





Reconfiguration of value co-creating system

Application of Normann's dematerialisation and density concept

Dr Susan Wakenshaw, WMG, Warwick University, UK
Professor Irene Ng, WMG, Warwick University, UK
Dr Eminegul Karababa, University of Southern Denmark, Denmark
Dr Liang Hao, University of Exeter UK
Julian Amey, Associate Partner, Camelot Management Consultants AG, UK



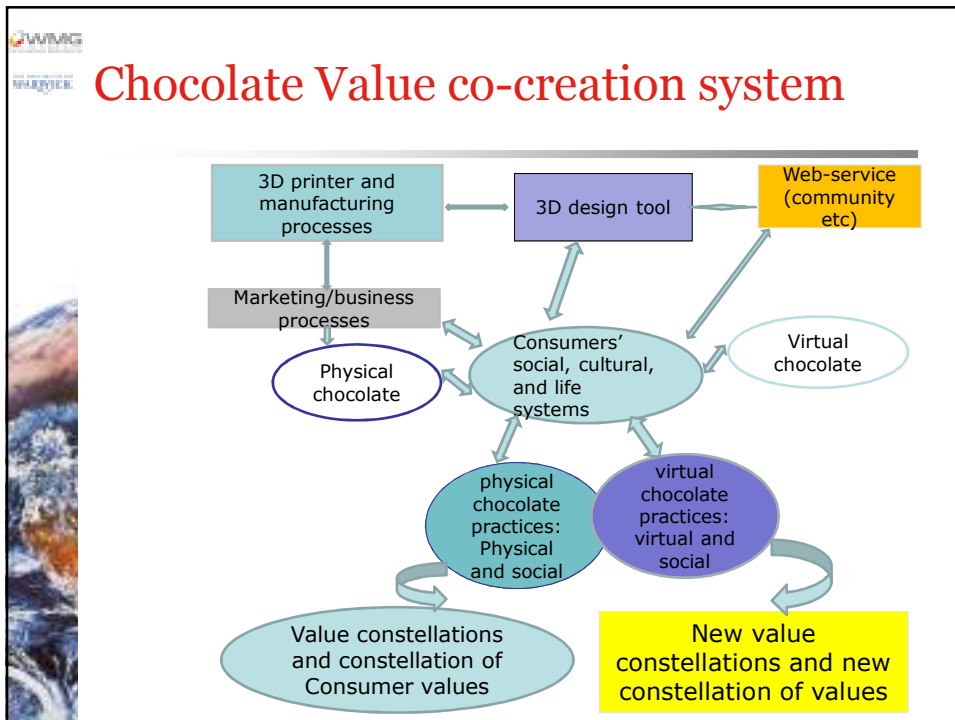
Value co-creation in service system

'a system or network of interconnected entities (people, equipment, firms, institutions) that provide a competency (service) to co-create value for one another so as to achieve system level outcomes (or properties), of which such outcomes can only be achieved collaboratively' (Ng)

EPSRC funded project

3D chocolate printer, 3D chocolate design and Web-service can shape the future of chocolate gift giving.

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Normann's density principle

Technology liberates us from constraints of

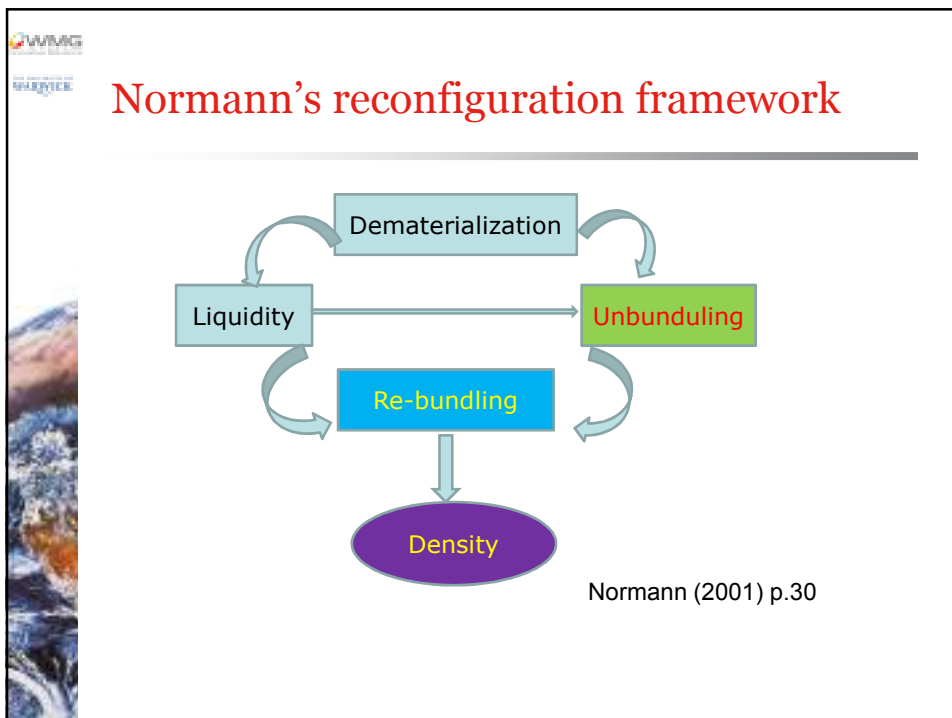
- time, when things can be done
- place, where things can be done
- actor, who can do what (human and nonhuman)
- constellation, with whom it can be done.



(Normann, 2001)

'The best combination of resources is mobilised for a particular situation for a particular situation-e.g. for a customer at a given time in a given place-independent of location to create the optimum value/cost result' (Normann, 2001, p.27)

'Density refers to the degree to which such mobilization of resources for a 'time/space/actor' unit can take place.' (Normann, 2001, p.27)



Normann,R. (2001) Reframing Business: When the Map Changes the Landscape, John & Wiley & Sons




Dematerialization methodology


- Step one: understanding consumer consumption experiences/practices and identifying the value creating activity sets (actions, time/space, assets and meanings/values)
- Step two: unbundling: deconstructing consumer activity sets, i.e., separating the actions, context units, resources/assets and meanings/values.
- Step three: rebundling: combination of actions, new contexts sets, new resources for existing/new values. Generating new activity sets.
- step four: Liquidification: separating the information from assets in terms of its competency and relationship to other assets in value creating contexts.

Value constellations , liquidification and unbundling


Consumption practices and values	Activity sets
<ul style="list-style-type: none"> • Sharing • Sensorial gratification • Physiological needs • Memories and nostalgia • Escapism • Chocoholism • Chocolate gift giving • Chocolate association • Chocolate purchase • Chocolate creation 	<ul style="list-style-type: none"> • Eating with others • Making with others • Making for others • Sharing with others • Creating/designing with others • Creating/designing for others • Buying for others • Buying for oneself • Joining the groups







Unbundling Matrix

Activity	Location and actors	Time	Verbs	Nouns	Assets	Emotions and Meanings
Making with others	At home	Leisure Time	Spending	Time together	Kitchen	Bonding
	In the kitchen	Having time on our own	Making	Things around chocolate	Chocolate	Performing; creating
	With friends		Making	Cakes out of chocolate	Utensils	
			Looking for	Recipes online	Recipes; Internet	
			Talking	About chocolate		
			Taking	About how we should not eat too much chocolate		Guilty; health awareness
			Taking	About a girl I live with		Friendship
			Trying and finding	low calorie versions of certain things (Weight watcher)		Health concern
			Making	Something not too much chocolate		
			Not having	A good oven	Oven	
			Making	Things not need a lot of baking		
			Not being able to	Telling the temperature of the oven		

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- ## Further research
- Rebundling
 - New contexts
 - New values
 - New institutions
 - Liquidification:
 - Designing value co-creating system



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Many Thanks