

# KIT project

## Development of Knowledge Based Service

(Swedish: Utveckling av Kunskaps Intensiva Tjänster)

- Project participants
- Objectives and aims for the project
- Results

## Project participants

*Participants/study-objects:*

**Idea Plant** [www.ideaplant.se](http://www.ideaplant.se)

Idea plant is a network of (SME-) companies within the field of designed communication working together to supply unique offerings.

**Parken Zoo** [www.parkenzoo.se](http://www.parkenzoo.se)

Parken Zoo is a zoo with animals and also an amusement-park with activities as well as pools, situated in Eskilstuna.

*Academic and organizational participants:*

**CTF, Service Research Center, Karlstad University** [www.ctf.kau.se](http://www.ctf.kau.se)

CTF at Karlstad University, Sweden, is one of the world's leading research centers focusing on service management and value creation through service.

**Mälardalen University** [www.mdh.se](http://www.mdh.se)

Education and research is characterized by high international quality in technology and science, the humanities, social science and the caring sciences.

**MTC, Marketing Technology Center** [www.mtcstiftelsen.se](http://www.mtcstiftelsen.se)

MTC promotes value-creating interaction and learning between business and research in the areas of market, service development and business enterprising.

## Objectives and aims for the project

- Assemble a "toolbox" for user-driven service development.
- Produce a "process model for collaboration" adapted to SME consultant/service companies, taking into consideration both the customer and the customers customer's perspective.
- Develop new service offers, using the "toolbox", for user-driven service development.
- The processes and outcomes regarding user involvement should be viewed as compliment to "traditional" market research methods.

## Results

- The “KIT-model”  
a unique concept for facilitating user-driven service innovations and development
- A process-model for new ways of collaborating suited mainly for SMEs in order to form complete service offers to customers.
- The "Zooa" booklet is an outcome of this project at Parken Zoo. It is a new way to experience and interact in the park, and a new service offered. This work will continue, as well as an extensive venture on new customer segments ([www.zooa.se](http://www.zooa.se) )
- A bank of new Ideas that can be developed further together with customers in the experience-industry.

## Results (continued)

- An extensive knowledge of the customers experience of participating in customer driven developments.
- Collected information of how coworkers within the organizations relate and react to these new customer involved techniques.
- The spreading of knowledge for example through books and workshops.  
(Example of book: Hållbar Marknadskommunikation ,Berglund/Boson)
- Presenting the “KIT-model” at international scientific conferences in order to present the academic achievements in a wider circle.  
(Folder handed out at the International Frontiers in Service conference 2009: <http://www.mtcstiftelsen.se/Uploads/Files/252.pdf>)