

Human Centered Approach to Innovation

Craft Solutions that are Game Changers

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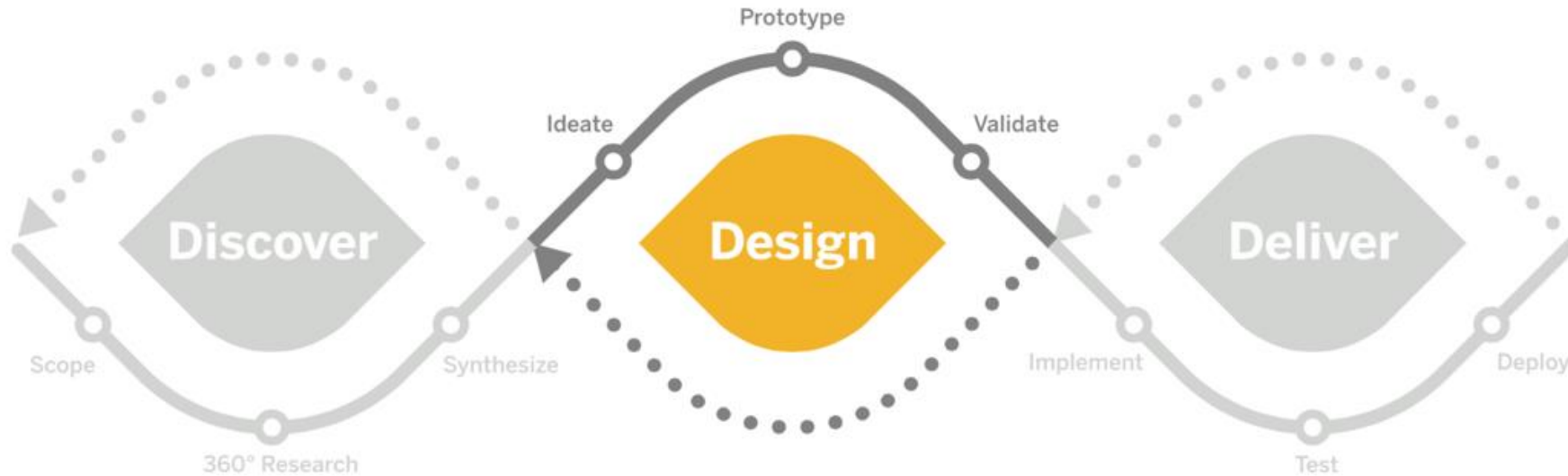
Your Speakers today



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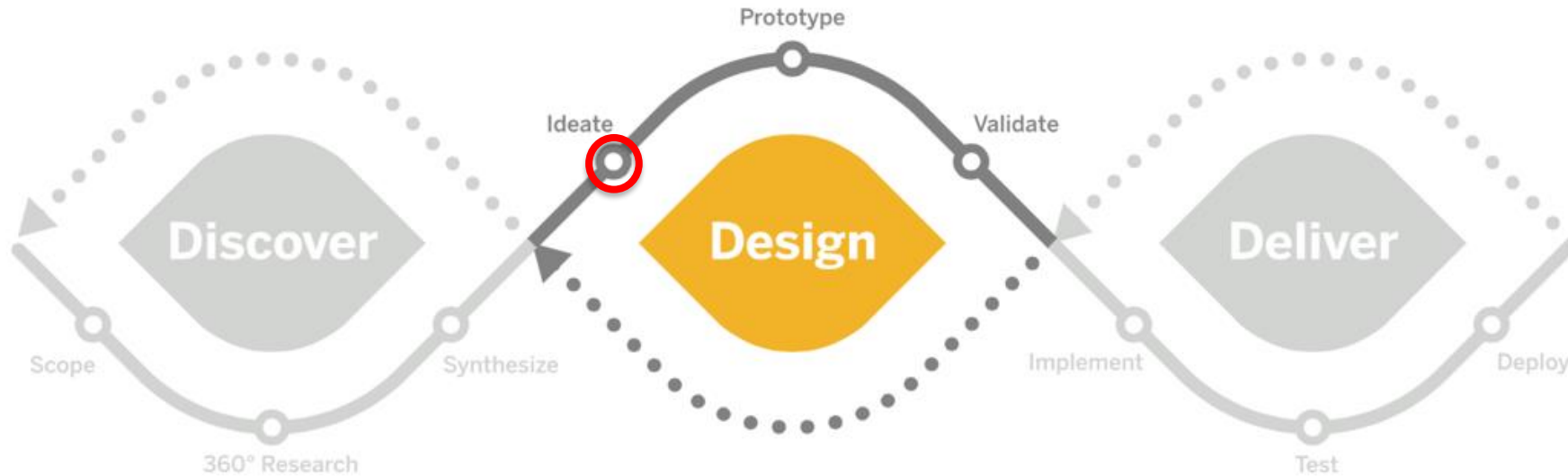


Design Phase

Remember Maria?

How can we help Maria the digital nomad to find crucial information for her job without reading through lengthy emails written in corporate-speak.





Ideate

Find a lot of ideas to find the good ones

Ideate

Goal: Find a lot of ideas, to find the good ones



Ask the right questions



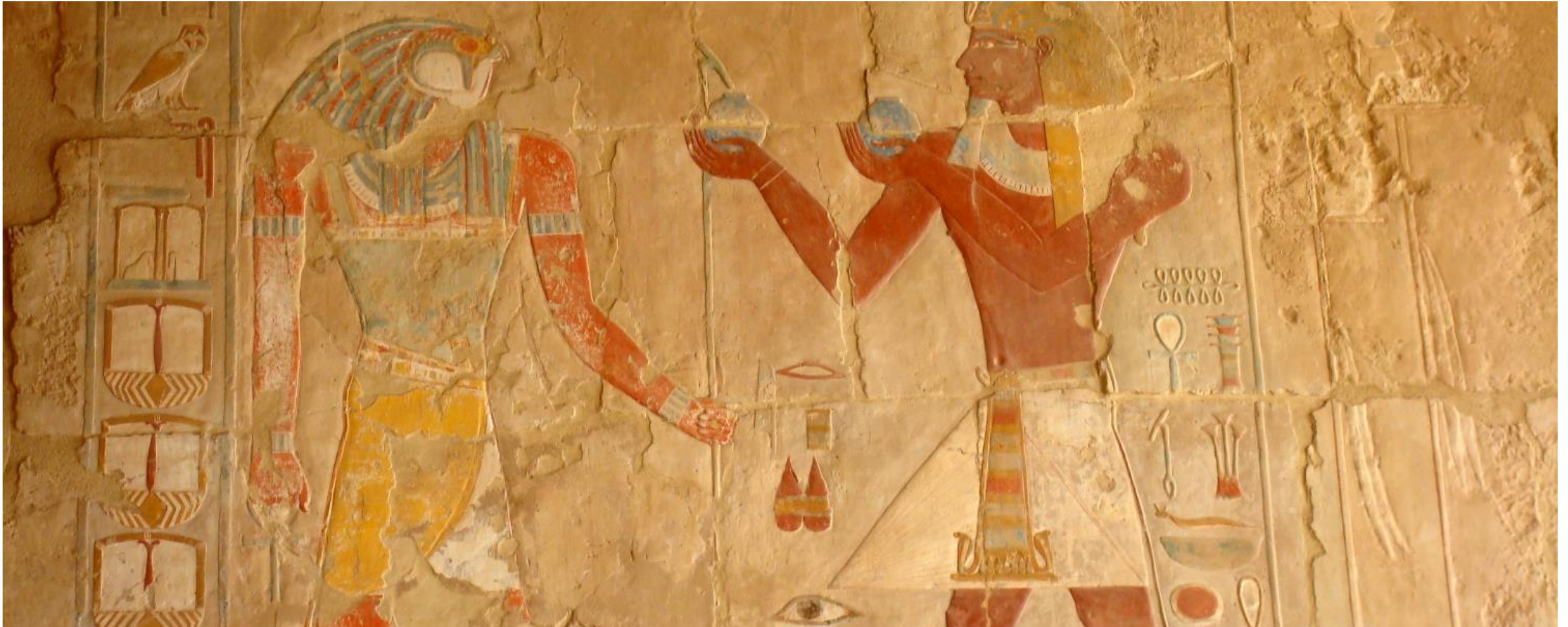
**Use different
brainstorming methods**



**Prioritize and
select ideas**

Take extreme perspectives

How would the old Egyptians solve the problems (without wheels, but with a lot of workers)?



Play with constraints

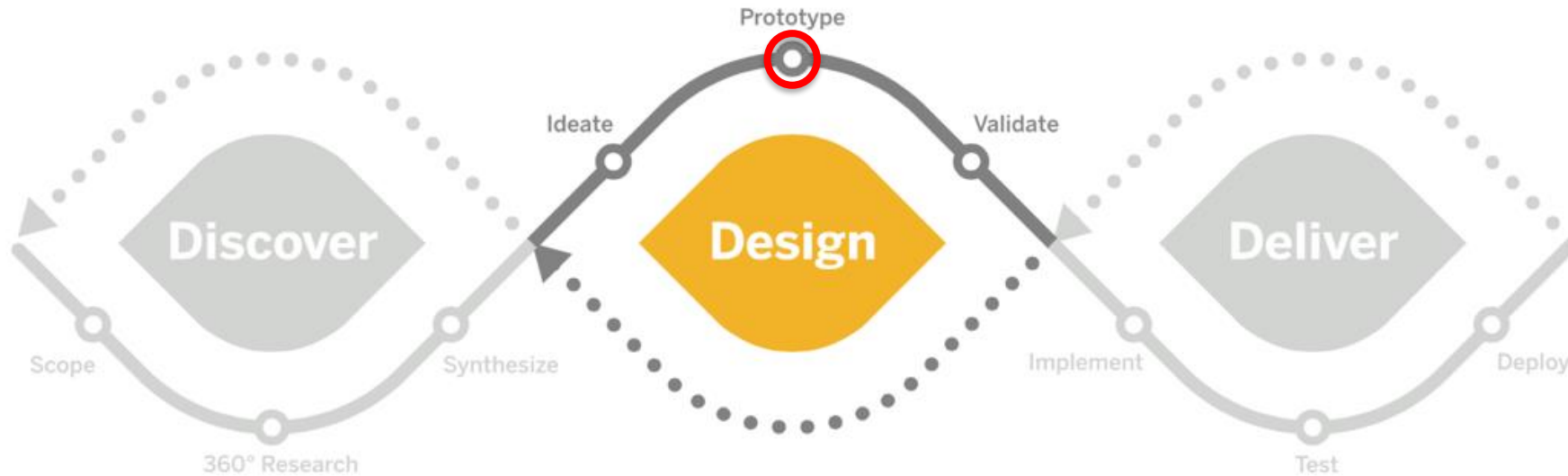
Constraints could help to inspire the team for new ideas



How would they solve it?

How would a certain company solve the problem?





Prototype

Make ideas tangible to develop them further

Why do we prototype?

Fail early, learn and adopt continuously



Storyboard - allow to capture the overall concept



Physical prototype - allow interactions with the end user



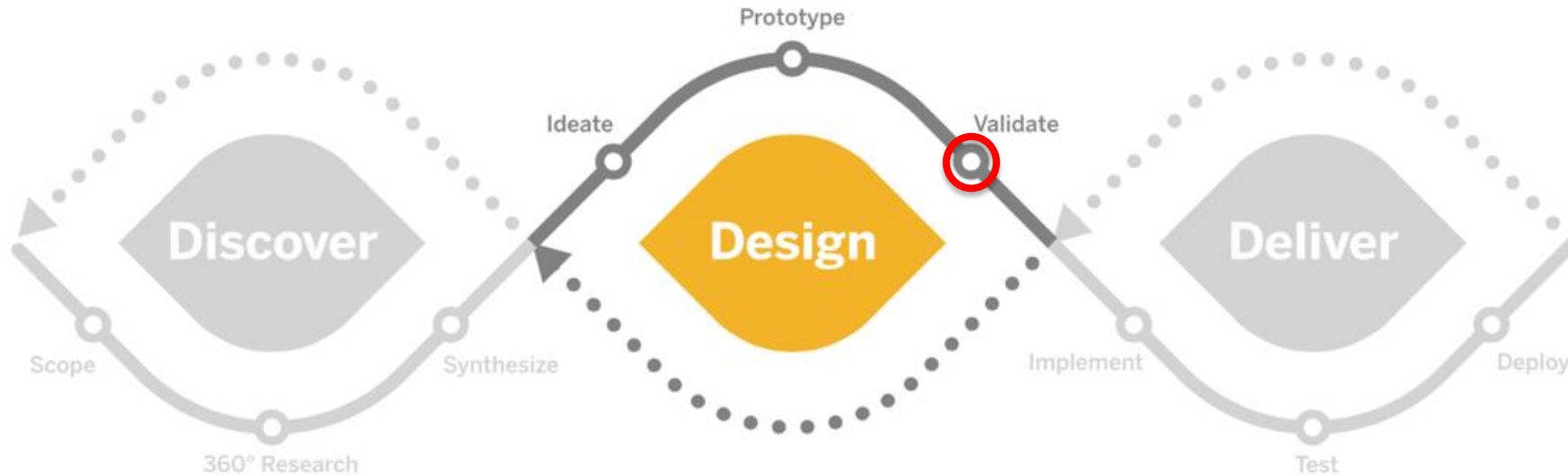
Paper prototype

The image displays a sequence of paper prototypes for a software interface, numbered 1 through 4b. Each prototype is divided into 'SZENE' (Scene) and 'SOFTWARE' (Software) sections.

- Prototype 1:** Shows a scene with two user icons (BTV, KT-K) and a software screen titled 'EINSTZUGSCHRITTE BITP FÜR MR BTV/KT-K'. The software screen has sections for 'NEWS ZUR PROJEKT', 'AUFGABEN', and 'TERMINE'. A sticky note asks 'MEINER PROJEKTE?'. Another sticky note asks 'WELCHE INHALTE AUF PROJEKT ZURÜCK SETZEN?'. A 'QA-Übersicht' sticky note is also present.
- Prototype 2:** Shows a scene with a 'ZIEL AUSWAHL (FILTER)' and a software screen titled 'AUSWAHL KÖUFITZGES PROJEKTES'. The software screen has a 'ROUTE 601' section with 'PLANUNG FILTERN NACH:' and options for 'BAUREIHE', 'KT', 'FG', and 'MODULE'. A sticky note asks 'STANDARD-STRUKTUR VORHANDEN?'. Another sticky note asks 'AUSWAHL PROJEKT FEHLT?'. A 'FEATURES' sticky note is also present.
- Prototype 3:** Shows a scene with a 'ZIEL: VORGEHENSWEISE FÜR PLANUNG AUSWAHL' and a software screen titled 'ROUTE 601'. The software screen has a 'TEMPLATE HIERARCHIE' section with 'VORHANDENER PLANUNG', 'GENERISCHES PLANUNG', and 'LEHRES TEMPLATE'. A sticky note asks 'IST D PLANUNG - ÜBERSEHT GLEICH ALS MODUL?'. Another sticky note asks 'WAS SIND SIE ÜBERTRAGEN?'. A 'FEATURES' sticky note is also present.
- Prototype 4a:** Shows a scene with a 'ZIEL: TERMIN PLANEN' and a software screen titled 'ROUTE 601'. The software screen has a 'ZOOM FUNKTION' and 'ANO-FUNKTION'. A sticky note asks 'ZIEL: TERMIN PLANEN A) 1 BACKE (MODUL)'. A 'QA-Übersicht' sticky note is also present.
- Prototype 4b:** Shows a scene with a 'ZIEL: TERMIN PLANEN A) 1 BACKE (MODUL)' and a software screen titled 'ROUTE 601'. The software screen has a 'ZOOM FUNKTION' and 'ANO-FUNKTION'. A sticky note asks 'ZIEL: TERMIN PLANEN A) 1 BACKE (MODUL)'. A 'QA-Übersicht' sticky note is also present.

Additional sticky notes include 'ARBEITS-TERMIN PLANEN (E 3 TERMIN MIT E3 OUV DETAILS/INFORMS ZU ERHALTEN)', 'TECHNOLOGIE-FREIZE', and 'RAHMENBEDINGUNGEN SIND FESTZULEGT'.



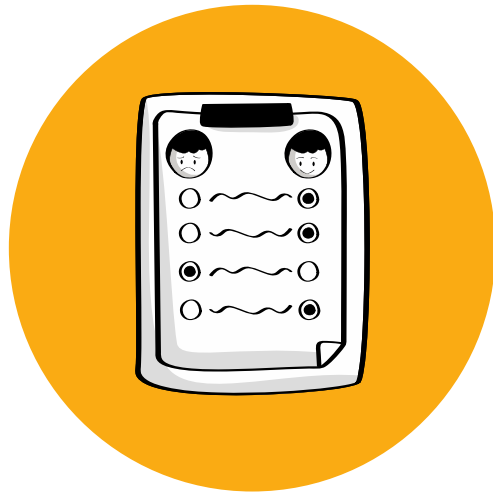


Validate

Test to fail and to learn

Validate

Goal: Learn and iterate



Get feedback



Fail early and often

Validation Session

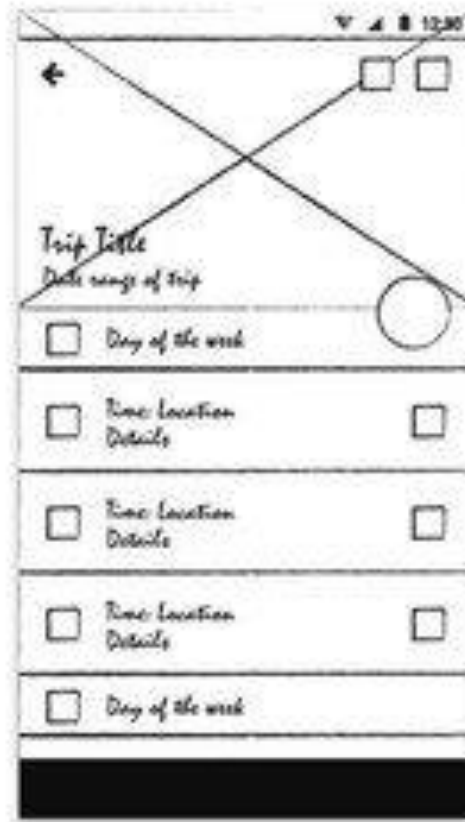
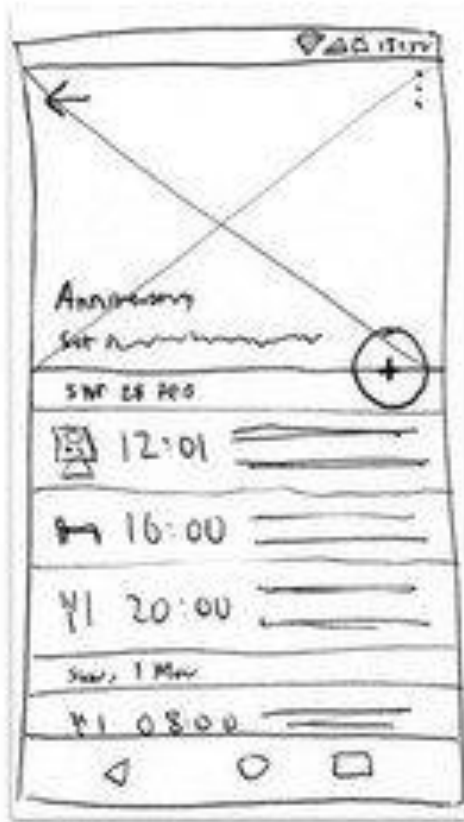


Feedback grid

+	<i>What worked</i>	<i>What could be improved</i>	-
?	<i>Questions</i>	<i>Ideas</i>	!



Fidelity of Prototypes – from low-fidelity to high-fidelity



**Thank
You**



**Thank
You**

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