

Contemporary perspectives on value creation

Course introduction

... develop knowledge about contemporary and emerging perspectives on value creation, and skills to analyze and experiment with value creation perspectives

- Describe different approaches towards value creation
- Analyze a value creation system from several different perspectives
- Compare and contrast value creation approaches in relationship to systemic perspectives
- Critically examine and argue for and against different approaches towards value creation

Value creation

Traditional value creation

- Linear
- Value-added
- Dyadic

Traditional?

- Western society
- Industrial
- 20th century
- Focus on efficiency, mass production

Contemporary?

- Mainly a means to keep alert...

Values

- Instrumental
- Symbolic
- Aesthetic
- ...

On line banking, in the 90's

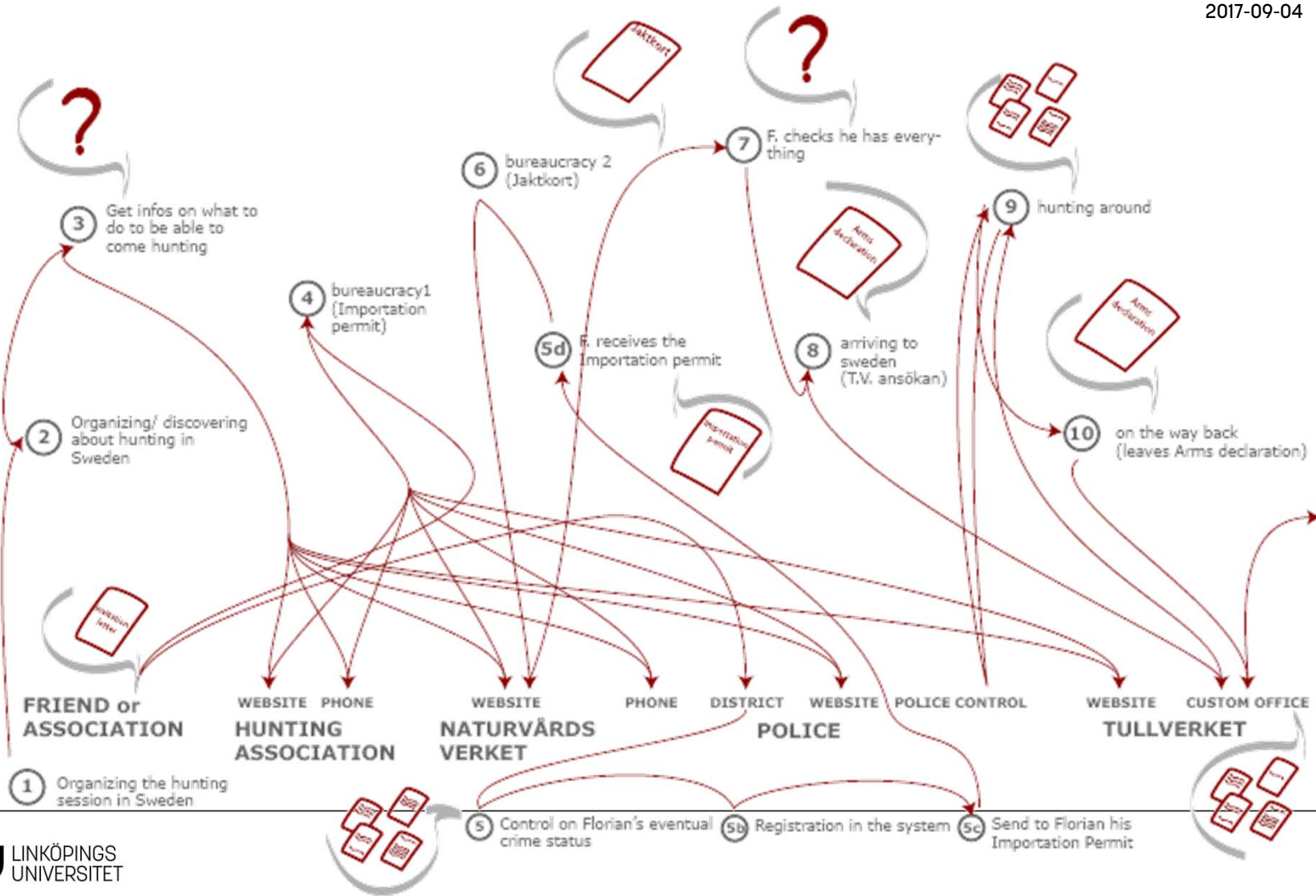
- Starting out...
- Elderly use

Example: Gjensidige insurande

- Extremely skilled
- Fokus on solving problems quickly

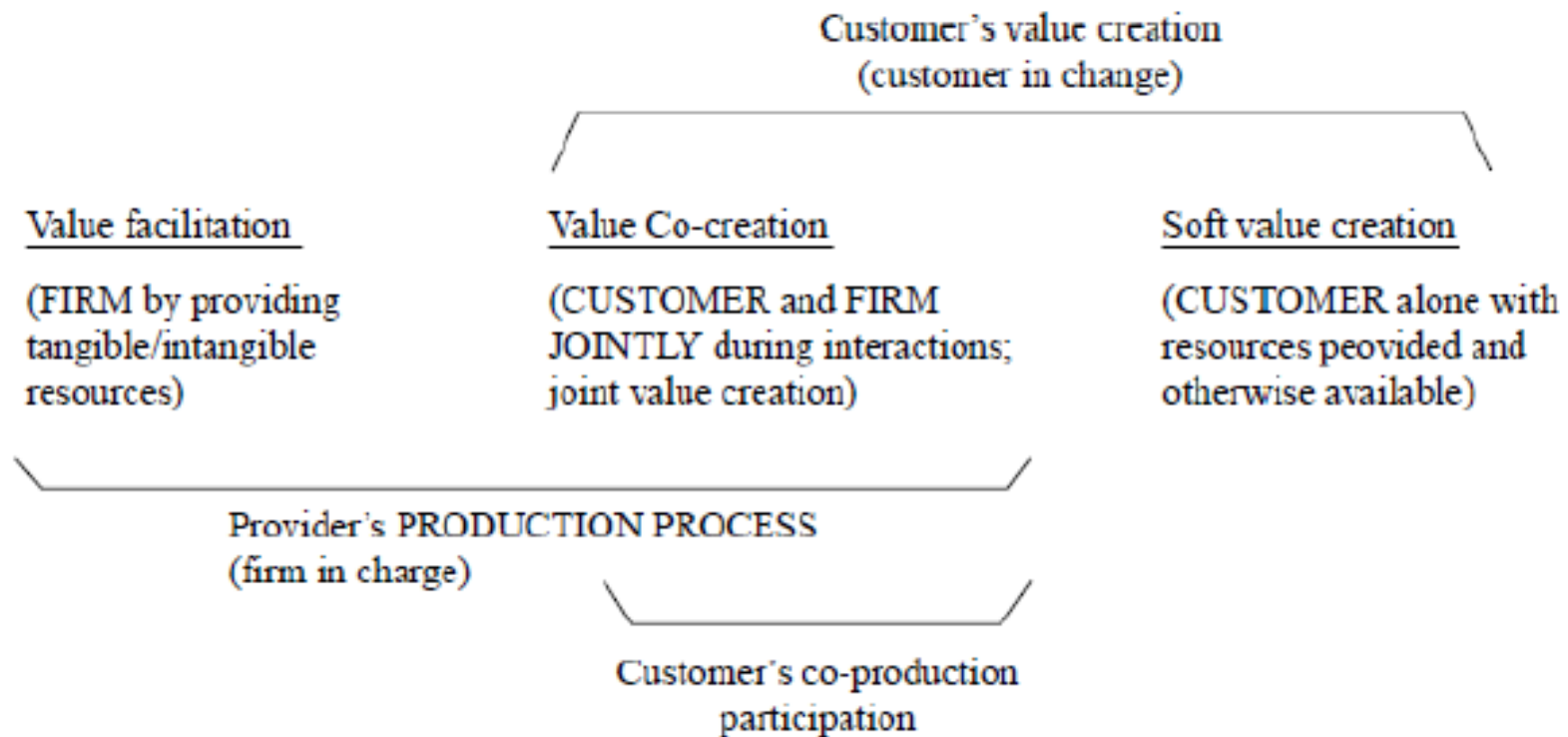


FLORIAN the German hunter

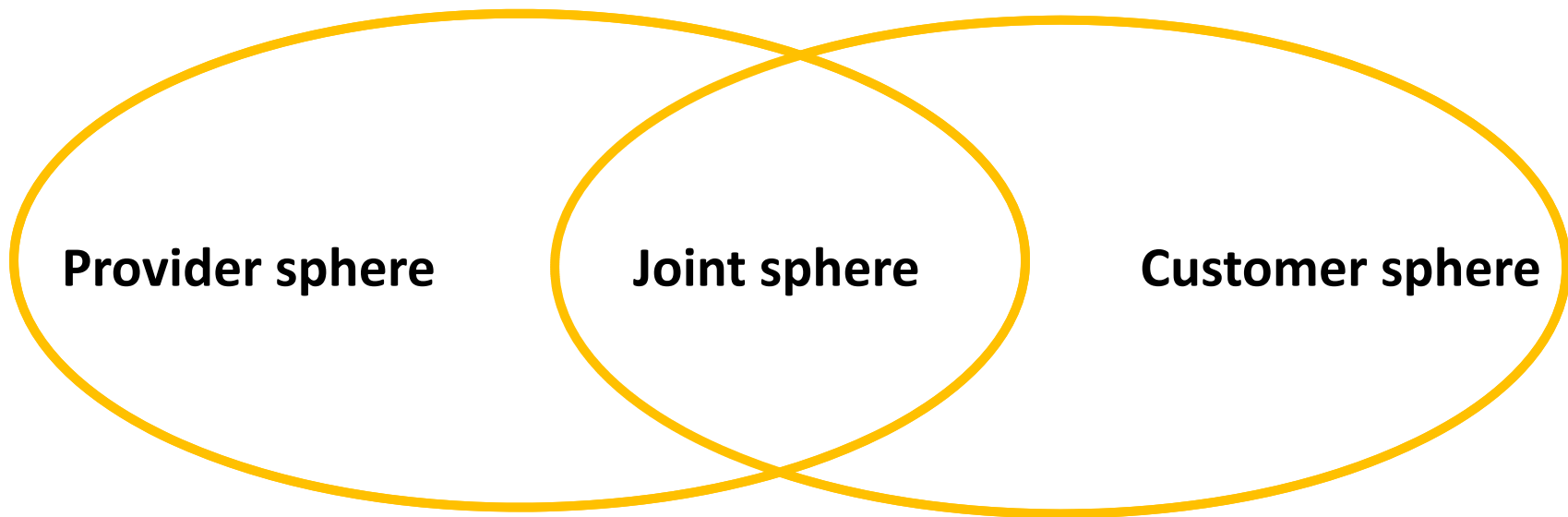


Value creation

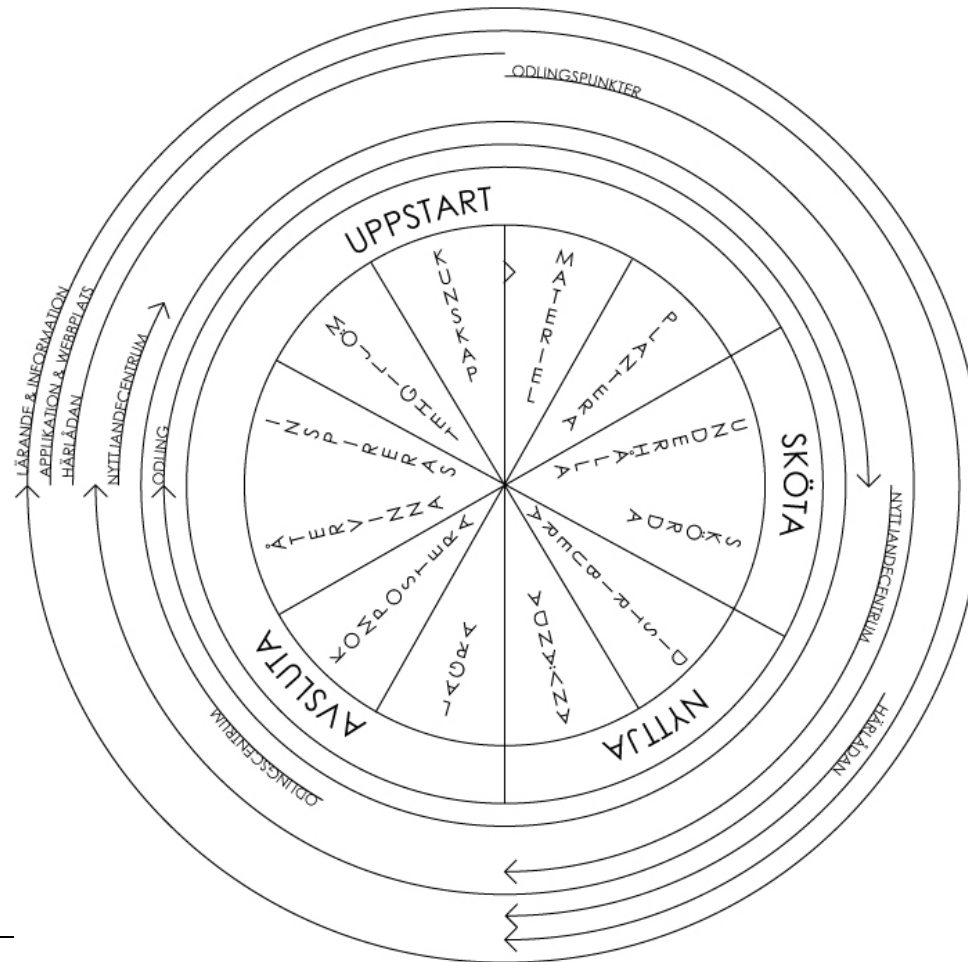
- In service
- Cyclic
- In networks
- In communities
- Social value

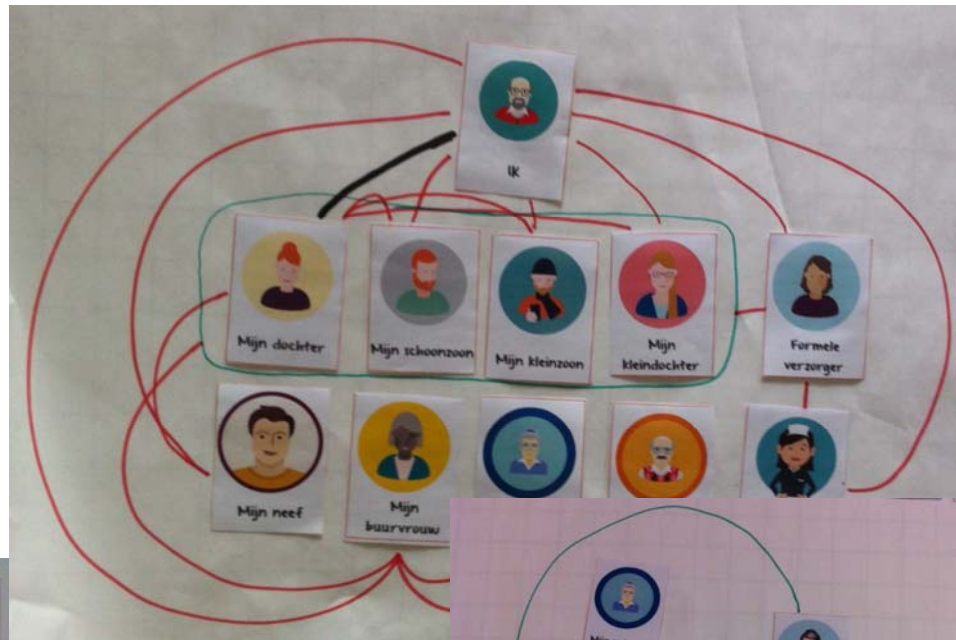
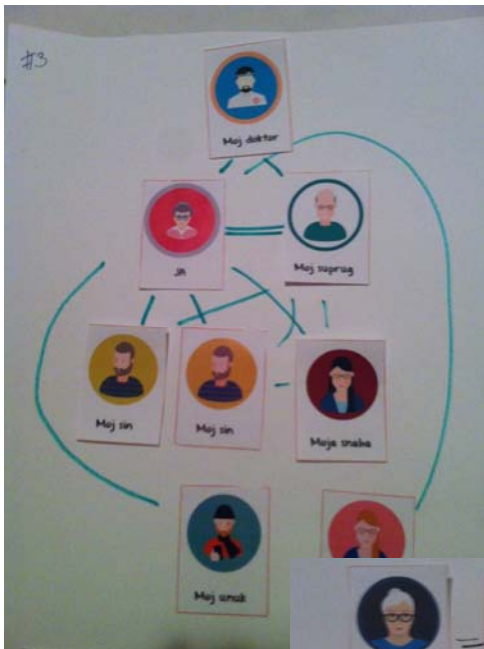


Service logic

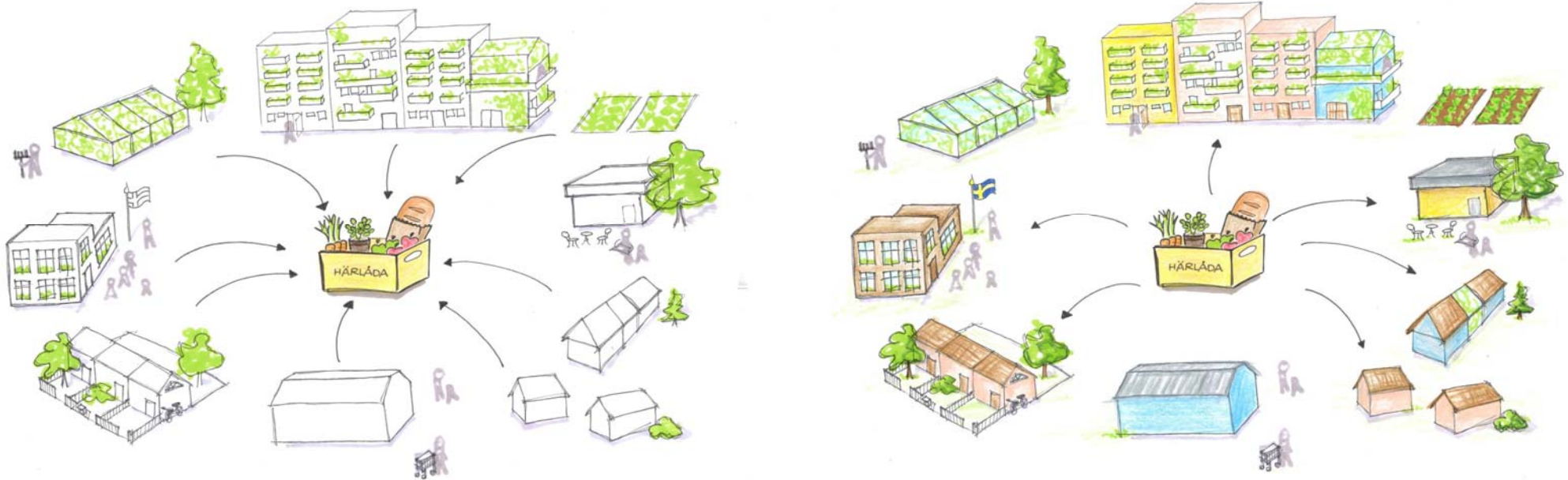


Cyclic





Community based





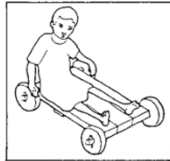
■ Carried by two helpers.



■ Carried by one helper.



■ Carried in a wheelbarrow.



■ Move on a trolley.



■ Move by crawling.



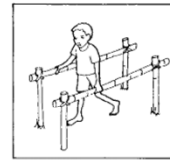
■ Move by crouching.



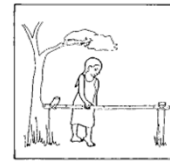
■ Walk with two helpers.



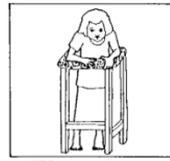
■ Walk with one helper.



■ Walk using two bars.



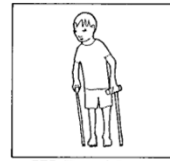
■ Walk using one bar.



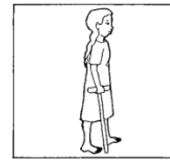
■ Walk with a frame.



■ Walk with two crutches.



■ Walk with two sticks.



■ Walk with one stick.



■ Walk without help.

■ The pictures will help you to find which training leaflets to use. There are 15 leaflets in this package that match the pictures. There are also 3 leaflets which describe walking aids that may be needed by some people with difficulty moving. These describe how to make a splint for the knee (Leaflet 16), how to make a splint for the foot (Leaflet 17), and how to make a shoe raise (Leaflet 18).

Bootstrap

Guests

- Elin Wihlborg, LiU
- Julia Jonas, Friedrich-Alexander-University Erlangen-Nuremberg
- Maybe Per-Anders Hillgren, Malmö Högskola

Assignments

Assignment, booklet

- Sharing chapter
- Commons chapter

- Examples
- Value(s)
- Value models
- Evaluation methods
- Literature, articles, etc

Assignment, dynamic systems model

- Using a computer tool to model dynamic systems

Assignment, jams

- Host a set of jams in second half of the semester in the food waste groups

Literature

Under construction

- **Course literature**
- Arvola, M., & Holmlid, S. (2016, May). Service Design Ways to Value-In-Use. In Service Design Geographies. Proceedings of the ServDes. 2016 Conference (No. 125, pp. 530-536). Linköping University Electronic Press.
- Le Dantec, C. A. (2016). Designing Publics. MIT Press.
- **Recommended reading**
- Seravalli, A. (2011). Democratizing production: challenges in co-designing enabling platforms for social innovation.
- Viktor Papanek, Design for the real world
- John Heskett, Design and the creation of value

Stefan Holmlid

www.liu.se