

Design Thinking

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Services Innovation
SAP Services



LOOK

Model	...
Color	...
Material	...
Weight	...
Dimensions	...
Manufacturer	LOOK



Who of you
has heard
about DT ?



Who of you has
experienced DT ?

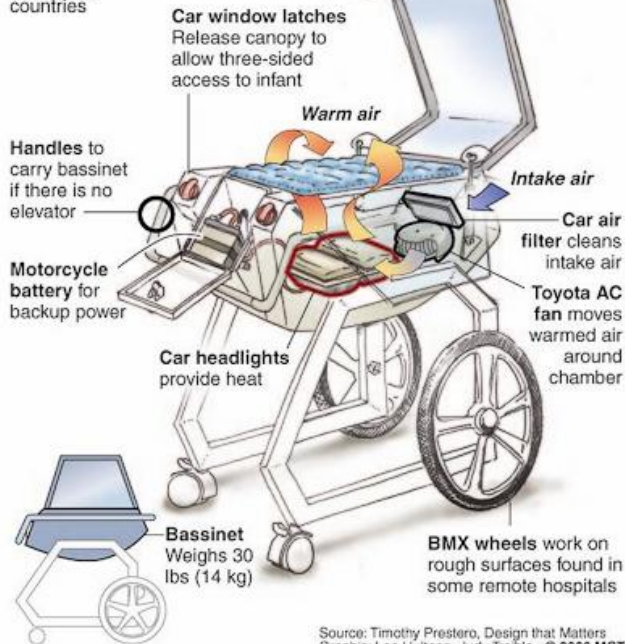
Health Matters

Incubator for the Third World

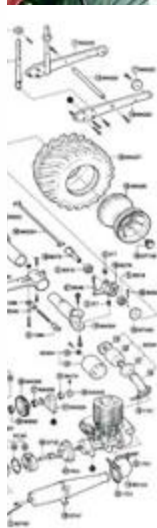
A low-cost, versatile incubator made from car parts and other inexpensive materials could save about 2 million newborns in developing countries.

Why car parts?

Cheap, easy to find and repair in developing countries



Source: Timothy Prestero, Design that Matters
Graphic: Lee Hulteng, Judy Treible © 2009 MCT





"DT IS NOT:
 $a+b=c$ "

RESEARCH

EXPLORE

UNDERSTAND

IDEATE

PROTOTYPE

ITERATE



Just to...

Just to set some
expectations...

Design Thinking

Design Thinking is...

no Magic



Design Thinking

Design Thinking is...

no Rocket Science



Design Thinking

Design Thinking is...

People Centric



Design Thinking

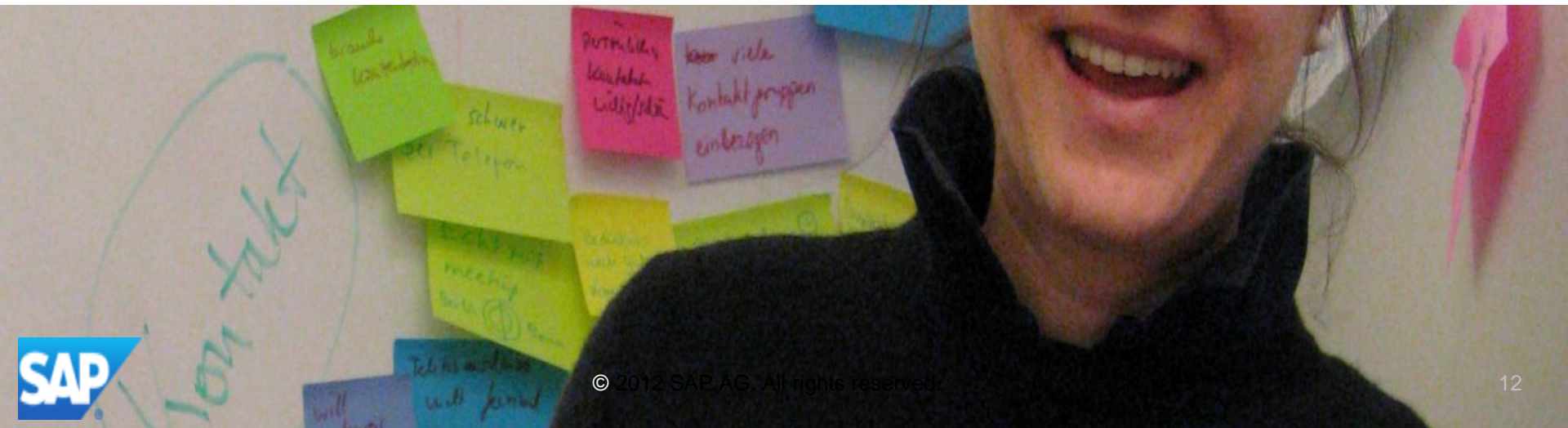
Design Thinking needs to be

experienced :)

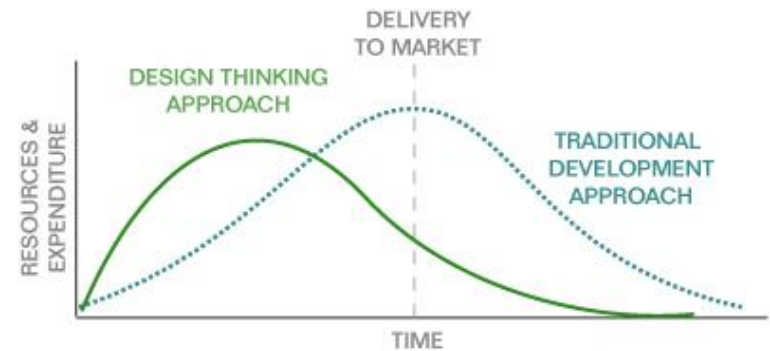
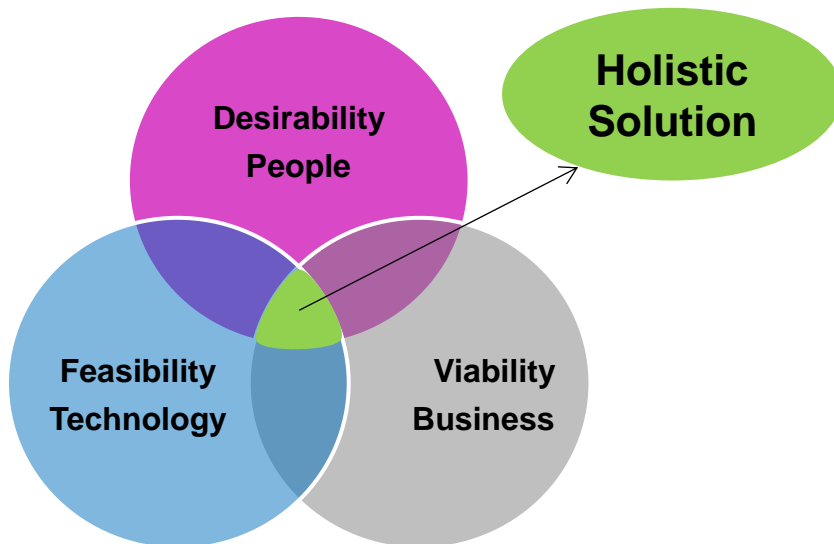


What you can expect...

We will apply the Design Thinking Process and Principles to solve the Challenge.



Design Thinking – Finding the perfect balance



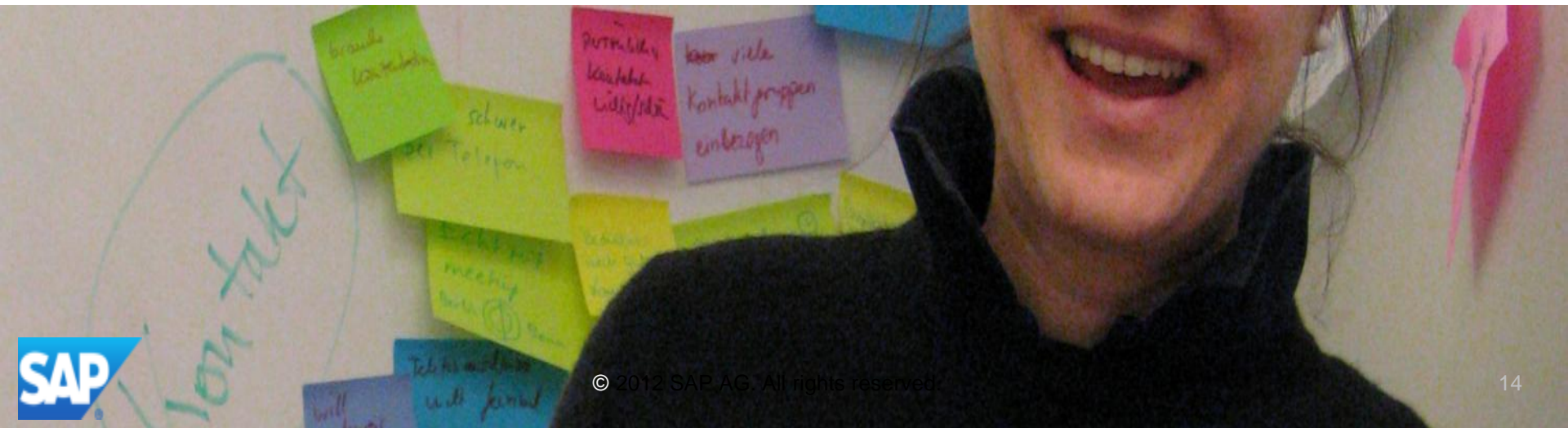
This approach helps to ensure that the right solution is built and that development teams are equipped to build the solution right.

The effort in the beginning to understand and validate what the problem is avoids expensive redesigns in later phases.

Source: Design Thinking
public domain

Design Thinking is...

Bringing together a good approach, with the right people, in the right environment.



Design Thinking - Core Components

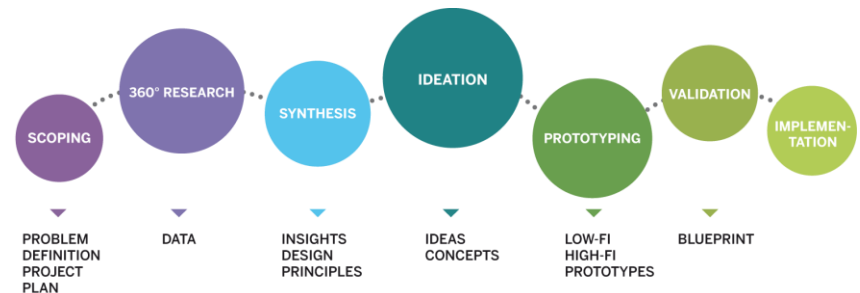
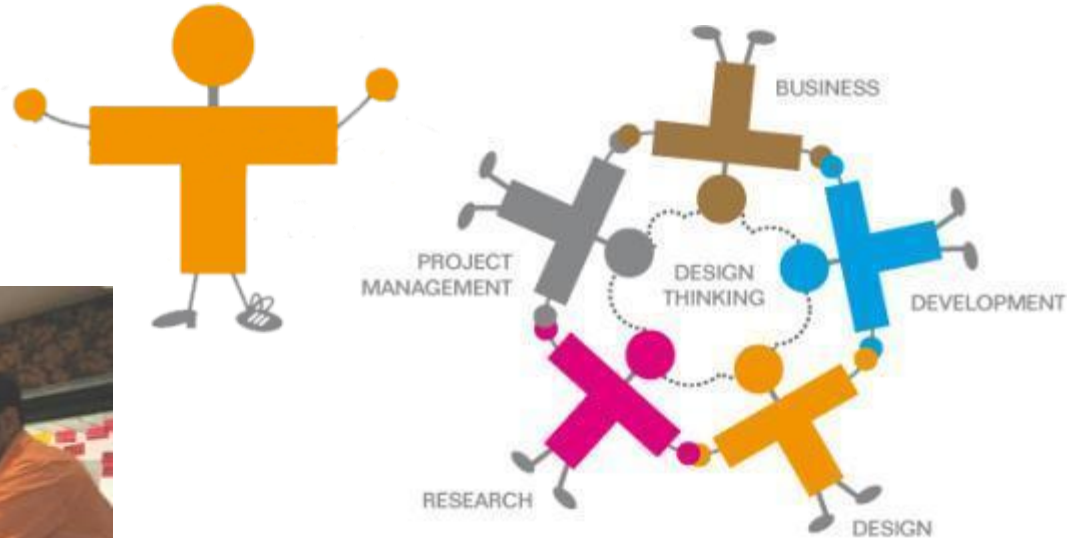
People

who embrace **values** and are enabled to follow an approach



Environment and Materials

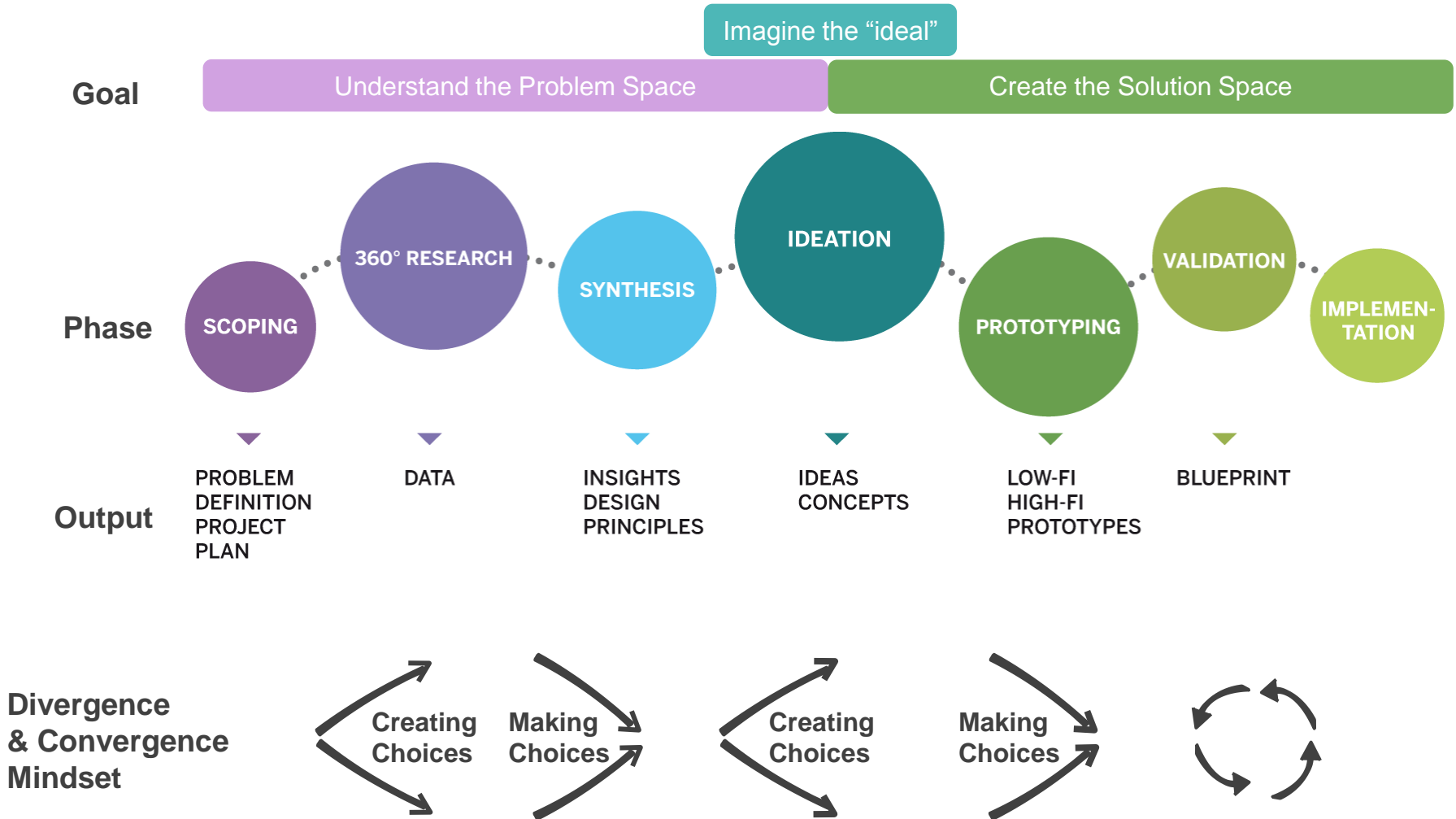
space that enables team work. Materials that allow embodying ideas.



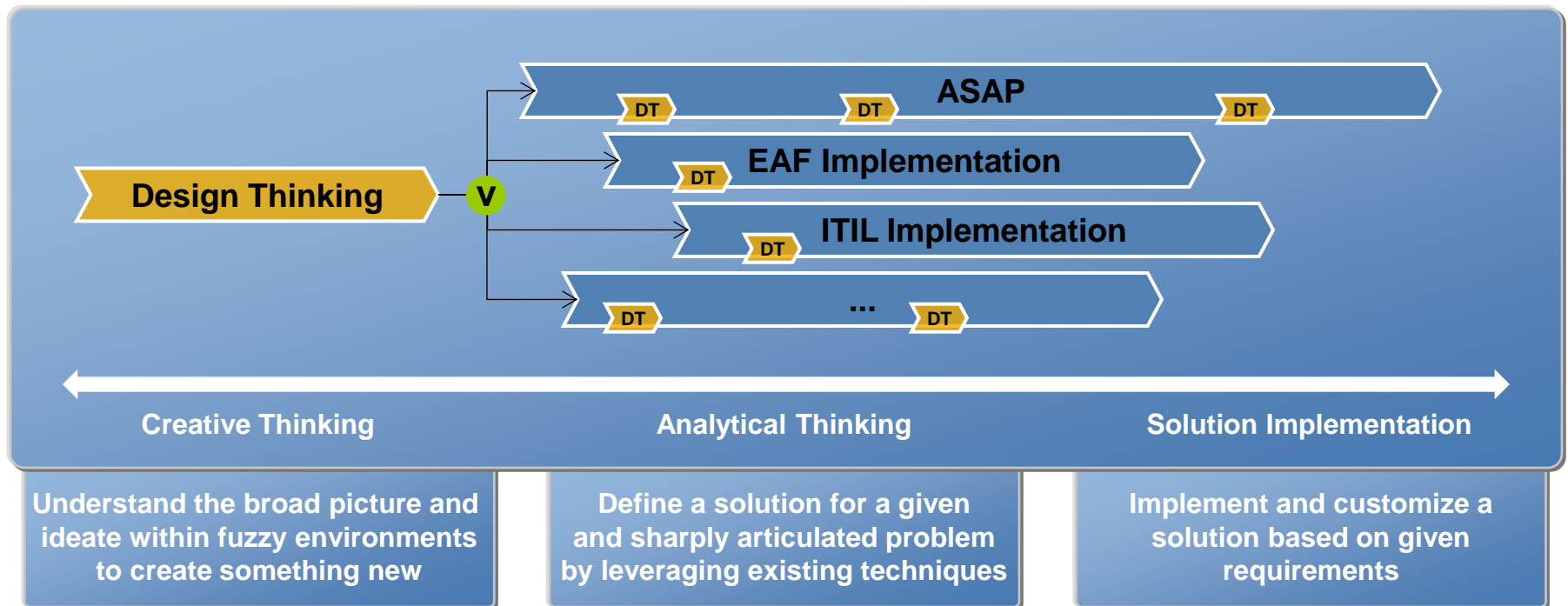
Approach

that is an highly iterative **process** consisting of activities

Design Thinking Process



Design Thinking and other Methodologies / Frameworks



DT Use Cases

Example Use Cases

Design Thinking for SAP Use Case Identification	Design Thinking for SAP Standard Implementation	Design Thinking for Shaping the Profile of a new Org. Unit	Design Thinking for Service Portfolio Collaboration	Design Thinking for Operational Efficiency
<p>Goal Use Cases for a specific Trend or Solution need to be identified.</p> <p>Deliverables</p> <ul style="list-style-type: none"> • Ideas concepts and Prototypes for new, demand oriented use cases leveraging given Technology 	<p>Goal Customer requirements need to be identified and defined for a given solution space.</p> <p>Deliverables</p> <ul style="list-style-type: none"> • Processes showing how the solution is integrated in the operational model. • Customer requirements defining how they want to use the standard software. 	<p>Goal A new organisational unit needs to be established within an organization.</p> <p>Deliverables</p> <ul style="list-style-type: none"> • Typical use cases the new unit will support • Deployment options on how to setup and foster the new unit within the organization. 	<p>Goal Two companies want to understand if they can connect and jointly deliver service offerings to their customers.</p> <p>Deliverables</p> <ul style="list-style-type: none"> • Identified use cases that show options for joint service offerings. 	<p>Goal Revisit processes to (re)gain operational efficiency.</p> <p>Deliverables</p> <ul style="list-style-type: none"> • Joint cross LoB vision • Ideas and concepts how to execute.
<p>Examples</p> <ul style="list-style-type: none"> • What does Mobility mean to my Business • Explore new Technology Trends 	<p>Examples:</p> <ul style="list-style-type: none"> • Identify and define the customer requirements for the HR Solution 	<p>Examples</p> <ul style="list-style-type: none"> • Implement a Center of Excellence 	<p>Examples</p> <ul style="list-style-type: none"> • SAP and Partner want to understand if they can jointly deliver service offerings 	<p>Examples</p> <ul style="list-style-type: none"> • Customer wants to reduce costs by refining processes

DT Use Cases

Example Use Cases and Execution

Design Thinking for Business Model Innovation

Goal

A given business model needs to be refined based on changing market, customer trends or a new business model needs to be created.

Deliverables

- Conceptually defined and prototyped business model according to Business Model Canvas (A. Osterwalder)

Examples

- New Business Model for Services Business

Design Thinking for IT Strategy Definition

Goal

The IT Strategy of an organization needs to be refined based on current or upcoming business and/or IT drivers.

Deliverables

- Conceptually defined and prototyped IT Architecture with Core/Context association according to Enterprise Architecture Framework / TOGAF

Examples:

- Define the IT Strategy for 2017/2022

Design Thinking for Business Strategy Transformation

Goal

Define a Business Strategy that accomodates given or upcoming drivers (e.g. Board, Market Trends, Customer Demand).

Deliverables

- Defined Vision / Mission Statement
- Defined Strategic Pillars and Action Plan
- Transformation Setup and Working Mode

Examples:

- Define Strategy and Transformation for 2015.

Design Thinking
Use Case Execution
is accelerated by the following
Content and Experience
per Use Case.

Typical Timeline

Typical agenda and activities per day of the engagement

Approach & Techniques

Phases of Design Thinking and techniques that will be applied

Input

Necessary preparation before the engagement starts.

Outcome

Expected outcome for the customer and SAP?

Bill of Material

Material needed to deliver the engagement

Team Setup

Needed Involvement from a SAP and customer side?

Low fidelity Prototyping an Example



Facts

- 60 Minutes of Work for each Prototype
- Participants do not only talk about the ideas generated, **they show what and how it feels like!**

“Fail early, fail often“

If a prototype fails validation, a new one can be created in no time.

- Establishes a culture that encourages failure

From an empty Room...

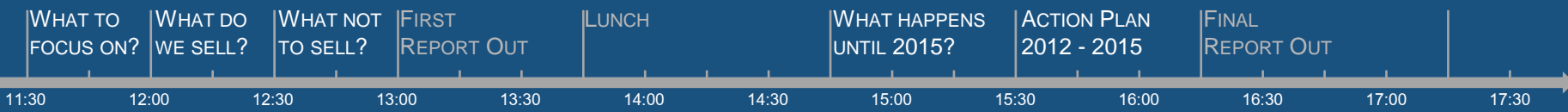


To a Room full of Data, Ideas, Concepts and Prototypes.

This Picture shows the Room 11 Hours after the Workshop started



DT for Services Strategy - Key-Questions, Mission Statement for 2015 and tangible Action Plan





Printed document with a map of Europe and a list of items.

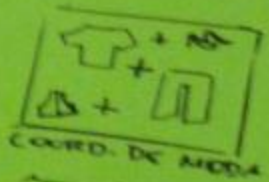
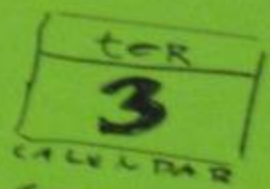
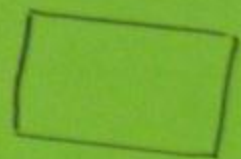
Programme Library

- 1. [Red circle]
- 2. [Orange circle]
- 3. [Blue circle]

Map of Europe showing various countries.

ULTIM

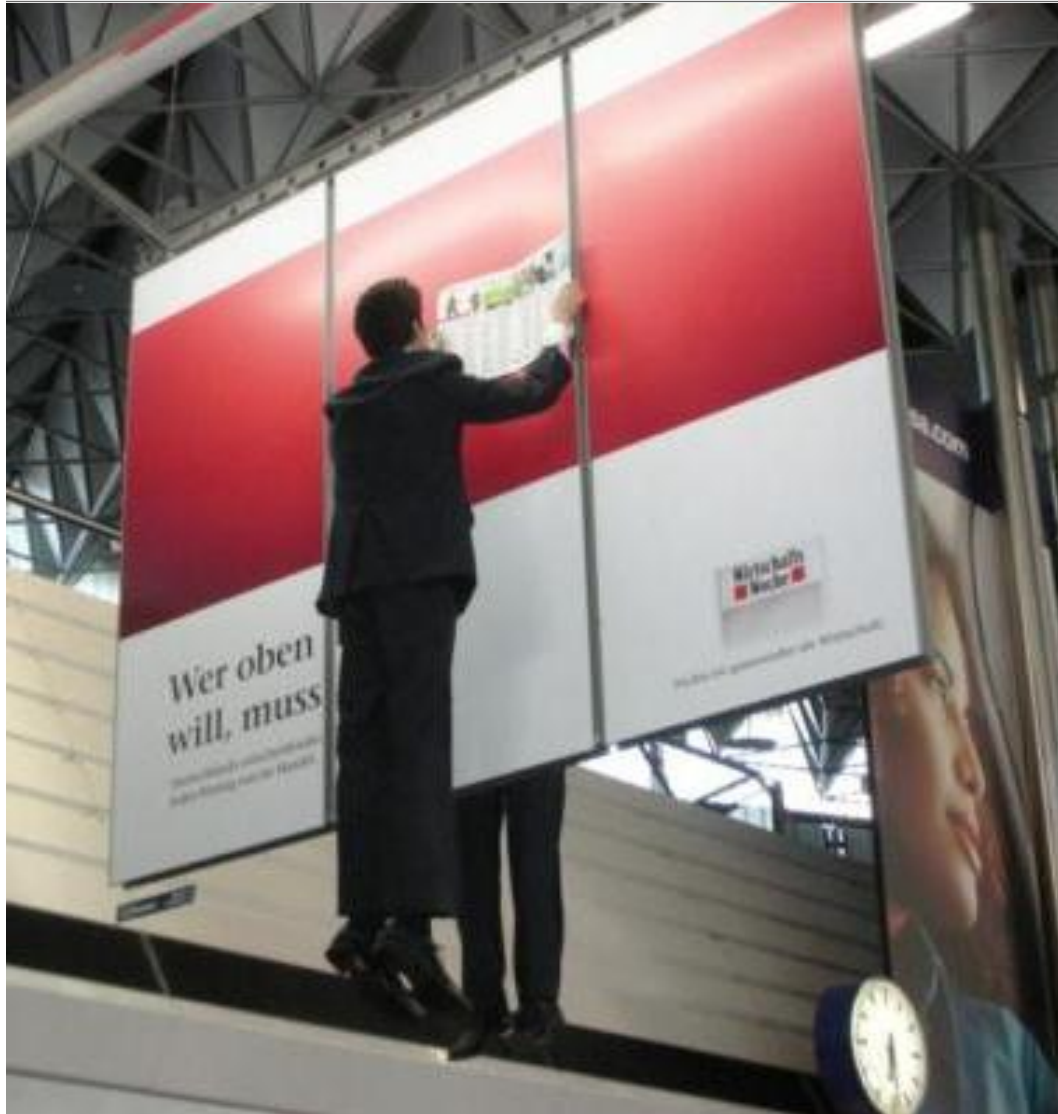
95%



This picture is part of a real Mobile-Analytics-Prototype created by the customer in this workshop.



Rules of Engagement



“Hang in there!
And immerse yourself
in the process, even if
it might feel odd at times”

Rules of Engagement



- Active participation by everyone
- Airtime for everyone
- Defer judgment
- Listen
- The goal is not to agree from the beginning - it is about hearing and exploring divergent perspectives
- Please - no cell phones, computers, iPads 😊

Sharing

10:03



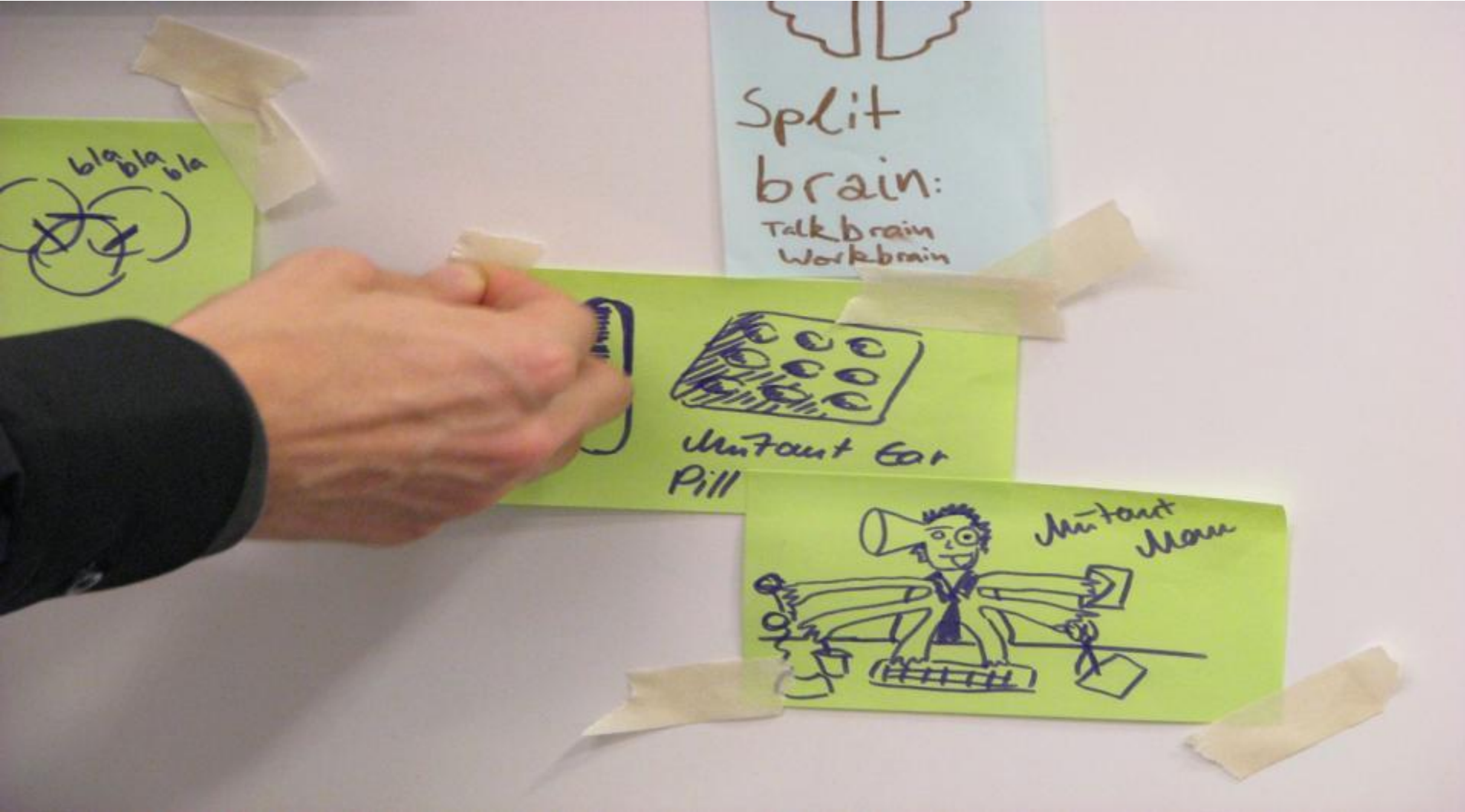
Alarmton

Abbrechen

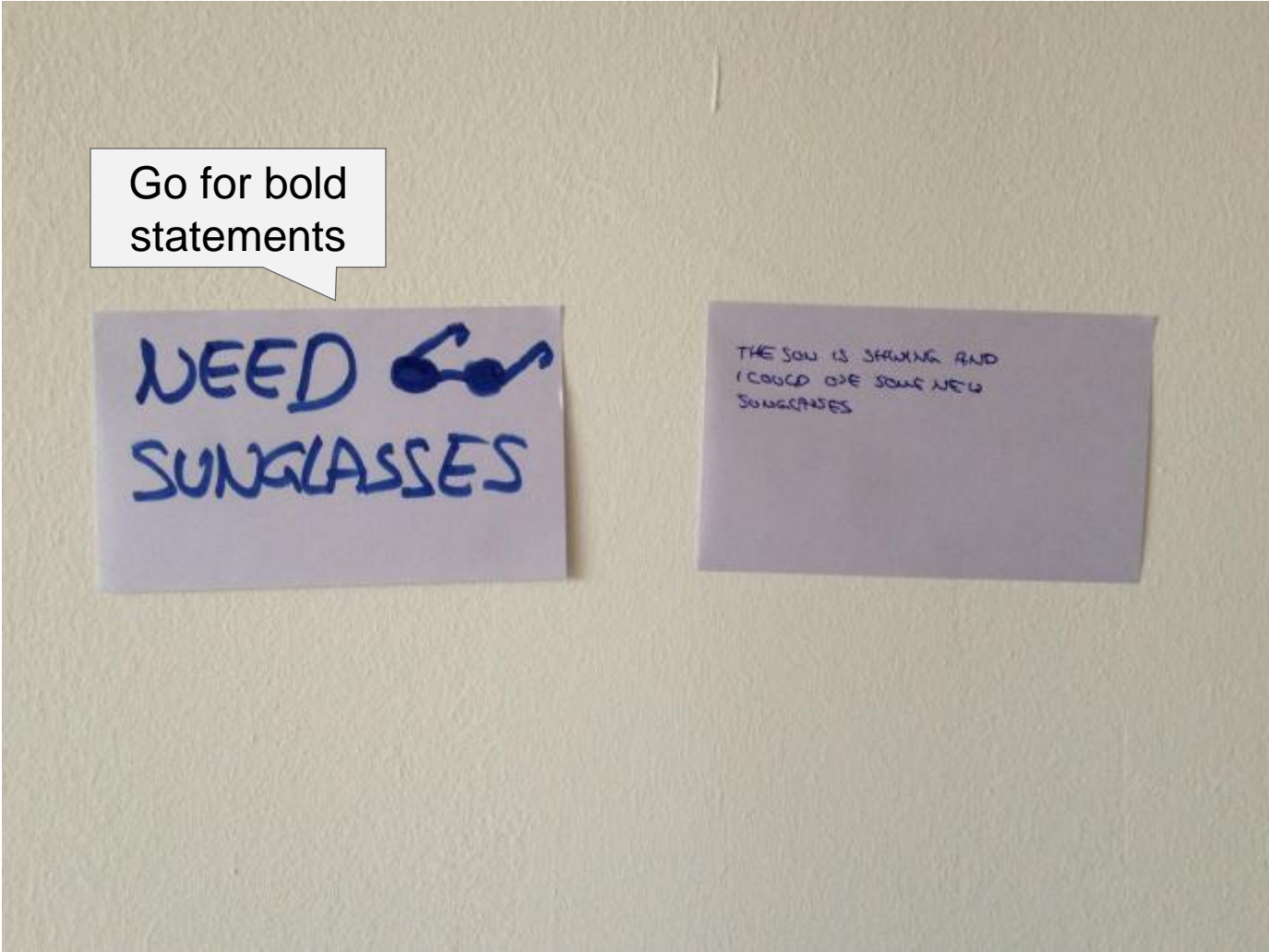
**Timeboxing
is Key**

The Way we will exchange our Knowledge

The Wall will at the end reflect our Collective Mind and Outcome

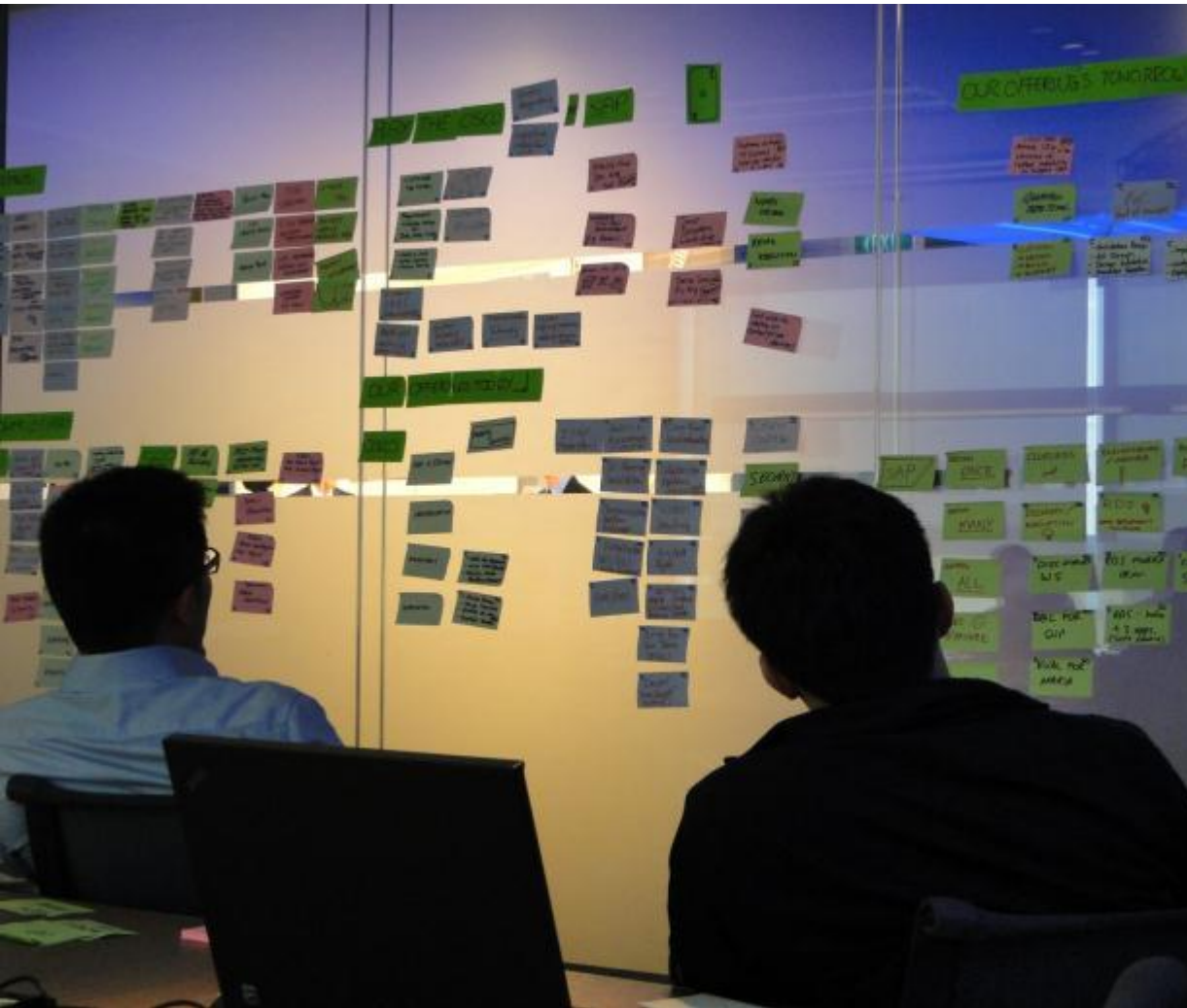


Great Thoughts on Sticky-Notes and difficult ones

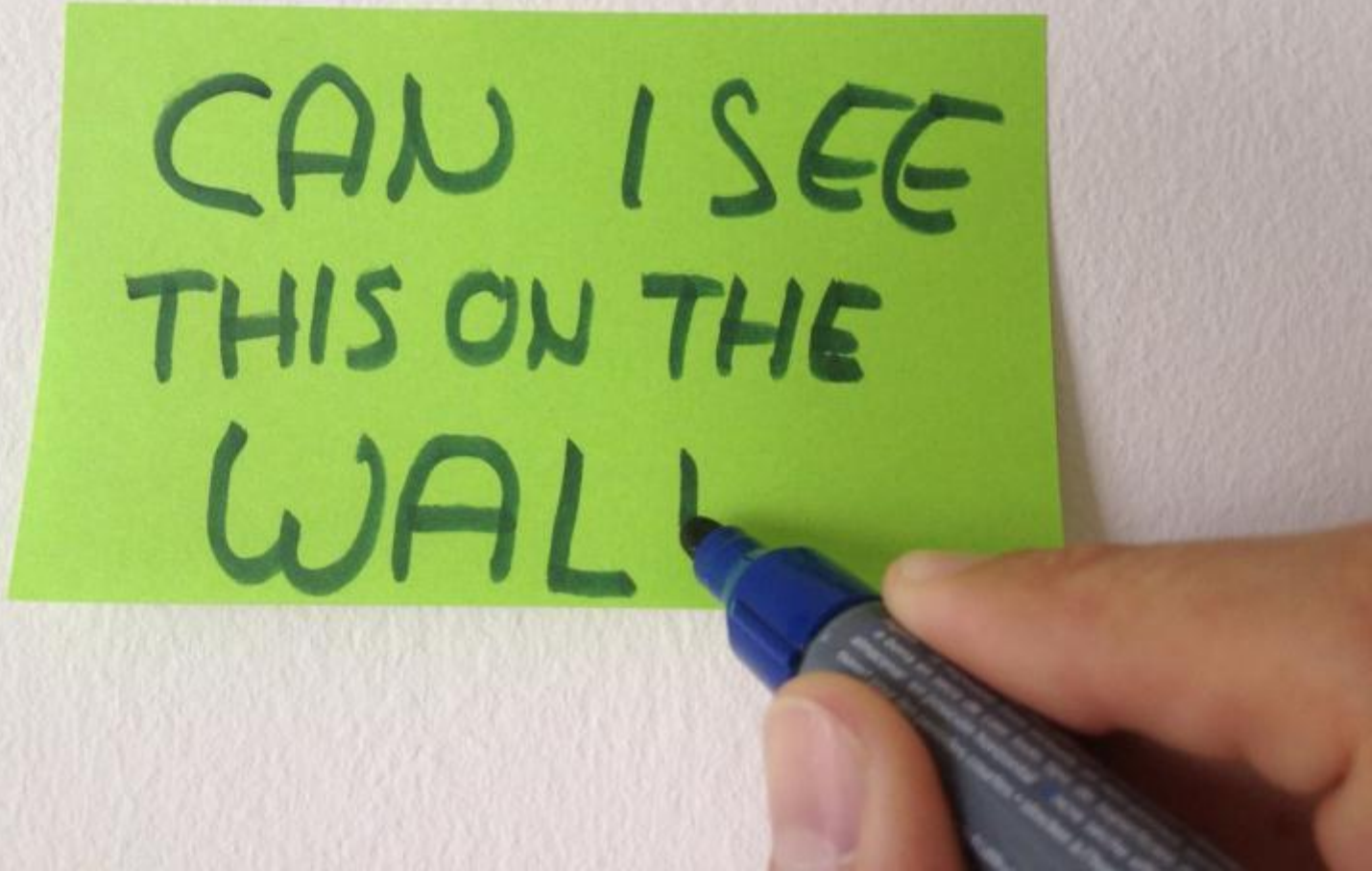


Bold Sticky-Notes

make it easier to work with a Wall of Data



Please

A hand holding a blue marker is writing on a green sticky note. The text on the note is written in a casual, hand-drawn style. The note is placed on a white wall.

CAN I SEE
THIS ON THE
WALL

Design Challenges and Grouping

Design Challenge

1

Ускоряем внедрение:
Как делать вдвое
больше релизов в
год?

Accelerate the
development– How to
double the number of
releases per year?

Design Challenge

2

Как снизить
количество
инцидентов в
процессе
эксплуатации вдвое?

High number of
incidents in operations
– How to decrease its
number by more than
50 %?

Design Challenge

3

Как добиться того,
чтобы реализованное
решение
соответствовало
ожиданиям бизнеса?

How to ensure that
implemented solution
fits to business
department's
expectations?



THANK YOU!

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