

**JOIN**.dk

DESIGN TOGETHER

**JOIN.dk** is the world's first co-creation platform for lifestyle products and financed by the Government. (Danish Enterprise and Construction Authority)

**JOIN.dk** is inspired by the Japanese platform [www.cuusoo.com](http://www.cuusoo.com) that has proven its success through more than 10 years.

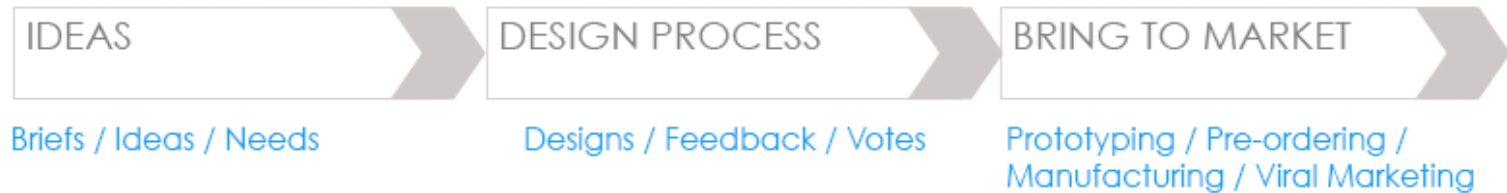
**JOIN.dk** project partners are:

Alexandra Institute  
CUUSOO by Elephant Design  
Cross Road Innovation  
Development Centre UMT /  
Innonet Lifestyle- Interior & Clothing

Danish Designers  
CBS  
Microsoft  
LEGO



The web based JOIN platform uses an open, structured process for co-creation where companies, designers and consumers can work together in an online process to bring design products to market



Consumer engagement is put at the centre of the design process in 3 steps:

## INSPIRE>>

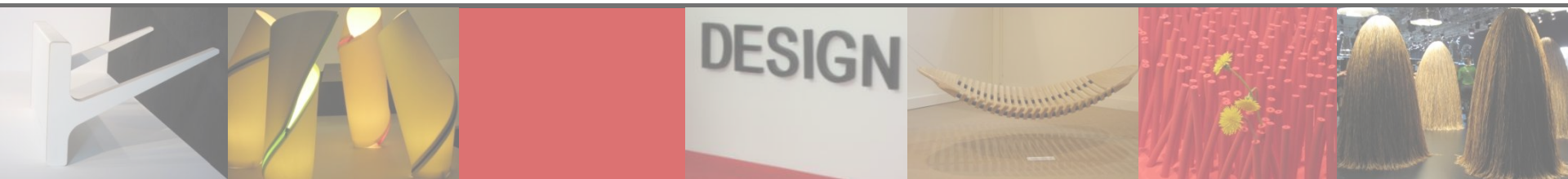
1. Make a wish for something you would like, whether it is the perfect couch for your living room or a smart bike poncho for when it rains.

## COLLABORATE>>

2. Collaborate with the designers during the design process in order to create beautiful and unique designs.

## MAKE IT REAL>>

3. Pre-order a product you would like to see become real. If enough people want it, it will be produced.



## Company benefits

1. Engage with design interested customers from the whole world
2. Market themselves as partners to Danish designers and as a member of a platform financed by the Danish Government
3. Engage with designers they wouldn't meet otherwise
4. Products developed on the platform and pre-ordered by a large number of people will typically have an above average market potential.
5. Low cost way of experimenting with new collaborative technologies
6. Low risk way of developing new ideas / test market interest



## Designer benefits

1. First hand experience of working with end users through collaborative technologies
2. Most successful designers will be able to establish business relationships with partner companies
3. Having hundreds of people validating a design by liking or pre-ordering it the design's success rate improves dramatically
4. Inexpensive promotion of portfolio /developing customer base
5. Platform supports designers in bringing designs successfully to market

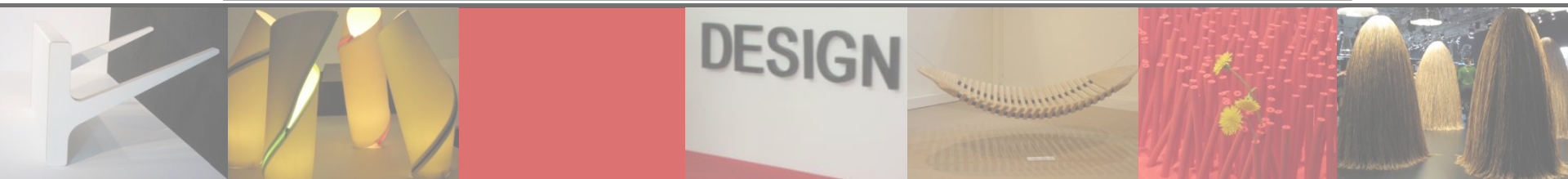


## Consumer benefits

1. Opportunity to have your idea tested and ultimately produced
2. Interact with designers, manufacturers and other end users interested in design through out the whole development process
3. A place where you can buy products that better meet consumer needs – products that you don't find in ordinary stores



	PHASE 1	PHASE 2	PHASE 3	PHASE 4	PHASE 5
	<b>Needs clarification</b>	<b>Blue print</b>	<b>Software development</b>	<b>Beta testing</b>	<b>Launch</b>
Purpose	To identify the three user groups basic needs	Blue print of the innovation platform's architecture, functionality and processes	Development of the Platform software	Beta testing and development of network of designers, end users and manufacturers	Launch of JOIN as an open source platform
Activities	Qualitative interviews:  10 manufacturer  20 designers  30 end users Expert interviews  CIP Conference Interviews best practice companies  Knowledge workshop	Workshop 1-structured discussion  Workshop 2- use case-scenarios  Workshop 3-user test with screen mock-ups  external consultants	Programming of software components  Iterative test and feed back process with users	Seminar about JOIN  Mobilizing the three user groups  participatory observation  digital ethnography Establishing knowledge portal	Communication strategy  Launch event  Confrence about JOIN
Mile stones	Segmentation and need's mapping  Concept dev. Plan for the platform	Blue print for the innovation Platform	Functional beta of web based online community innovation Platform	cooperation agreement with 2 design schools  20 active manufacturers  50 active designers 200 active end users	Articles  Lectures  Reports Proof of concept
Time:	Sept 2009-Febr.2010	March 2010-June 2010	July 2010-Febr.2011	March 2011-Oct.2011	Nov.2011-Febr. 2012





## Succeses so far

User driven development proces – great enthusiasm among users to participate

Inspiration and valuable input from CUUSOO.com / Kohei Nishiyama on how to strengthen the JOIN concept

Fast and intensive software development process



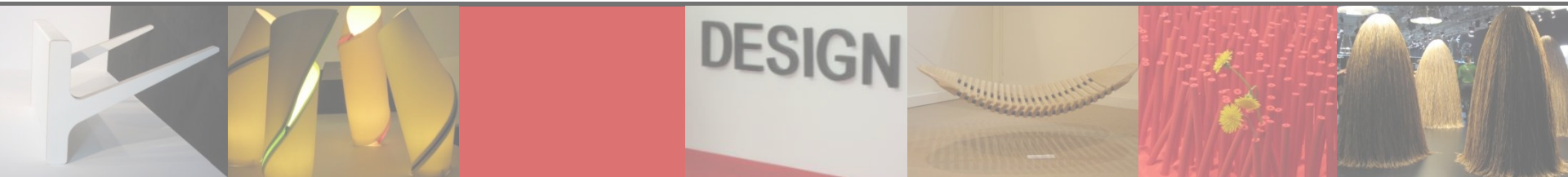
## Challenges so far

User driven development takes time/ several iterations= better result

To scale the comprehensive platform down to the realizable platform

Generate and keep traffic on the platform

To set clear and validated guidelines for e.g.: IPR.





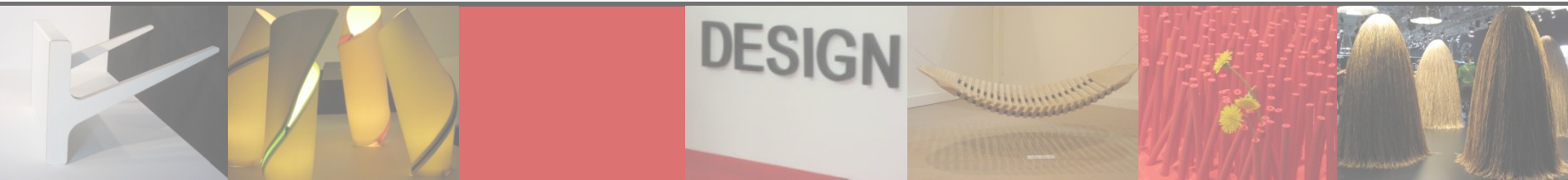
## Moving forward:

### Success criteria

- 1) JOIN being where it's at when it comes to cocreating design products
- 2) Traffic/ interaction
- 3) Products actually being developed and sold on JOIN.dk
- 4) Integration with other social media

### Challenges

- 1) Market JOIN properly
- 2) Secure Legal rights are handled in non complex yet safe way
- 3) Secure action on the platform to keep interest
- 4) Handle international participants (freight/ custom duties etc.)



## The future platform

Continuation of development- and sales platform

National & international matchmaking between schools and companies within interior & clothing

Consumer research

Design School Project

Design Competitions

User driven innovation –(Inexpensive)



# beta.join.dk

You can try out the beta version at [beta.join.dk](https://beta.join.dk) –  
Please remember it is still under development so  
certain features might not work or be buggy.

Let us know if you encounter any problems by  
providing feedback through the link on the page

