

# **SPACES FOR VALUE CO-CREATION: THE CASE OF “JOSEPHS® - THE SERVICE MANUFACTORY”**

**ANGELA ROTH, JULIA JONAS, ALBRECHT FRITZSCHE, FRANK DANZINGER AND KATHRIN M. MÖSLEIN**

Building upon previous research in the field of mass customization, user innovation, open innovation and the co-creation of value and innovations on one side and the phenomenon of value co-creation spaces on the other side, this paper develops a systematization of value co-creation spaces that allow customers and companies to interactively develop new services, products and solutions. This paper is intended to serve as a partial exploratory contribution to better understanding the range of spaces for value co-creation, their rationale, design, implementation and impact. As an initial attempt to answer the question of what spaces of value co-creation can look like, how and to what extent value is co-created and which specific combinations of face-to-face interaction and virtual media offer real value creation propositions, the case of the prototype “JOSEPHS® - The Service Manufactory” as a space of value co-creation is depicted and discussed. This prototype is part of a design-oriented longitudinal prototyping study on “spaces of value co-creation” which is set up for seven years and now phased in its 4th year. Results show that, within the framework of the service manufactory, the media mix of online and offline channels can be displayed in a variety of combinations and manifestations and that, therefore, JOSEPHS® offers a promising environment and test-bed to specifically research media choice and media impact in virtual and real spaces. Further research can build upon these results and look for more detailed analysis of influence factors for an optimum trade-off between online and offline and for a deeper understanding of environmental parameters which influence the setting of real spaces for value co-creation.