

MISQ Archivist

Co-Creation in Virtual Worlds: The Design of the User Experience

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Abstract

Emerging virtual worlds, such as the prominent Second Life, offer unprecedented opportunities for companies to collaborate with co-creating consumers. However, pioneering corporate co-creation systems fail to attract a satisfying level of participation and engagement. The experience users have with the co-creation system is the key to making virtual places a vibrant source of great connections, creativity, and co-creation. While prior research on co-creation serves as the foundation for this work, it does not provide adequate guidance on how to design co-creation systems in virtual worlds. To address this shortcoming, we conducted a 20-month action research project to study the experience of users and to identify design principles for virtual co-creation systems. In two action research cycles, we created, deployed, evaluated, and improved a virtual co-creation system called the Ideation Quest (IQ). Our research reveals how to design a co-creation system and we enrich research on co-creation to fit the virtual world context. Practitioners receive a helpful framework to leverage virtual worlds for co-creation.

Keywords: Virtual worlds, Second Life, co-creation, action research, experience design