RESEARCH ARTICLE

CO-CREATION VALUE AS A TOOLS TO FACILITATE AND A GUIDELINES TO ENHANCE INNOVATION DESIGN LEARNING THROUGH CLASSROOM TEACHING AND LEARNING

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Abstract

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This research conducted to explore and understand more about involvement of co-creation value approach towards innovation learning process. Though, teaching and learning conducted with effective pedagogy, however co-creation value have been introduced to enhance student capacity towards innovation design process. Alternatively, a few known techniques have been introduced to students, which further they're capability to create innovative template. The techniques mentioned above borrowed from service design method which included User Journey Mapping and User persona. Though, co-creation techniques which involve customer centric such as Unique Value Propositions have been introduced. These known techniques have been borrowed from Alexander Osterwalder theory on innovative concept and competitive strategy for business. This techniques and skills were introduced due to its capability to involve customer in the production process. Hence similar concept to co-creation approach theoretically, the proposed techniques and skills borrowed from Alexander Osterwalder is the key point for innovative design and competitive business study.Whereby, student is instruct to imagine company future direction by interact with the client. Somehow, it is necessary for students to communicate with client in regards of mapping the existing system of their business and company production. Results of client inside knowledge together with information require student embark into journey of User Journey Mapping by creating User persona/ profiles at first.

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Introduction:-
Change the perception of co-creation value for Malaysian designer
Generally, this new knowledge emanating from co-creation value can change the pattern and perception of design in Malaysia, as this new theoretical framework can be adjusted into the whole process. For example, the conventionally user involvement and collaboration of user are very limited in the process (Grandy and Levit 2015). Which according to Nor Asiah Omar et all (2020), SME enterprise in Malaysia lacked of skilled human capital, lack of

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accessibility to technology, and stiff business competition (Omar, Kassim et al. 2019). Whereby, upon application of the new theoretical framework, user involvement can be positioned not only at the customer sphere but also at the provider sphere according to the co-creation value approach. Moreover, co-creation value approach theory is emancipate and pertinent tothe jointly sphere theory and the provider sphere shares the values of customer involvement and contribution to the production process. Hence, the proposed new design model is an idea to adopt the approach of user involvement that can be applied, tried and tested. Although, Malaysian design company will have difficulties to apply the new approach and suggestion due to management issues, nevertheless, a certain impact of progression for the better is necessary (Mohamad, Rizal et al. 2022).

Namely, there have been significant research in altering the perception, the taboo of designer perspectives in Malaysia and evoking new design senses which can be claimed as new significant findings. Hence, designer perception towards user involvement according to the data extracted from face-to-face interviews with respondents have revealed a negative feedback. Hence, the chance evolving designer, allows the user to be involved at pre-development process is very low.However, several scholars have pointed to the lack of studies on how SMEs can strengthen their brand equity via value creation with customers (McGee et al., 1995; BarNir & Smith, 2002). (Rahman 2016).

Moreover, by understanding the reason and purpose of this research, the designer should be able to understand why user involvement is necessary. Not only, can the contributing factors and user involvement approach can change the perception of the designer but it can also change the perception of management towards the stakeholder (Mohamad, Rizal et al. 2022). Especially, since it was never outlined in the conventional design model that stakeholder should be involved in deciding on the product development. Understandably, the stakeholder's position is only to advise a firm or company, but never get involved at the design process. By submitting to this new knowledge, it enables the stakeholder to be part of the design process and create value as well. Despite, changing the old perception about non-stakeholder involvement, now the perception will be positive.

Malaysian Design Industry Situation
Executing a new plan and seeking for significant findings has always been a dream idea for many industries including Malaysia. In fact, to be able to justify the most valuable possession of industry practices, a new emergence practice is sought after (Jansma, Dijkstra et al. 2021).In fact, it is believed that the emergence of new practice such as service design method and co-creation value can link the Malaysian design industry's performance parallel with the niche of new markets. In fact, the interactive multimedia industry in Malaysia can benefit from the merging of new practice, and hopefully change the landscape of the production process for the design industry in Malaysia.

Moreover, the significant findings which resulted from extensive research development had revealed how Malaysia is in need of a change from long dire straits (Omar, Kassim et al. 2019). Data collected and the results of the intensive analysis showed many design, animation and advertising firms are struggling due to the economic downturn in Malaysia (Ali, Suriawati et al. 2011). From a big scale company, some of the participating respondents for this research have downscaled their production and company assets. Whereas design firms and companies from developed countries have benefitted from the success of transformed research findings and novelty into business wealth and sustainability. Due to this fact, these research findings are significantly important for transforming the Malaysian design industry into a new level of experience It is envisaged that one-day the novelty of this research will have positive impact and perseverance for the Malaysian design industry.

Literature Review:-
Perception of Productions in Malaysia
To answer the main research question requires a detailed explanation of the design in Malaysia and its perception towards co-creation value. While not many research have been conducted in the areas of design in Malaysia, therefore, this research most probably is one of the few (Ali, Suriawati et al. 2011)(Omar, Kassim et al. 2019). Research focused on co-creation value as a new agent of change and transformation, for the design industry requires challenge and constant awareness. Not only must the research focus on the perception of design in Malaysia but also on the sensitivity of the people involved in the design industry.

Hence, this research believed that the co-creation value is suitable to be applied in Malaysia as the above findings have indicated that the Malaysian design industry should be searching for a new approach to ensure that their design products are competitive and innovative. Thus, a challenge will be tremendously disturbing for the firm to educate

the stakeholder and designers in Malaysia as well. Consequently, stakeholders in Malaysia are only keen on revenue matters and usually difficult to persuade them to change into a new system which suddenly expose them to user involvement. Although, it is understood a change requires strong determination and to change the perception of Malaysian designer is a great challenge, but let alone great opportunity. This opportunity is relevant to the current situation where the design industry in Malaysia is facing a downturn and slow progress. This is the right time to persuade a designer specifically that they are the agent of change in this industry. Yet, lots of works require attention and not as easy as it may seem, especially when planning to change the perception of the designer.

This study focusses on new knowledge through practical and theoretical implications towards the Malaysian Design production and co-creation value production specifically. Firstly, based on empirical evidence, this research will make a proposal on the understanding how user involvement with designers at joint spheres prove to be important for innovative approach. For example, with help from the co-creation value approach, the relation between user and designer's engagement can be actualised based on the collaboration of both expertise. According to suggestions by academia on the use of co-creation value, attributes and characteristic, the direction for competitiveness and innovative new value proposition can be actualised. In fact, the relational value that exists during the collaboration of ideas, for example, between the firm's designers and user increases the new value proposition in the field of design industry in Malaysia.

The proposed of new design model should focus on the techniques, and approach that blends well with the co-creation value understanding approach. This new design model entail aspect of creating a new value proposition with the engagement of user and designers. Whereby, the real value expected from results of user engagement and involvement within the proposed model approach. Hence, the actualisation of real value starts from the early design process to production process and even in the prototype process. With hope, this proposed new design model is relevant with the Malaysian design production perception. Practically, the proposed new model should be equipped with step-by-step process which is considered easy to apply for beginners. Hence, with this practical and significant research, it is hoped the contribution is not only from theoretical aspects but also from the practical aspect as well.

Background of study
User Profiles
User profiles require social designer to imagine a character which usually the potential new customer. The function of user profiles is to ensure designer experience the existing services system which in other word experience the services offered by existing business services (Osterwalder, Pigneur et al. 2015). Hence, information gathered as early from gather the information about the company or product to experience the services at exact location enable data collected accurately and valid. Usually, user profiles include fictional biography of potential customer. Together with character emotion include in the chart to clearly define the character as accurate as can be. At last some competitor information also provide to give a sense of competitiveness and value (Frow, Nenonen et al. 2015). Intention of user profiles not only try to imagine future services but also try to define new potential customer needs and expectation towards propose services in future. To ensure businesses or product did not aim for masses customer but instead focus on exact customer. It is proven that focus on masses customer only results in lack of business or services focus. But, focus or customer centric ensure business and product really cater for group of customer that appreciate the propose services system.

Results of student imaginary services and mapping the existing services system enable student to further understand what type potential customer. Though, student were expose to imagine potential customer profiles but early research is needed to ensure the data provide is accurate and valid. For example, single mother experience with new open coffee café is differ compared to young executive perception and expectation towards new open coffee café. Which, we can learn single mother need for coffee café is based on a few factors such as friendlier environment for chit chat with friends. Friendlier environment for kids with space for kid to play and explore. In fact, single mother maybe need an environment of cozy and chill rather than funky vibes and hipster approach. By designing user profiles, these characters need can be imagine and resolve for further design solution. Hence, in contrary a young executive expectation and needs towards newly open coffee café is differ in comparison to single mother. Young executive can be imagine after some research conducted points a few matters to this. Which, young executive prefer vibes environment, with hipster environment look and feel for example. They also don't require space for kids to play and explore but rather satisfy with small space allocated for chit chat with friends. Young executive also prefer more interaction which activity is require to engage them. This activity can be out of the normal activity offered by many coffee café such as small library and novels. They prefer total engagement activity such as jamming session or mural

or graffiti activity. Even some preferable activity involve demonstration and learn how to brew a coffee and inside tips on making good coffee. It is proved these activity totally engage customer to participate in the progress of the coffee café. In comparison, it can be define those two mentioned character of user profiles have different needs and different expectation towards propose service system.

User Journey Mapping

User Journey Mapping known as most powerful approach used by businesses and company as part of their journey to innovative and competitiveness. In fact, User journey mapping have been introduces by many government bodies as part of innovative research approach (Sikke R jansma 2022) (Jansma, Dijkstra et al. 2021). Not only to involved stake holders and provider but also involve user or customer though design production. These enable innovative research approach and within central design study user journey mapping is consider one of the many solutions viable for design solution. Through the journey of experiential learning education student were exposed to this approach and fictional stake holder is involved but with facilitation from lecturer. Although, the real client is required and student were required to meet up with client and proposed the design project. Hence, encouragement is advised for involvement of client with the design project through the journey of design solution. A guidelines is instruct and proper documentation is prepare for client pitch and problem solution. It follows that, students was advice to experience the services in hand by visiting the business outlet, shop or vendors. This to ensure real-time experience while they're at the location. Thus, to start the mapping student is looking for any information regarding the business outlet such as signage, close to main street, easy accessible via public transport and location wise. On the other hand, this information's is essential to established problems and opportunity in the research (Zornitza Racheva 2009). Moreover, student also been advised to mapping technology wise information such as any technology were discovered such as apps and social media platform that advertise the secvices and product. These to ensure future recommendation and opportunity to the research problem, whereby in the section channel recommendation of apps, software and social media can be recommended.

Second most useful advised to student is mapping the environment and scenery of the business outlet. It is important to write down all the details associate with the scenery of the outlet. For example, if the mapping business outlet is coffee café then the interior design is part of the mapping other than the overall look of the café. The simplest mapping can be from the decoration to most complexity mapping such as activity to engage customer. Thus, it is advisable to mapping the complexity to ensure future direction, in any circumstances activity and engagement towards customer or user is essential according to co-creation value approach. Consequently, by mapping the existing services system student can recognize the gap and opportunity to enhance the user experiences especially the activity that will engage the customer. In some cases, the activity can be something new and interesting such as placing the music instruments at the coffee café to encourage and introduces new talent. Further, customer can even do jamming session while they're at the café. Moreover, another complex activity of customer engagement by introduces young new artist such as fine art artist, performance and dance artist to showcase their new project. To clarify, the collaboration value exist between the café, the artist and customer is part of theoretical approach suggest by co-creation value to ensure competitiveness and innovation in service system.

The total engagement mapping

The mapping continue with the services offered by the coffee café for example, in term of food and drinks menu to complex activity such as delivery system and booking system. Admittedly, mapping the services offered is crucial and difficult, but using special techniques of mapping can ensure the mapping will run smoothly as plan (Mickelsson 2013). This is where pen and paper to mapping the system is not enough whereby, stick notes or stickies is use to enhance the experiences. By moving the written stick notes to reliable sources of research while mapping ensure the informations can be fully study and utilize. In some cases a transparent wall is require to write down all the details in regards of mapping information, this to ensure every details is recorded and study (Morelli 2009). Further, customer or user is encourage to participate in the mapping process by giving their thoughts about the existing services they experience. Feedback and recommendation from customer is consider viable informations which can leads to the system being competitive by suggesting a fresh new ideas which differ from the competitor.

Technology as tools for innovation

Channel is part of the User Journey Mapping technique which require student to oversee what kind of technology assisted have been apply by the existing system. In case of coffee café, the technology reliable to the service can be booking online and buying online system. Recommendation is require to shape the future direction of the services, whereby any software and application available in the market and relevant to the service can be propose. On the

other hand, system of booking online and buying online is necessary to today service system. Engagement of user while using the services online is consider innovative approach and ensure competitiveness of the service. Channel section ensure student mapping existing technology and also propose new technology related to the service system. Further, Multi-interaction platform or social media platform is the best channel to be mapping because of the network of advertisement beneficial to promote the service.

Emotion and complexity
Another useful section in User Journey Mapping techniques is known as emotion. Student is require to express their emotion while experience the services by giving comments or placement of emoticon. In some cases both techniques is require to ensure the information deliver is valid and reliable. Thus, writing the information about the experience emotion and together with emoticon helps the charts to be fully understood by the reader or user. Though, it is necessary to address the emotion experience to ensure there is a room for opportunity or gap for innovation purposes (Osterwalder, Pigneur et al. 2015). The realistic the comments in regards of emotion experience, the more reliable and validity the charts of user journey mapping to future researcher. The mapping continue with a new section of mapping techniques which is the after services. Usually the mapping require customer or user opinion and feedbacks in regards of after services. For example this can be in the form of customer rewards, rewards system and even birthday bonus and minimum spend rewards. Hence, other than customer feedbacks is cherish and seriously noted, future recommendations from customer also consider as reliable information to ensure future direction of the services offered.

Methodology:-
Whereby, a fictional stakeholders have been advised for students to be taken as a learning process. Somehow, the fictional stakeholder's roles is to guide students and act as the real stakeholders would be. Though, this fictional stakeholders is include company, resort and even university that have been chosen by students as their learning purposed stakeholders. Students were advised to really consider these stakeholders as the real stakeholders and client they also reminded to be professional in this classroom research. The method of qualitative have been apply which student apply method of interview, observation and simulation for validity of the data. The location of the interviews take place within the community of Bagan Datok, Perak state of Malaysia. Bagan Datok is well known for producing products of coconut based as micro economy and coconuts is their main products distributed to locals and also to other state. Hence, mainly the locals owned a small and medium enterprise produced coconuts based product such as coconut oil, coconut jelly, fresh coconut water in bottle and coconut sweets as deserted.

The data collection process took three months to complete (Mac to May). This study used purposive sampling which sample was taken from selected respondent with similar characteristic require for this study. Snowball sample also used to ensure characteristics of respondent and sample data is within the study purposes (Creswell, 2008) Questionnaire according to Cohen (2013), is primary data collect for the purposes of study which includes interviews and questionnaire. This research used semi-structured interviews question as a primary guidance, which handed over by final year students participated and together with co-researcher and analyze by research assistant together with the research leader. The semi-structured questionnaire was handed over to the company or business premises of SMEs higher management. The questionnaire have been collected by the final year students after three weeks it have been hand-out to the business premises.

Data Collection
Research data were collected through multiple methods, which is typical for qualitative case studies (Creswell 2014). Table 1 provides an overview of the primary and ancillary research data used in this study. Primary data collected consist of key informants and semi-structured in-depth interviews conducted. Results of this data collection helps with understanding of innovative process gathered along the session. Whereby, instruments included company's participation and customer insight helps with the data gathering process. Alternatively, companies feedbacks and other various data such as discussion and questionnaire being used. Triangulation of data conducted for comparison of the cases to increase the explanatory power of the study (Abbas M. Tashakkori 2009). Intention to increase the reliability of the study, principle of data analysis systematicly seek connections, recurrences, and alterations from the primary and ancillary data.

Table 1:- Number of instances and types of research data collected for each innovation instruments.

Data Type	User Profiles	User Journey Mapping	Co-creation value
Primary Data			
Interviews	12	12	6
Surveys	12	6	6
Ancillary Data			
Applications	12	6	6
Feedback in discussion	12	6	6
Feedback via online	6	3	0

There is 12 companies involved with this research, which respondent included companies' representatives consist of 5 to 6 person. Each company facilitated by design student applied the instruments through their research fieldworks study. The interviews were audio recorded and transcribed. Lecturer role as the facilitator executed the innovation instruments presented to the company's representatives and also the respondent for this research study. To ensure reliability of data, a qualitative analysis being used to ensure triangulation of data for validity. Relevant ancillary data studied and analysed to study relevant pattern occurs during data triangulation. Whereby, ancillary data consist of applications used through this data collection comprised of social media applications and software applications. The applications used is necessary to study communication patterns exists within students, companies' representatives and respondent. Whilst, feedback discussion and feedback via online meetings ensure the synchronization of changing information.

Table 2:- User involvement methods provided by the innovative data.

Method	Description	Agile Piloting	Generate Idea	Innovation Techniques
Discussion	Meetings with company	X	X	
Online discussion	Discussion with companies	X	X	X
Online survey	Questionnaire via online to companies			
Testing	Manual and online		X	X
Focus Group	Discussion/ Mini Seminars	X		X

While, in table 2 the user involvement methods generate for innovative data extract, from mentioned above approach is discovered. Whereby, according to the data correlation between discussion and meetings with company reveal a certain data pertinent to co-creation value approach suggested. Which, one of it is user involvement towards practicing early discussion on design production name it as pre-production process. Alternatively, lead to generating ideas through user journey mapping approached and visualization processes as suggested by design students. However, discussion and generate ideas within companies members and staff lead to innovative approach been conducted and some visualization resulted from the discussion of generate ideas significantly create new value creation for existing product. Though, testing the ideas executed through manual visit and online visit between design students and SME companies participated. Resulted shown exist innovation approach towards product

development and generating new ideas for product by engaging the SME staff and members. Through, focus group data extraction this research recognize a few opportunity to enhance students learning process through certain phases of learning experience gathered. Example, students able to express theirs feeling and expertise towards discussion and mini seminars conducted online with SME. Whereby, data extraction from mini seminars reveal some innovative techniques have been developed or visualize by the design students significantly important for erected the learning process process itself and contributed to design studies as well.

Research Instruments
All the questions is based on previous studies amongst SMEs production in Malaysia and measures based on previous studies. Hence, interviewed and observations have been conducted earlier from a few visit to the SMEs premises. Which, the question is alter to suits the needs of this research and target sample. Alternatively. To ensure validity of the questionnaire, the questionnaire have been tested amongst academics and non-respondent. Thus, the questionnaire is in Bahasa Melayu language, further translated to English for verification and research purposes.

Research Design
Qualitative Exploratory Research
The intention of this research is to help boost the economy of locals businesses by applying design expertise such as branding and advertisement. As part of the University effort to conduct Corporate Social Responsibility (CSR), lecturers were advised to participate in this campaign by sharing their expertise to solve the business problem of locals vendors. Although, many of the business at Bagan Datok focuses on coconut and coconut based product but some SMEs were promoting product such as art and crafts and also distribution of paddy. Whereby, based from conducted research through service design approach reveal the existing system of branding and services is lack. Though, packaging and products branding using graphic design method is visible, but lacking of multi-interaction and interactivity process is detected. Which, informed such mentioned areas have not been explored by the vendors by which their ability to communicate such ideas is limited. Hence, lecturer with expertise on social media platform is require to consult the vendors through service design method and co-creation value approach to ensure the existing system is bundles with new branding option that includes multi-interaction platform (Grandy and Levit 2015). Through, channeling via user journey mapping exposed an essential information. Students were able to conclude that Touchpoints from user journey mapping revealed lack of touchpoints used by vendors through their service system. To ensure the richness of touchpoints students were advised by lecturer to add more touchpoints for the new design service system. The new touchpoints proposed is user activity with the products, more interaction with supplier and participation of user as an active actors. By doing this, vendors is advised to equip their promotion campaign by prepare a transportation that can carry the products to the nearest business center. The transportation not only equip with new branding and promotion package such as poster, bunting and banners but also equip with transportation graphic design to boost the branding effects towards audience and user. The main objective of this new touch point is to ensure there is an engagement and activity plan for user to interact with the product. The new touchpoint is not include within the old service system by the vendor. Though, it is wise to add new touchpoints as a point of interaction with user generally.

Interview and observation
Interviews method according to Creswell, (2014), is a reliable source of gathering ground data from customer or user. Whereby, interview enable student to post a question related to the research matters and expect a solid answer from user based on user experiences (Creswell 2014). Towards this method this research believe the data collected during interviews is important to determine the direction of this research project. Thus, during the visit at the vendors and client company student is advised to prepare a question related to the requirement of this research project. Hence, a characteristic of the service is example of question that posted by student to customer or client. Thus, example of the question consist of what type of services that customer offer to their client and what kind of product or services is usually have been offered.

The nature of the services is also being part of the main question by engaging the customer with interviews and observation together to ensure the validity of the data. Alternatively, nature of services have been studied by student and question posted is relevant to current situation, trend of marketing and even branding and advertisement. This to ensure all the necessary details collected during the interviews and observation method. Equally, data collected based on nature of services and characteristic of the service system is further studied to extract the reliable information related to the situation accessed. Preliminary question were asked targeted to services system offered and relational with branding approach and advertisement is accessed extensively. Resulted of the interviews shown

similar data amongst vendors and businesses. Hence, raw data collected have been revised many times and method of triangulation were applied to ensure validity and reliability of the data collected (Abbas M. Tashakkori 2009). Thus, based on the question posted during interviews most of the businesses aren't familiar with branding and social media advertisement. Although, some of the products offered have a good branding such as packaging design and product design. Somehow, the new method of co-creation value whereby engaging customer or potential customer via on-line marketing did not been practiced. Though, a simple marketing is erected by vendors and businesses but mainly the simple advertisement failed to promote and attract user outside of the Bagan Datok. Not only, conventional marketing value applied did not focus to some customer only but mainly the marketing strategy still focus on masses. This is contrary to nature and approach of co-creation value which customer focus at certain group is advisable instead of focus to masses (Katarina Wetter-Edman 2014)

Overall resulted of the interviews indicated vendors and businesss at Bagan Datok, Perak lack of new trend of marketing strategy. Which, opportunity to introduce the new value creation of marketing strategy is pertinent to today supply and demand concept. Accordingly, the room for improvement is recognize and research have planned a best design solution pertinent to this matters. However, resulted collected also described the needs for change in product delivery system especially targeted to wider customer focus outside of Bagan Datok, Perak area. Hence, most of the vendors and SME interested and keen to learn new on-line marketing strategy to enhance their business strategy and provide new value creation to their delivery system and marketing approach.

The measures of successful rate of the SMEs in Bagan Datok, perak is by applying Alexander Osterwalder theory on business model canvas. Not only proven effectively create innovation and completeness towards business practice, this approach is widely used by many top financial advisor in United States for example. The businesses key partners based on study of Bagan Datok SMEs dignifies slow in business progress and decreased of production value.   Whereby, based on the observation conducted shown key partners of business such as social media influencer and Instagramable post have not yet been promote or fully utilize. Hence, customer personalized experience enhance the relationship between customer and providers, loyalty, as well of word of mouth.

Brand management strategies
Alternatively, resulted of observations conducted reveal the key resources of the business have not been fully utilize. Conversely, key resources and key activities according to Alexander osterwalder (2009) reveal how managing the key resources and key activities is eseential to business goal and objectives. Key activities require new Value proposition, customer relationship and revenue streams according to https://www.denis-oakley.com (2018).https://youtu.be/2FumwkBMhLo (2012).

Co-evolve with the co-creation concept
On the contrary, SME's in Bagan Datok, Perak seems to limit their key resources and key activities. For example, promoting coconut oil without proper key resources such as use of technology is essential for function effectively (vcited dennis Oakley electronic article www.. dennis –oakley.com). To clarify management of business premises and and expert knowledge as key partners is not explore and ventured into by local SME. This proven the lack of business activity to function effectively, and embed a simple applications such as We chat or Whatsapp for example is a good example of effective use of key resources. Lack of co-create Uniqueness of their business applications shown failure to compete with other or similar businesses.

Customized products and services
Instead, the lack of key activities proven the slow expanding of business and business venture. Locals SME tend to rely on mini festival organize by local providence management and failed to venture outside of their comfort zone. Resulted of the observation also revealed how locals SME neglected to participate or to co-create key activities at the surrounding areas. Whereby, instead of only focus on the product itself this small and medium businesss should be venture out by conducting key activites amongst local community to attract outside customer to Bagan Datok, Perak area. Key activities necessary to measures business distribute of product or service and important to build product or service value proposition (Osterwalder, Pigneur et al. 2015). For instance, continuity of observations data proven the promotional channel of product and service is neglected and rather rely on conventional distribution channel which no longer effective through current revenue streams. Whereby, some SME failed to practiced their new product research via offline and on-line research. Morever, study at fieldwork shown local SME in Bagan Datok, Perak lack of research and development especially on their production design.

Future Recommendation:-
1. Academia Practice for New Design Model
In terms of contribution which this research has made to academia, the empirical study and contextual data extracts are reliable sources. Whereby, for example, the characteristic and attributes of co-creation approaches and what it can do to enhance the existing character for the Malaysian design production. A thorough examination of the evidence of data extracted from this research, especially in terms of the new characteristic approach for advertising new media in Malaysia, will be a good starting point of good source for academia discussion within design research and production in Malaysia.

Accordingly, matters that should be considered is the design syllabus in Malaysia and how it adapts to the new character or scope proposed to change the design perception in Malaysia, albeit, the development of design research syllabus specifically is not up to date when compared to developed country per se.

2. Extended research into design research study and practice
As mentioned, this research may contribute to a few factors on design study and academia. Among the results pointed out here, is the contribution to the centre for design research study in Malaysia. For example, the Centre for Design Research Study in Malaysia, is a design method, such as the User Centred Design and Co-Design.

Accordingly, by introducing the new proposed design model, students will be able to learn and recognise user demand and needs. On the contrary, user involvement and customer focus has never occurred before in the conventional design model. This research will contribute to the development of a new breed of designers in future that will significantly change the course of design perception in Malaysia. On the contrary, previous design model separated the user from design development, but co-creation value and the newly proposed theoretical framework and design model will involve the user as the co-creator of value. From the results of this new exposure, students will understand the importance of fulfilling user needs rather than just be product-centric.

Conclusion:-
In fact, one of it is the theoretical approach towards implementing user involvement with the production process. This new knowledge expectedly can contribute directly to the interactive multimedia production process where involvement of user or customer is very limited. Hopefully, the theoretical and practical based approach of conducting the latest design process and production is introduced progressively based on references from this research study. Although, the influx of new design ideas and research into Malaysia today is promising, nevertheless the implementation of those ideas, theory of design and design research is slowly progressing into design firms. In addition, it is important to keep introducing the latest design research into the design industry.

Moreover, this is why this research study is highly considered as an important aspect and new perspectives to support the design industry practice in Malaysia. Hence, by introducing a design approach that is reliable and relevant to the latest trends in design. In fact, without compromising with the design industry in Malaysia, it is still practicing conventional the design model and struggling to keep up with world changes.

It is hoped a new researcher will extend this study for future research together with the design firm as a practice. To clarify, teaching regarding this new model and approach of co-creation value is essential for design courses. This is the beginning where it requires a lecturer to start extending this research by implementing the newly proposed framework of this research into design syllabus. By implementing and conducting a series of lessons on the theory of design research and the centre of research design, the knowledge gained will evoke a sense of change to the design. Furthermore, the significance of this research which is a newly proposed design model framework will slowly be absorbed into design teaching and learning, and hopefully will shape the direction of design courses in future. Not by replacing the conventional model such as ADDIE model per se but to act as an added value to current design practice.

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