

IT trends for co-creation

Putchong Uthayopas

Kasetsart University

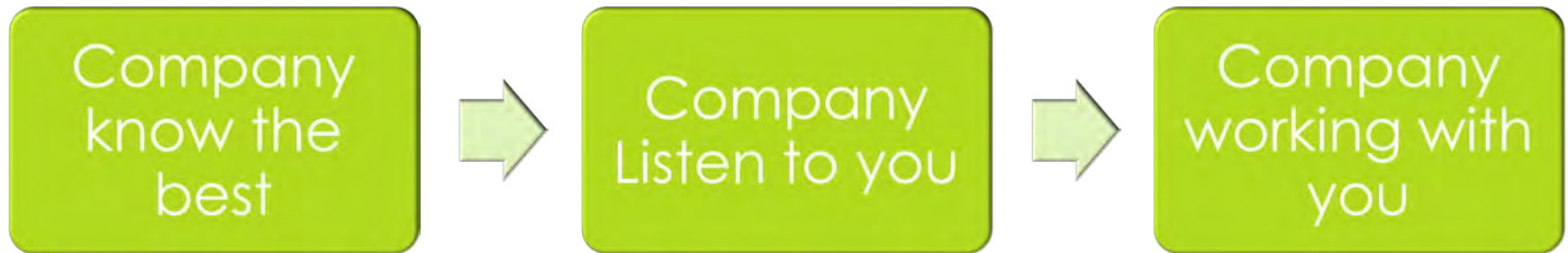
Thailand.

Co-Creation

- A business strategy focusing on customer experience and interactive relationships. Co-creation allows and encourages a more active involvement from the customer to create a value rich experience.

<http://www.businessdictionary.com/definition/co-creation.html>

Co-Creation Revolution



Why here? Why now?

- Digital Technology empowering people
- Internet create a pool of talents
- Faster development need faster innovation
- Strong competition

Digital Technology help empowering people

OBJET
The Power to Create

Roadshow in Thailand
พบกับเทคโนโลยีสร้างชิ้นงานต้นแบบ 3 มิติ
ชมสาธิตการสร้างชิ้นงานจริง พร้อมจับภาพ
ลูนรับ สิทธิพิเศษ และรับของกิ๊ฟจาก Objet 3Dprinter
ร้านกาแฟดีโอโร สาขา อมตะนคร
8-31 Durcup 2555



แวะมาพบกับเรานะคะ
Call 081-928-1951, 089-969-9733, 081-821-5446, 081-029-0040

พบกับเราที่ D'Oro The Family Coffee House สาขา อมตะนคร (ทางเข้านิคมฯ)



Internet create a Pool of Talents

- People can much more access to
 - Information
 - Each others
- Internet make people closer and farther
 - People with the same interest are always together
 - People with different interest can be separate even in the same room
- Platform for innovation and communication is available
 - Flash interest, long interest
- Pool of Talents are available for almost any subjects

Faster development, faster innovation

- Faster development shorten product life cycle
- Need a lot of ideas to feed the development
- Better come from
 - Users. Many users are so smart and obsess
 - New generation people

Strong competition

- ❑ Company can not effort to built the fail product
- ❑ What is a better way than getting users to help built the product?
 - ❑ Users know the best on how to use product under various circumstances
 - ❑ Users like using the product they help design , more product loyalty

IT Trends for Co-Creation

- Smart mobile platform with new capability
 - NFC, 3G/4G
 - better camera
 - 3D display
- Cloud service
 - Zero setup infrastructure
 - Rapid development frame work



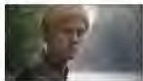
Camera. Reborn.



Samsung
GALAXY Camera

IT Trends for Co-Creation

Printer produces personalised 3D chocolate



By Katia Moskvitch
Technology reporter, BBC News

Chocolate lovers may soon be able to print their own 3D creations thanks to work by UK scientists.

A 3D printer that uses chocolate has been developed by University of Exeter researchers - and it prints layers of chocolate instead of ink or plastic.

Although still a prototype, several retailers have already expressed interest in taking on the device.



The printer uses chocolate instead of ink

- 3D printing will create unlimited possibility
- Co-create product between users and supplier
- On line model that can be built at home
 - Model sharing
 - Beam me up like star trek

IT Trends for Co-Creation

- Internet of things will change how we control, interact with our environment
 - Everything is smart
 - Everything is connected
- Social aware computing
 - Application that learn how to behave in human society : In a meeting room, stop phone



IT Trends for Co-Creation

- High precision location at center meter scale
 - You are at the fruit section in department store
- Personal identification
 - Computer know who you are and adapt to you.
- Augmented Reality
 - Seeing the information



Co-creation Barrier in Thailand

- Strong intention to create a better product?
- Lacking of interpersonal communication skill and language skill



JIRO DREAMS OF SUSHI



FORTISSIMO FILMS

CITY ROOM MEDIA PRESENTS • WEAVER/PELLEGRINI PREFERRED CONTENT PRODUCTION IN ASSOCIATION WITH SUNDIAL PICTURES
A FILM BY DAVID GELB "JIRO DREAMS OF SUSHI" EDITED BY BRANDON DRISCOLL-LUTTRINGER
EXECUTIVE PRODUCERS: ROSS DINERSTEIN JEREMY UMLAND ED O'JANA PRODUCED BY JOEY CAREY STEFAN NOWICKI
PRODUCED BY KEVIN WASHINA TOM PELLEGRINI EXECUTIVE PRODUCED BY MATTHEW WEAVER DIRECTED & PRODUCED BY DAVID GELB

Co-creation Barrier in Thailand

- ❑ Technical R&D education miss some human aspect. Create a smart robot like people.
- ❑ Take only, Give nothing culture
 - ❑ Open source development in Thailand is an example

So, what is needed

- Educational reform
 - Motivate to create and share
 - More fun , more creative, more personalize, more practical
- Platform for innovation
 - Cloud Platform for innovation
 - Building services and applications
 - Open source services sharing

Summary

- Co-creation is a new way of product innovation
 - Intimate involvement of product development by users, for users.
- To really make it happened
 - Need to create a creation and sharing culture
 - Need humanized education
 - Need platform for creation

The end