



TIMG 5105

Designing Innovation Communities

Session 1: Sep 4

Fall 2015

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- Upon completion of this class, you will know about:
 - Course objectives
 - Rationale and benefits
 - Class sessions
 - Assignments and evaluation
 - Required readings
- And you will be able to:
 - Access the course materials and tools
 - Start working on group and individual assignments

Agenda



1. Introductions
2. Access to course materials & tools
3. Course outline
4. Key lessons
5. Key concepts
6. Questions

1. Introductions



- About myself
- Who is in the room?

About myself



- Degree in Electrical Engineering (Munich)
- PhD in Computer Science (Artificial Intelligence)
- Software Engineer and Manager at Mitel
- School of Computer Science for six years
- Faculty member in TIM Program since 2007
- Research interests: open source business, ecosystems, social network analysis, collaborative innovation

Who is in the room?



- What do you expect to get out of this course?
- Who works for a large company that uses communities to support their products?
- Who is working on a thesis or project that involves communities or co-creation?
- Who has been involved in a community-based project?
- Who has used a 3D printer?

2. Access to course materials & tools



- Course material and tools in Moodle
- Go to <http://moodle.tim.carleton.ca>
- Information is organized by week, and corresponds to the schedule in the course outline
- If you don't have an account, or are not registered yet, but want to join, let me know

3. Course objectives



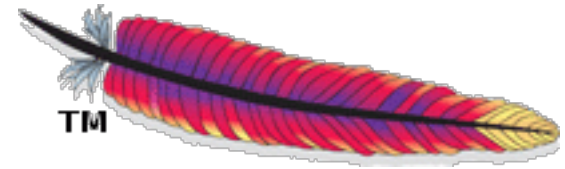
- This course focuses on innovation communities which play an important role in product development
 - Opportunities
 - Access to customers
 - Support
 - Co-creation

- “We consider a community to be a voluntary association of actors, typically not working for the same firm but united by a shared instrumental goal – in this case, creating, adapting, adopting or disseminating innovations” (West & Lakhani, 2008)
- “More commonly, firms play a central role in creating and organizing innovation communities. Often, a single firm holds a privileged role in which it seeks to guide or control the community towards achieving firm-level objectives” (West & Lakhani, 2008)

Example of innovation communities



- Wikipedia
- Apache
- Threadless
- InnoCentive
- Shapeways
- Dell IdeaStorm
- Quirky
- Scratch





- Examples of innovation communities (brand communities, peer production, etc.)
- Designing communities (how to start a community, how to encourage members to contribute, etc.)
- Selecting technology for supporting communities (which activities need to be supported, how to select platforms, how to roll out technology, etc.)

- Innovation communities play an increasingly important role in product development: many products are now designed in collaboration with customers, and many traditional tasks are carried out by customers
- Helps entrepreneurs and product managers understand the role of online communities in innovation
- Provides them with tools for designing innovation communities, and with guidelines for selecting the technology for an innovation community



- Prepares you to undertake thesis research or projects in the areas of innovation community design, product development using innovation communities, and selecting technology to support communities

Class sessions



- Classes are held Mon, 6-9pm in SP and online
- 12 sessions (last class on **Dec 7**)
- Mixture of lectures, discussions, presentations on your assignments (you are active contributors)
- Classes continued online on wiki and discussion forum
- Slides will be made available on day of class
- Classes will be recorded in BBB

- Excerpts from two books and research articles
- Kraut, R., & Resnick, P. (2012), *Building Successful Online Communities*, MIT Press
 - Design challenges, design alternatives, and design claims
- Wenger, E. et al. (2009), *Digital Habitats*, CPSquare
 - Technology selection
- Articles from journals (I am still adding and replacing some articles, so please check for updates)

Assignments and evaluation



- Class participation (individual) 10%
- Innovation community (group) 25%
- Community design (group) 25%
- Technology selection (group) 25%
- Lessons learned (individual) 15%

Class participation (10%)



- Contribute to class discussions (discussions, lessons learned, give feedback on presentations)
- Start two discussions on two topics and post them to the forum, and contribute to two others

Innovation community (25%)



- Profile an existing innovation community
- What problem does the community solve?
 - Who are the members of the community that we need to connect?
 - What platform does the community use?
 - What interactions does the platform support?
 - What experiences will members gain from interacting?
 - What value is created for initiator and members?

Community design (25%)



- Design your own innovation community

- Propose an innovation community and answer the questions from assignment 1
- Complete a community design canvas for your community

Technology selection (25%)



- Select the technology to support the innovation community from assignment 2

- Identify the activities that need to be supported in your community
- Select technologies that support those activities

Lessons learned (15%)



- Document three lessons learned from the class

Upcoming sessions



- Innovation communities
- Community design
- Technology selection

Readings



Next class



- West, J., & Lakhani, K. R. (2008), Getting clear about communities in open innovation, *Industry and Innovation*, 15(2), 223-231.
- Dahlander, L., Frederiksen, L., & Rullani, F. (2008), Online communities and open innovation, *Industry and Innovation*, 15(2), 115-123.
- Greer, C. R., & Lei, D. (2012), Collaborative innovation with customers: a review of the literature and suggestions for future research, *International Journal of Management Reviews*, 14(1), 63-84.
- Lee, G. K., & Cole, R. E. (2003), From a firm-based to a community-based model of knowledge creation: the case of the Linux kernel development, *Organization science*, 14(6), 633-649.
- Germonprez, M., & Warner, B. (2013), Organisational participation in open innovation communities, In: *Managing Open Innovation Technologies*, Springer, 35-52.

4. Key lessons



- Innovation communities play an increasingly important role in product development
- Many interesting research and business opportunities

5. Key concepts



- Innovation communities
- Online communities
- Community design
- Technology selection

6. Questions

