



# USER CAFÉ

The service package is delivered by  
Norwegian Smart Care Lab

# User Café

Co-creation in practice



Norwegian Smart Care Lab assists your company in obtaining user insight and facilitates user involvement in an early phase of the development process.

The method facilitates creativity and active engagement around a topic the company wants input on. The co-creation process provides value through insight into the needs of the end user without too much guidance from the facilitator.

The service differs from other insight processes in that it facilitates an open and creative process and active participation.

# Norwegian Smart Care Lab

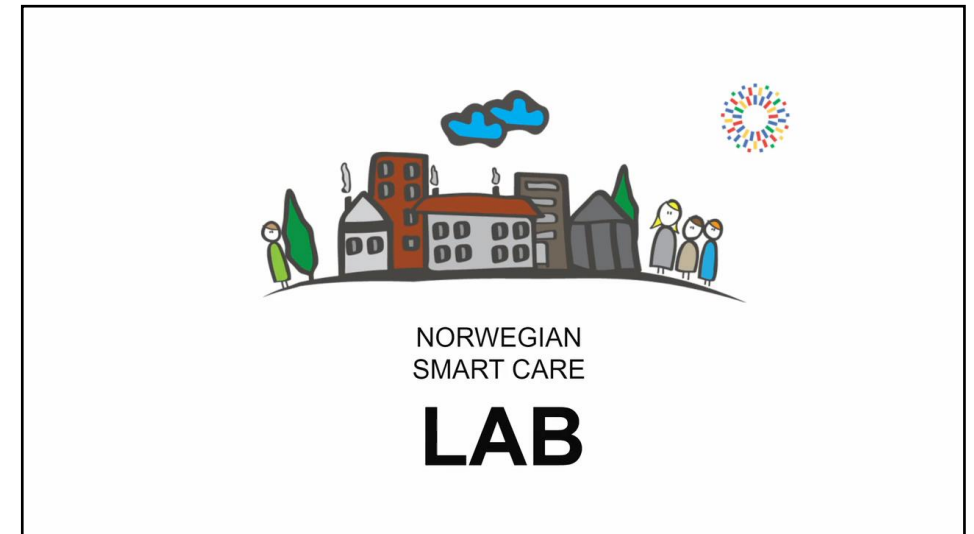
## Who are we?

The Norwegian Smart Care lab tests and verifies ideas, prototypes and products developed by the healthcare industry, especially in e-health and welfare technology.

We act as a neutral third party and advisor, to ensure what is developed is in line with the needs of healthcare personnel, patients and the resident at home.

Our focus is to create a common understanding of the challenges that exist and facilitate co-creation around which solutions are developed to meet the problems.

User participation is central to the work we do, as we have experienced how valuable it is to involve the end user and other relevant players in the entire innovation and development process. It provides value both in terms of understanding the needs of the end user, but it also provides value in itself. User participation creates a more democratic process where healthcare personnel and patients get a voice and influence when new solutions are developed, which they themselves may have to use at a later stage.

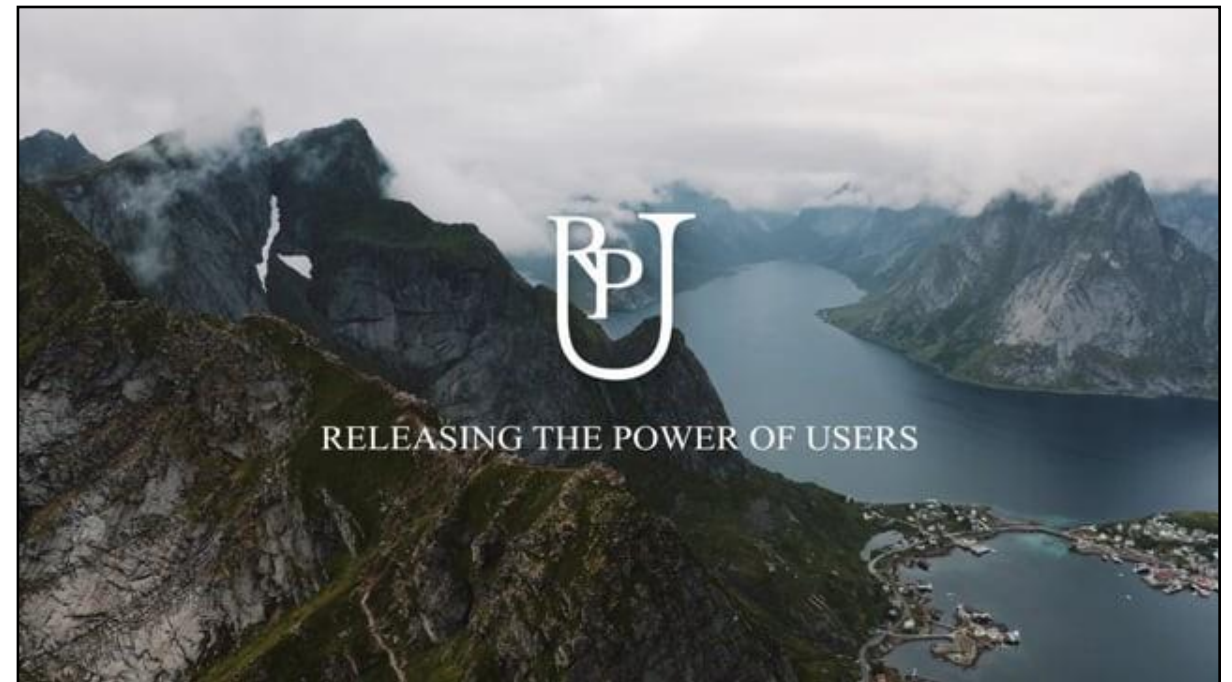


# Releasing the Power of Users

The user café method has been developed through the NFR-funded research project "Releasing the power of users". The project is an international collaboration between seven countries, where the project owner is the Business School at the University of Stavanger.

Through its role in the project, Norwegian Smart Care Lab has developed methods for involving the end user early in the innovation process. It is an open and creative approach to the problem your company seeks to solve, where it is arranged that the end user actively works together with the company to find good solutions to a problem.

<https://vimeo.com/655320831/8a96646212>







#### Why early involvement of the users?

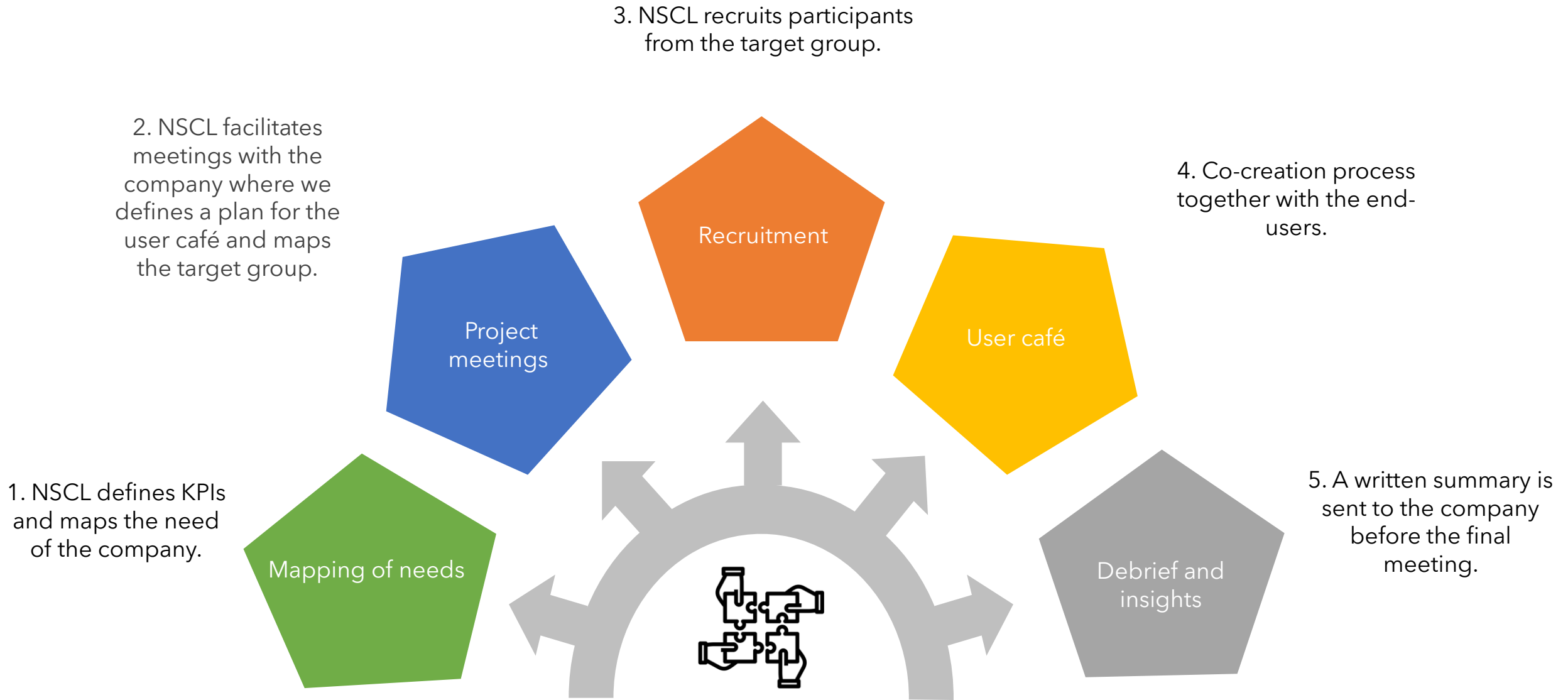
- User participation can reveal new needs and opportunities for your company.
- Increased accuracy of needs.
- Co-creation allows for close dialogue with the target group and promotes a principle of democratization.
- Involvement of the target group as early as possible in the development or change process can provide direction through hypothesis testing.

#### This service is suitable for you who..

- Is at the start of an innovation and development course.
- If your company is to make changes to an already existing service.
- Have an open approach to the problem you want to solve.
- Wants insight from the target group for further strategic development.

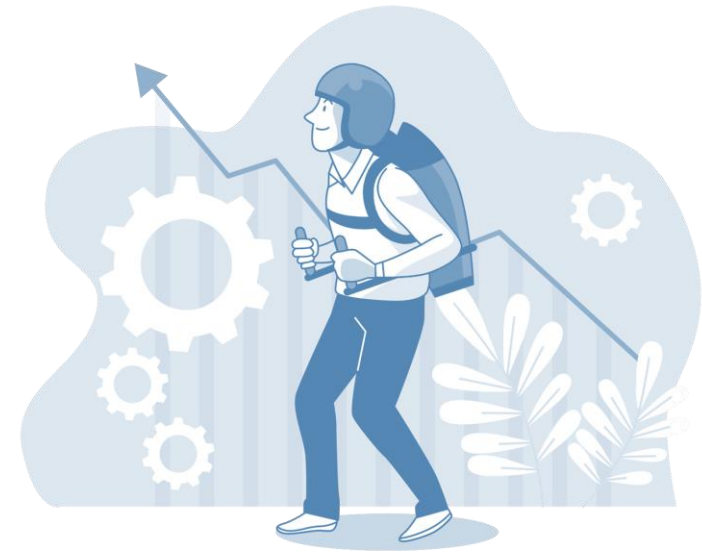
*The process will vary somewhat as we tailor the service to fit the needs of the company.*

# Process Overview



# Practical Information

- We have experience in implementing user cafés both physically and digitally.
- Duration of the project period is usually around 3 months.
- Participants sign an NDA beforehand.
- The cost will depend somewhat on the plan for implementation, but will normally be around NOK 80-100,000. ex. VAT.



Get in touch if you want more information about what the service package contains and what we can offer your company.



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