



Human Centered Approach to Innovation

Design Thinking for SAP User Groups (based on DT webcast series)

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THE BEST RUN 

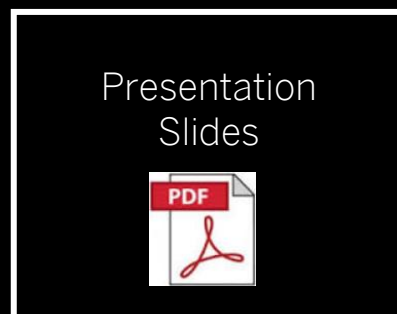
Introduction

Innovation is a key element in adapting to rapidly changing markets and business conditions. Making innovation real requires a structured, human-centered approach that supports the entire innovation lifecycle: from the generation of novel business ideas to the development and delivery of high value solutions. SAP applies the human-centered approach to innovation in many areas and integrates it in various customer engagements. This e-book gives an introduction to the main phases of the SAP's Human-Centered Approach, which follows the Design Thinking methodology. Discover five main phases of the methodology starting with "Overview" and ending with "Run&Scale". At the end of the e-book you will find additional assets and learning resources helping in deepening your knowledge.

Phase 1: Overview

What you could learn from SAP's proven Innovation methodology and how you start a DT project

SAP combined Design Thinking, User Experience Design and Enterprise Architecture into an easy to use innovation framework. If you want to understand how you could apply and use this framework to execute innovation projects in an agile way, this training is made for you. We will focus high level on the methodology and deep dive into the first phase of the approach, the so called Explore phase. This phase helps you to determine the sweet spot for innovation based on real business challenges and needs.



Phase 2: Discover

From Pain to Pleasure

The next phase of the Human Centered Approach to Innovation elaborates on how vital is to discover the exact problem and understand who really feels the pain. End users are put in the center of research. We investigate how we come to a problem description that is backed up by accurate research data, is actionable, and enables the co-innovation team to create meaningful, user-centric solutions.



Phase 3: Design

Craft Solutions that are Game Changers

We continue discovering the Human Centered Approach to Innovation and once root causes are discovered, the next step is to find a solution that addresses the problem and offers an improvement. We discuss ways to materialize innovative ideas and through iterations make them more and more tangible, accepting early failure along the way as a cheap and fruitful source for learning. Validating your ideas with end users and iterating on prototypes is at the heart of this invaluable process.



Phase 4: Deliver

From Vision to Reality – Take the Shortcut

We continue exploring the Human Centered Approach to Innovation and in this session we would like to concentrate on how to move from vision to reality. Ideas come from inspiration and are manifested in real-world solutions. In this talk, we outline how we and our customers craft products based on prototypes that come from co-innovation sessions, and how an iterative and adaptive process helps to achieve this.



Phase 5: Run and Scale

Innovating Industry

In the final session we outline how we co-innovate with groups of SAP customers to create solutions that help an entire industry. Many of our customers these days recognize the advantage of industry solutions over customer specific development, to the benefit of all in the given eco-sphere, partners, suppliers and of course our customers' customers.



Additional assets

More on the SAP's Human-Centered approach to innovation:

<https://experience.sap.com/designservices/approach>

Customer stories and testimonials:

<https://experience.sap.com/designservices/work>

Overview of additional methods and tools:

<https://experience.sap.com/designservices/toolkit>

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