Lego Case Study

# Task 1

# Please record the **names** of the **three** ideas you examined.

1. Private Tavern
2. Tales of the space age
3. Working Orrery

# Task 2

# How did this Co-Creation platform make you feel about Lego in general?

I have a warm fuzzy feeling because I feel welcomed as a normal non-designer to contribute ideas I’d like to see become real; also, I feel proud to live in a world where talent is supported.

To contribute to Lego ideas you need a good camera, talent, and an internet connection to get the idea on the platform, so it is heart-warming to know that you can get this opportunity no matter your background or circumstances.

# Task 3

# What type of Co-Creation (collaborating, tinkering, co-designing, submitting) is LEGO using in this platform?

They are using “collaboration”.

Initially, I thought they used “tinkering” because it is open, yet curated by the company, but that is not true. The customers curate the best ideas and weave out unoriginal, incremental innovations, therefore it is customer-led and open.

# Task 4

# What is Lego's broader strategy? What is the goal of this initiative?

This initiative (1) attracts the best talent in the world, (2) creates a community that improves by submitting ideas, (3) gives ideas to Lego for product innovation and to see what customers like, and (4) it gives the customer a chance to participate.

Overall it allows Lego to become a customer and creator-friendly brand that values co-creation, community, and customer-focused innovation.