The Design-Led Innovation Approach

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The Value of Design
External Factors

- Consumer Behaviour
- Employee Mindset
- Interconnected Global System
- Speed of Change
- Technology Changes
- New Markets
- New Players
- Global Players
- Security Risks

Status Quo
Internal Factors

- Lack of Focus On Users
- Silos Mentality
- Low Employee Engagement

Status Quo
Adapt ...
... or Die
How do you adapt?
Innovate through Design

Drive a valuable, meaningful change by focusing on the end-user
The Red Dot Design Index
Red Dot Design Institute - Red Dot Design Index 2000-2014

Red Dot Design Index versus Dow Jones Index

Red Dot Index shows an average annual increase of 12.6%
The Impact of User Experience & Design
Forrester IT Survey 2013

- Keep the Lights On
- Drive Business Innovation
- Innovate through Design
- Improve User Experience
- Keep the Lights On
- Drive Business Innovation

Today

Future
The Value of Design and User Experience

Monetary Value
- Gain Productivity
- Save Training Costs
- Decrease User Errors
- Decrease Change Requests

Human Value
- Increase User Satisfaction
- Increase Customer Loyalty
- Increase Solution Adoption
- Strengthen Relationship (IT and Business)

UX Value Calculator
Launch

http://experience.sap.com/designservices
What we do
Our Mission

Establish design as a driver for human-centered digital transformation and foster design-led innovation culture in organizations

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We won Design 15 Awards and Recognitions

SAP AppHaus Heidelberg
2016 German Design Award
2014 UX Magazine’s Design for Experience Award

WTA Tennis App
2015 UX Awards

SAP Medical Research Insights
2015 Red Dot Design Award
2015 iF Design Award
2015 Interaction Awards
2015 German Design Award
2015 Land der Ideen
2014 Core 77 Design Award
2014 SAP HANA Innovation Awards
2013 White House Office of Science and Technology Policy

Principles of the Design & Co-Innovation Center of SAP
2014 Design Management Europe Award

SAP Consumer Insight 365
2014 UX Awards
2013 UX Magazine’s Design for Experience Award

Ferrovie dello Stato Italiane
2015 SAP Quality Awards Italy
How we do it
Convert Attacking Forces to ...
... Organizational Needs
Design Drives Innovation

- **Desirability**: Human Factors
- **Feasibility**: Technology Factors
- **Viability**: Business Factors

DESIGN

- **Desirability**: Human Factors
- **Feasibility**: Technology Factors
- **Viability**: Business Factors

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Design requires special skills and mindset
We observe real end-users
We co-innovate with customers in a creative space
AppHaus
Heidelberg

Provide an Inspiring and Creative Environment to Enable Customer Co-Innovation

Challenge
Communicate SAP’s design leadership through a space concept

Solution
Creation of the first customer-facing AppHaus a rough, workshop-like location that supports collaboration and inspires creativity

Benefits
More than 810 customers hosted in the first two years; now customers are asking for DCC to support them setting up their own design spaces

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AppHaus Heidelberg 2014 & 2015

- 8132 Visitors
- 819 Customers
- 320 Events
- 4.9 out of 5 Customer Satisfaction
Customer Examples
Create Business Value
and Drive Innovation
with Design
Digitizing Cervical Cancer Screening in Kenya with SAP HANA Cloud Platform
Implementing innovative healthcare screening in fragile infrastructure starting with cervical cancer
WHY
“Women are vital to social welfare and a cornerstone of African economic development”
Cervical cancer is easily preventable, so CONSISTENT SCREENING IS A MUST
ETiCCS – the screening process

1. Community Concern
2. Community Mobilisation
3. Eligible woman goes to clinic
4. Examination at the Health Center
5. Laboratory Investigation
6. Delivery of Results
7. Patient at Risk
8. Cancer Treatment in Hospital
Discover

Relevant user roles

(Potential) Patient
25-40, living in rural sub-saharan Africa, probably key supporter of large family.

Local Nurse
Works in a local health center in sub-saharan Africa, maintains connection to patients these, provides much of the services health centers offer.

Lab Technician
Works in local hospital or med lab and analyzes the samples.

Local Recruiter
Works in the same health center as the nurse and informs female patients in the waiting area about cervical cancer and prevention.

Local Doctor
Works at a Hospital close to the research area. Will provide medical service to diagnosed patients.

Researcher @ Uni HD
Researcher at the Ruprecht Karl Universität Heidelberg, Germany - Scientific lead.
Discover

Onsite Research
Heidelberg, Germany
Eldoret, Kenya
Discover
Findings & Insights

- High workload for nurses (50-100 patients daily)
- Building empathy was easy
- Everybody owns a smartphone
- Significant paper trails
- Long and exhausting trip for woman to reach Health Center
- Hierarchical social structure
- Cervical cancer is a stigma
- Each East African country is different
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Design

User Journeys
Deliver
Mobile Cloud Application
By SAP Custom Development
Recruited Women Today: 9
Recruited Women Total: 326

Kimberly Robinson
01.06.1980.

Lucille Lewis

Marie Quinn
13.01.1980.

Shelly Stevenson
08.12.1977.

Ada Walton
11.05.1976.

Rachel Reyes
29.08.1982.

Antoinette Cohen

Tiffany Sherman

Add New Woman

Submit to Nurse

No further changes are possible after submitting. You can submit recruited women at any time.
New Candidate

Name

First Name*  
Middle Name  
Last Name*

Date of Birth

Day*  
Month*  
Year*

Eligibility

The woman lives near (max. 30 km) to health facility  
Yes  
No

The woman is aged 18 years or above  
Yes  
No

The woman is able to understand the informed consent  
Yes  
No

The woman is able to undergo an interview  
Yes  
No

The woman has no history of cervical cancer  
Yes  
No

Candidate has signed the informed consent*

Yes  
No

Save
VISION
Outlook

1 VISIT WOMAN IN HER COMMUNITY
Instead of woman traveling to health center

2 SCAN BARCODE OF SAMPLE

3 PROCESS SAMPLES
Collect, package and take them back to the lab

4 TEST SAMPLES

5 RESULTS ON PHONE

6 RETURN TO WOMAN & COMMUNICATE RESULTS
Take Away

User Centric Design approach combined with state of the art cloud technology by SAP can contribute significantly to improving lives in Kenya.
EVERY WOMAN COUNTS

IMPROVING CERVICAL CANCER PREVENTION WORLDWIDE
Customer Examples
Foster Design-Led Innovation Culture
Consumer Products Company

Transform the organization with Design Thinking

- Trained 400 people in Design Thinking and 5 Design Thinking coaches
- 4 projects executed and coached
- Design Thinking Center of Excellence established
Large US Oil & Gas Company

Creation of Design Center of Excellence

- 100+ people participated in Design Thinking workshops
- 15 Design Thinking coaches trained
- 18+ processes redesigned putting experience in the center

Design Center of Excellence created
Want to gain Design skills and mindset?
WE’RE PROVIDING THE RIGHT SKILLS AND TOOLS TO FUTURE ENTREPRENEURS.

HELPING THE WORLD RUN BETTER. IMPROVING LIVES. THAT’S OUR PURPOSE.
Request your FREE Design booklet (pdf)

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Subject line: Free Design Booklet
FREE Online Courses

Creating business value with user experience design

Design for non-designers

Developing software using design thinking
Become a Design Thinking Expert (€)

Design Thinking for Business Innovation

2 day classroom training

Who:
• Solution Architects, Project Leaders, Managers, Application and Technical Consultants
• People who would like to run the methodology within their own company and act as multiplier there.

Register today
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