How Design Thinking Works (@ SAP)

Romana Oehmig - Lead Design Thinking and Business Model Innovation
25th IEEE Requirements Engineering Conference
September 2017

Agenda

- Introduction and Warm-up

- What is Design Thinking?

- Project Example from the Software World

- What's in it for you?

- Awareness and education of coaches and managers, scaling and barriers

- Links to additional material

- Questions / I like / I wish

About SAP

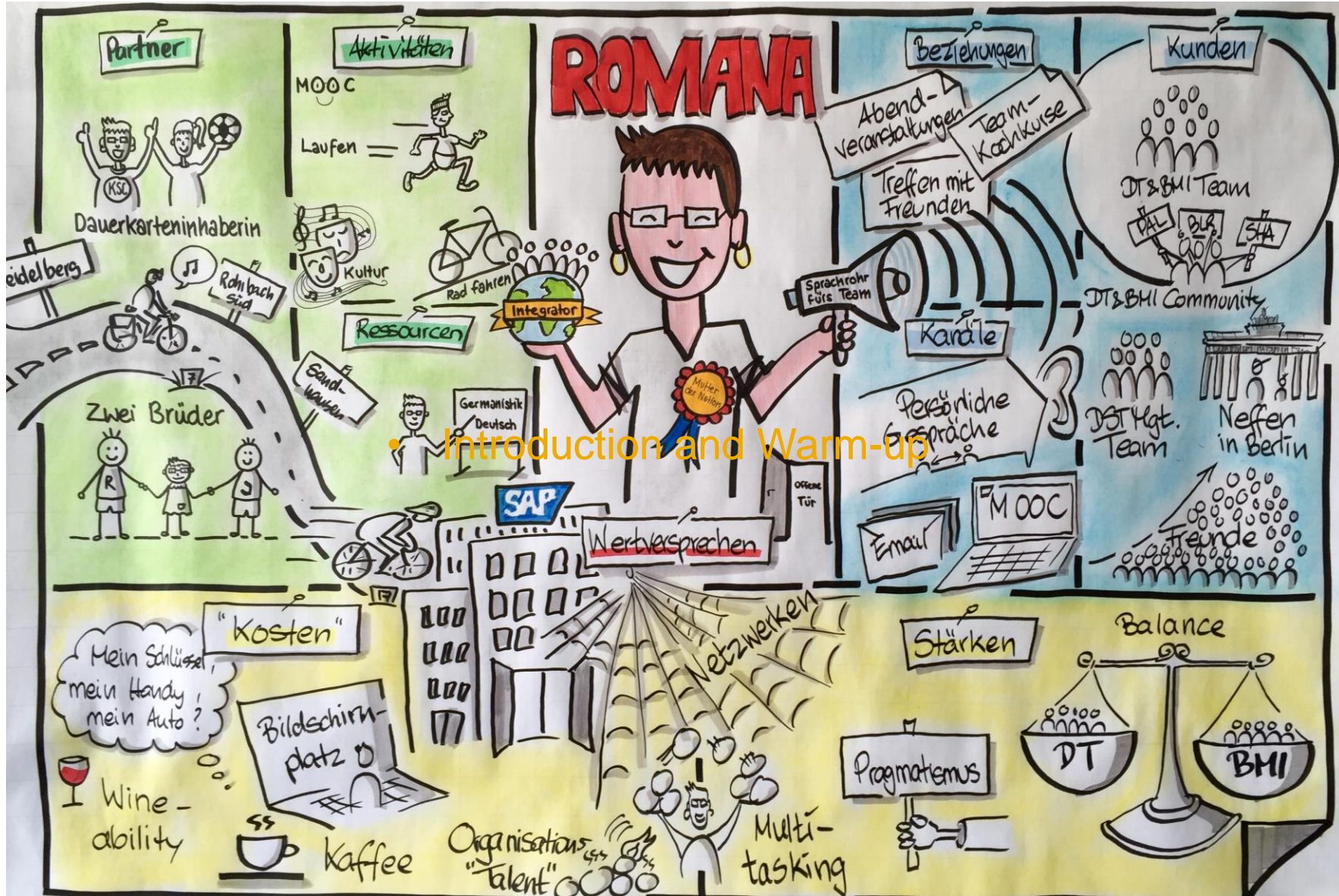World leader in enterprise software

87,000 Employees in 130 countries worldwide

SAP Facts & Information

About me

Interaction: Listen and Exchange

Your perception of Design Thinking

- **Talk to the person next to you!**
- **Form teams of 2 – 3 people**
- **What have you heard / experienced about Desing Thinking (2 x 2 minutes)**
- **Goal: everyone got a different perspective**
- **5 statements on the wall**

I talked to … One Aspect of Design Thinking he / she mentioned is … (1 word or statement)

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Harvard Business Review — THE EVOLUTION OF DESIGN THINKING

WIRED

The New York Times

McKinsey&Company

D CO.DESIGN

6 MINUTE READ | INNOVATION BY DESIGN

Design Thinking Shakes Up The Beige World Of Enterprise Software

KPCB | Ventured

Design in Tech Report 2016

For all of us who use a computer or mobile device, great design is changing how we live and work. John Maeda's report helps explain why.

PROFITS 1ST QTR RESULTS FOR 900 COMPANIES | BOOK EXCERPT THE NEW RATIONAL EXUBERANCE | INVESTING FINDING THE BEST ONLINE BROKERS

BusinessWeek

THE POWER OF DESIGN

A tiny firm called IDEO redefined good design by creating experiences, not just products. Now it's changing the way companies innovate.
BY BRUCE NUSSBAUM

The Academic World

" ..a methodology for innovation that combines creative and analytical approaches, and requires collaboration across disciplines. This process - which has been called design thinking - draws on methods from engineering and design, and combines them with ideas from the arts, tools from the social sciences, and insights from the business world."
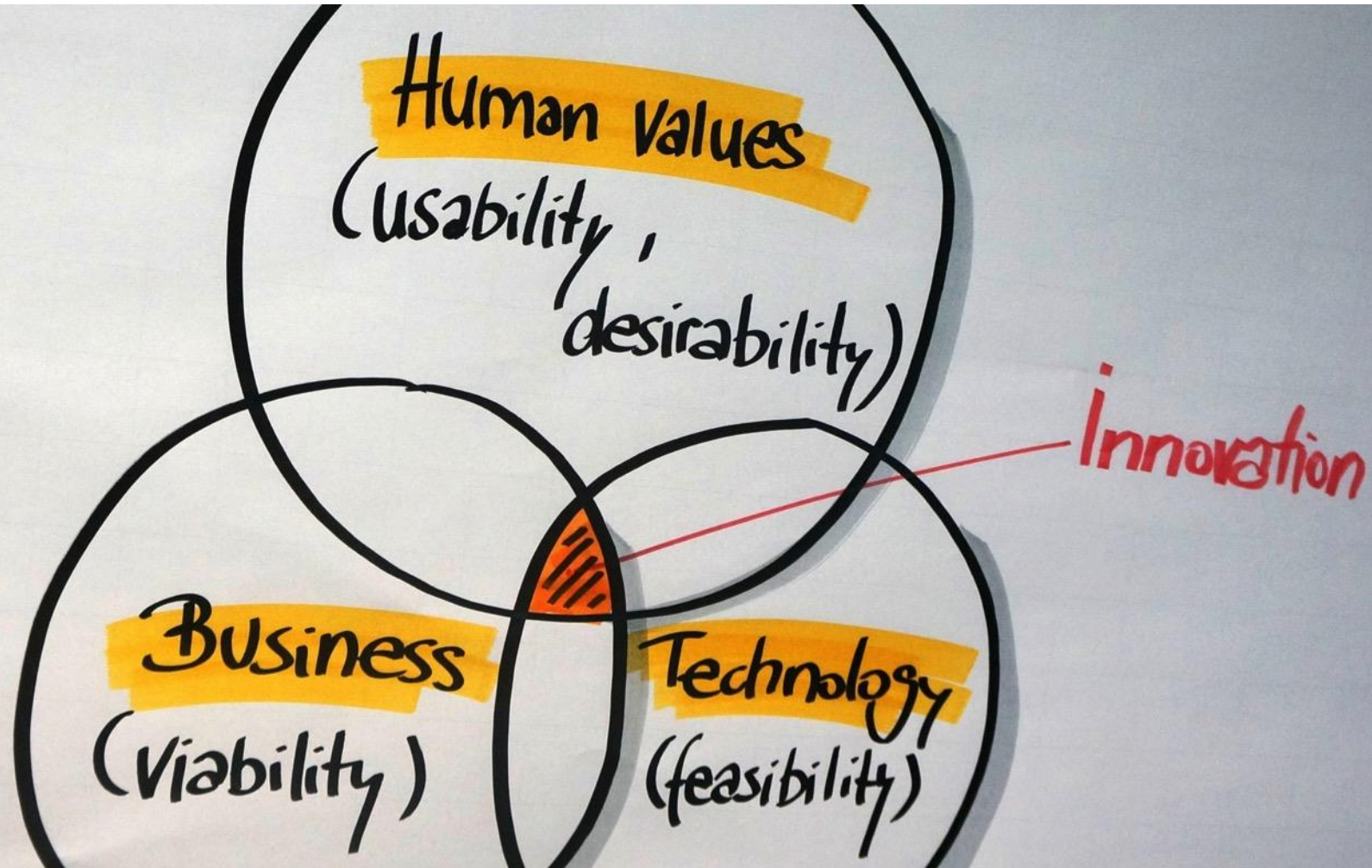
- D-School Stanford

The SAP World

"Approach and mindset centered on user needs to create delightful, useful and usable products or services and balance desirability , feasibility and viability"

Desing Thinking is Usability + Viability + Feasibility
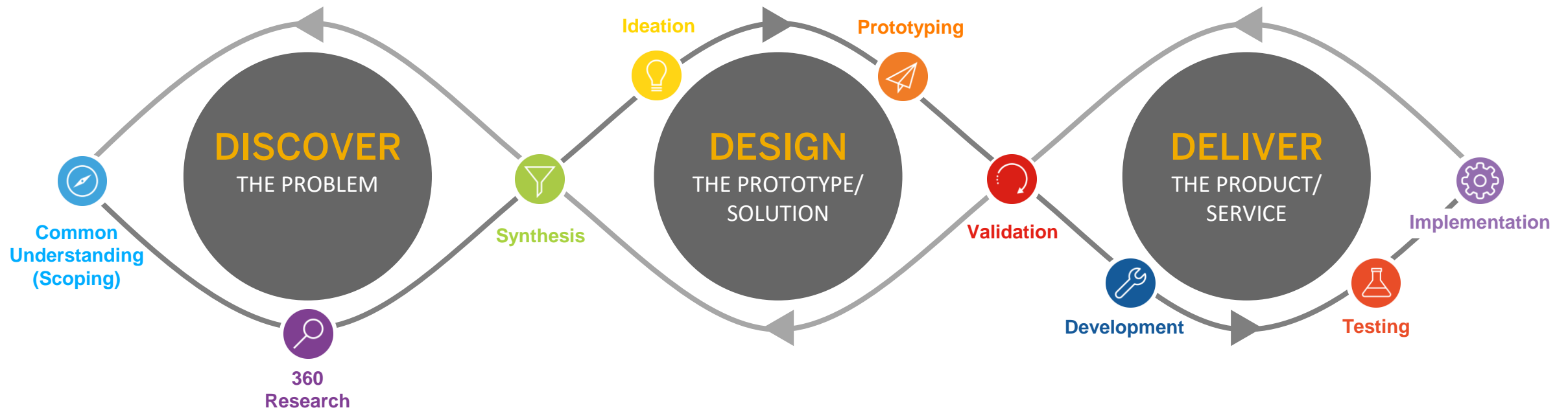
Core values of Design Thinking

Start with the problem space

Use empathy for users and stakeholders

Utilize a flexible and creative workspace

Collaborate in multi-disciplinary teams

Design Thinking Process

Some tools we use

Persona

User story map

Floor Plan

• Introduction and Warm-up
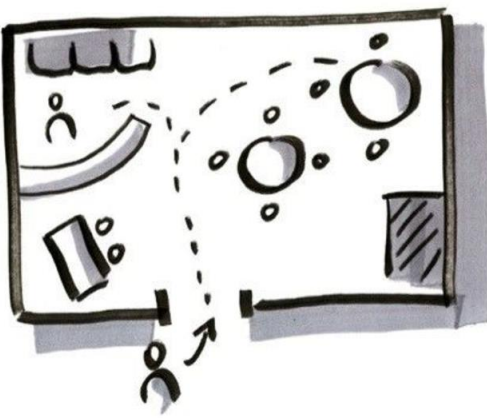
Story Board
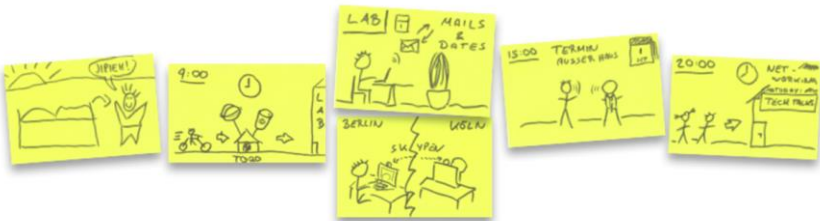
2x2 Matrix
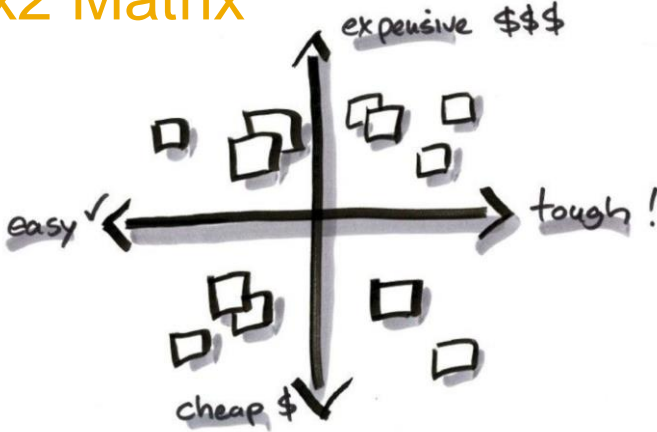
Customer Journey Map

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Project Example: Smart Vending Machine Some Features
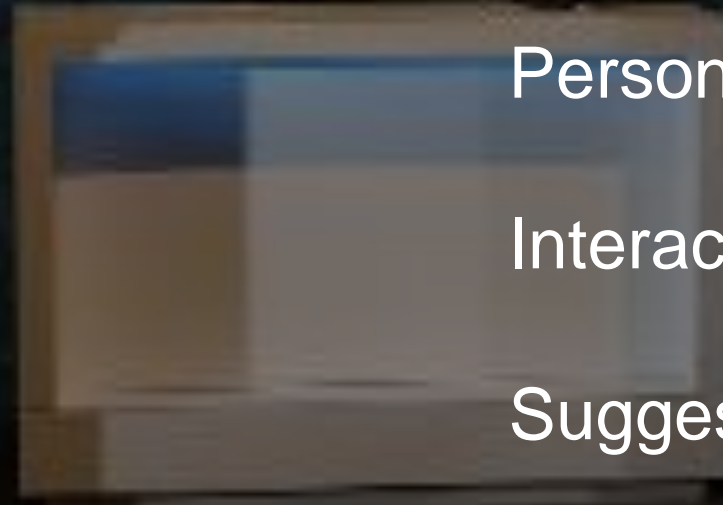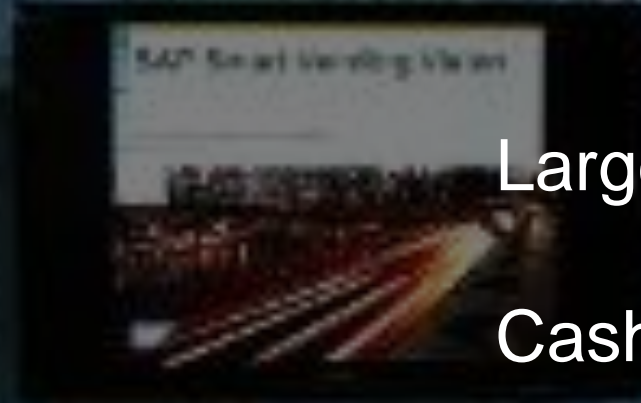
Large display

Cashless pay

Personalization

Interacts with users

Suggests bundles

Real-time behavior capture

Vending Use Cases

Bill Smith – "THE DISTRIBUTOR"

Sara Jones – "THE SALES MANAGER"

Jack Klein – "THE CONSUMER"

Tim Jones – "THE SERVICE OPERATOR"

Bill Smith – "THE DISTRIBUTOR"

- Plan and manage inventory to avoid stock outs
- Optimize truck loading and reduce unnecessary product moves to avoid product damages

Bill's Goal: Wants to keep the kiosk replenished.

1

Bill loads his truck based on an **auto-generated kiosk replenishment schedule** and loading plan.

2

Bill drives his route and **replenishes the kiosk**

3

While en route, Bill receives a **mobile alert** of a stock out at one of the kiosks along his route.

4

Bill uses extra inventory to **replenish the stock-out**

Jack Klein – "THE CONSUMER"

Psychographics/Needs

- **Loyal to Brands**
- **Online shopper**
- **Explorer and willing to adopt new products**

Jack's Goal: Wants to make a quick purchase at the lowest price

1 Jack approaches a vending machine with the **desire to buy** a Coke

2 The vending machine remembers Jack, and **personalizes the system** with offers based on preferences

3 Jack selects his soda, and is informed about **discount options** and **bundles**

4 Jack explores bundles, and **considers new products** due to machine interaction

5 Jack pauses on a bundle, and receives a new **offer in real time**

6 Jack replaces his original order with the bundle, **increasing his basket size**

7 Jack pays using his **mobile wallet***

8 The vending machine **processes his order** and sends a personalized Thank You to Jack

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Possible take-aways and Inspiration

- Iterate the problem before searching solutions

- Work with multi-disciplinary teams

- Learn from failure and iterate

- Go out – be ready to get inspired

- Allow people to ask (stupid) questions

- Separte idea generation from idea evaluation

- Test assumptions

Interaction 2: Reflect and Exchange

Is there anything, you could practice in your daily life?

- **Talk to the person from the first interaction**

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Different target groups need different kind of education

For Everyone

For DT Coaches

Design Thinking

For Managers

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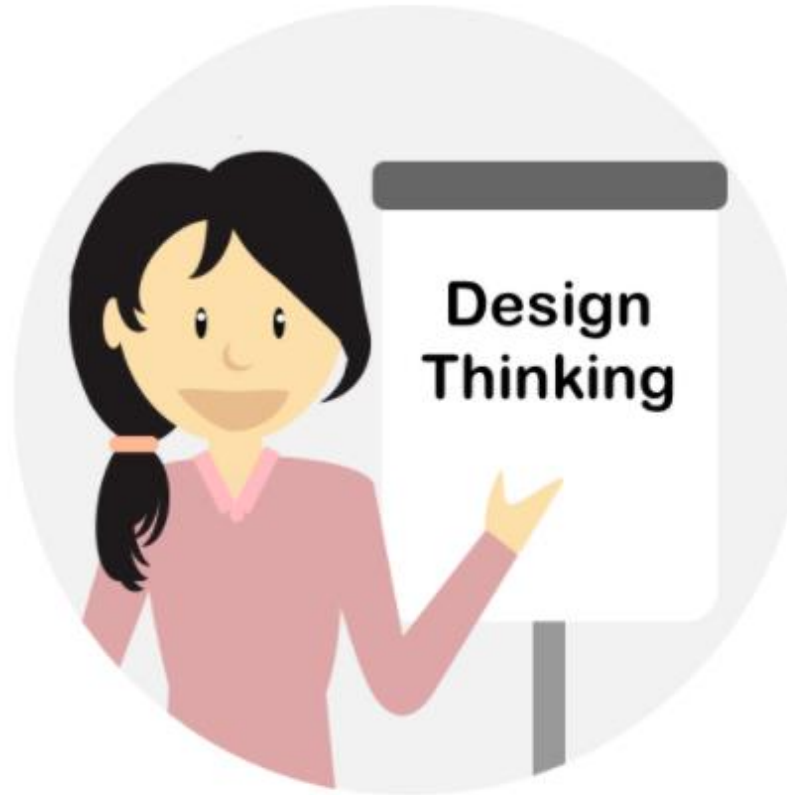
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Developing Software Using Design Thinking (Edition Q4/2016)

Moritz Gekeler, Jochen Guertler and George Kembel

Kurs im Selbststudium

📽 Lernmaterial   💬 Diskussionen   📈 Fortschritt   👥 Lerngruppen   ⓘ Kursdetails   📡 Neuigkeiten

openSAP Developing Software using Design Thinking

SAP

openSAP

▶ 0:00 / 4:14   🔊 ━━━●   ⛶ ⬇

SAP is embedding design thinking into its software innovation and development practice. You can benefit from SAP's experience in the application of design thinking by taking part in this course, *Developing Software Using Design Thinking*.

📅 Dienstag, 18. Oktober 2016, 09:00 Uhr (UTC) bis Mittwoch, 14. Dezember 2016, 09:00 Uhr (UTC)

🌐 Kurssprache: English

Für den Kurs einschreiben »

Links

SAP User Experience Community / **experience.sap.com**

openSAP courses / **open.sap.com**

      openSAP Developing Software using Desing Thinking
      openSAP Design for Non-Designers
      openSAP Designing Business Models for the Digital Economy

Teaching Cookbook (beta version) **http://54.153.57.8/#!/**

HPI School of Design Thinking - Hasso-Plattner-Institut / **hpi.de/school-of-design-thinking.html**

HPI School of Design Thinking - Hasso-Plattner-Institut / **Don't wait. Innovate - Hasso-Plattner-Institut**

d.School .Stanford.edu / **dschool.stanford.edu**

d.School .Stanford.edu / **The Bootcamp Bootleg**

Thank you!

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