding that it is an iterative process and it will take time and effort for results to appear.
- No one person or organisation responsible for delivering on the co-created ideas. There needs to be a champion.
- Various skill levels amongst participants and the variance in knowledge

LEAFLONG : co-creation workshop for a new brand of ethical tee-shirts and sweaters

Date: 1st October 2019

Location: Laval

Targets : A company – End users

Number of Participants : 11

Main partners involved :
Laval Mayenne Technopole (LMT)

Key words : co-creation, fashion

Objective

☞ Co-design or test new tools / products / services and assess their potential market

Presentation

After completing his internship year at LMT, Matéo GRIPPON decided to launch his own entrepreneur project: an ethical, ecological and sustainable clothing brand.

Matéo had received "sample" t-shirts from his supplier and wished to carry out tests with potential customers.

The idea of this workshop is for the entrepreneur to have the tee-shirt tested by end-users and to get their feedbacks straight away on the shapes, sizes, colour, fabric quality and on the brand logo, baseline and philosophy.

Results

1 improvement of the product

During the workshop, the discussion held allowed the fashion entrepreneur to make a choice between the colors to be proposed to the customers.

Indeed, the idea was to have a limited number of shapes and colors proposed on the web site in order to limit the price of the tee-shirt. Another important discussion was held on the price of the tee-shirts, especially on the price perceived by the customers.

End-users attending the workshop were very much familiar with ethic fashion and sustainable development, which allowed the entrepreneur to validate the price he intended to propose.

It appeared also that customers not targeted by these products did not have a relevant idea on price and also on the image the brand should carry.

Indeed, for those customers targeted by the entrepreneurs, it was important to know the story of the tee-shirt and the fabrics, rather than displaying to the word the type of cloths they were buying through some words written or a big logo. The potential end-users were more sharing the idea of buying a piece of cloth easy to wear and to match with other type of cloths.

During the workshop, the entrepreneur also undertook a survey on the logotype to be used, the final writing of the name of the brand and also the baseline of the brand.

Finally, the entrepreneur wisely informed the people attending the workshop of the launch of a website to pre-order the 1st piece of cloths to be delivered for Christmas 2019.



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MIRAGE HOLOGRAMS

co-creation Workshop for holographic display solutions for communication, marketing and retail uses

Date: 26th november 2019

Location: Laval Virtual center

Targets : A company – End users

Number of Participants : 26

Main partner involved :
Laval Mayenne Technopole

Key words : co-creation
digital solutions

Objective

☞ Co-design or test new tools / products / services and assess their potential market

Presentation

The purpose of this workshop was for the company Mirage Holograms, incubated at Laval Mayenne Technopole, and supported by Laval Virtual Center, to allow end-users to discover and test their new holographic display solutions in order to launch it before the end of year 2019. These solutions (5 holographic display cases, 2 transparent interactive screens and 1 holographic hostess) are dedicated for communication and marketing purposes, and retail uses.

This workshop took place in the Laval Virtual Center showroom, where people were invited to discover the 8 different tools over a shared breakfast

Results

8 improvements of their solution

During the workshop, the discussion held allowed the entrepreneurs not only to demonstrate their solutions to end-users from different markets, but also to validate the use cases they had imagine and to foresee new uses.

The audience was constituted of :

- shop owners and companies seeking for new communication and marketing tools,
- communication agencies,
- potential prescribers of the solutions

At the end of the workshop, Mirage Holograms company was definitely feeling clearer and more confident launching their products on a larger scale to the regional and then national level.

They had developed a better understanding of their customers' needs and could use a speech more accurate and more online with the specific pain and needs of its market.



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WEST DATA FESTIVAL :

1 ½ demo day co-design workshop for creative companies

Date: 5&6 th February 2020

Location: Laval Virtual center

Targets : 14 CCI

Number of Participants : 120

Main partner involved :
Laval Mayenne Technopole

Key words : co-creation
digital solutions

Objective

☞ Co-design or test new tools / products / services and assess their potential market

Presentation

On February 5th and 6th, Laval Mayenne Technopole organized a 1 ½ day seminar where 14 creative companies displayed their solutions to 120+ attendees.

The objectives of the workshop was to test new tools from the participants companies and to assess their markets.

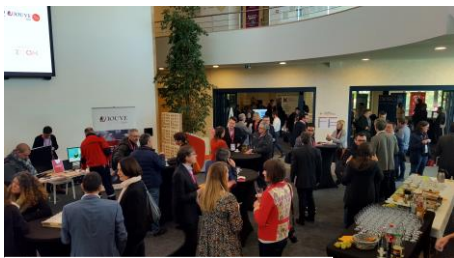
On top of the demonstration, conferences where organized to foster the digitalization of traditional companies.

Results

14 improvements of products

The creative companies had the opportunity to display their solutions to 120+ people and to confront their products / services to the needs of the end-users.

Many new ideas of products and uses arose from the discussions between the companies, end-users and research people.



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AUMYANA :

Co-creation Workshop for cosmetic and food products coming from coconuts

Date: 4th March 2020

Location: Laval Mayenne Technopole

Targets : 1 company – end users

Number of Participants : 13

Main partners involved :
Laval Mayenne Technopole

Key words : co-creation & food

Objective

☞ Co-design or test new tools / products / services and assess their potential market

Presentation

Aumyana is a brand of natural cosmetic and food products based on coconut.

The 1st objective of this workshop was for the company Aumyana, incubated at Laval Mayenne Technopole, to meet their community to refine their product offer, values and to hire product ambassadors and spokespersons.

The second objective of the workshop was to ask their community about future products to be developed.

Results

2 improvements of products

During the workshop, the attendees could try and test the products (coconut oil, charcoal and sugar). Aumyana have been able to commit ambassadors, define values of the brand, point-out keywords to be used for their website and SEO and to validate and co-design new products.



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ARTIFY :

Co-creation Workshop for a solution allowing Art to enter the companies world

Date: 22 to 24 April 2020

Location: Laval Virtual World

Targets : 1 company – end users

Number of Participants : 100

Main partner involved :
Laval Mayenne Technopole

Key words : co-creation & food

Objectives

☞ Present products and collect feedback from end-users

Presentation

ARTIFY is a start-up, supported by Laval Mayenne Technopole, whose goal is to reveal Art to everyone, thanks to the best of Technology. The ARTIFY solution can be presented in 3 main points:

- One ultra-high definition, anti-reflective connected board ensuring a high level of restitution of works of art
- One art library allowing to exhibit paintings, engravings as well as photographs
- One application available on mobile and tablet allowing to enrich the experience by providing information on the work, artist, movement or place of exhibition.

Because of the current situation of the COVID-19 pandemic, it was not possible anymore for Artify to propose face-to-face workshops 'Dialog with Art' to their clients using their connected board.

This is why they decided to test a new service, adapting to the crisis and the lock-down of the country.

They developed a new online product which they needed to test with end-users.

This need to test their solution with their customers emerged at the same time when the international VR exhibition Laval Virtual decided to hold its yearly event online on a Virtual World platform.

This was a chance to test the new service with many end-users.

Results

1 improvement of product

3 half-day workshops took place on the 22nd, 23rd and 24th of April, in the Laval Virtual World. Between 30 and 40 people attended each workshop. The attendees were presented the Artify company and its activities and were presented a one-hour discovery of one masterpiece and its author, including the environment. This presentation was interactive and attendees were asked to take part in the discussion.

After this 1st part of the workshop, the attendees have been able to share their feelings and questions between them and with the Artify staff.

This allowed the company to validate the new online offer and its feasibility, especially to validate the fact that the interaction between the attendees and the presenter can be maintained in this online session of 'Dialog with Art'.

At the end of each workshop, the company was asked for further information on their 'Dialog with Art' online product.



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4HCREAT Partners

