The DART Model of Co-creation of Value

Below is a concise DIY worksheet designed to help young entrepreneurs understand and apply the DART model (Dialogue, Access, Risk Assessment, Transparency) for co-creating value in a service business. It should take no more than 30 minutes to complete. Use the examples provided as a guide, then fill in your own ideas.

Remember, the power of the DART model lies in **active collaboration** with your customers. By encouraging open **dialogue**, providing **access** to information, assessing and sharing **risk**, and maintaining **transparency**, you'll build stronger relationships and create more valuable, customer-driven services. Good luck!

How to use this worksheet

1. **Set Aside 30 Minutes**: Work through each section, reflecting on your own service business.

2. **Brainstorm & Write**: Use the "Your Turn" column to capture fresh ideas for each DART element.

3. **Review & Refine**: Once you've filled in the table, revisit your notes to develop a clear action plan, assigning responsible creative leads/project team leaders and the necessary resources (time, money, equipment, data) they might need.

4. **Implement**: Act on the top 2–3 changes within the next month to put co-creation into practice.

DART MODEL FOR CO-CREATION IN A SERVICE BUSINESS

STEP	WHAT TO DO	EXAMPLE (Service: Online Tutoring Platform)	YOUR TURN Your Ideas: -
1. DIALOGUE	1. Identify ways to have open, ongoing discussions with your customers. 2. Decide which communication channels (e.g., social media, live chat, email) you will use. 3. List 1–2 ideas to encourage meaningful conversations.	**Example:** - Host a weekly online Q&A for students and parents to share feedback. - Send a simple post-session survey after each tutoring session to gather insights.	What channels or methods will you use for dialogue? - How will you encourage deeper conversations with customers?
2. ACCESS *(Affordances)*	1. Determine the tools, resources, or data your customers need to co-create effectively. 2. Make it easy for customers to interact with your service or provide feedback. 3. Keep accessibility and user-friendliness in mind.	**Example:** - Offer a user-friendly dashboard for students to track progress and submit suggestions. - Provide access to tutor performance statistics so parents feel informed.	What tools or resources will you give your customers to be active co-creators? - How will you ensure it's easy for them to contribute?
3. RISK ASSESSMENT	1. Identify potential risks for your customers (e.g., data privacy, service reliability). 2. Clearly communicate how you handle these risks. 3. Show how customers benefit from understanding and sharing risks.	**Example:** - Highlight data protection measures on the website. - Explain service guarantees: refunds if classes are cancelled by the tutor.	What are the biggest risks for your service? - How will you minimise and communicate these risks to build trust?
4. TRANSPARENCY	1. Outline how you will be open about your processes, decisions, and outcomes. 2. Show how customers' input influences decisions. 3. Be specific about the type of information you will share.	**Example:** - Publicly share changes made based on user feedback (e.g., new course topics). - Provide a transparent pricing structure, detailing what each cost covers.	Which processes or decisions will you openly share? - In what ways can you demonstrate that customer feedback directly drives improvements?

STEP	WHAT YOU WANT TO DO	ACTION PLAN TO GET THIS DONE	DEADLINES & RESPONSIBLE PARTY
ACTION PLAN (Example)	**Bringing it all together:** 1. Summarise your key Dialogue, Access, Risk, and Transparency strategies. 2. Turn these into 2–3 immediate steps to implement in the next 30 days.	**Example: - Immediate Steps**: 1. Launch a weekly Q&A webinar for parents/students. 2. Update privacy policy page to clarify data protection measures. 3. Add a feedback section to the tutor dashboard.	
1. DIALOGUE			
2. ACCESS *(Affordances)*			
3. RISK ASSESSMENT			
4. TRANSPARENCY			