

To get to transformational products, IT needs Design.

Dortmund, 5. November 2018

Martin Gassner

SinnerSchrader | Part of Accenture Interactive

„Wenn sie einen Scheißprozess digitalisieren, dann haben sie einen scheiß digitalen Prozess.“

Thorsten Dirks

Diese, meist aus einer reinen
Innensicht der Unternehmen
getriebene und auf Effizienz
getrimmte, **Elektrifizierung**
hat ihren Preis.

MarketCap DAX20 vs Digital Platform Player – 2006

1.000

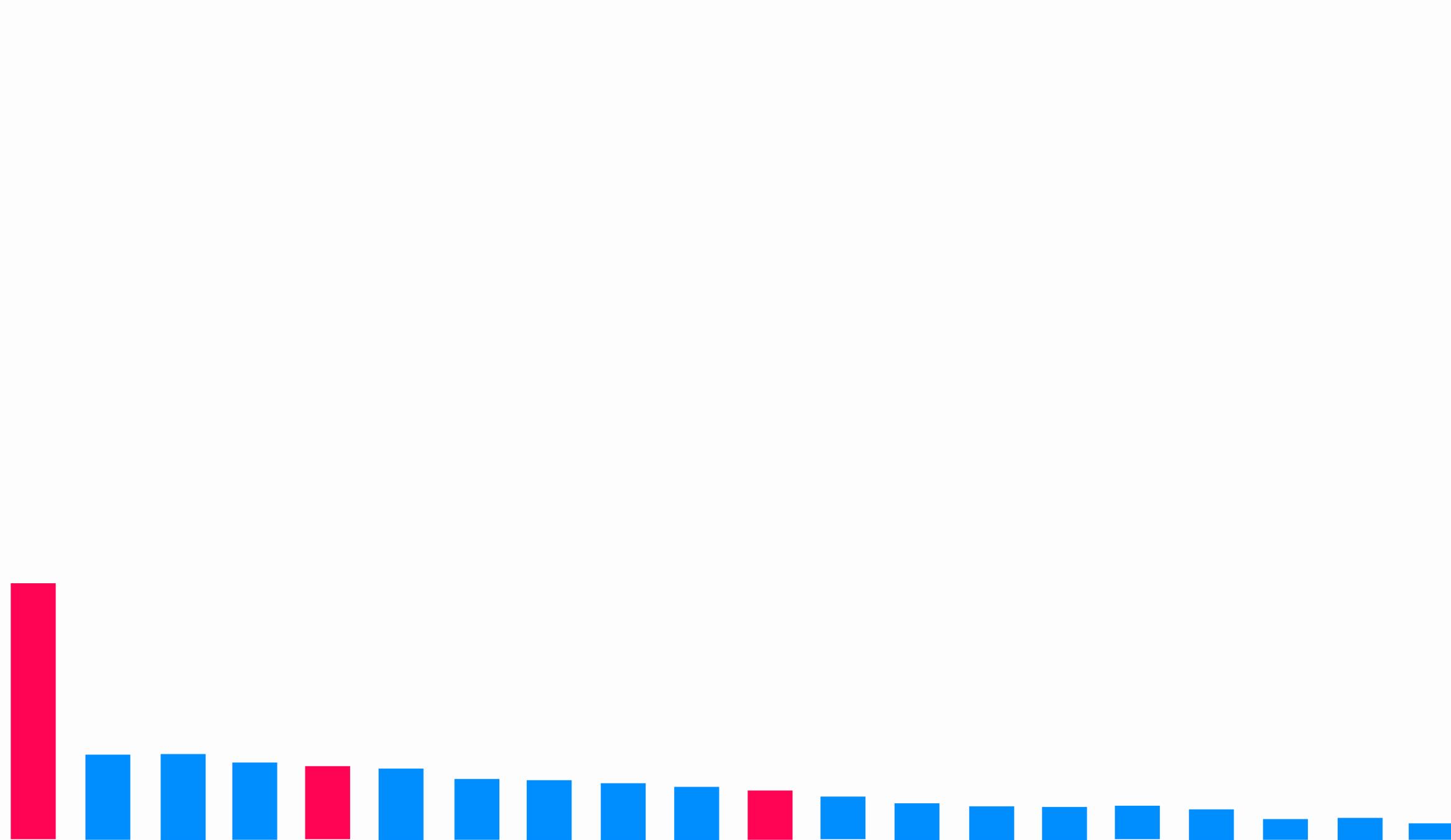
800

600

400

200

\$B



MarketCap DAX20 vs Digital Platform Player – 2007

1.000

800

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\$B



MarketCap DAX20 vs Digital Platform Player – 2008

1.000

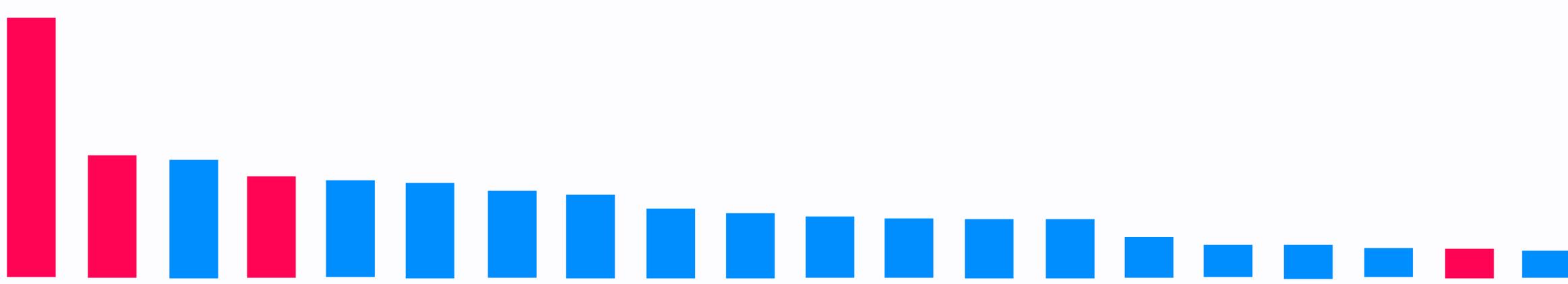
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MarketCap DAX20 vs Digital Platform Player – 2009

1.000

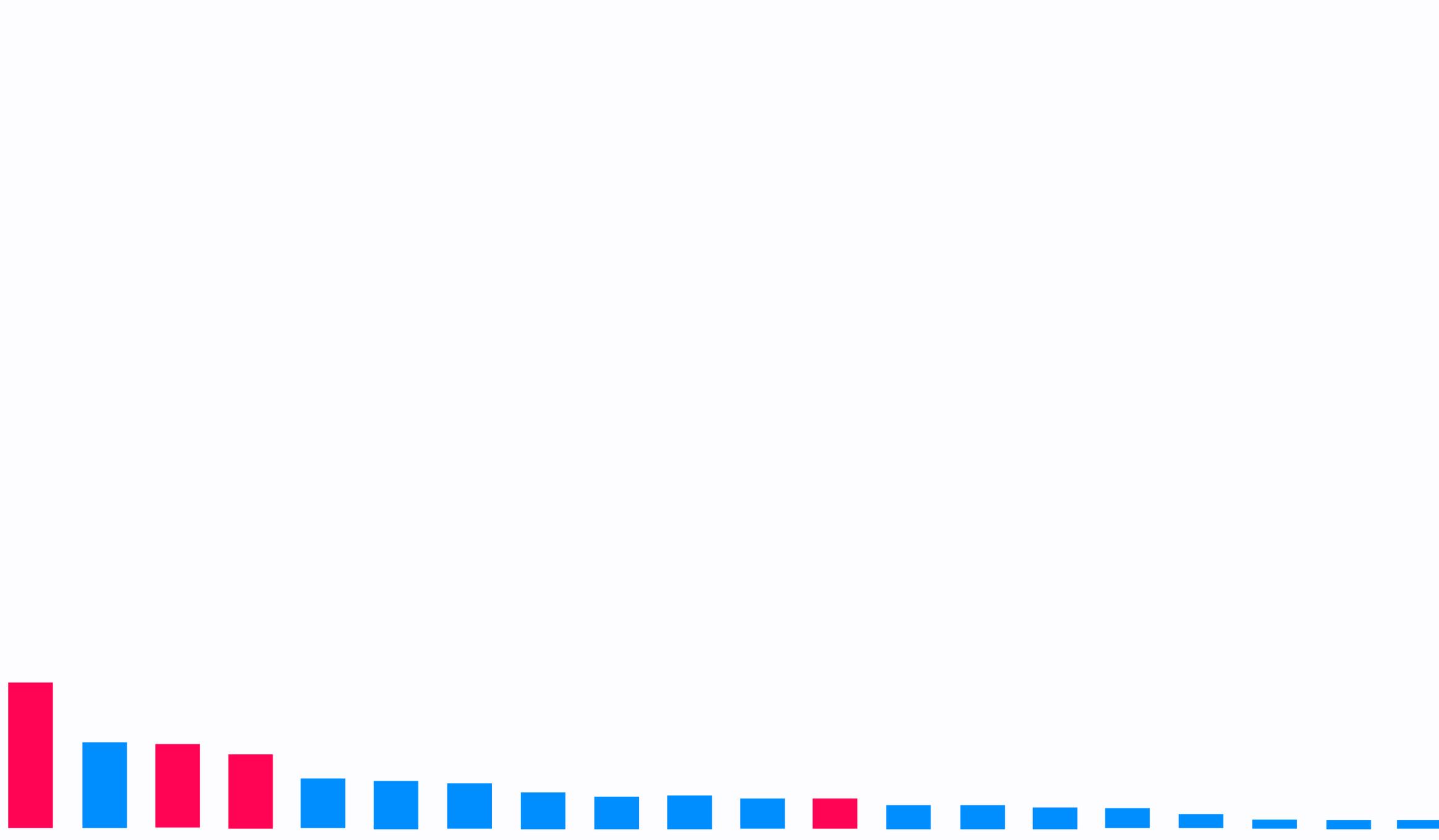
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MarketCap DAX20 vs Digital Platform Player – 2010

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MarketCap DAX20 vs Digital Platform Player – 2011

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MarketCap DAX20 vs Digital Platform Player – 2012

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MarketCap DAX20 vs Digital Platform Player – 2014

1.000

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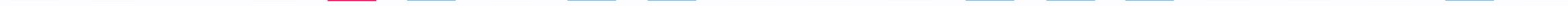


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MarketCap DAX20 vs Digital Platform Player – 2015

1.000

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\$B



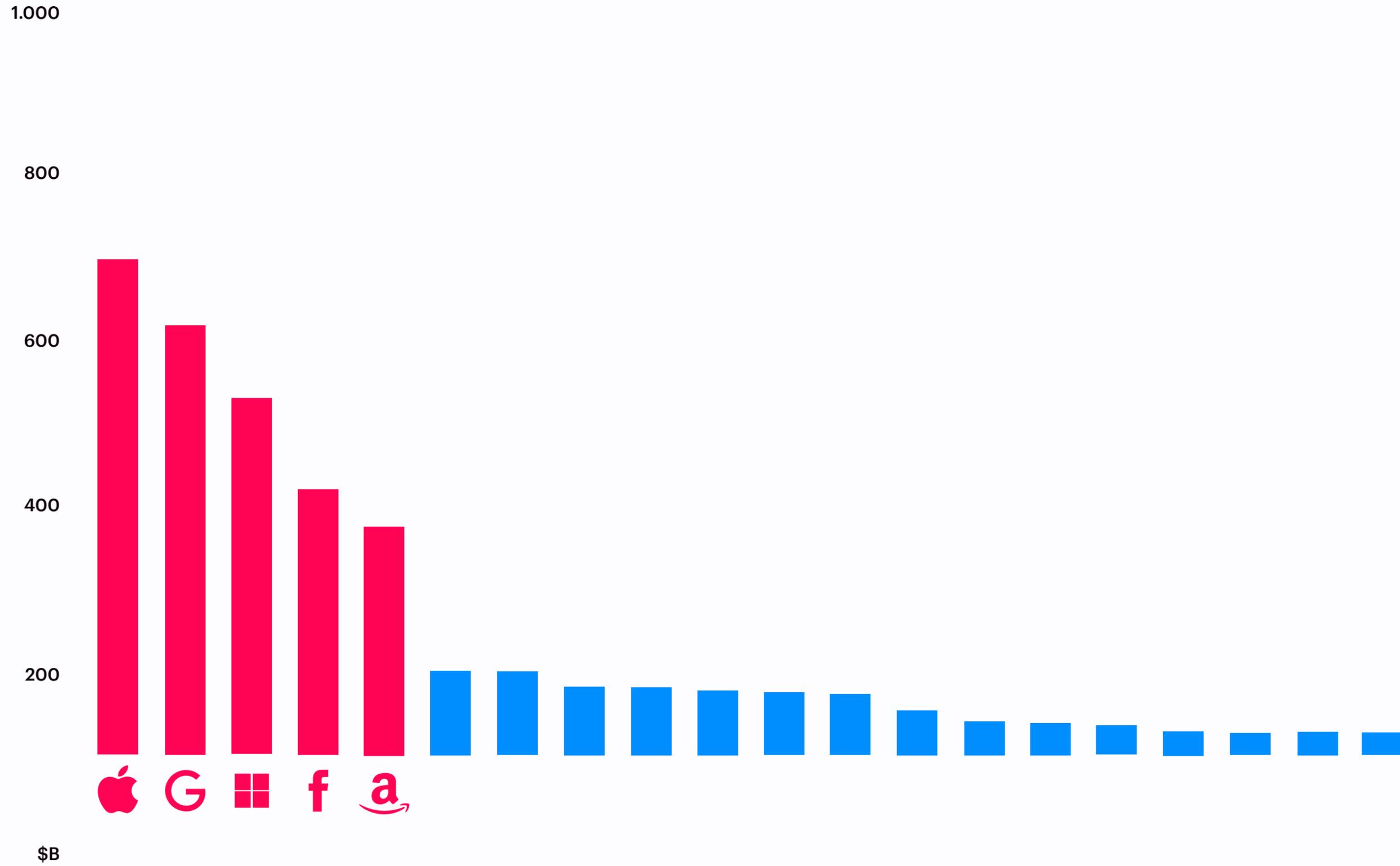
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MarketCap DAX20 vs Digital Platform Player – 2016



MarketCap DAX20 vs Digital Platform Player – 2017

1.000

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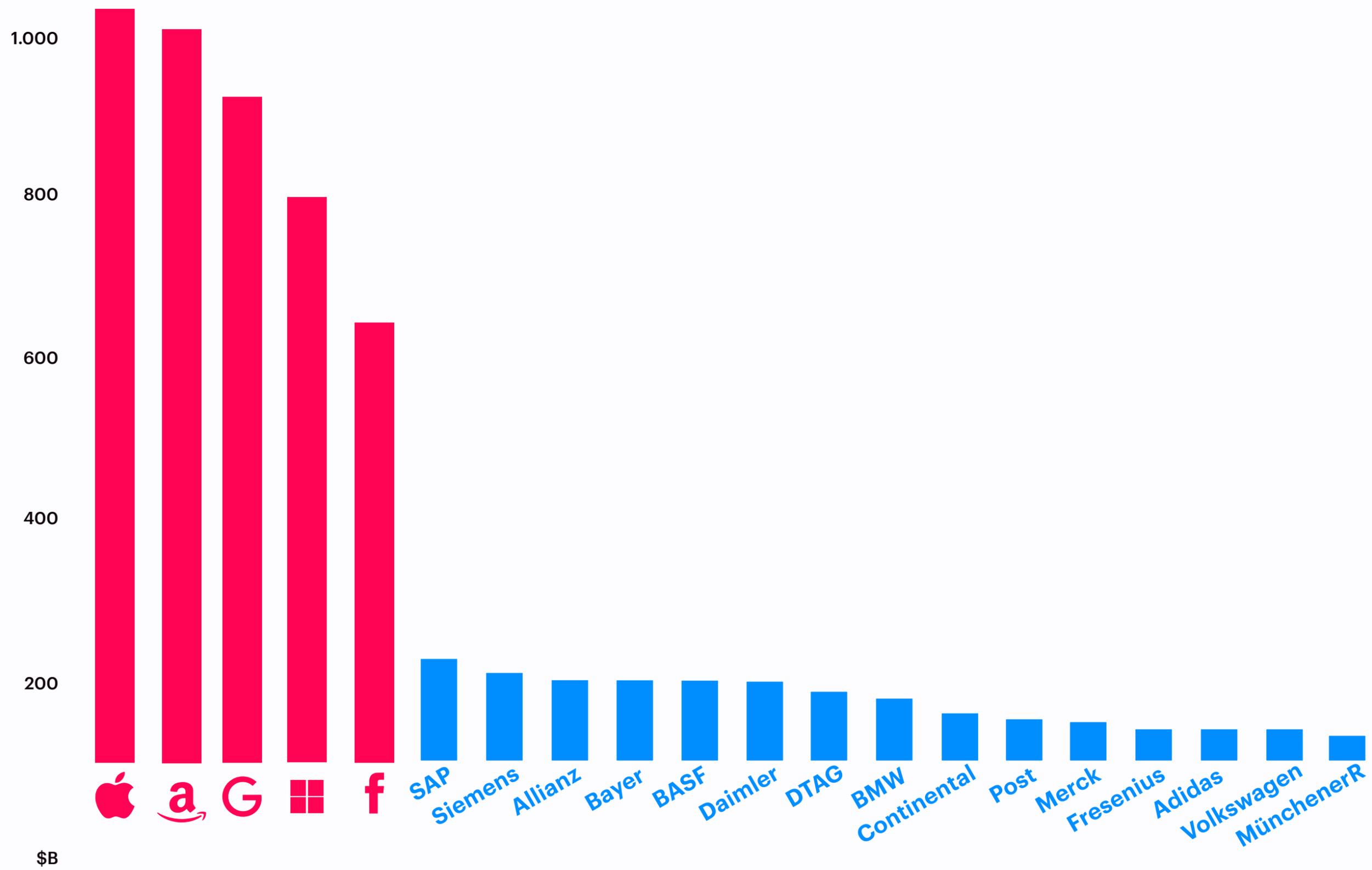
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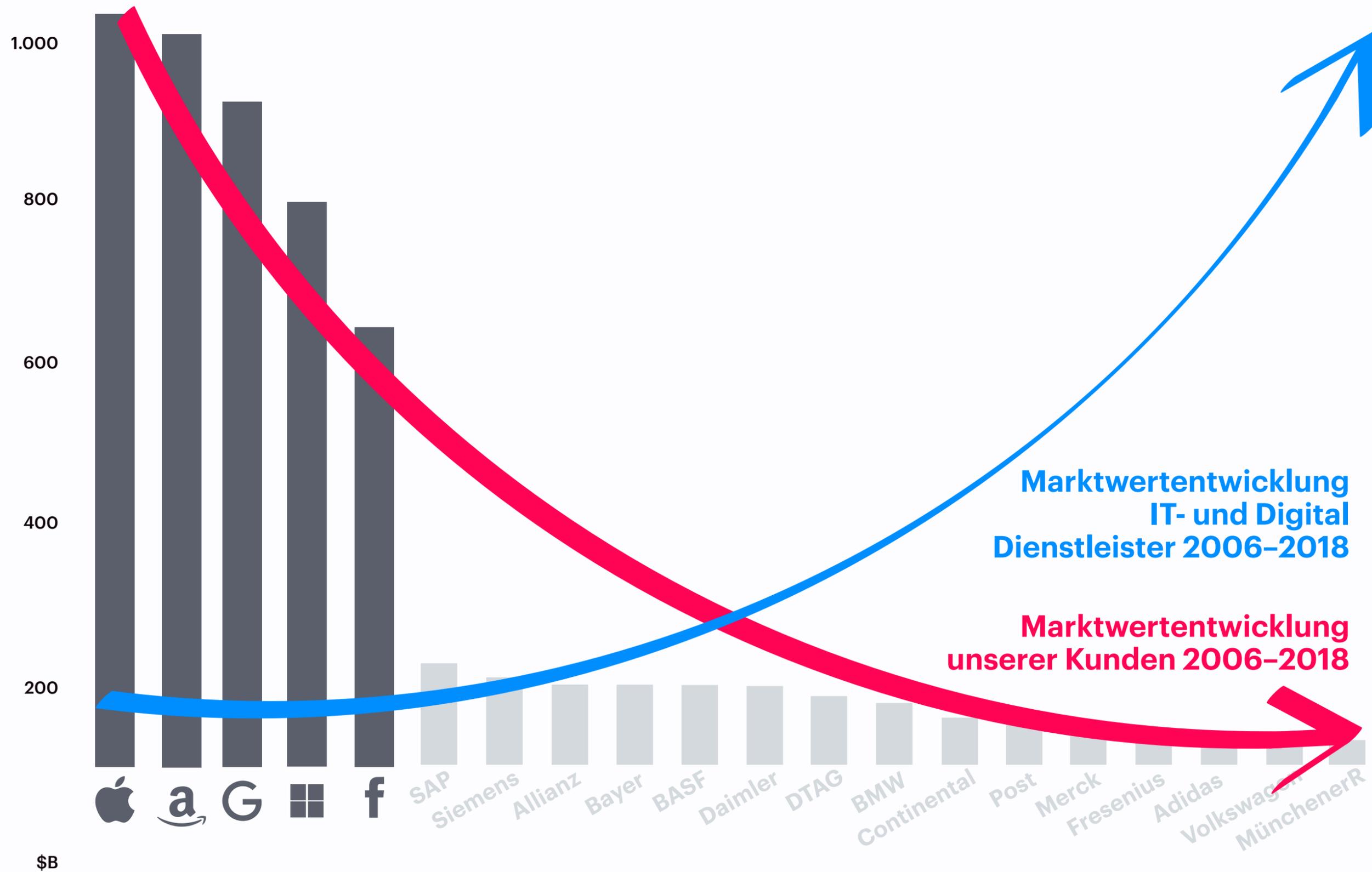
\$B



MarketCap DAX20 vs Digital Platform Player – 2018



Wieviel Wert haben wir für unsere Kunden in der letzten Dekade generiert?



**Was ist denn
da passiert ?**

Durch eine **exzellente „Experience“** erobern die digitalen Champions die Beziehung zum Nutzer, werden zum Gatekeeper...



... und verdienen damit unglaublich viel Geld, welches sie in die Entwicklung neuer Produkte und Services investieren.



Mit denen sie in allen Industrien angreifen.

- eHealth
- Retail
- Smart Home
- Entertainment
- Mobile Payment
- Mobility
- Assistant
- Mobile

Google

- Google health
- Google offers
- nest
- Google play
- Google wallet
- Google now
- GLASS
- Google fiber
- ZeroRating



- Health
- HomeKit
- Apple tv
- Apple Pay
- Carplay
- Apple WATCH
- Apple SIM

facebook

- Messenger
- Facebook buy
- portal from facebook
- Oculus
- friend-2-friend Payment
- Uber + Messenger
- TAG TILE
- on the run
- Facebook mobile

amazon

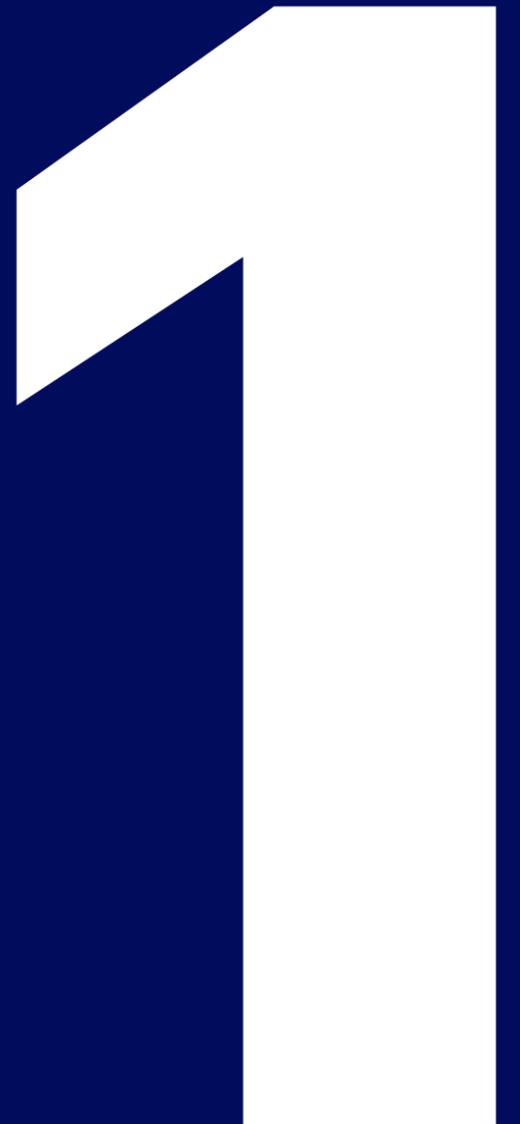
- amazon mom
- amazon fresh
- amazon echo
- amazon fireTV
- amazon payments
- amazon Prime
- amazondash
- amazon fire

**Na dann,
gute Nacht.**

**Wo sind die
Chancen?**

Die CXO Frage

Wie lässt sich mit Hilfe digitaler Technologien ein Wettbewerbsvorteil und eine höhere Marktrelevanz kreieren?



Um in der digitalen „**experience economy**“ wieder Wert für unsere Kunden zu schaffen, **müssen wir mehr tun als nur inkrementell zu optimieren.**

100x

Der neue Imperativ

Entwicklung digitaler Services,
die Nutzererlebnis & Nutzen von
Produkten und Dienstleistungen
radikal verbessern und das
Nutzerverhalten nachhaltig
ändern.

Design von echtem Nutzwert
für echte Nutzer.

Wir beginnen mit der „**Human
Experience**“ und arbeiten zurück
zur Technologie - nicht umgekehrt.

Design „Human Experience“

Design ist entscheidend

McKinsey Studie, Oktober 2018

The business value of design

The value of design

It's analytical leadership

Measure and drive design performance with the same rigor as revenues and costs.

It's cross-functional talent

Make user-centric design everyone's responsibility, not a siloed function.



MORE THAN A FEELING

MORE THAN A DEPARTMENT

MORE THAN A PHASE

MORE THAN A PRODUCT

It's continuous iteration

De-risk development by continually listening, testing, and iterating with end-users.

It's user experience

Break down internal walls between physical, digital, and service design.

Design ist entscheidend

Design macht Unternehmen erfolgreich.

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Nur die Unternehmen im Top-Quartil steigerten ihre Umsätze und Gesamtrenditen überdurchschnittlich.

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„Is this something people use once or twice a day and does it solve a problem?“

Larry Page
Google Gründer und CEO Alphabet Inc.



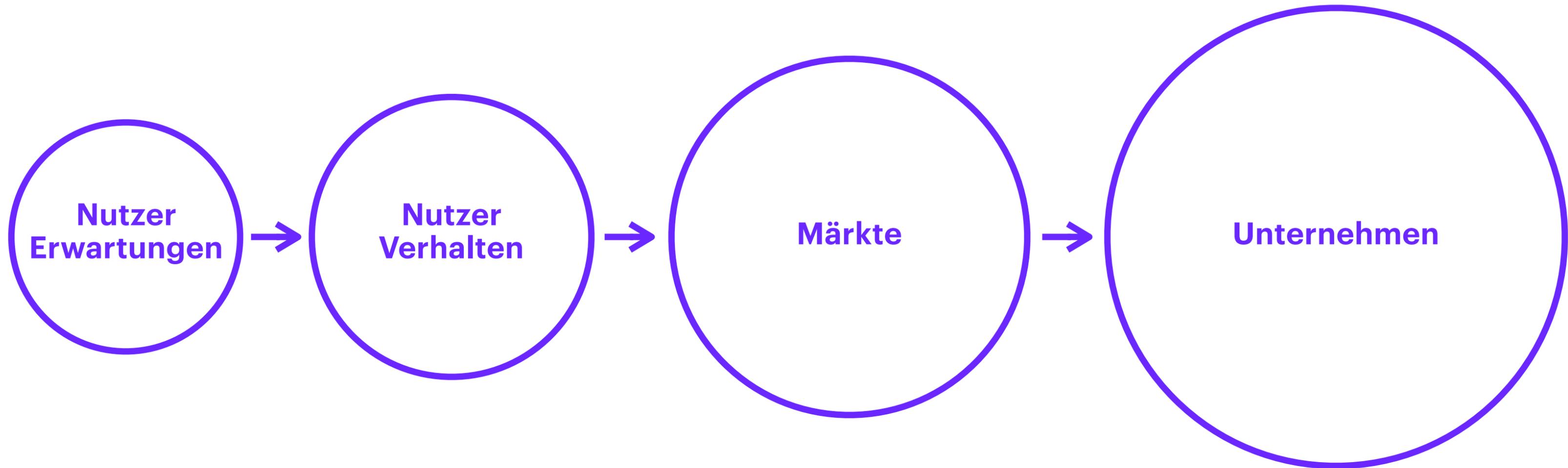
Die Blockbuster der GAFA dekodiert

Transformationale Produkte

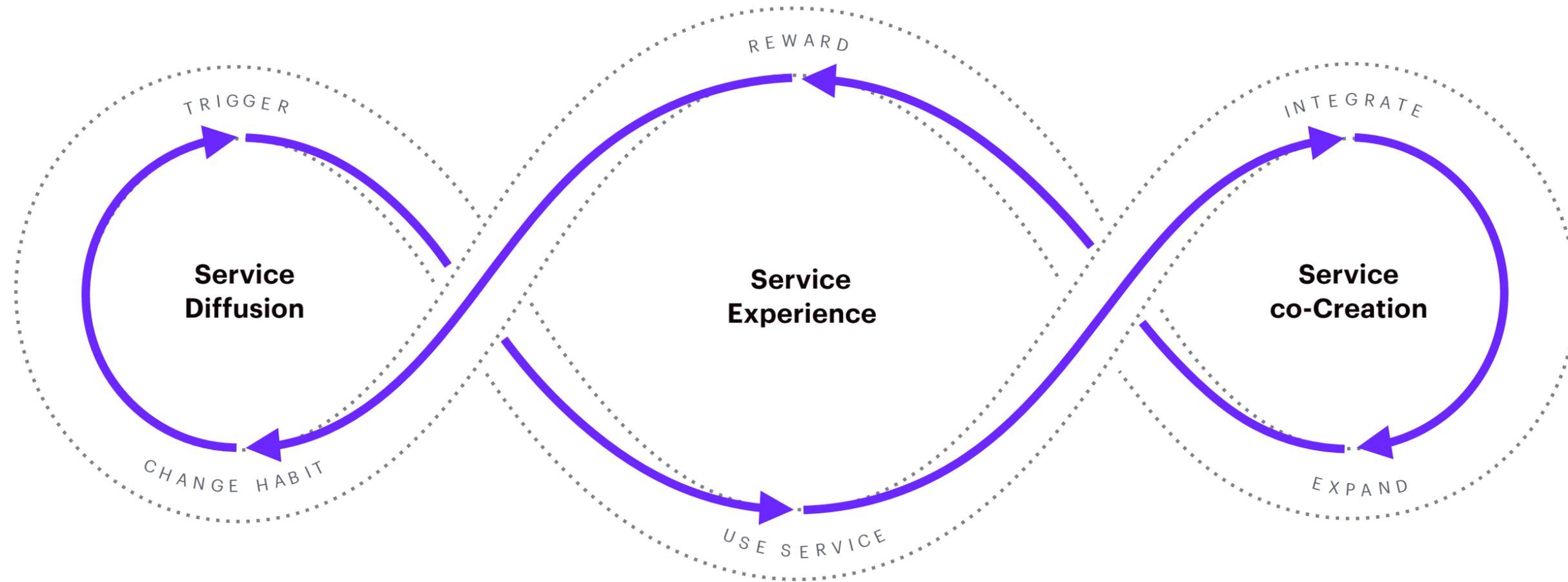
Transformationale Produkte sind digitale Services mit einer „**human experience**“, die das Verhalten von Menschen verändern.



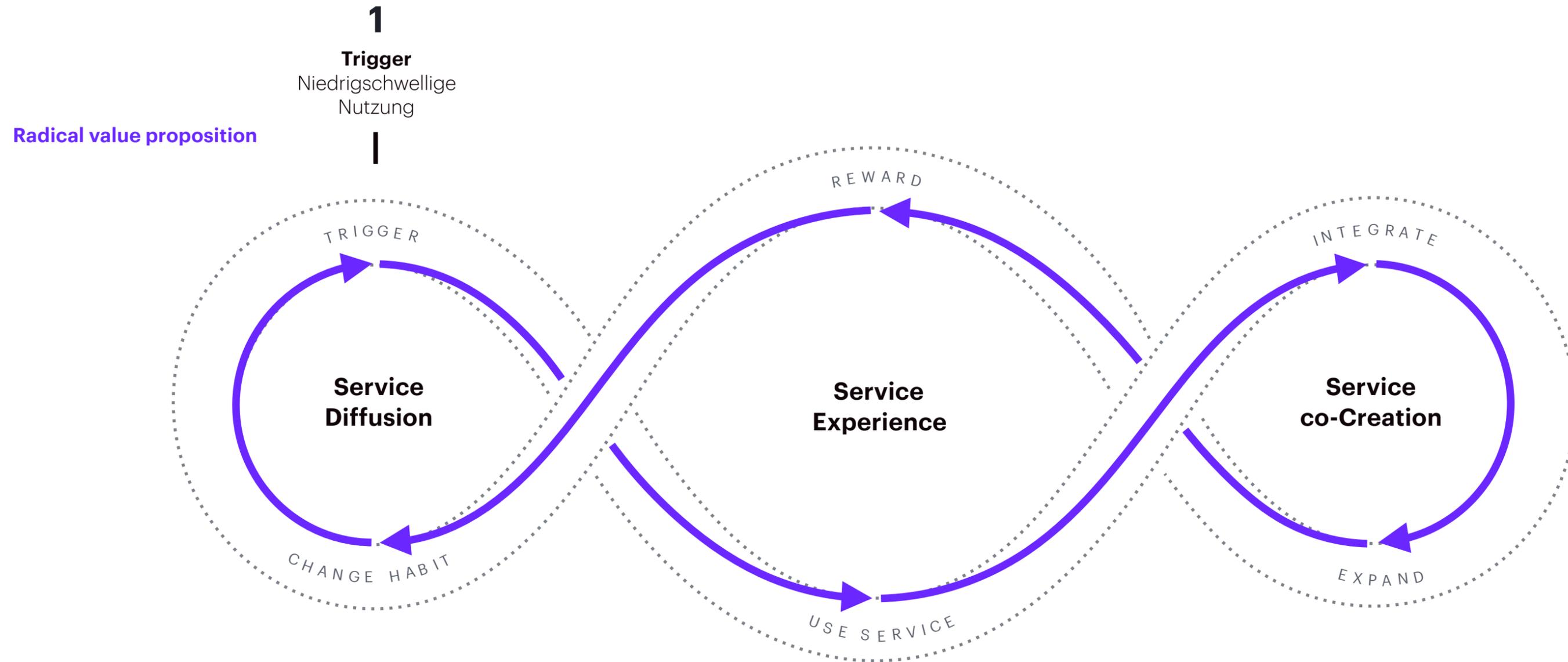
Wenn sich das Nutzer-Verhalten ändert, ändern sich auch die Märkte und schließlich, wenn es erfolgreich ist, das Unternehmen.



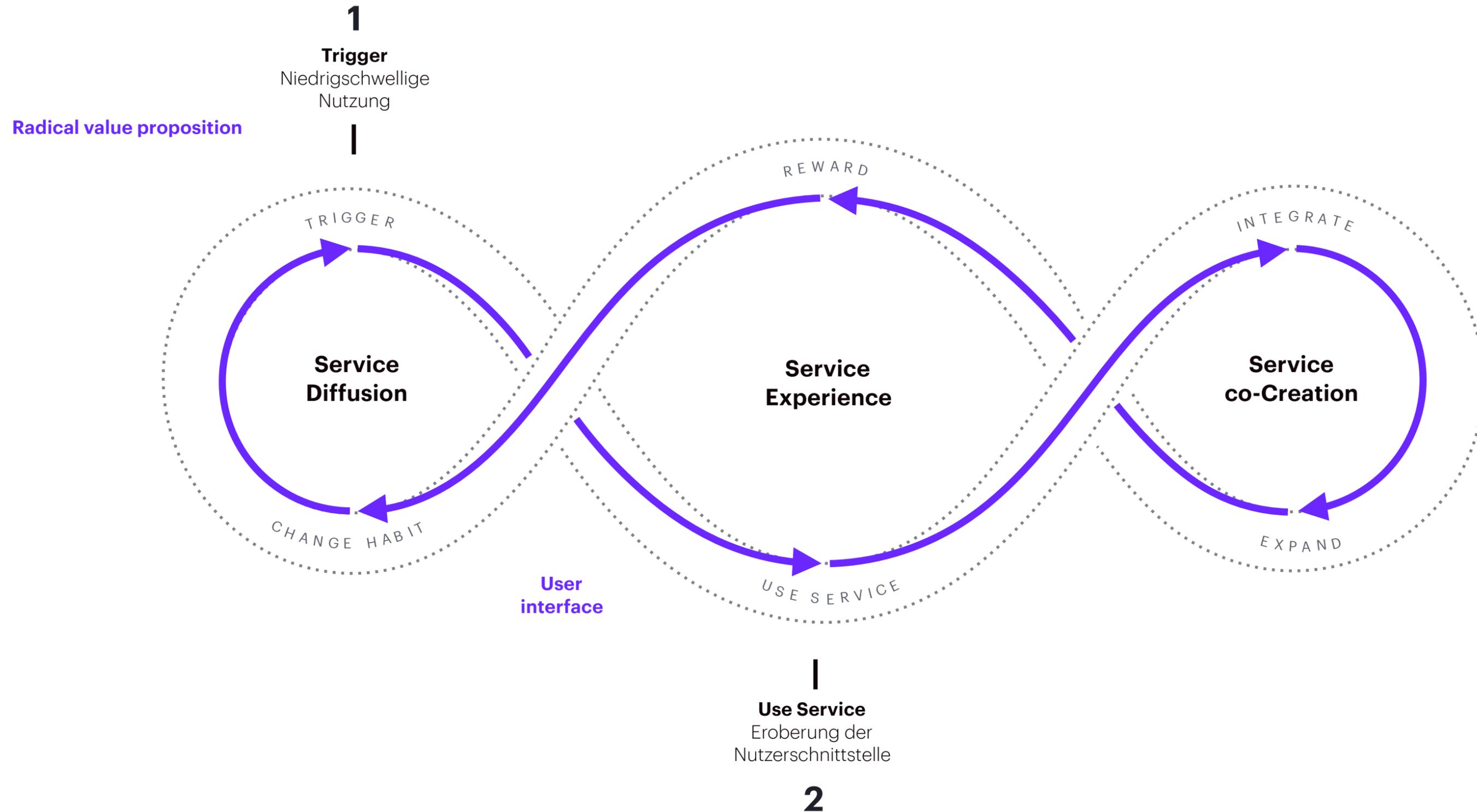
Das Framework dafür: Der „Experience Loop“.



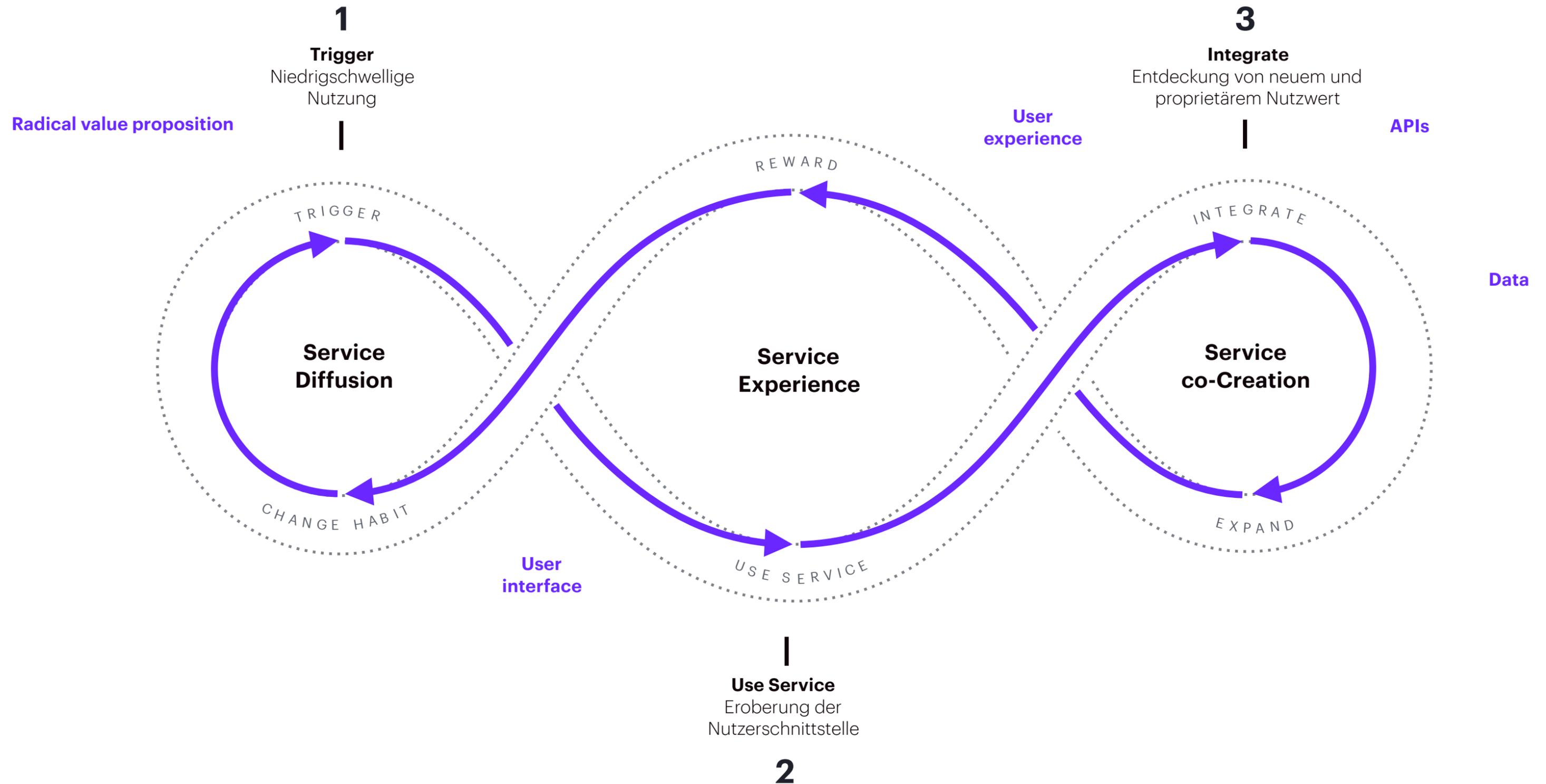
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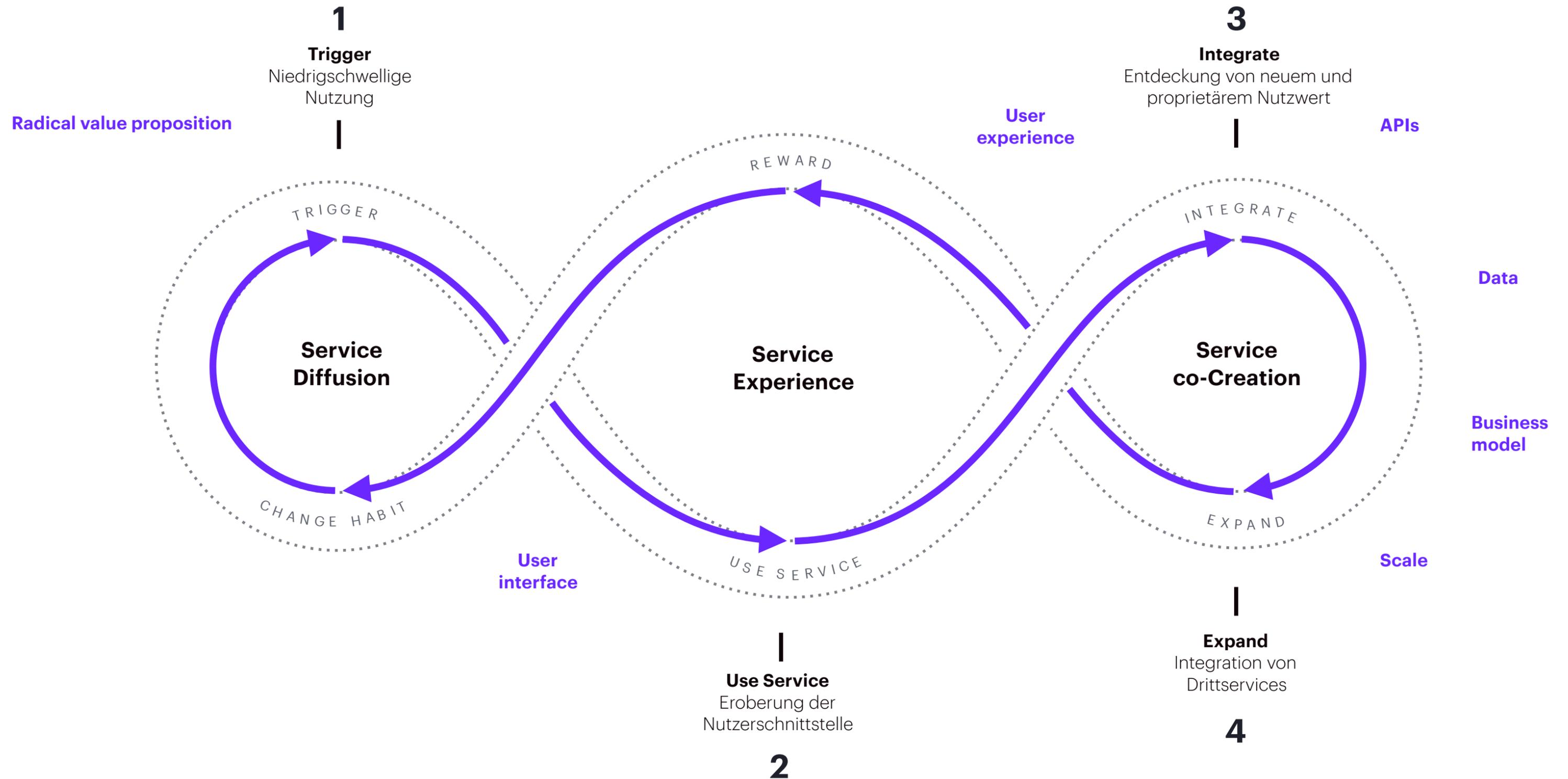
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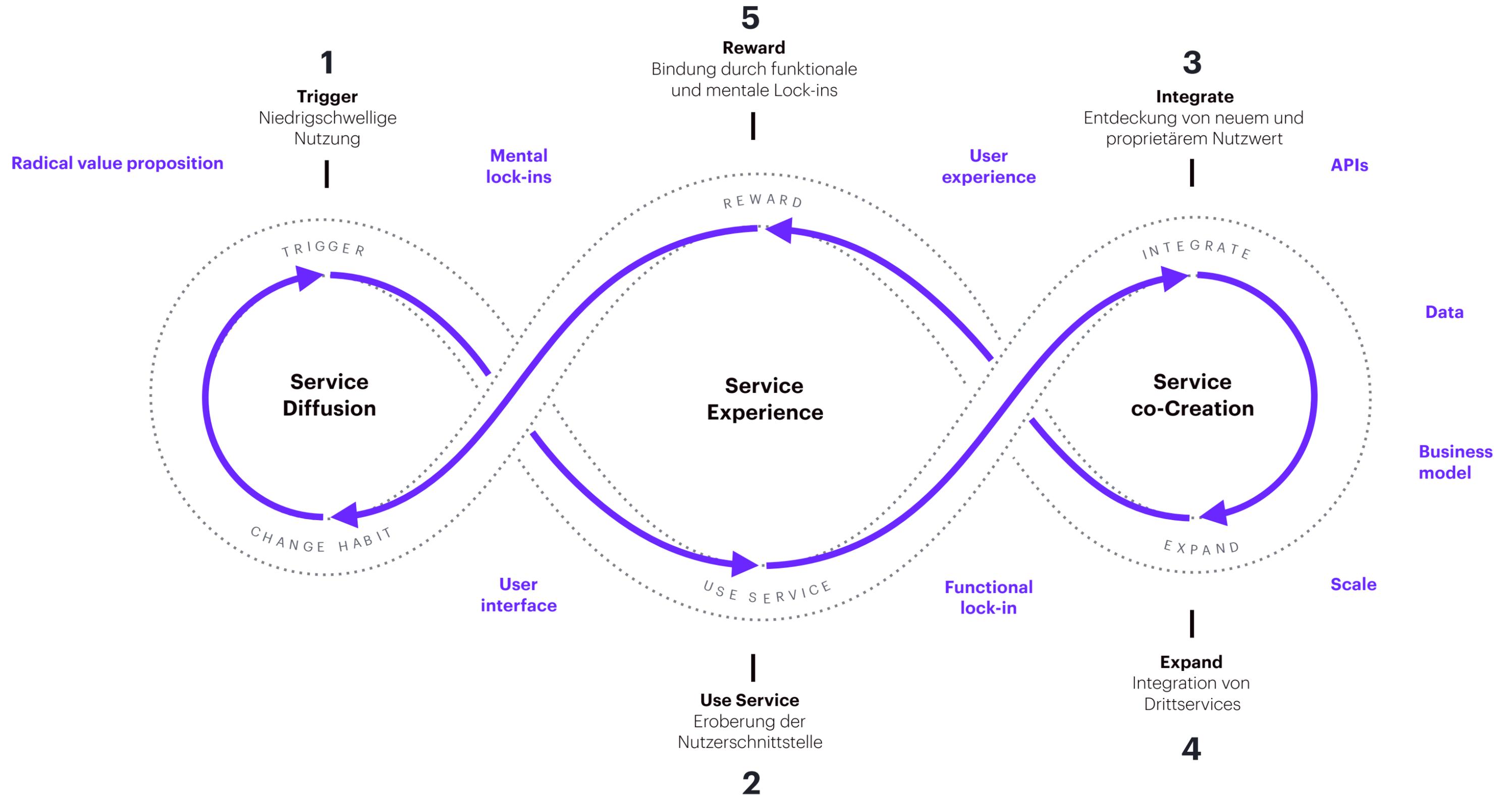
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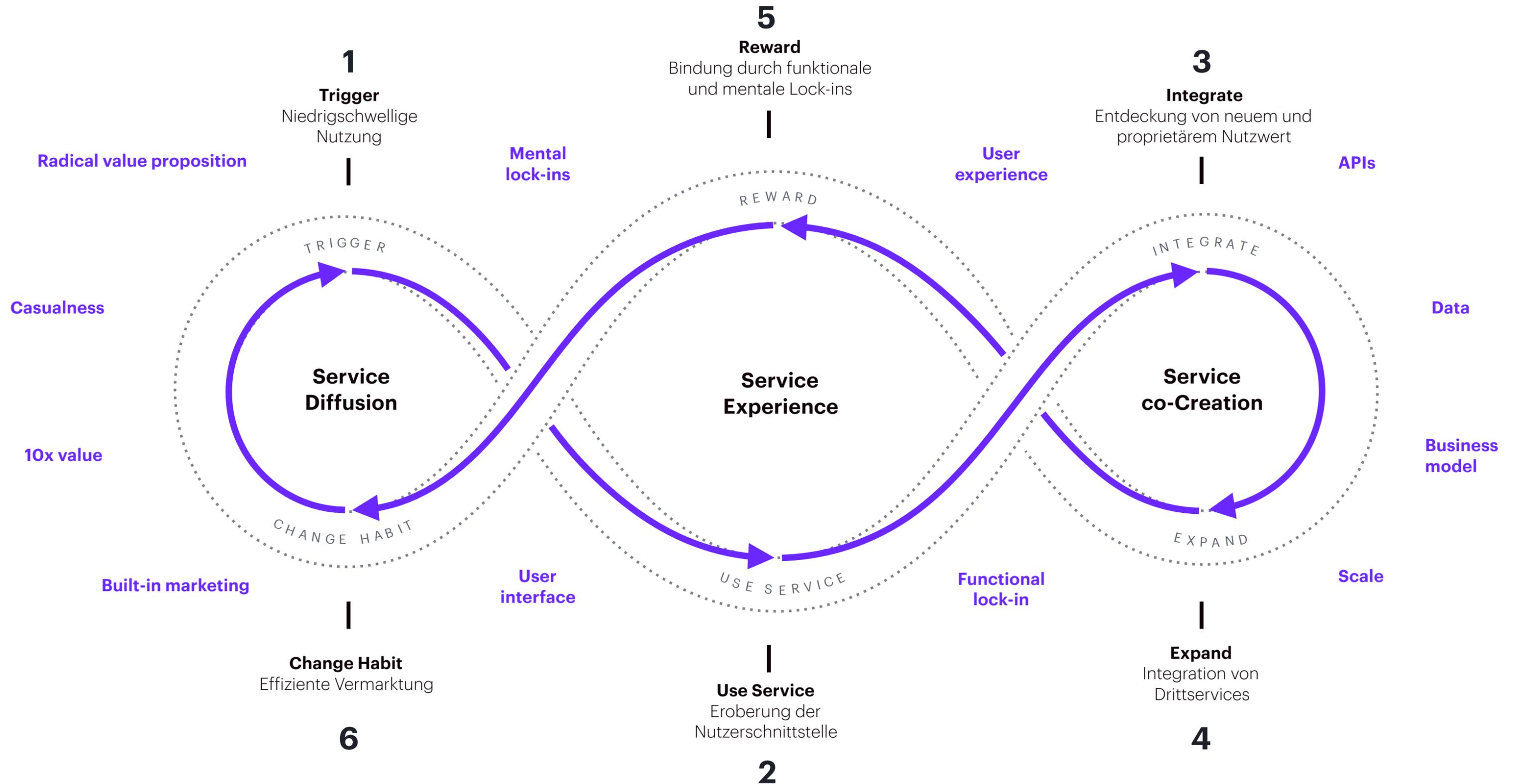
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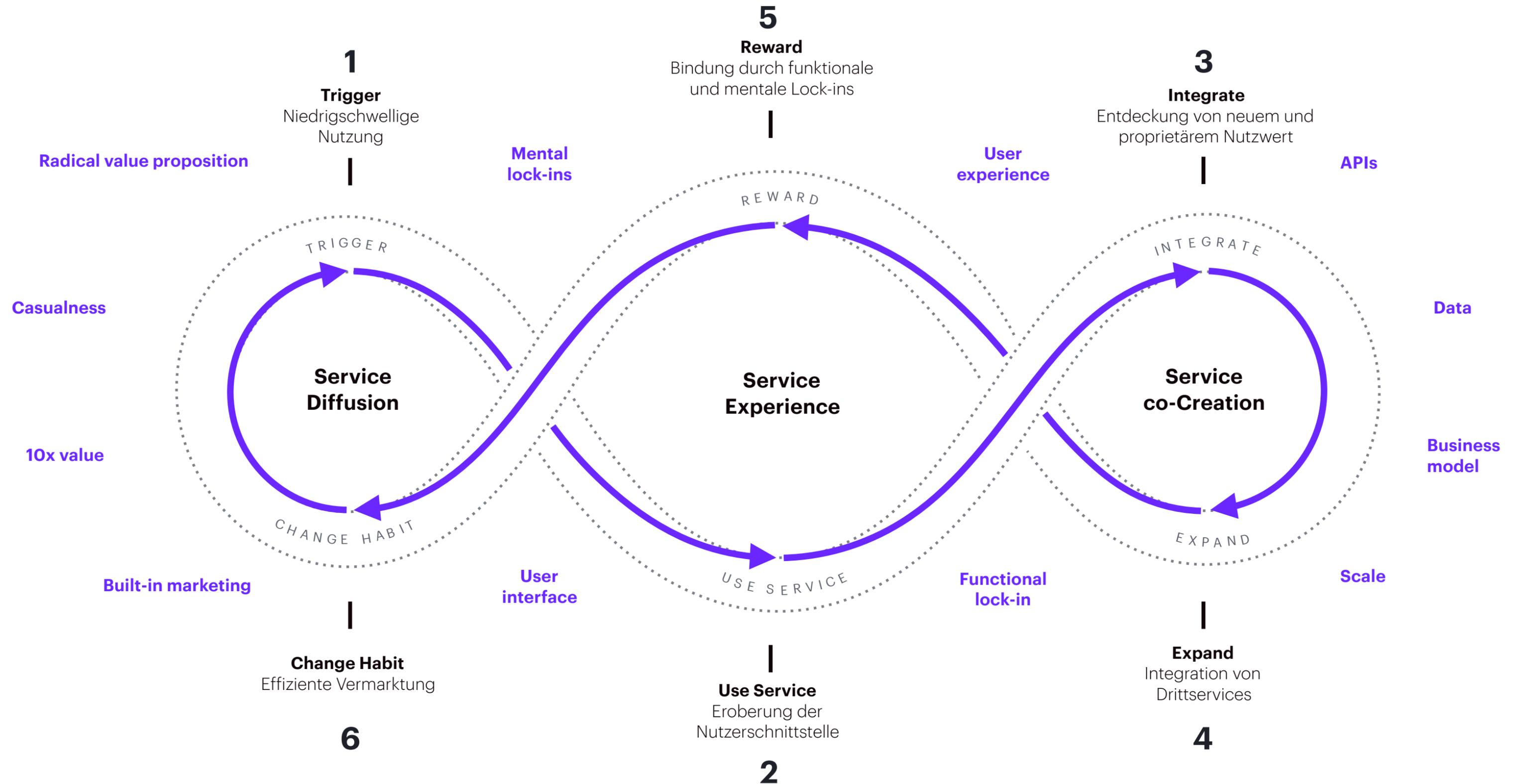
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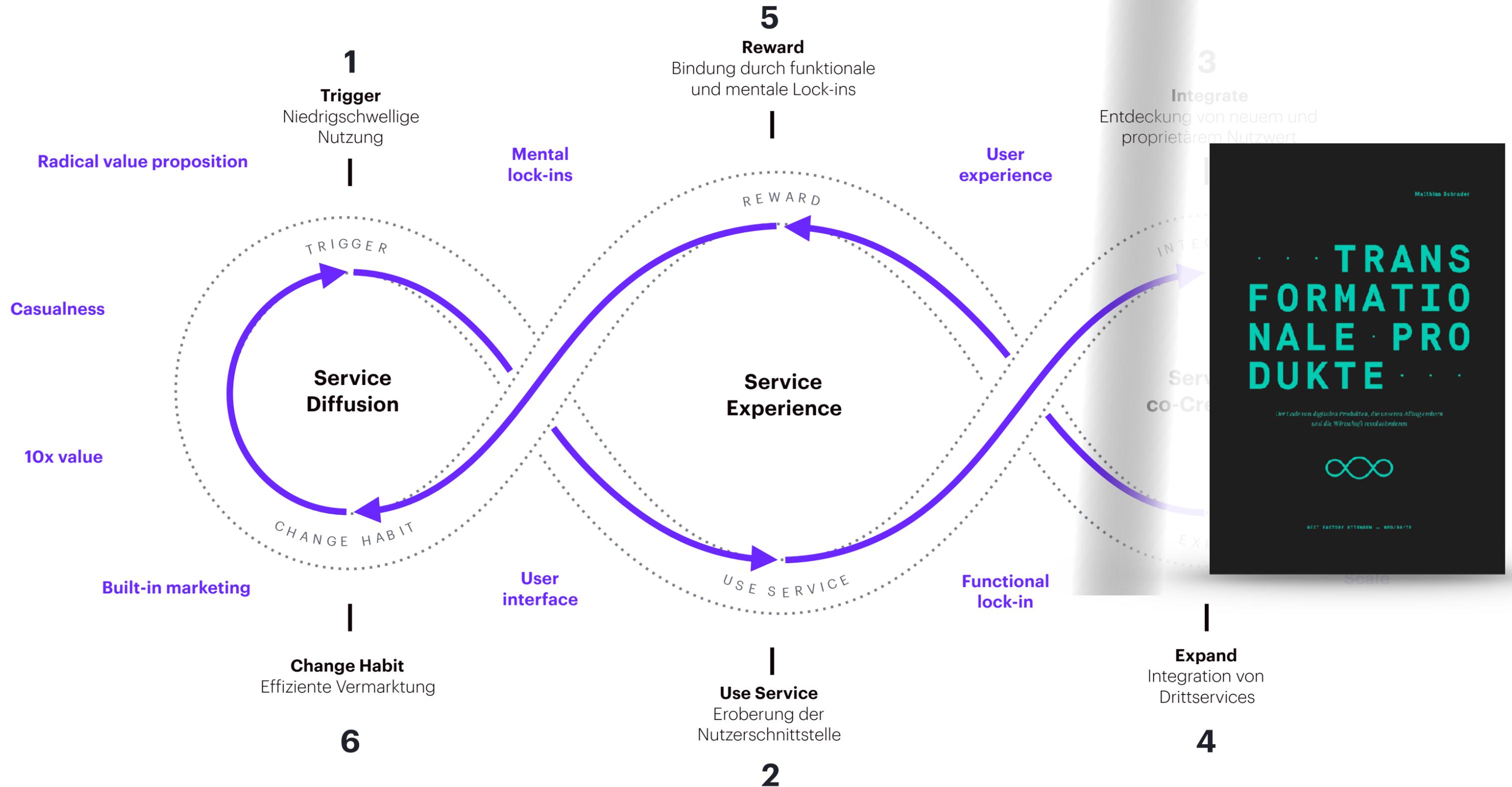
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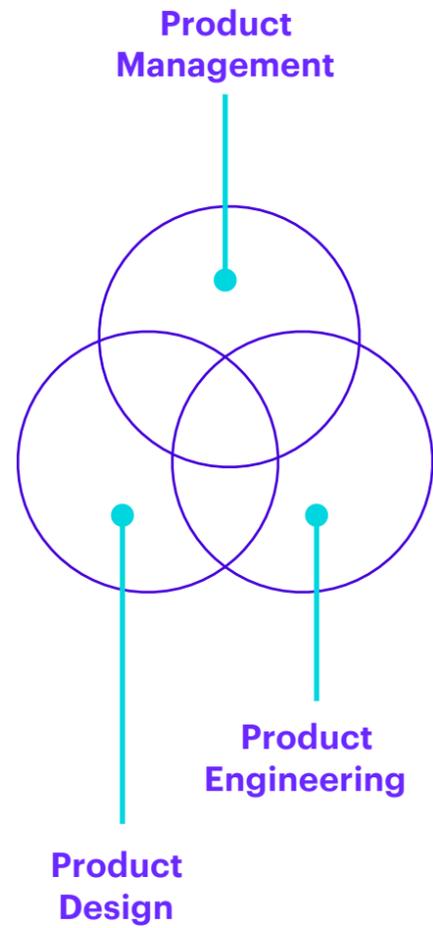


Das Framework dafür: Der „Experience Loop“.



Playbook

Product Team

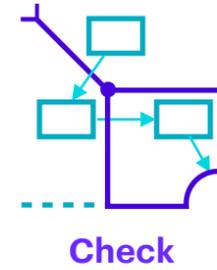
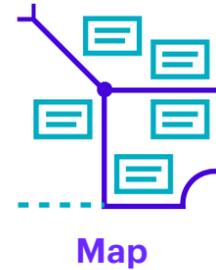
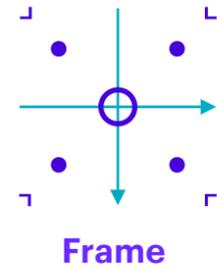


Product Creation

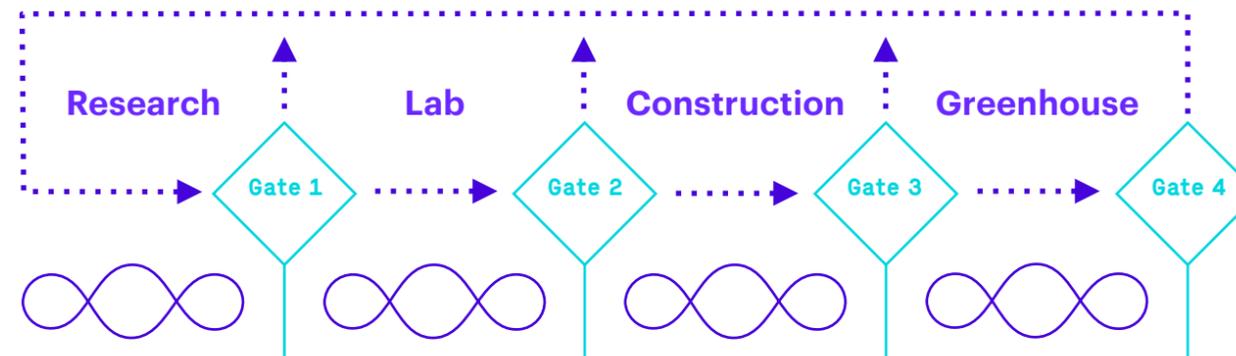


Product Factory

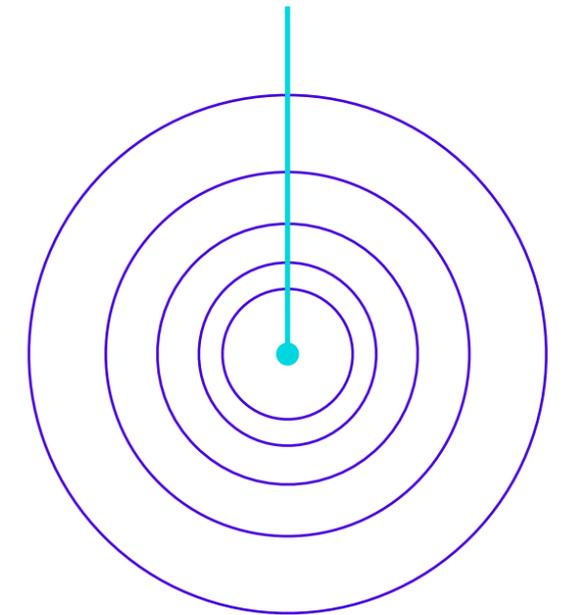
Product Field



Product Staging



Company Transformation



Playbook

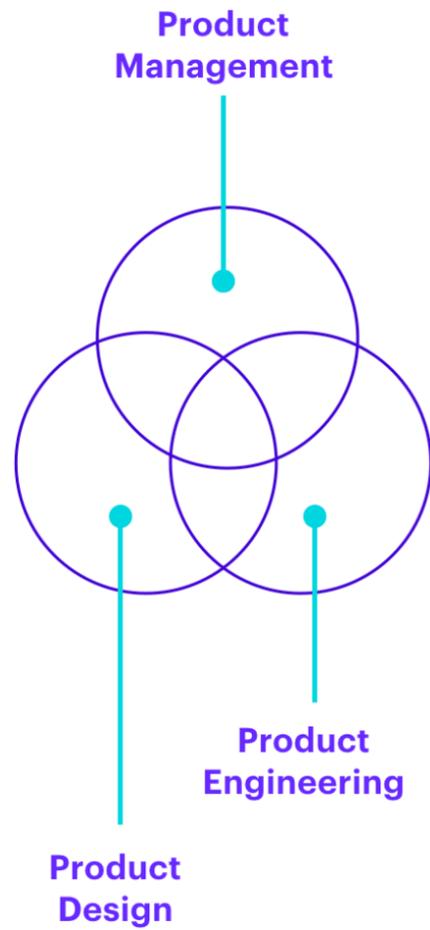
Product Team



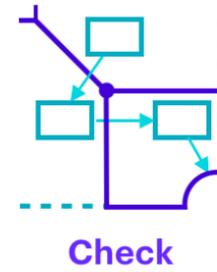
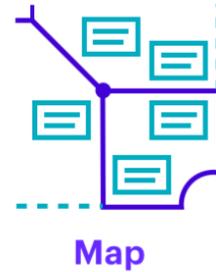
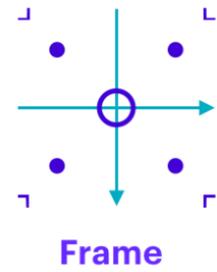
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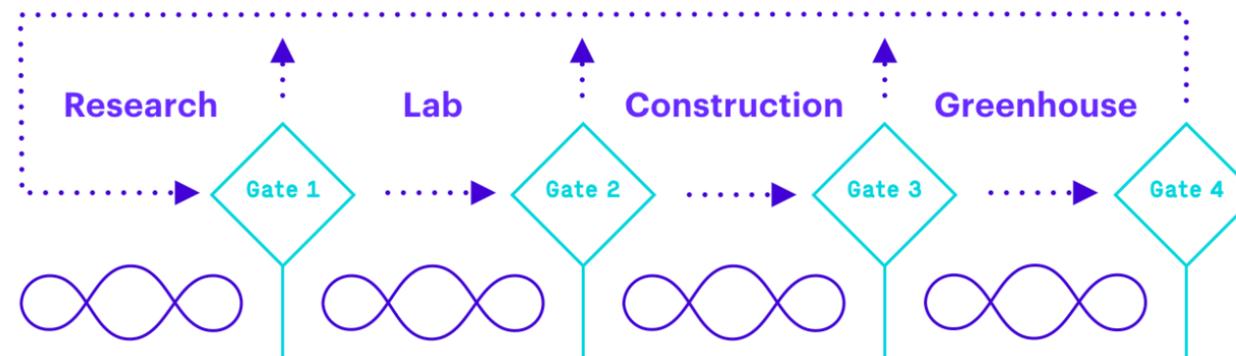
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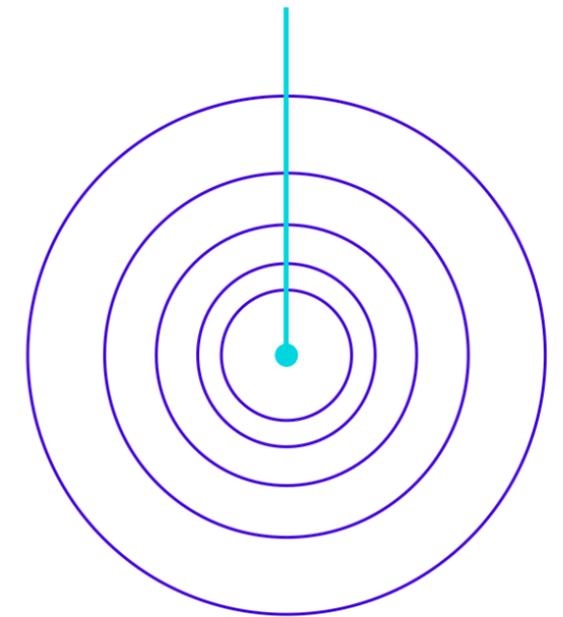
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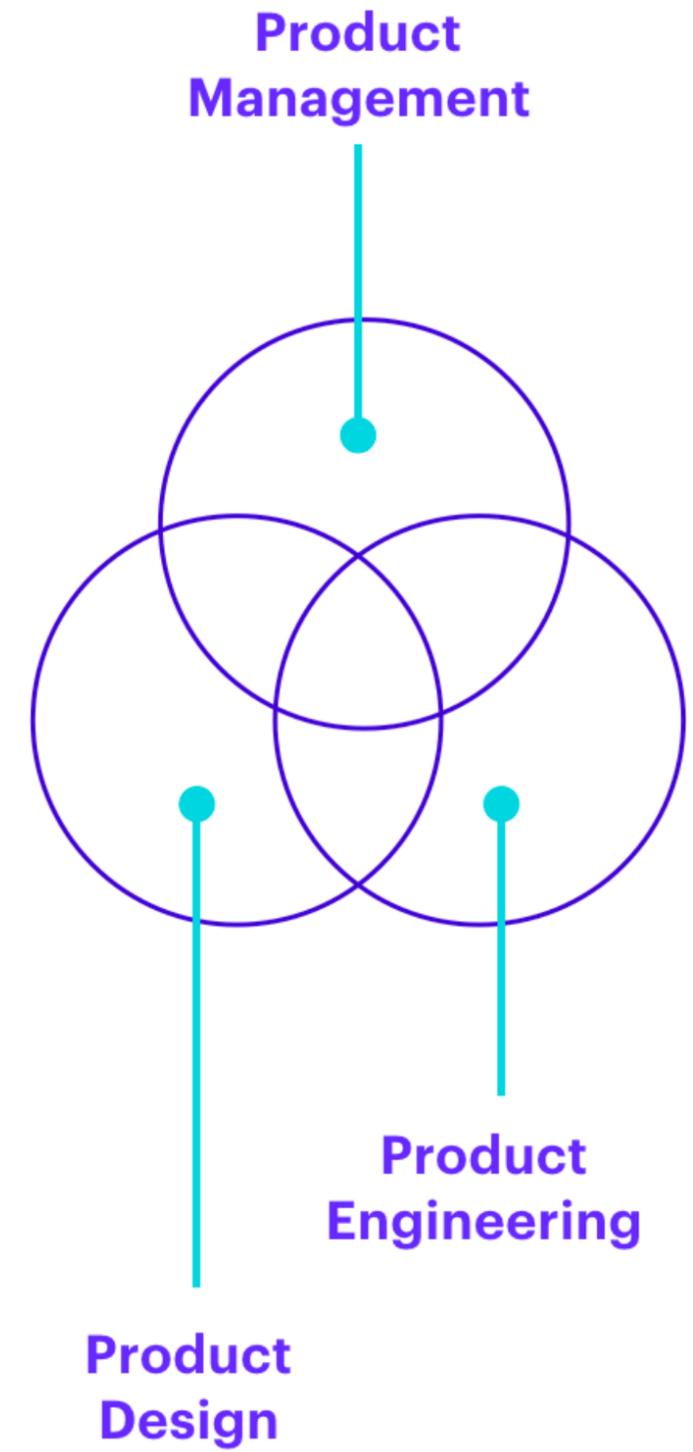
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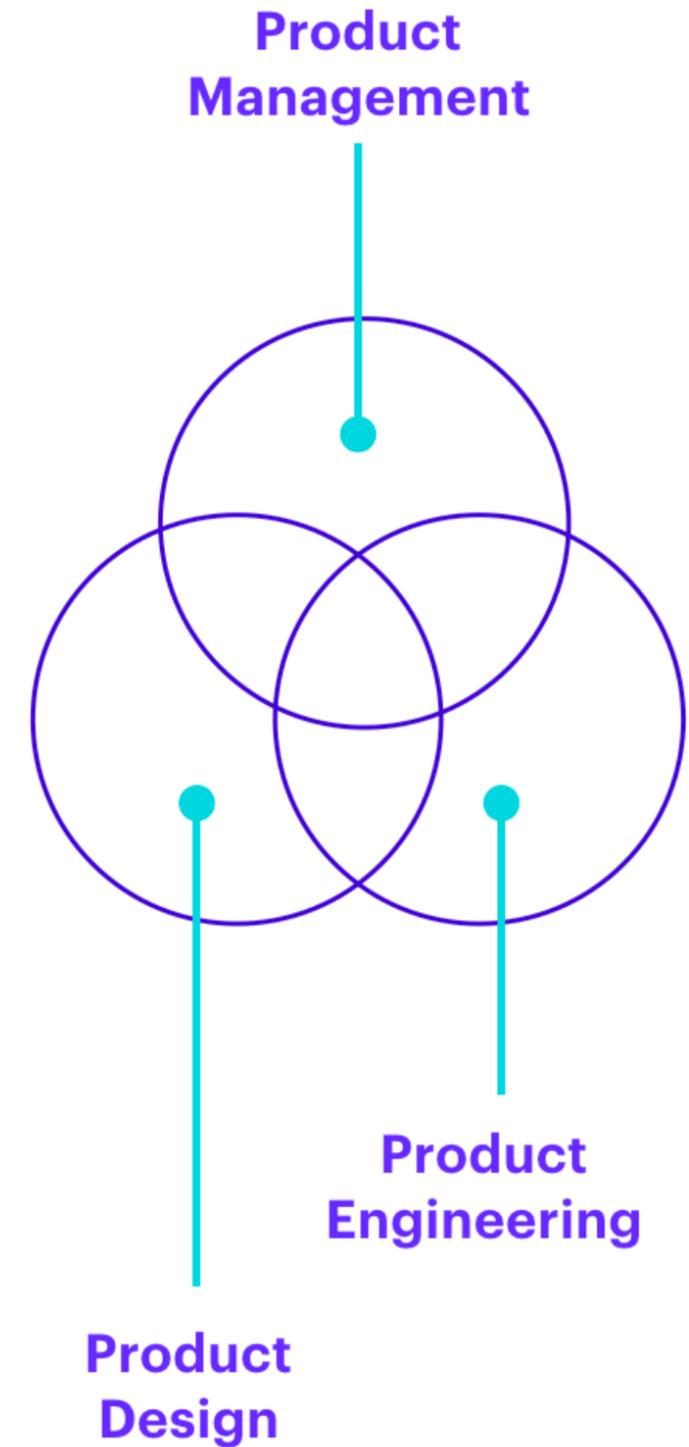


Das Produkt Team



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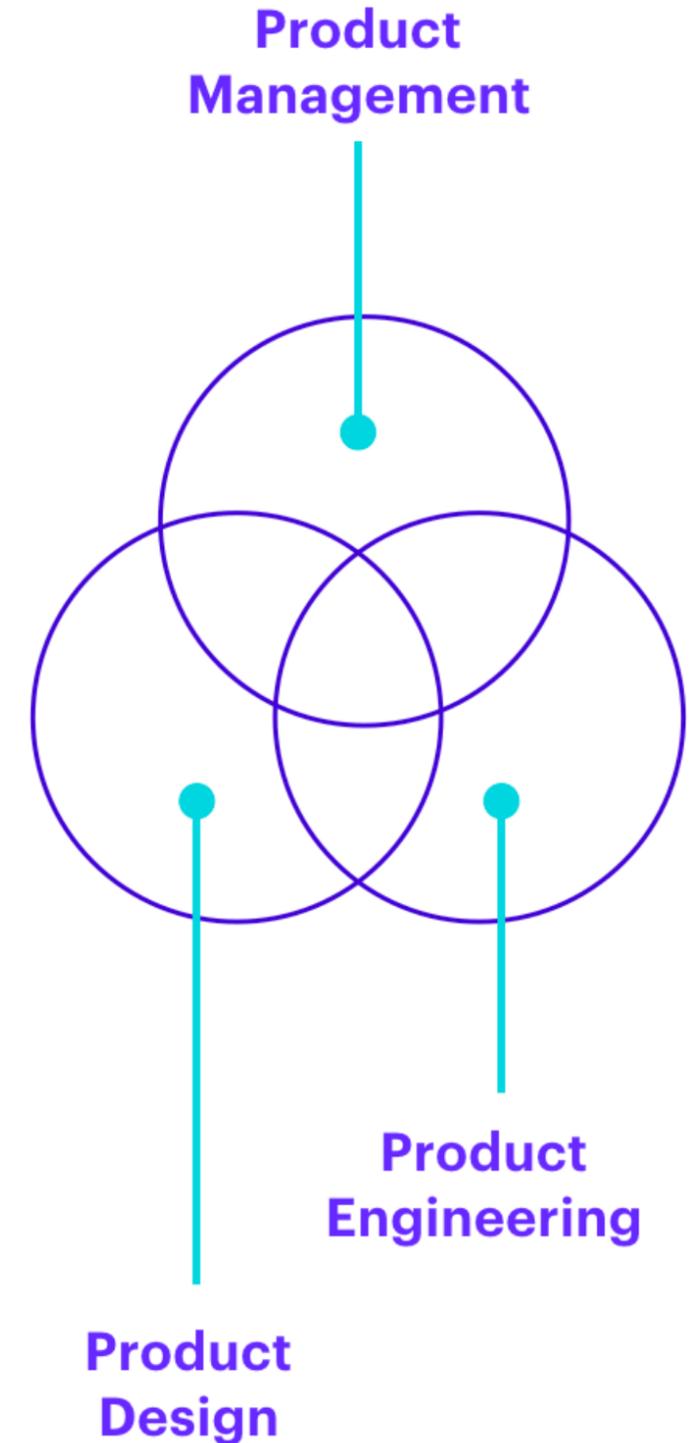
**Kleine disziplinübergreifende
Teams mit viel Autonomie &
Verantwortung**



Das Produkt Team

Kleine disziplinübergreifende
Teams mit viel Autonomie &
Verantwortung

T-shaped Profil

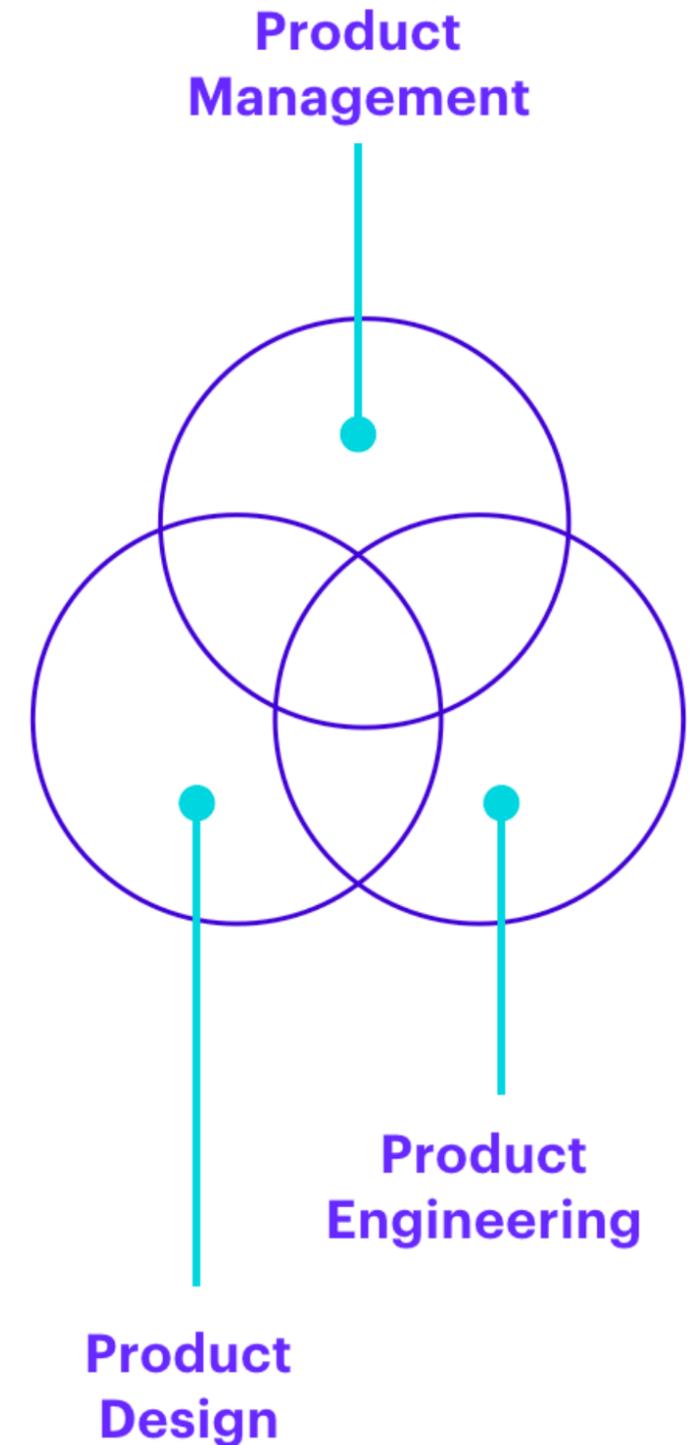


Das Produkt Team

Kleine disziplinübergreifende
Teams mit viel Autonomie &
Verantwortung

T-shaped Profil

Nutzerzentriertes Produkt Denken



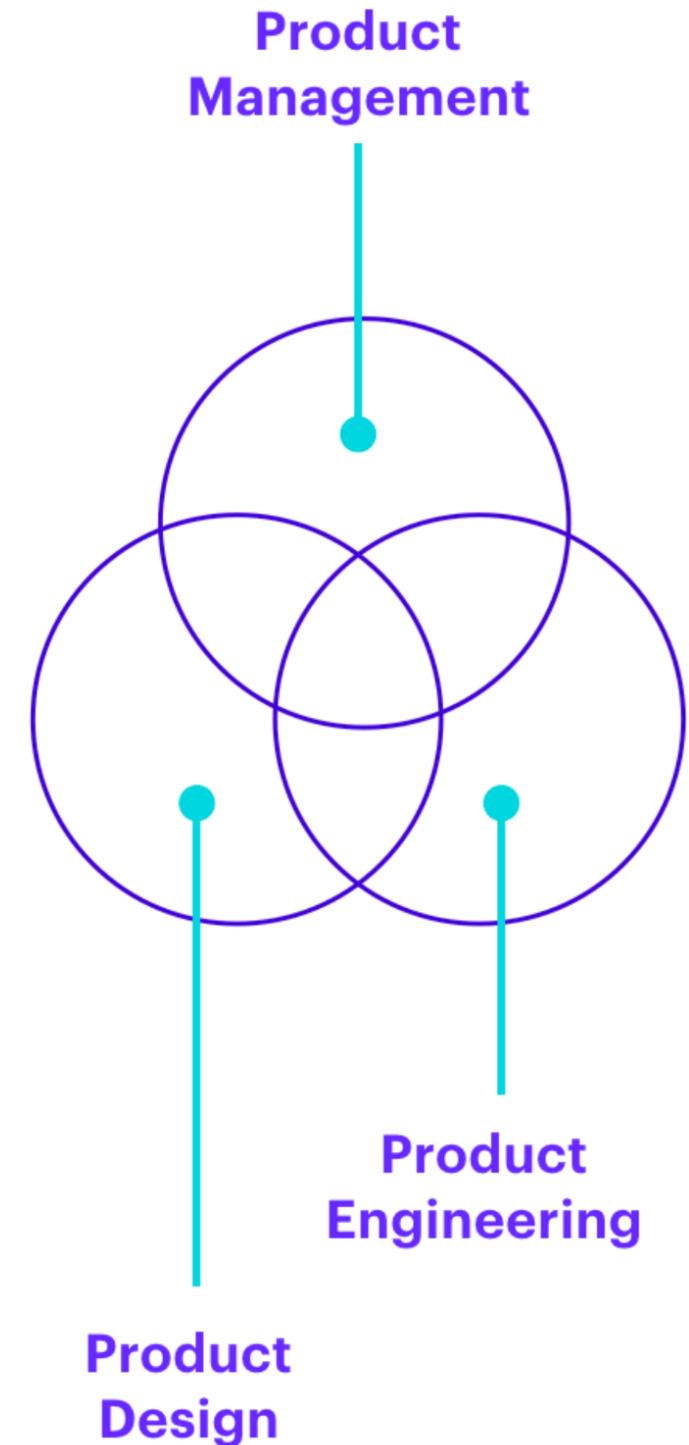
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Nutzerzentriertes Produkt Denken

Agil & Iterativ



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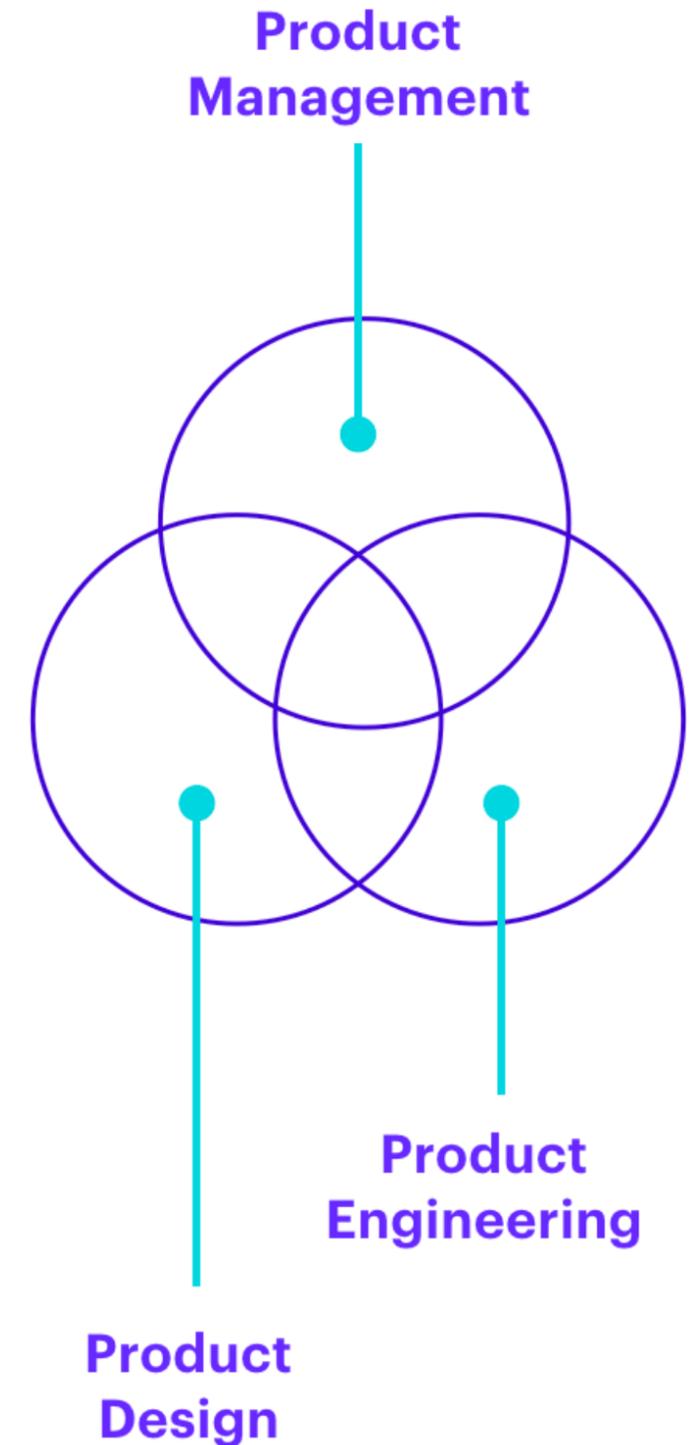
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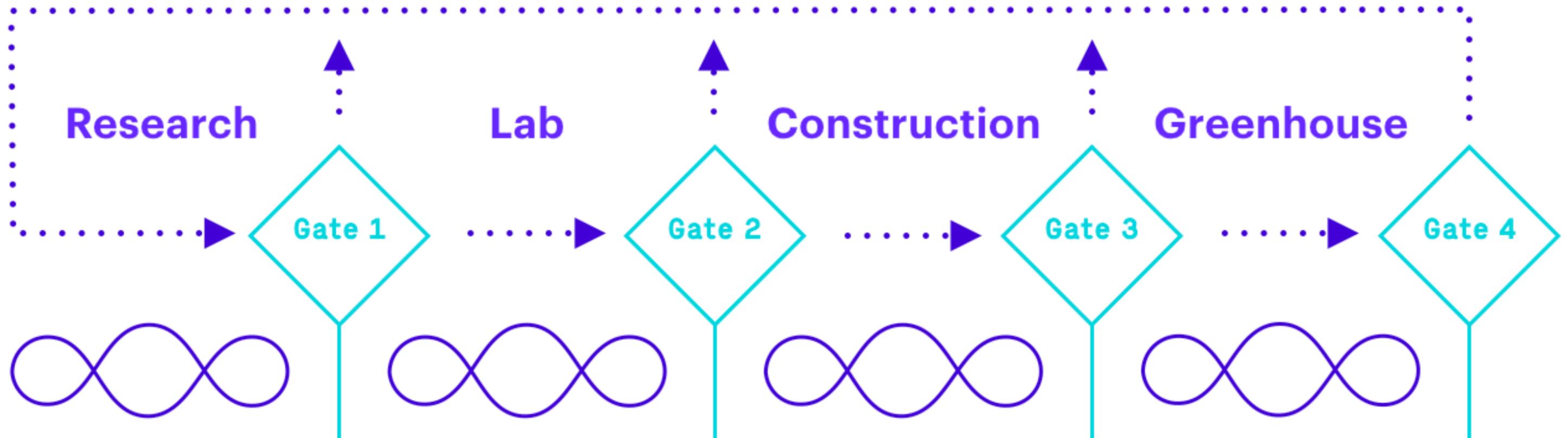
Agil & Iterativ

Gute Fehlerkultur



Datenbasiert, Iterativ, End2End und mit „echten“ Nutzern getestet

Product Staging



Die richtigen Dinge tun – Die Dinge richtig tun

Playbook

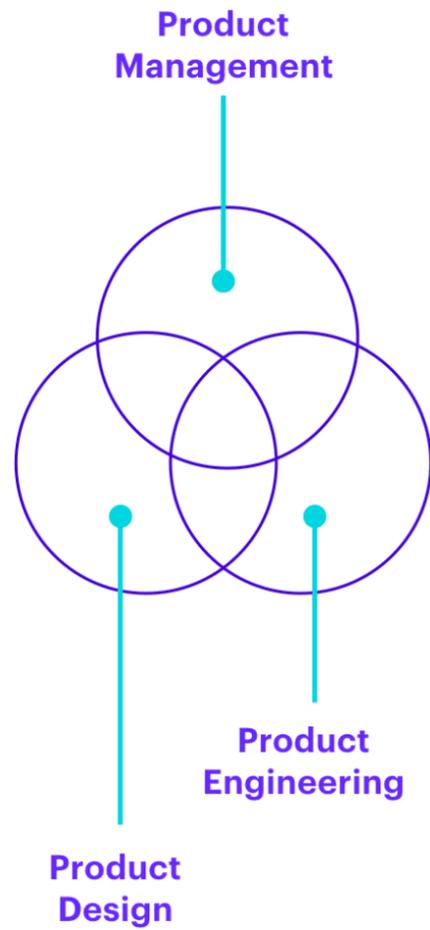
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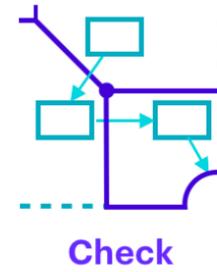
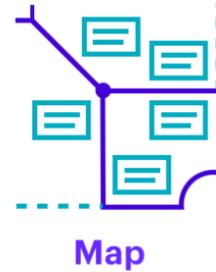
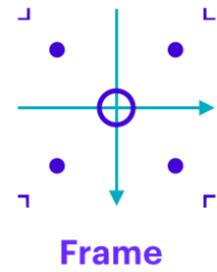
Product Creation



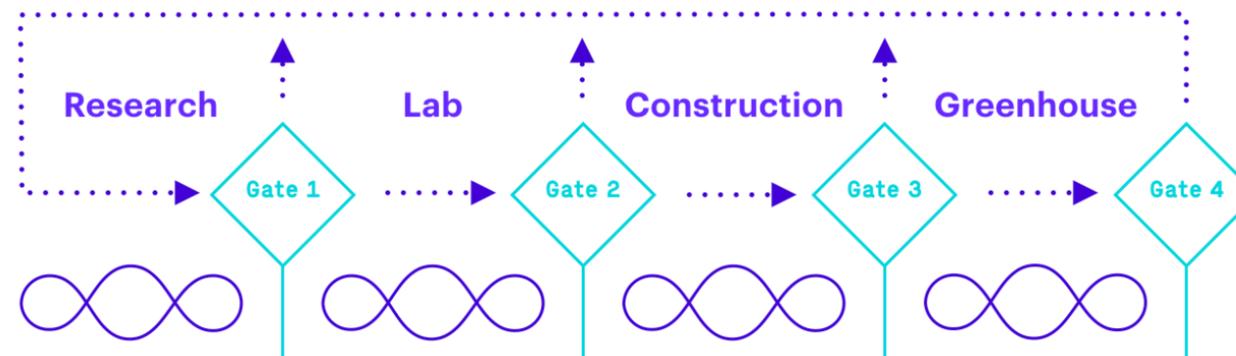
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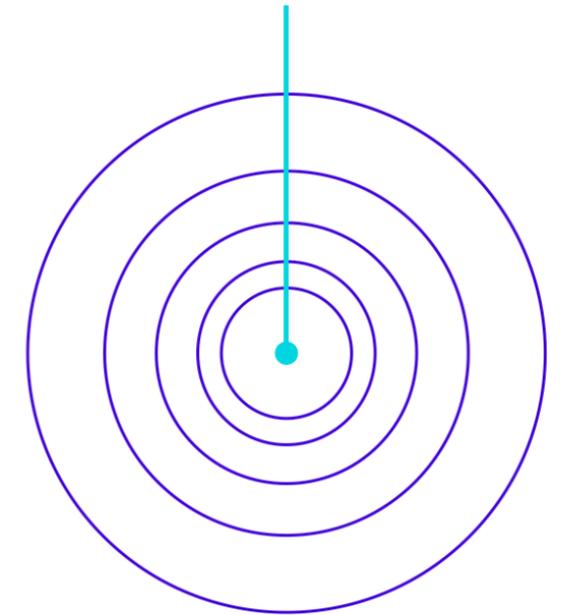
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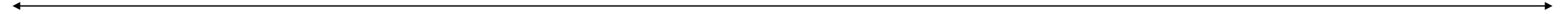


**Was heißt das für
Digital Designer?**

Einen ziemlichlichen Stretch!

Strategische &
konzeptionelle Skills

Visuelle & kreativ
kommunikative Skills



Strategie

Produkt und Service

Kommunikation

Kompetenzspektrum des Produktdesigner (aka Digital Designer)

Strategische &
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Visuelle & kreativ
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Strategie

Produkt und Service

Kommunikation

Vision

Form



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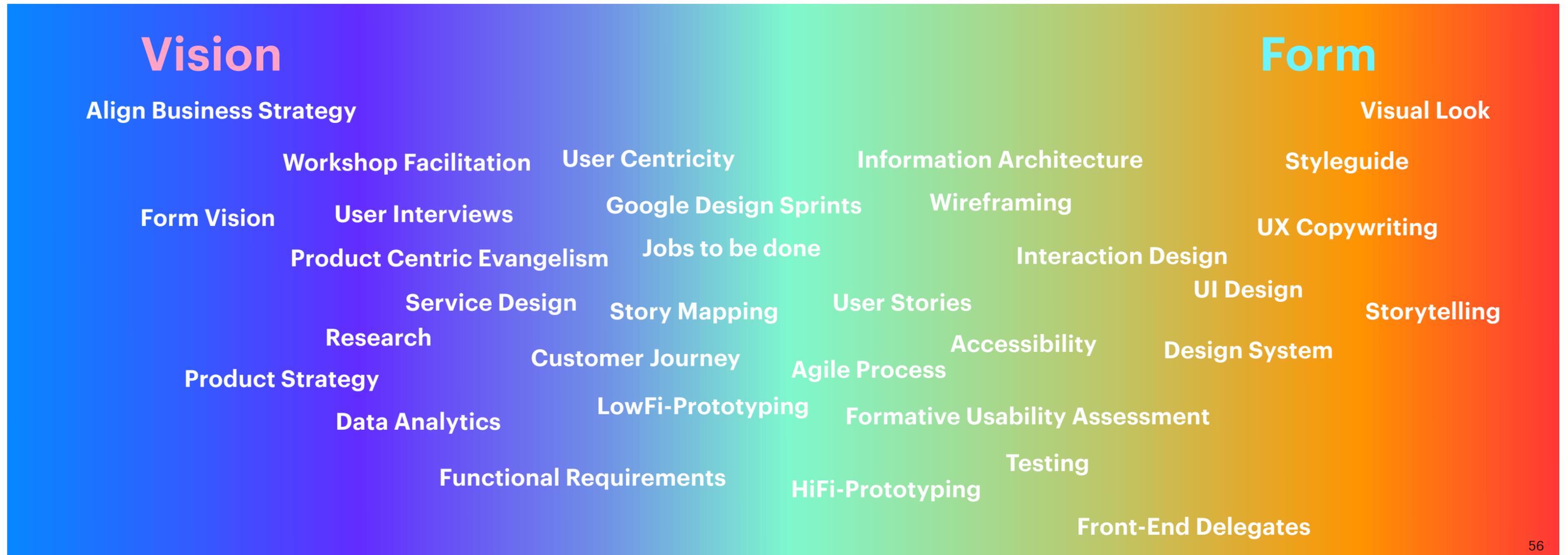
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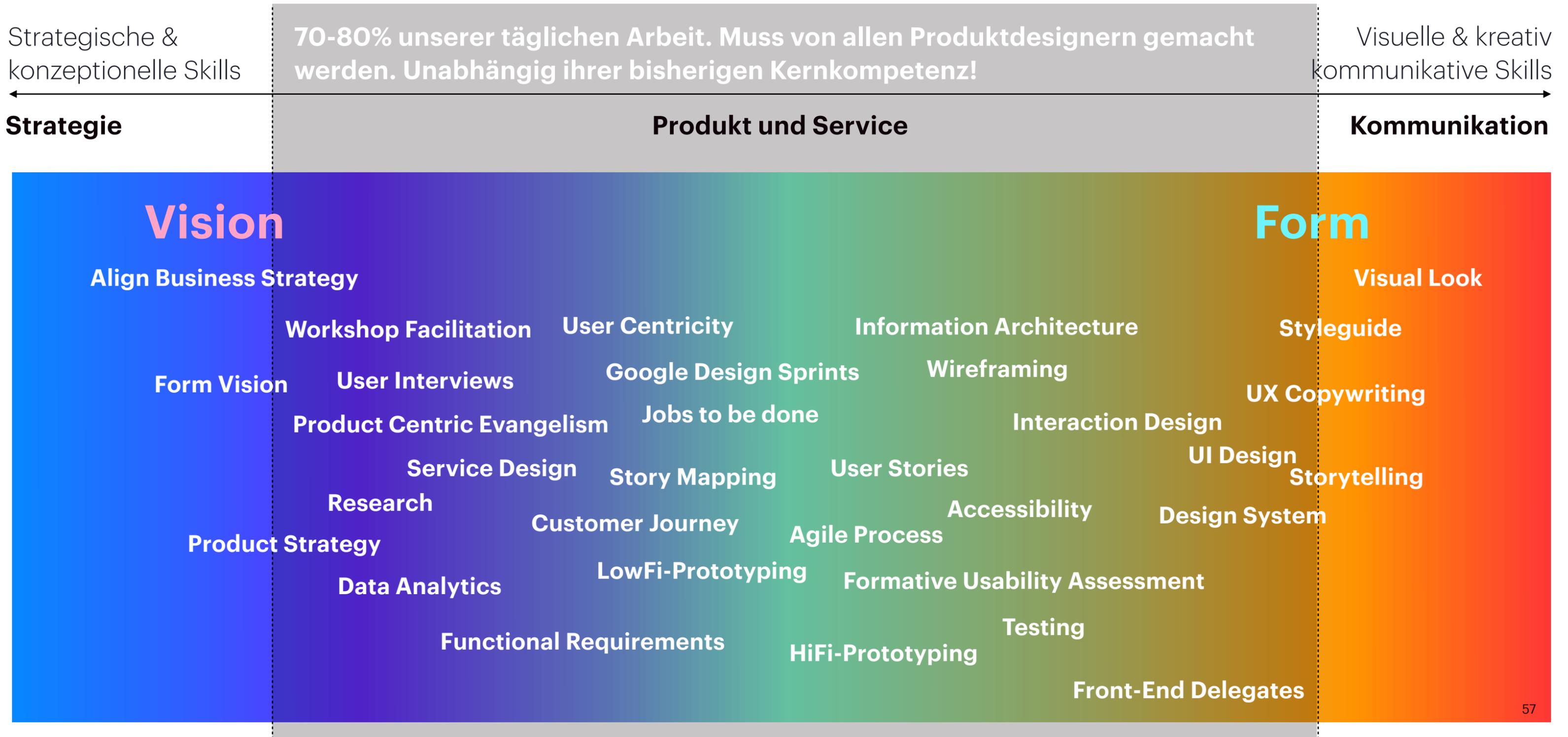
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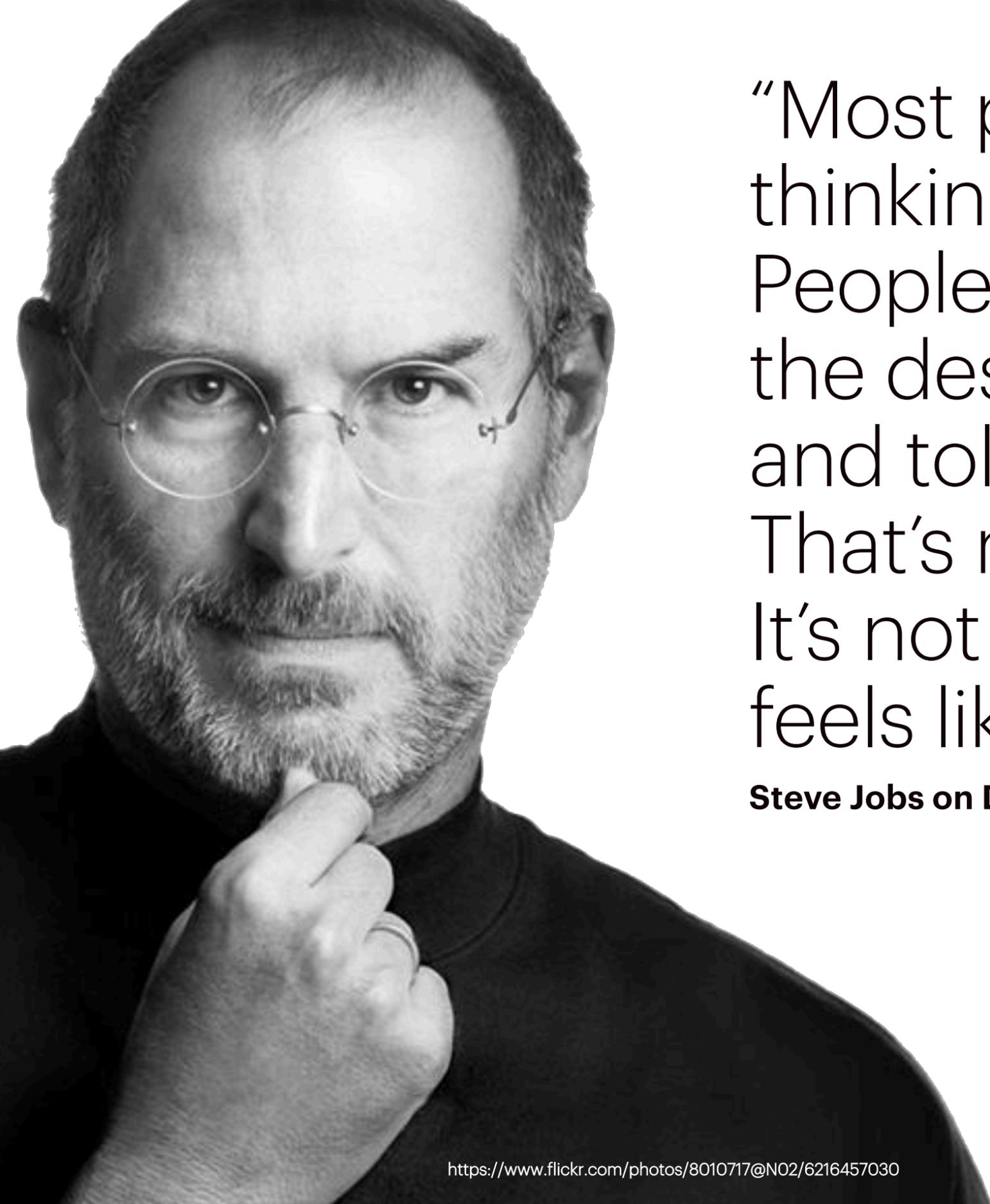
Produkt und Service

Kommunikation



Kompetenzspektrum eines Produktdesigner (aka Digital Designer)





“Most people make the mistake of thinking design is what it looks like. People think it’s this veneer – that the designers are handed this box and told, “Make it look good!” That’s not what we think design is. It’s not just what it looks like and feels like. **Design is how it works.**”

Steve Jobs on Design

**Vielen
Dank!**

martin.gassner@sinnerschneider.com
#morldwy