



# The Co-Production Imperative

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# What is Co-production?

- Services are *co-produced* when provider and recipient contribute reciprocally to the success of the service



# Get to The Point

- Service *co-production* is an important model for understanding services at the level of facilitating and coordinating human activity
- From the standpoint of human beings, *service co-production* is moral, efficient, and innovative relative to *service provision*
- Therefore ...
- The science and technology of services should better understand and facilitate co-production of services



# Origins

- Jane Jacobs, *Death and Life of Great American Cities* (1961)
  - Elderly neighbors who rarely go out keep us safe
- Elinor Ostrom, coined term in early 1970s
  - Chicago police leaving the beat for patrol cars increase crime
- Edgar Cahn, *No More Throwaway People* (2000)
  - Timebanks unmarginalyze recipients of social services
- British National Health Service (NHS)
  - Timebank services support aging-in-place, and *prescribed* as treatment for mood disorders



# Invisible, pervasive, effective

- The invisible something that makes services work
- Some services can *only* ever succeed as co-productions
  - E.g., any service involving learning, emotion, health and well-being, social support, ... (a lot of services)
- Designing hyper-efficient services
  - Person “receiving” the NHS service earns time dollars by being “treated” (for free!)
  - P2P service microenterprises capitalize “wasted” resources and opportunities



# Designing Service Co-production

- Identify the active role of the “recipient” in creating service outcomes
  - scenarios, personas vs. service blueprinting
- Focus on breakdown and workaround from the recipient’s point of view
  - services appropriable by recipients vs. customer journey maps
- Probe, articulate and refine the recipient’s experience of the service
  - Role play, service experience prototypes vs enumerating touch-points



# Thank you!

Comments, questions, suggestions

