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## Gaming as an Enabler of Multivoicedness at the Initiating Stage of Collaboration in a Wellbeing Service Ecosystem

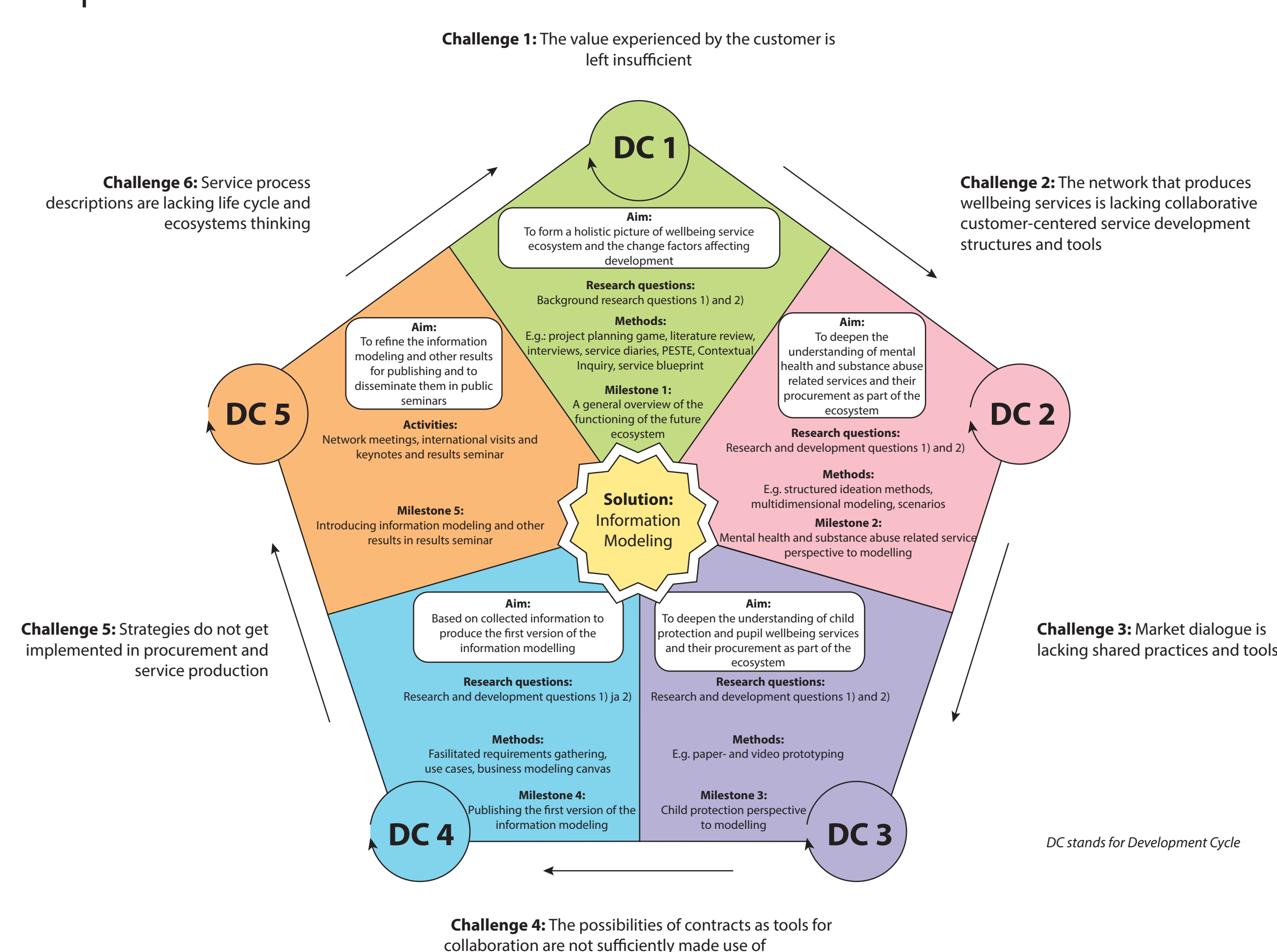
MORFEUS (01/2015 – 06/2017) is a joint multidisciplinary project of Aalto University and Laurea University of Applied Sciences; Funded by Tekes the Finnish Funding Agency for Innovation, and 15 partner organizations from private, public, and third sector.

MORFEUS aims to study and develop wellbeing services' multi-actor ecosystems.

In the project, actors of the ecosystem i.e. companies, public and third sector organizations offering wellbeing services are mapped and the relations between them explored – especially in mental health, child protection and substance misuse related services. The project is citizen-led by nature, and the well-being service ecosystem is studied and developed by looking into the collection of services that a case example family is using.

The project employs an action research approach and works through **service design, information modelling, and future studies** focusing also on **contracting practices**.

The research project consists of five intensive co-development cycles in which research partners and other stakeholders closely participate.



The main research problem of the project is: 'How can cross-organizational collaboration be facilitated when developing customer-centered well-being service ecosystems?'

The project develops an information modelling framework suitable for various service domains. All information required for the procurement and production of a service will be collected into the information model. The information modelling clarifies roles, relations and information needs of the actors and strives to enable the development, production and procurement of more (cost-)effective and client-oriented services in the future.

### The idea of playing a co-creation game in MORFEUS:

- The project, its central phases and their interdependencies were represented as a game that had been specifically designed for the particular project context.
- The game and the game materials serve as epistemic objects in the collective sense-making process.
- The game material as an epistemic object is in such a way incomplete that it drives the shared discussions that aim to complete and make new interpretations of the project in question.
- The game and the gaming situation helps to create a shared vocabulary and a space in which the stating of personal insights, comments and ideas supports the creation of a shared understanding.

### With the help of the game the participants:

- explicate and gather their expectations for collaborating in the project
- build commitment towards participating in the project
- create a shared understanding of the project and identify their own role in the collaboration.

### Playing a project planning game in the steering group meeting



- The project was started by playing a project planning game specifically designed for launching the actors' collaboration within the project
- The game brought together methods from e.g. co-design (design games) and future studies (headlines of tomorrow)

- The game session was participated by representatives of all partner organizations and researchers from Aalto and Laurea
- The game was played in groups that included 5–7 participants, a game facilitator and a note taker
- Game master directed the gaming situation
- The game consisted of a game board, a game piece, game cards and gaming rules
- The game was played in rounds in which participants formulated answers to questions that were prompted by the game cards
- The aim was to go through each phase of the project, discuss relevant aspects of the collaboration and to give descriptive titles to the phases of the project

The **purpose for playing the game** was **to support and facilitate the multi-voicedness** of the project **in the initiating stage of the project**. We aim to find out how the project planning game can enable the actors to express their expectations so that they would serve as a basis for the project.