Design thinking research: studying co-creation in practice

Abstrak

This book summarizes the results of the second year in the Design thinking research program, a joint venture of Stanford University in Palo Alto and Hasso Plattner Institute in Potsdam. The authors have taken a closer look at the issue of co-creation from different points-of-view. The concept of co-creation can also be applied to the phase in which new ideas and related thought start to influence companies, the economy, our culture, and society. The perpetual pursuit for inventions, new creations and innovations is inherent in human nature. The concept behind co-creation may sound simple, however, it is both an essential element of design thinking and highly complex. It is about creating positive synergies for all parties involved.;