

Co-Creation Journey Mapping

An interview method developed for “Co-creating societal progress” adapted from the Critical Decision Method

Summary

Focused on a specific instance, these interviews are in-depth and semi-structured. Events, interactions, and decisions made within a selected project are mapped onto a timeline, while open-ended questions are used to explore the relevant conditions surrounding these events and decisions.

Interviewing...

Who: Public officials or professionals who have collaborated with public organizations

About: A project involving co-creation with governments

For: Insight into the process and their experience with it

By: Identifying any key events, decisions, obstacles and enablers, as well as any other relevant conditions that shaped the ultimate outcome/experience

In order to: gain an understanding of the conditions influencing how co-creation with governments currently functions

Flow

1. **Informed consent** (5 minutes)
Consent forms are read aloud, serving also as an introduction to the topic of research. The participant’s signature is collected before proceeding.
2. **Opening question** (5 minutes)
Participants define “co-creation” from their point of view
“How would you define co-creation?”
3. **Mapping the project on a timeline** (45 minutes)
 - a. Participants identify a project they worked on which was:
 - Co-creative in nature
 - Involving a governmental institution
 - Ideally socially- or environmentally-motivated
 - b. A timeline is drawn on which key events and distinct intervals are plotted
3. **Exploring the participant’s role/experience**
Layers of information uncovered through a process of progressive deepening, guided by open-ended questions
 1. Decisions, interactions, obstacles, enablers are added to the timeline
 2. Surrounding conditions are explored through open-ended questions
5. **Final remarks** (5 minutes)
Room to add any final reflections or added comments prior to formally closing off the interview.

Interview probes

After selecting the project...

Who: Who were your partners/stakeholders?

Participant role: What role did you personally play? What responsibilities did that come with?

Collaboration: What was the role each partner played? Who was responsible for what? When and how did collaborations take place?

Timeline: Defining events? Significant dates? Turning points?

Deliverables: What were the deliverables? When were they due? Who was responsible for delivering them?

Interactions: What significant interactions took place between stakeholders? Internally/externally?

Obstacles: What were the obstacles you encountered? Challenges you faced? Hard decisions you had to make?

Enablers: What enabled you to proceed past them? What workarounds did you use?

Deepening questions (Optional)

Options: What other courses of action were considered or were available to you? How was this option chosen or others rejected? Was there a rule that you were following in choosing this option?

Goals and priorities: What were your specific goals and objectives at the time? What was the most important to accomplish at this point in the project?

Standard operating procedures: Does this project fit a standard or typical scenario? Is it a type of event you were trained to deal with?

Experience: What specific training or experience was necessary or helpful in making this decision?

Analogs: Were you drawing on any previous experience while working on this project? What made it seem relevant for the case?

Mental models: Did you imagine the possible consequences of this action? How did you imagine the events unfolding?

Cues: what were you seeing, sensing, noticing? What kind of feedback were you receiving from peers?

Motivation: What motivated you to make this decision or judgment?

Decision making: What let you know that this was the right thing to do at this point in the project? What kind of pressures surrounded making this decision? How long did it take to make the decision?

By Madelyn Capozzi, 2019
maddy.capozzi@hotmail.com
www.madelyncapozzi.com