

Accelerating Co-creation with Gen AI

Gen AI as a design tool to co-create the future of elderly care

Harnessing generative AI in design: a catalyst for problem-solving

Generative AI is changing the way organizations approach design by accelerating creativity and iterative processes. By providing tools that streamline the transformation of abstract ideas into tangible solutions, generative AI empowers teams to efficiently tackle complex challenges and fosters more effective collaboration among stakeholders.

When companies are trying to solve complex challenges, their decision-making can be stalled by lengthy discussions, arising from the lack of a shared understanding among stakeholders and difficulties in making abstract problems tangible. Design can help by making each step of problem-solving visual and concrete, whether that is through prototypes, user journeys, infographics or other tools. Service design methodology provides a structured and collaborative approach to tackle complex problems by incorporating the insights and experiences of all stakeholders to co-create effective solutions.

Effective co-creation involves gathering input from diverse stakeholders throughout iterative cycles. These cycles ensure that various perspectives are considered and that stakeholders collectively understand the problem and support the solution. However, these cycles can be time-consuming, as processing feedback and creating new content, imagery and materials after each iteration demands time and resources.

Various text- and image-based GenAI tools have proven useful in our design processes. GenAI can accelerate iteration cycles in co-creation processes by reducing the time needed for revisions and feedback, allowing teams to explore more ideas quickly and refine solutions more efficiently. It also enhances stakeholder engagement by swiftly producing visuals. As stakeholders can visualize concepts more clearly, communication and alignment improves, particularly in complex projects. Lastly, by automating routine design tasks, AI allows designers to focus more on strategic aspects, potentially improving the quality of the work.

CASE STUDY

For instance, in our project for an elderly care organization in the Netherlands, generative AI helped streamline the design process and enhance collaboration among stakeholders. Through its application, we were able to co-create a shared vision of the future of elderly care that is supported by the entire organization.





Visualizing a day in the lives of healthcare professionals and residents in elderly care in 2030

The elderly care organization was confronted with a growing elderly population, rising care costs, and a shortage of healthcare workers. It sought Deloitte's expertise to redesign its elderly care homes, focusing on innovative ways of working, team composition, and the integration of technology.

Crafting the vision

Our journey began with the creation of a detailed service blueprint that outlined the envisioned future of elderly care. However, this comprehensive document was too intricate for effective communication with healthcare workers, family members, and volunteers. Recognizing the need for a more engaging method to convey our vision and gather feedback, we turned to generative AI.

Leveraging Deloitte's internal generative AI tool, we crafted a narrative that depicted a typical day in a future elderly care home from the perspectives of both residents and healthcare professionals. To complement the narrative, we used an AI image generator to produce vivid, futuristic visuals that brought the story to life (see graphic).

Engaging stakeholders

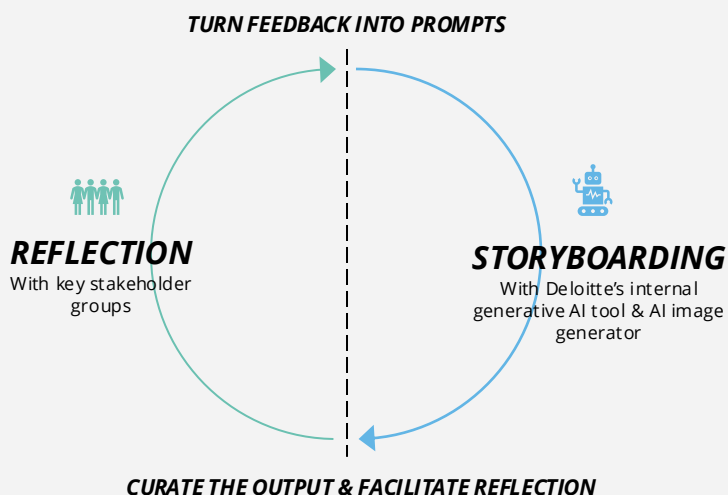
Armed with these compelling stories and visuals, we engaged internal and external stakeholders in co-creation sessions. We displayed posters depicting daily life for residents and nurses in elderly homes, which sparked discussions and facilitated feedback. This interactive approach allowed us to iterate quickly, continually refining our vision based on stakeholder input.

Accelerating innovation

By accelerating our co-creation efforts, generative AI enabled us to involve a wider range of stakeholders in a shorter timeframe.

This rapid iteration process fostered a sense of ownership and alignment among participants, ensuring the vision was embraced within the organization and by external partners, such as insurance companies.

Our collaboration with the elderly care organization illustrates the transformative power of generative AI in design. By making iterations quicker and more frequent, generative AI helps us create shared visions that are both practical and inspiring. At Deloitte, we are excited about the possibilities this technology brings to our design processes, driving innovation and meaningful change for our clients.



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