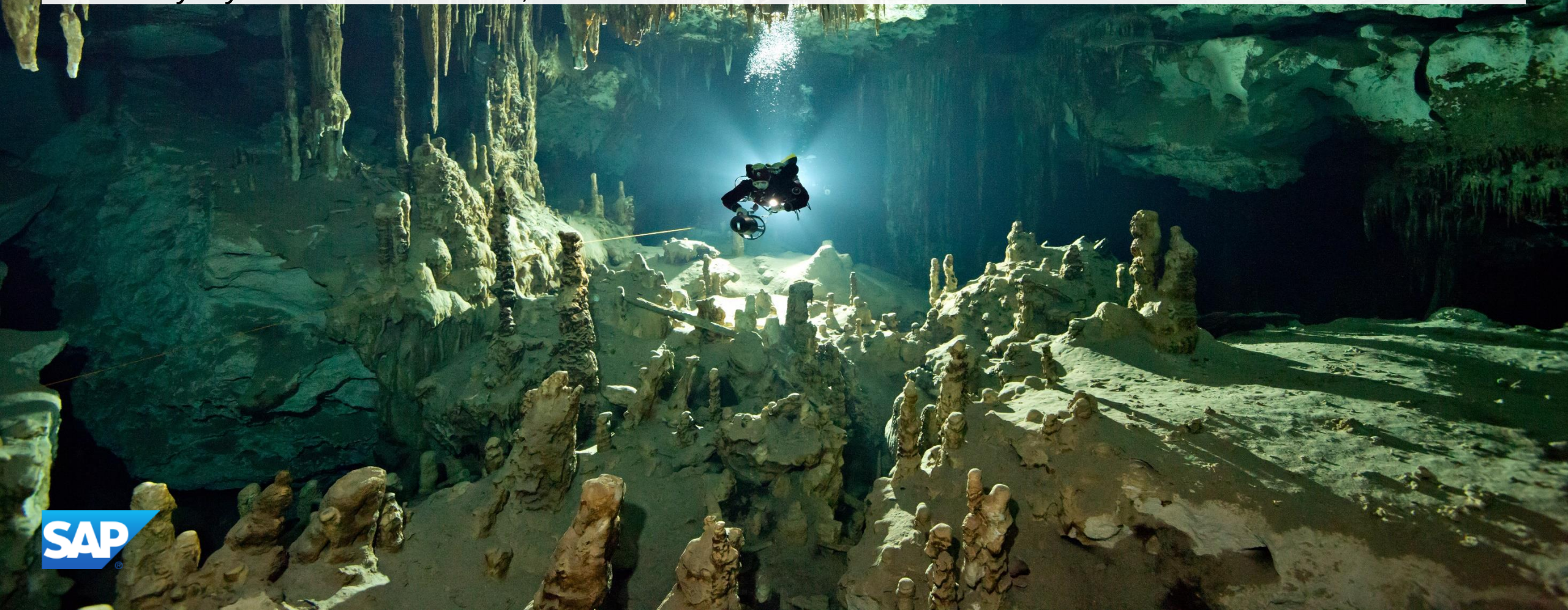
Human Centered Approach to Innovation

From Pain to Pleasure

Anthony Ryan & Roland Martin, SAP SE



Your Speakers today

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Data Scientist &

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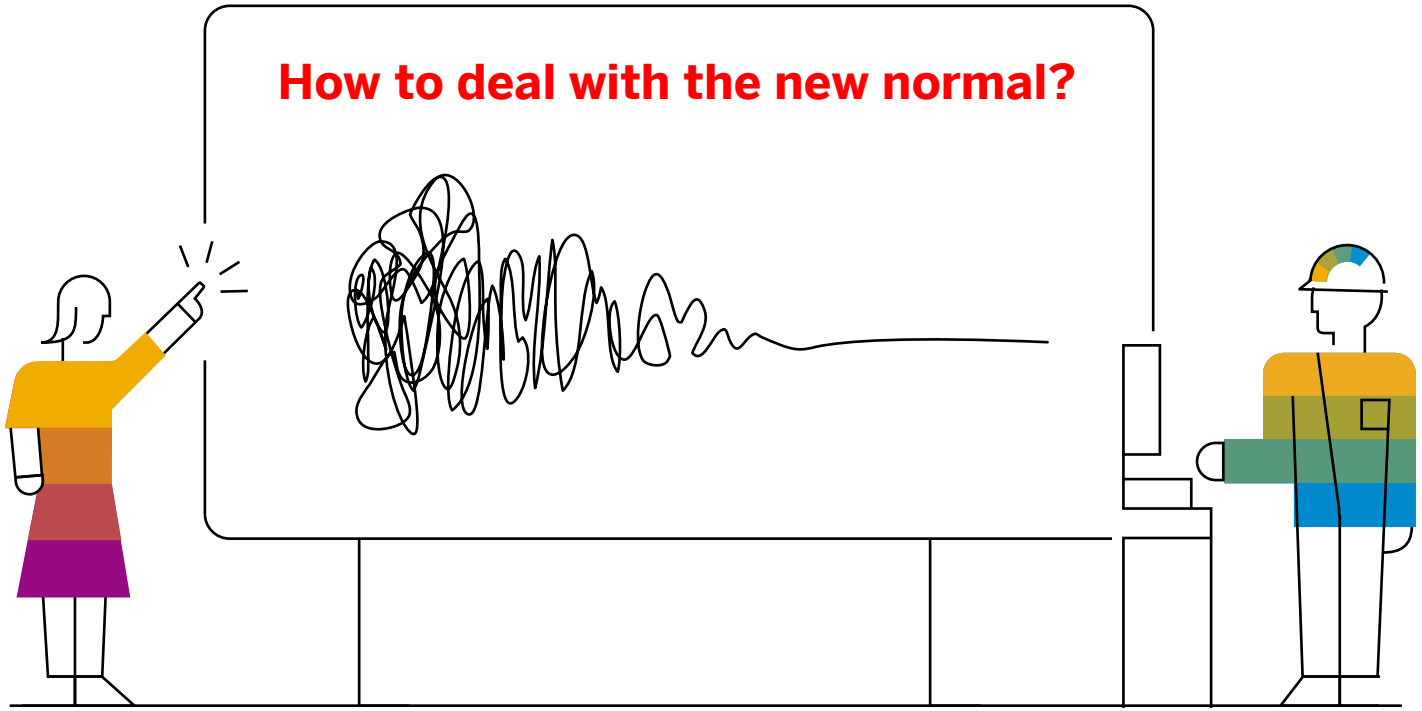
Dramatically Increased Pressure to Change in Challenging Times



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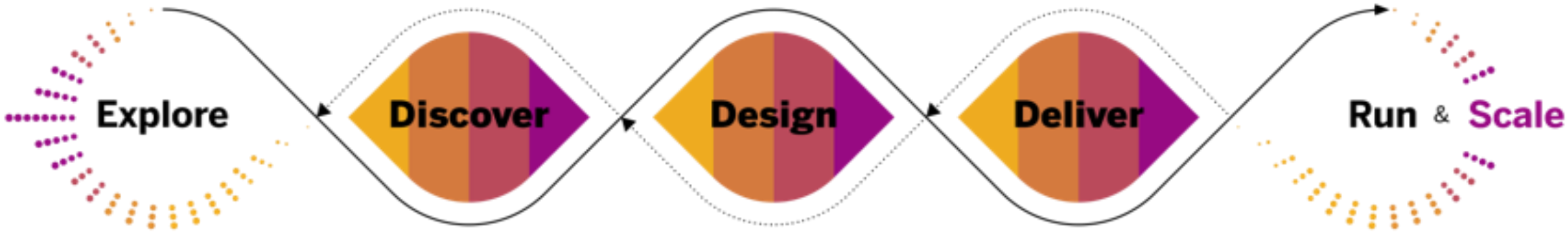
The innovation process

Revisited



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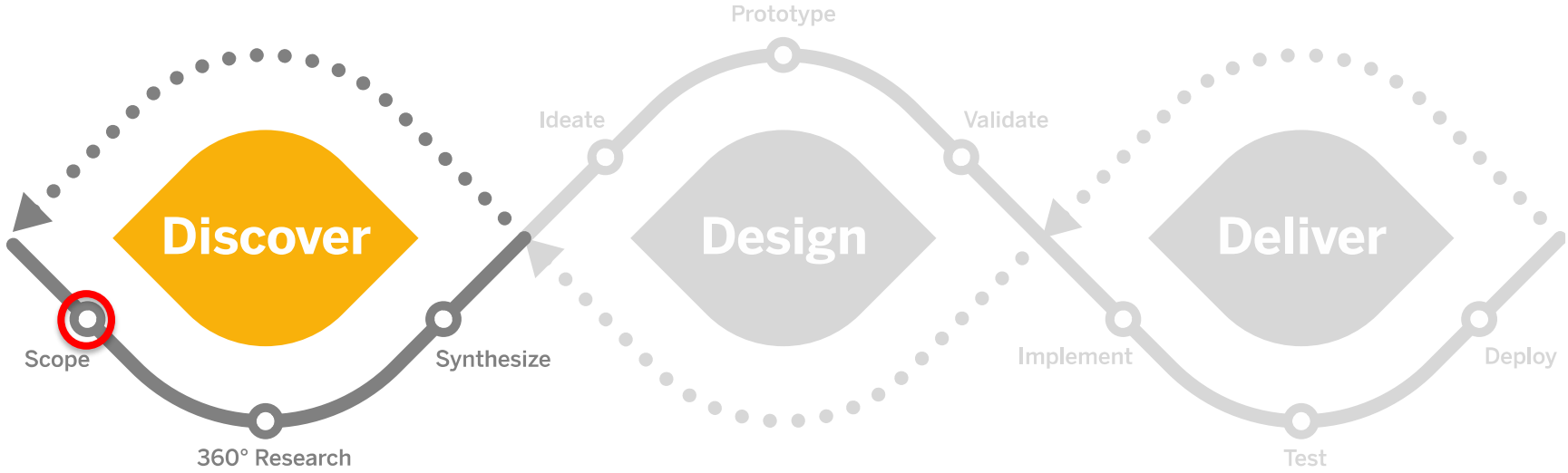

Scope

Common understanding and the right focus

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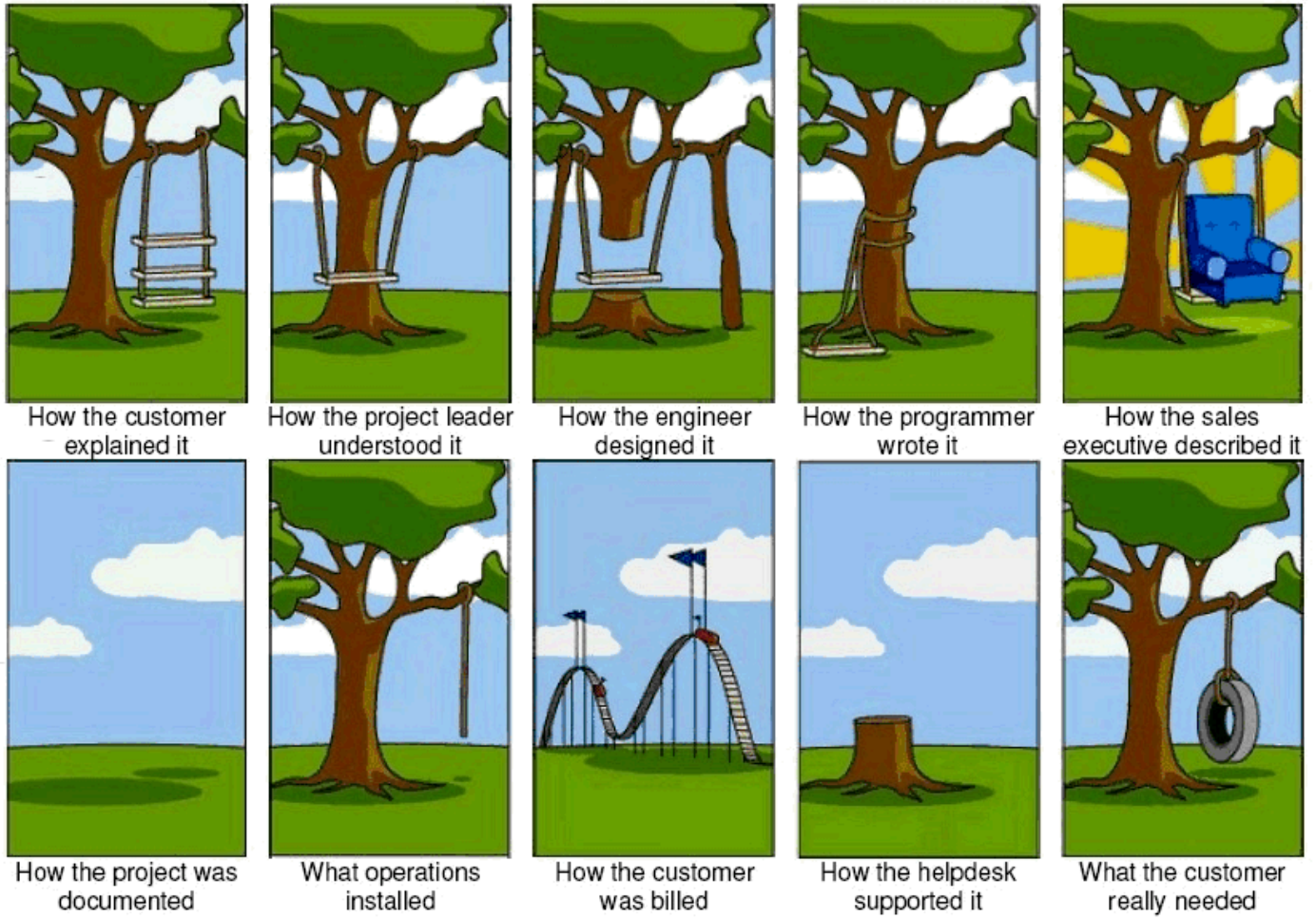
Why Scoping?

Are we all aligned on...



... the Understanding of the Problem?

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Scope

Question: Do we understand the challenge? Do we understand the same thing?

What do we already know?

Who are our potential users?

Who are our stakeholders?

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Scope – How to do it

Goal: Reformulate the challenge expressing the shared understanding of the team

- Several methods to get to a shared understanding

- The core is communication
  - express your understanding and where you feel the focus lies
  - discuss with the others their understanding

- Come up with a formulation
  - the team agrees on (it resonates with the team)
  - everyone understands what the focus is
  - and that is user-centric

- Method: Creative Reframing
  - Mark words of the Challenge to be discussed in the group
  - For each of these words find different meanings
  - Reformulate the challenge using some of the new words
    - setting a focus

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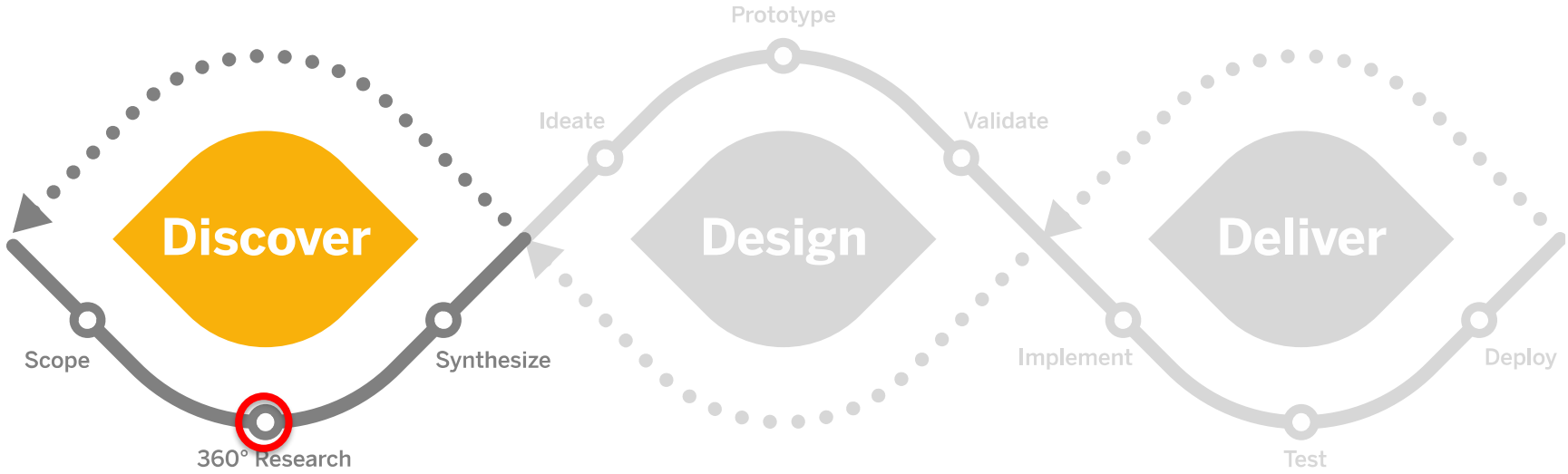

360° Research

Get empathy for the user

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Why do we need Research?

Understand User’s behavior

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Why is empathy so important?

“Walk in the shoes” of your End-Users

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Technology combined with empathy

From Pain to Pleasure

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360° Research – Ways for doing Research

Find out what people NEED and where it HURTS

Ask and listen

Watch and observe

Try and do

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Research – Ask and Listen

Setup a questionnaire and get out of the building!

How to prepare the interview

- Agree on User Group and potential End-Users
- Gather questions whose answers
  - let us understand who we are talking with
  - let us learn about the user's perspective
  - might help us to find insights
- Compile the Questionnaire by
  - choosing questions such that it
- Do interviews
  - It should always rather feel like a nice conversation rather than an interview

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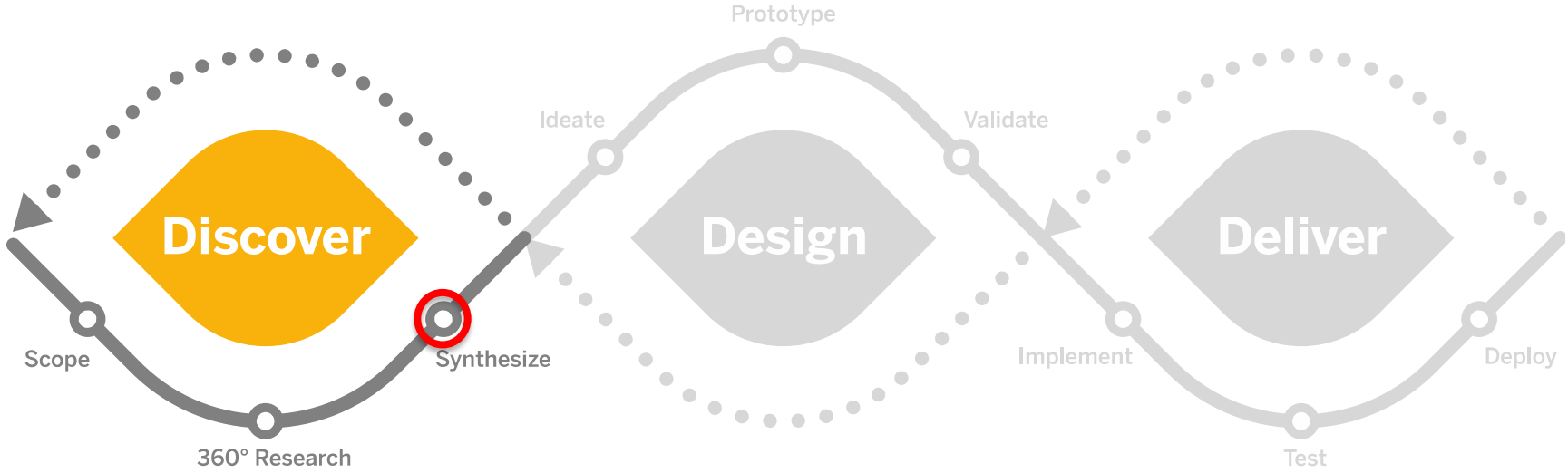

Synthesize

Share and structure your learnings, find patterns and set a focus

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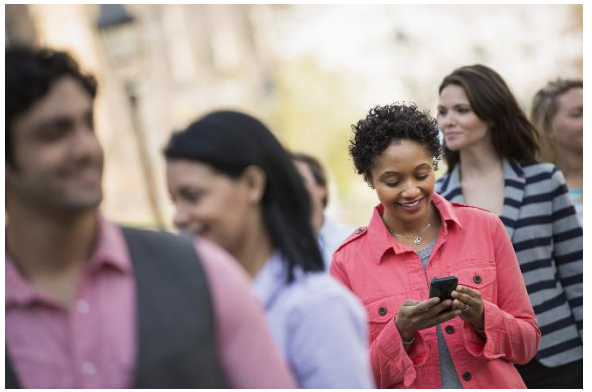
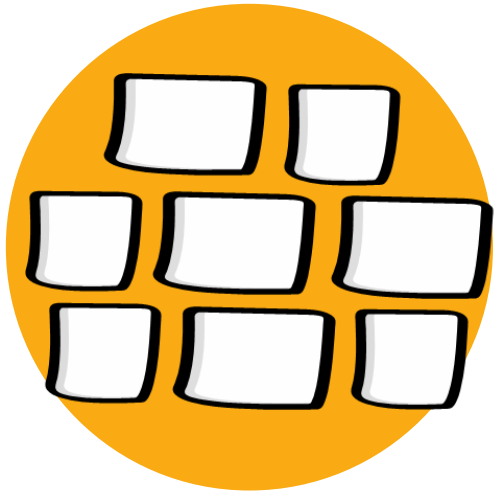
Synthesize

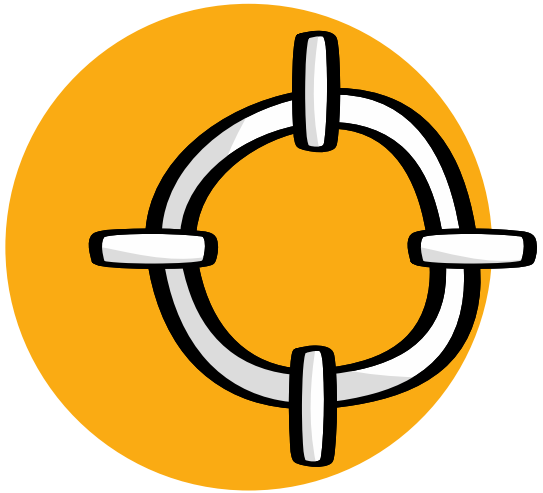
Question: For whom do we solve which problem?





Storytelling +
Structure the mass of information

Cluster and make meaning
to data



Define a user-centered problem statement
(Persona and Point of View statement)

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What is a Persona

"Typical" but fictional user based on research

What are typical characteristics that best reflect the users?

What goals, tasks does the persona have?

What does the persona like/frustrate?

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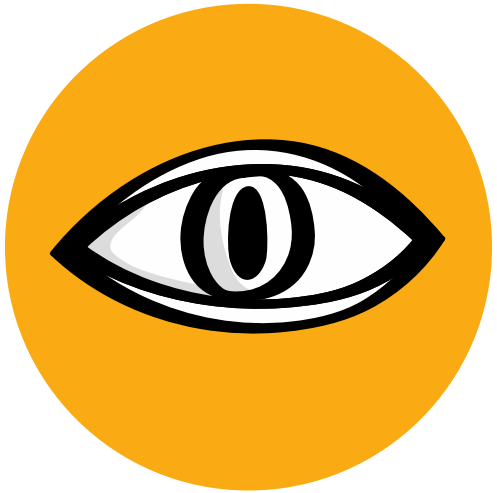
Point of view

Reframe your design challenge in a user centered way

User



Insight

Emotional or physical necessities, expressed as verbs
Explicitly stated or implicitly derived by you

Need

Derived from contradictions/tensions
“Why” do users say/behave/… this way?
Includes your interpretation

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We said from Pain to Pleasure…

… where is the Pleasure?

Pain State:

- From a problem we most likely do not have a **lot of insights**
- Do not know exactly **who is involved**
- Do not know exactly **who suffers**
- And do not know **where it hurts**

→ We feel powerless and not able to act

Pleasure State:

- We collected **valuable insights**
- We **validated assumptions**
- We learnt **new insights** we would have never thought of
- and went to an **actionable statement**

→ We feel empowered and ready to strike

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