

# Human Centered Approach to Innovation

From Vision to Reality - Take the Shortcut

Anthony Ryan & Roland Martin, SAP SE



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# Your Speakers today

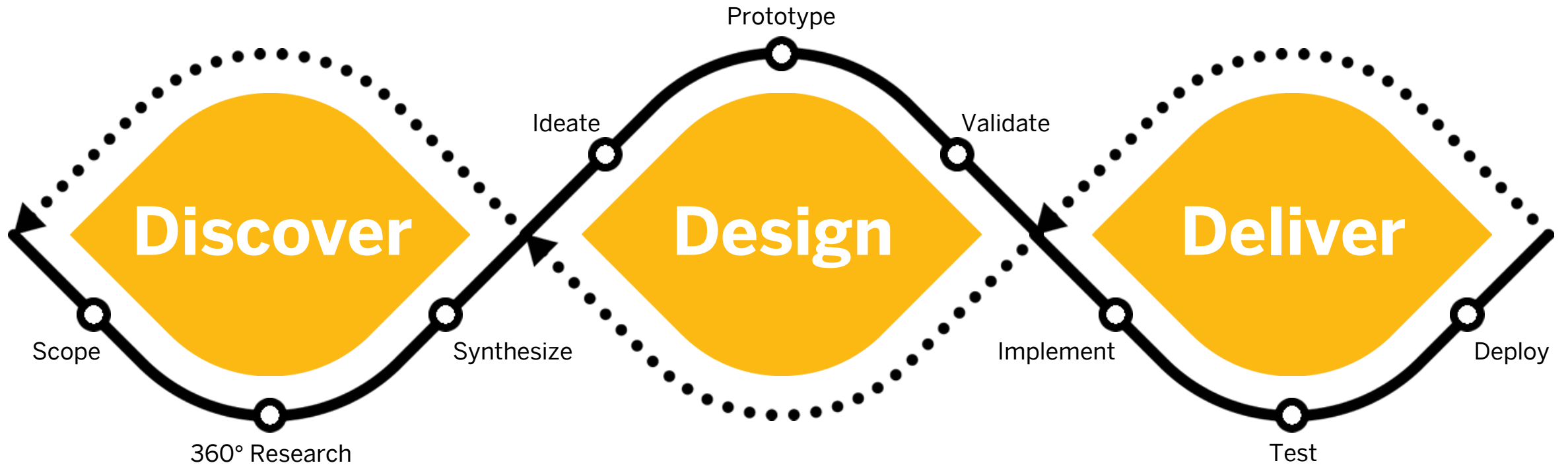


**Roland Martin**  
**Data Scientist &**  
**DT Coach**

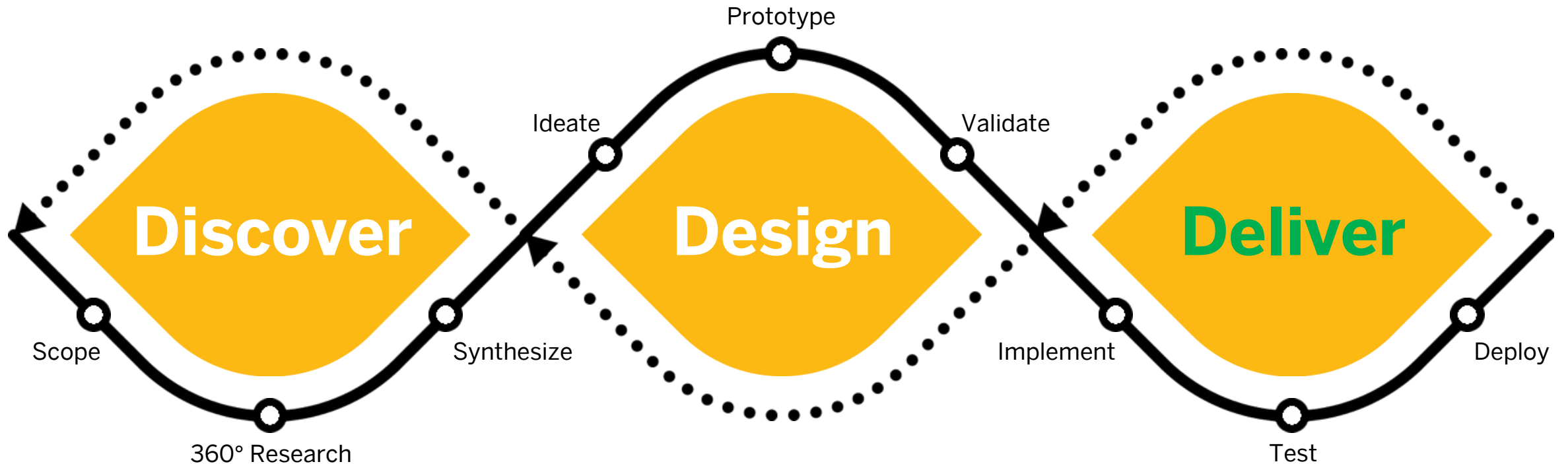


**Anthony Ryan**  
**Knowledge Management**  
**Specialist &**  
**DT Coach**

# Process



# Process



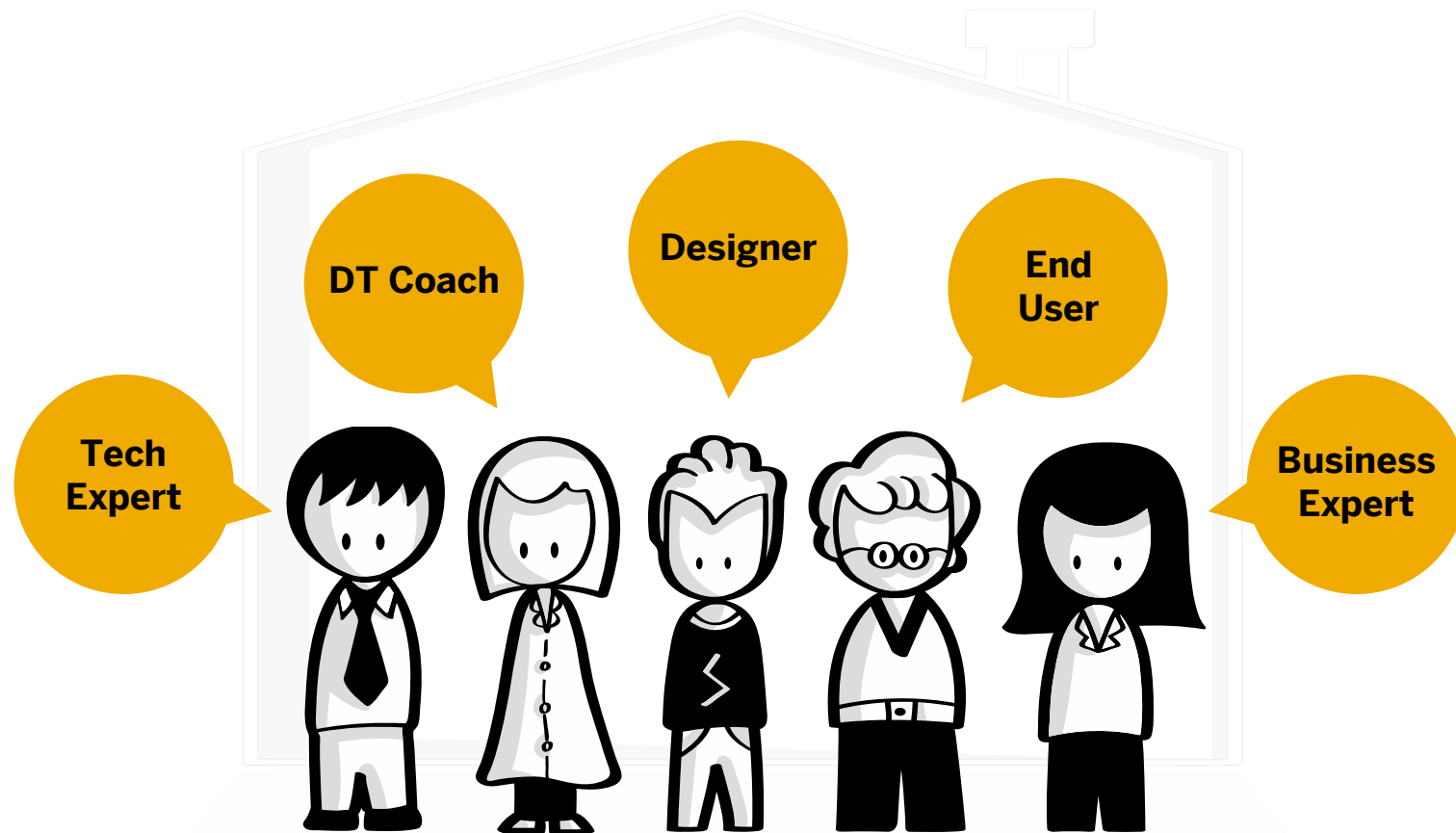
# Deliver Phase

# Process

- Who
- What
- When
- How
- Why



# The DT multi-disciplinary team



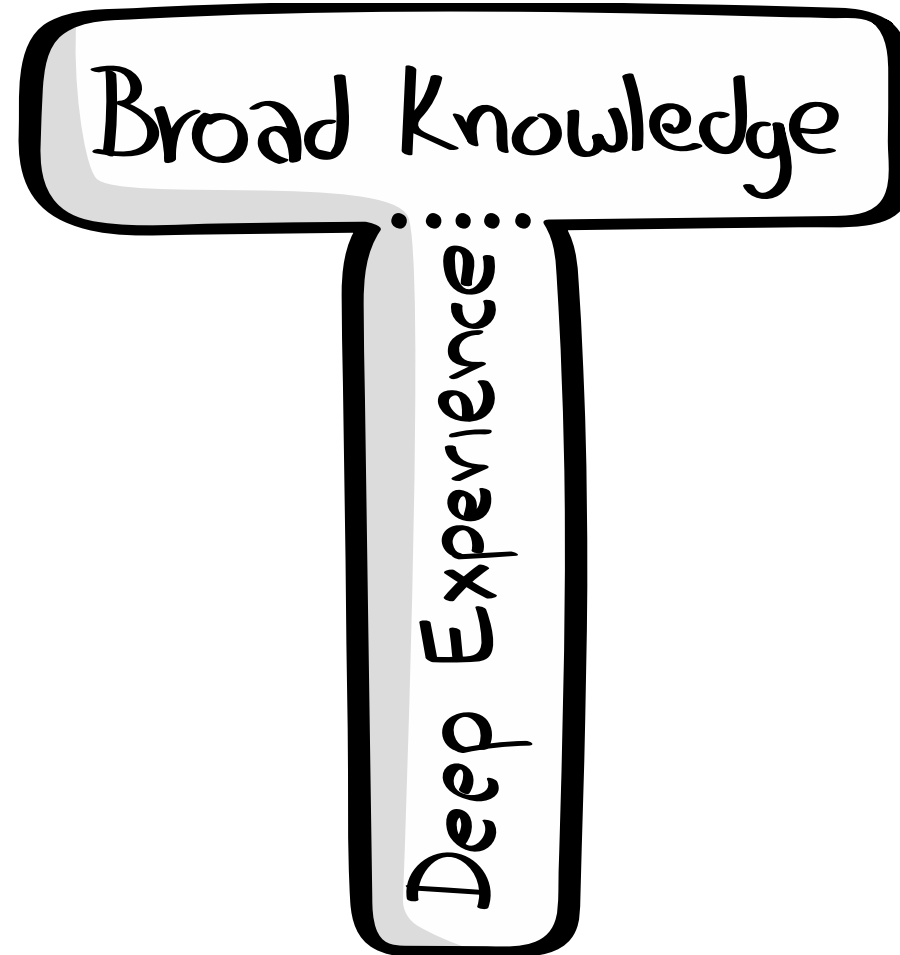
# Who and how – Agile Team

- Product Owner
- Project Manager
- Scrum Master
- UX Designer
- Architect
- Developers
- Quality Manager
- Knowledge Manager

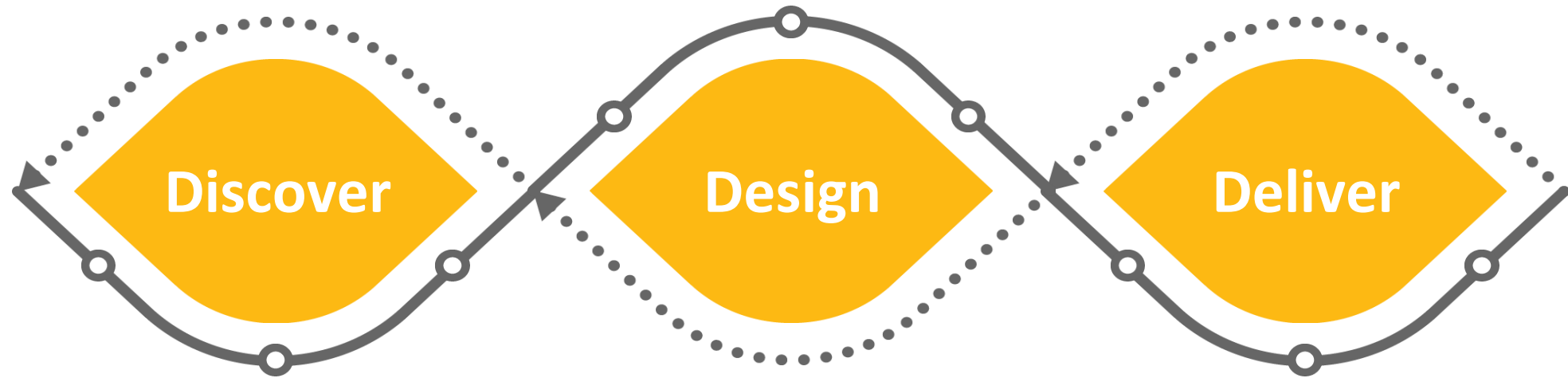




# T-shaped people



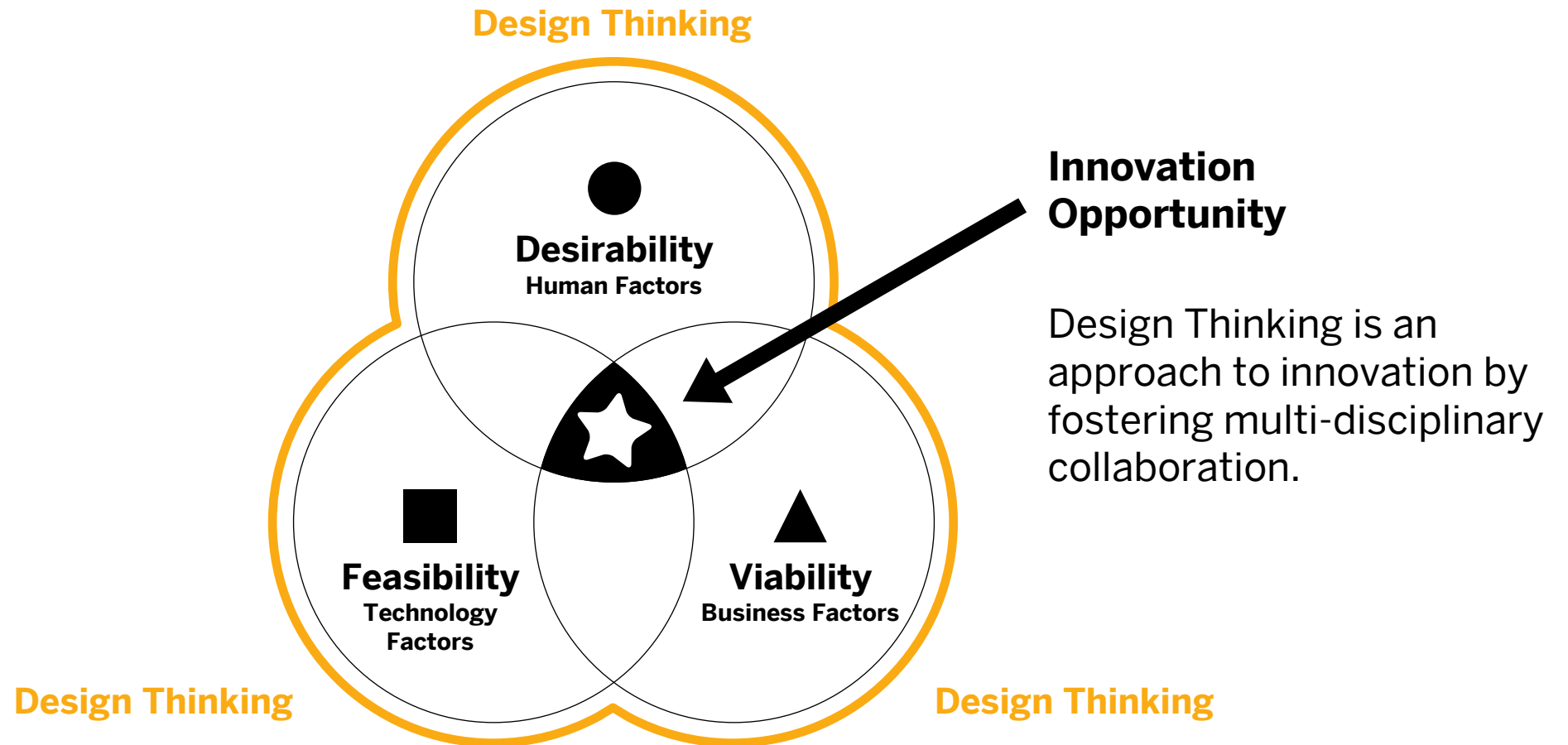
# Focus on People and Make it Real



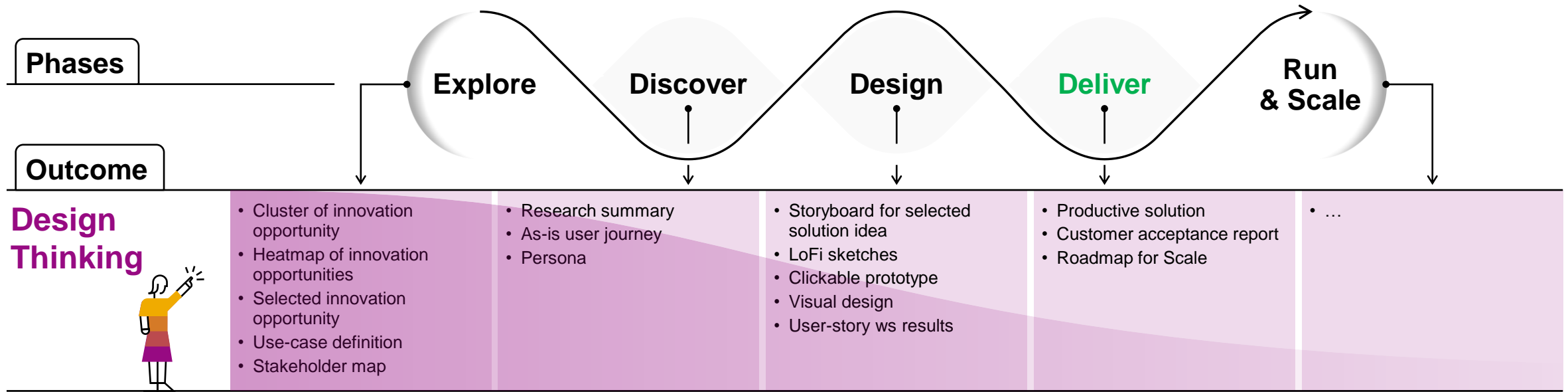
**People=customer+SAP Team=OneTeam**

# Innovation opportunities

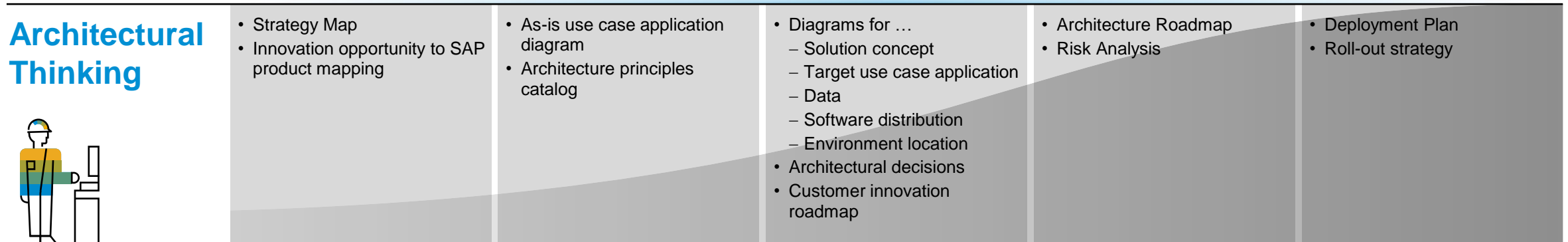
Innovative solutions meet human needs, have business value and are technically feasible



# Human-Centered Innovation Approach



## Use-case Blueprint Diagram



# Core values of Design Thinking



**Diverse Team**



**Iteration**

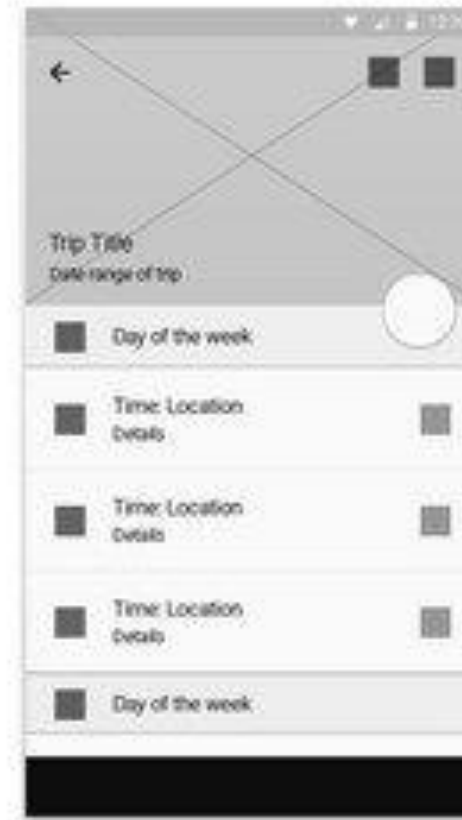
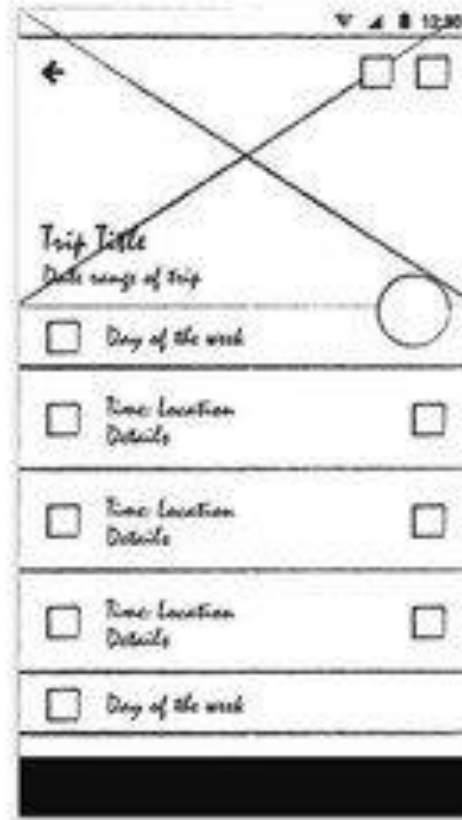
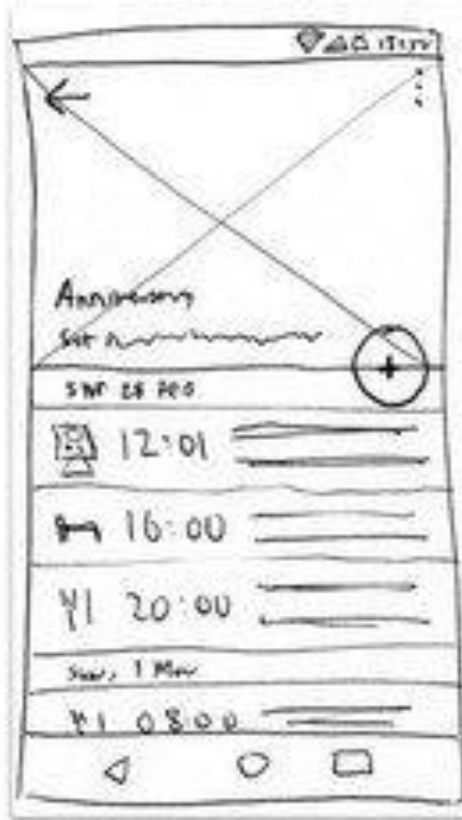


**Feedback**



**Visualization**

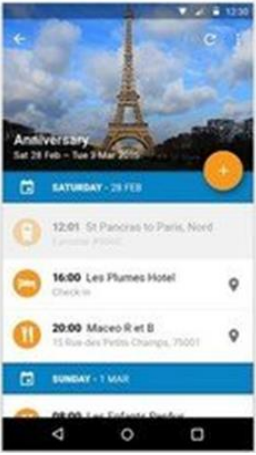
# Fidelity of Prototypes – from low-fidelity to high-fidelity



# Core of Agile Delivery



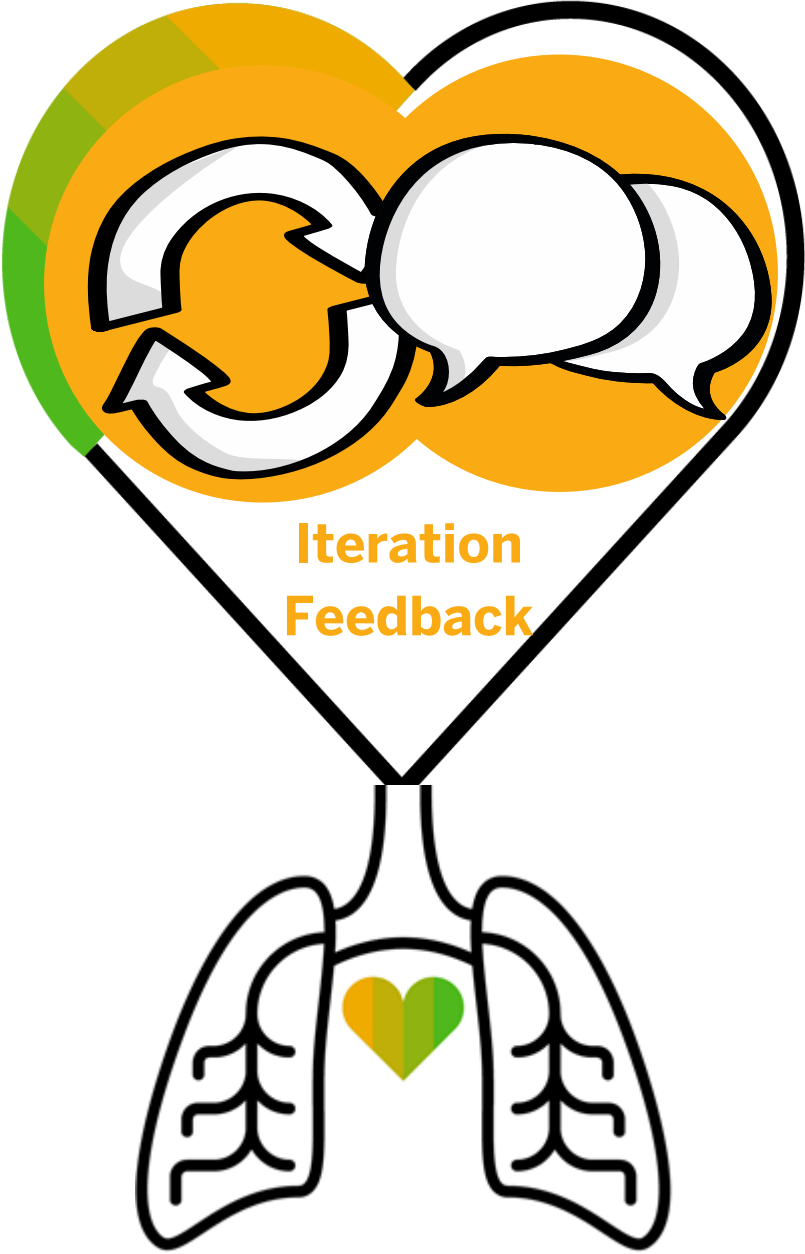
**T-Shaped Team**



**Visualization**



**Realization**



**Iteration Feedback**

# 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.***



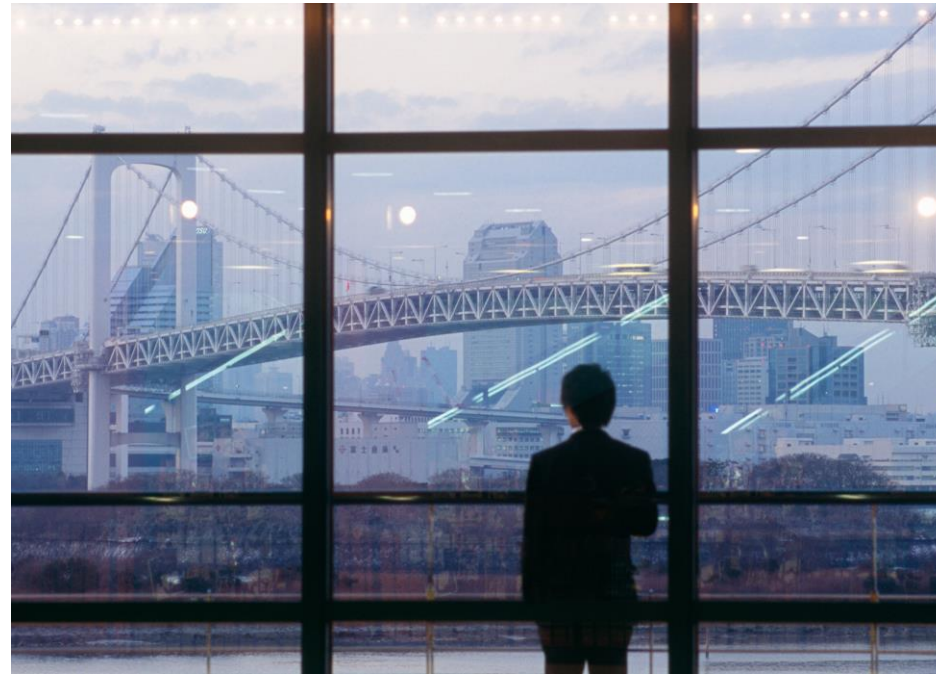


# Prototype enough?

Throw prototype over the wall to Developers?



# Product Vision



**For** <target customer>, **who** <statement of the need or opportunity>, **the** <product name> **is** <product category>, **that** <major capabilities, key benefits, compelling reason to buy or use>.

**Unlike** <primary competitive alternative, current system or business process>, **our product** <statement of primary differentiation and advantages of new product>.

# Product Vision Example

**For** <target customer>, **who** <statement of the need or opportunity>, **the** <product name> **is** <product category>, **that** <major capabilities, key benefits, compelling reason to buy or use>.

**Unlike** <primary competitive alternative, current system or business process>, **our product** <statement of primary differentiation and advantages of new product>.



*“For the mobile user, **who** needs a single multipurpose handheld device, the iPhone provides a phone with internet access and a widescreen audio/video player.  
**Unlike** phones from other brands, the iPhone is years ahead with an ever-growing collection of applications for every purpose”*



# Product Vision for Maria

**For** <target customer>, **who** <statement of the need or opportunity>, **the** <product name> **is** <product category>, **that** <major capabilities, key benefits, compelling reason to buy or use>.

**Unlike** <primary competitive alternative, current system or business process>, **our product** <statement of primary differentiation and advantages of new product>.



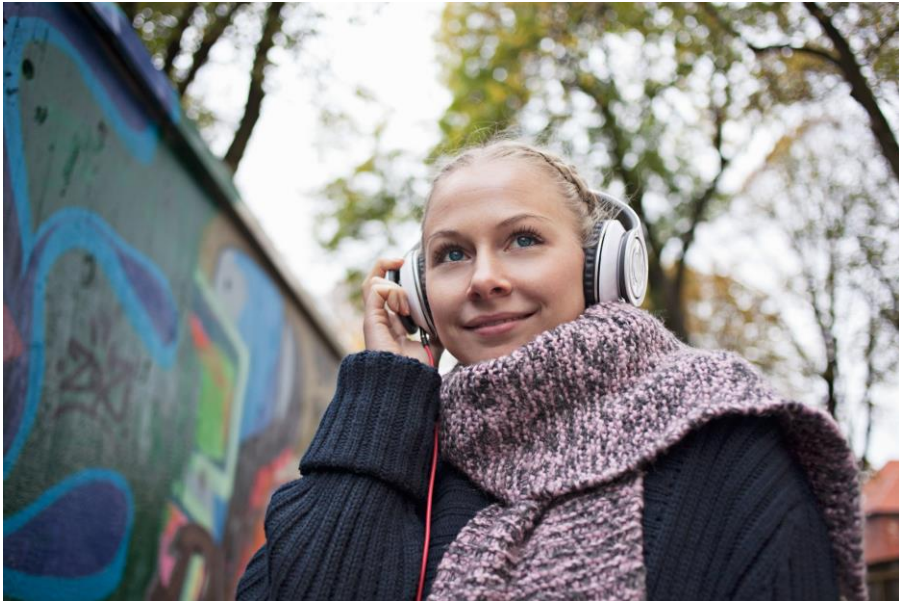
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# Product Vision

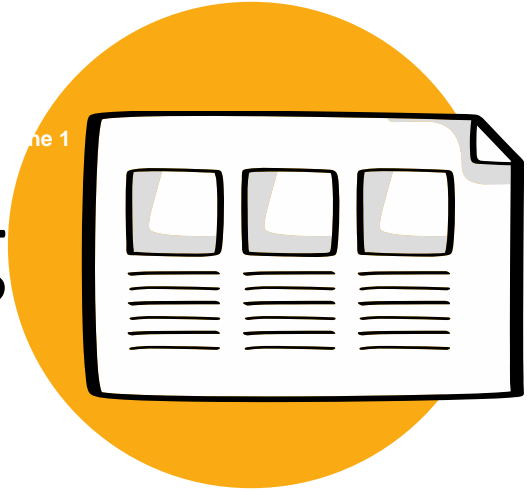
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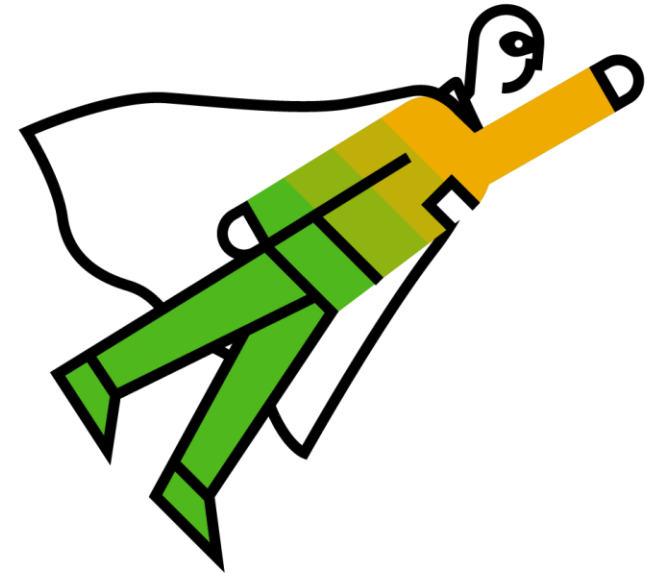
For a digital nomad, who needs relevant information easy to access, the SAP WonderApp is a Podcast App, that auto filters to her preferences.

Unlike other podcast platforms, our product pushes notifications of most relevant information for her.

# User Story Mapping



# Epic



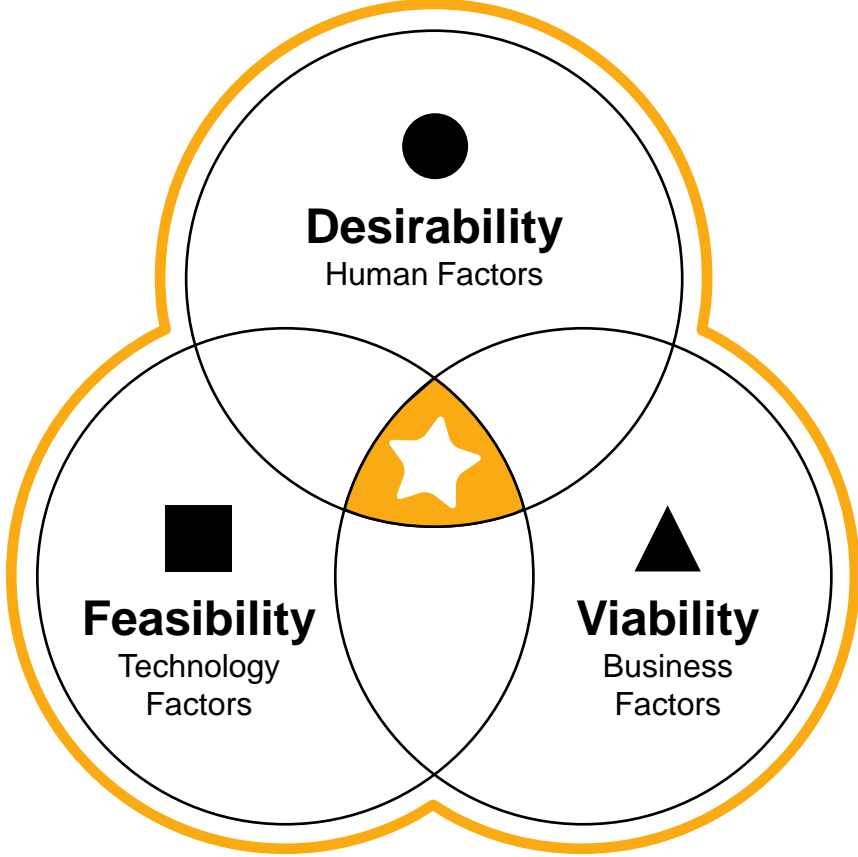
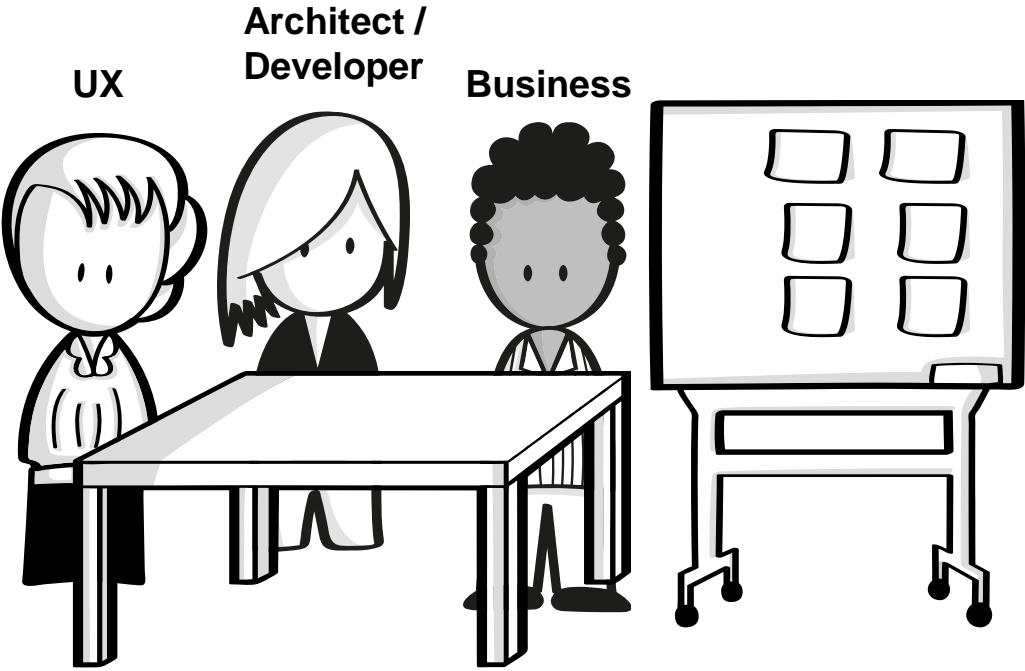
An agile epic is a body of work that can be broken down into specific tasks (called user stories) based on the needs/requests of customers or end-users.

Why “User Story Mapping”?

**User Story Mapping** helps  
you develop and visualize  
your backlog from a user  
perspective.



# Who attends?



# User Story

A user story describes user needs.

Capture the who, what and why of the requirements in a simple, concise way

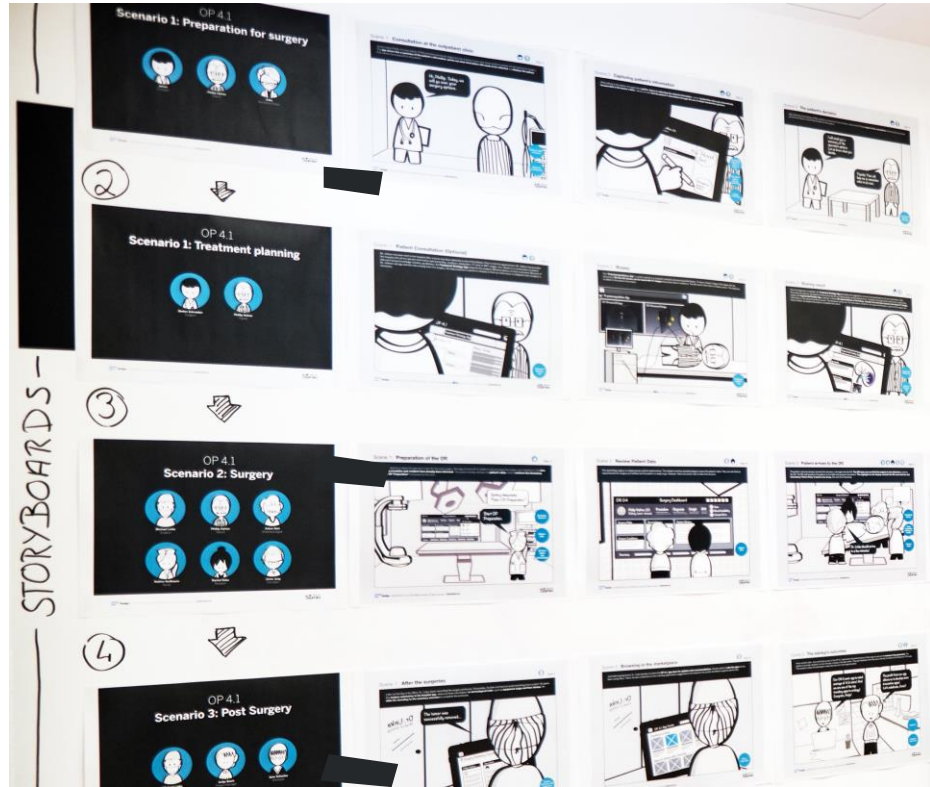
Define the intent, not the solution (which will be defined by the design)

I, as a \_\_\_\_\_ *(Role)*

need \_\_\_\_\_ *(Requirement)*

to \_\_\_\_\_ *(Achieve Goal)*

# Examples

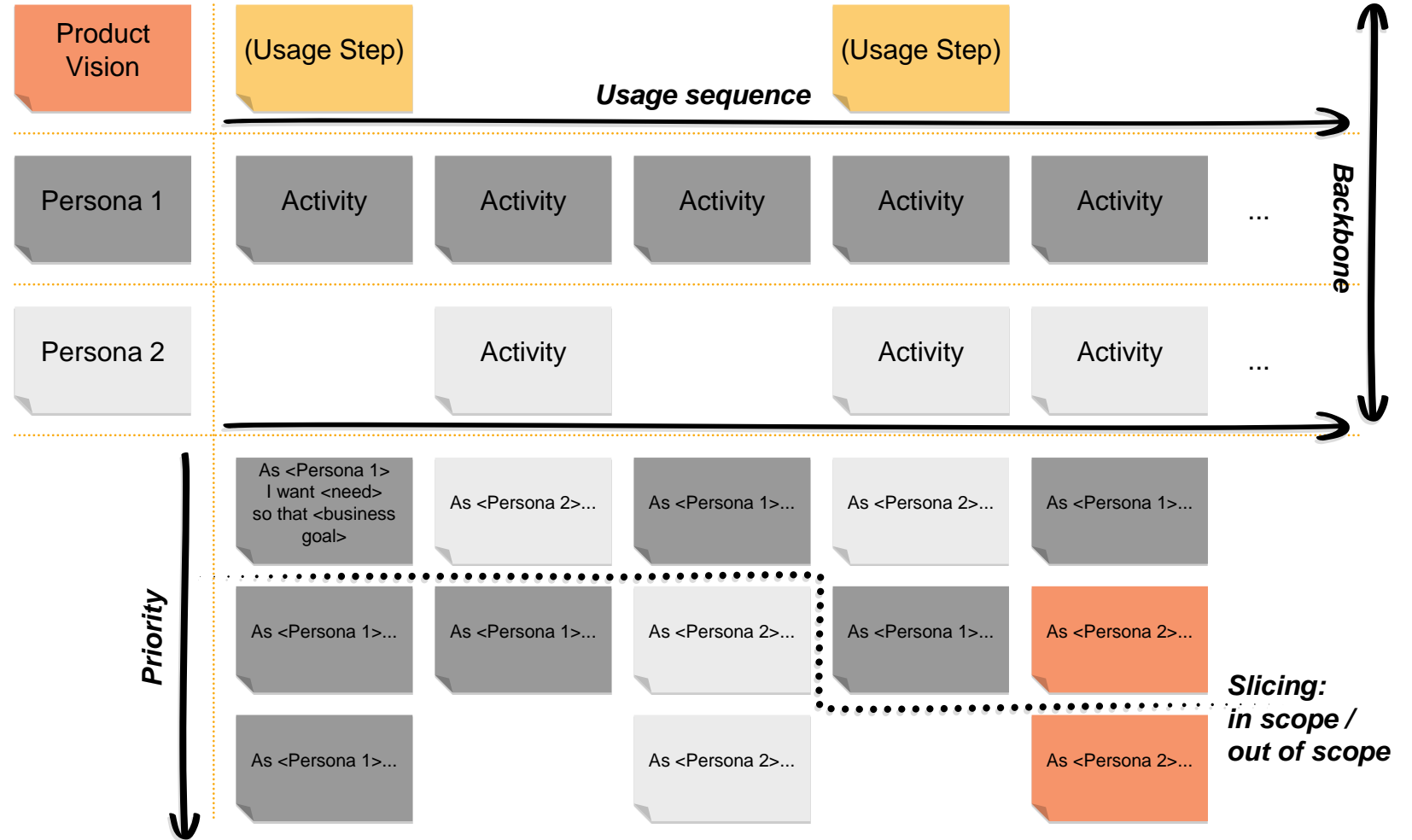


**As a surgeon, I want timeout digitally signed to comply with regulations**

**As an anaesthetist, I want fast access to patient info before surgery, so I can present the case to colleagues, to ensure we are aligned**

# User Story Map

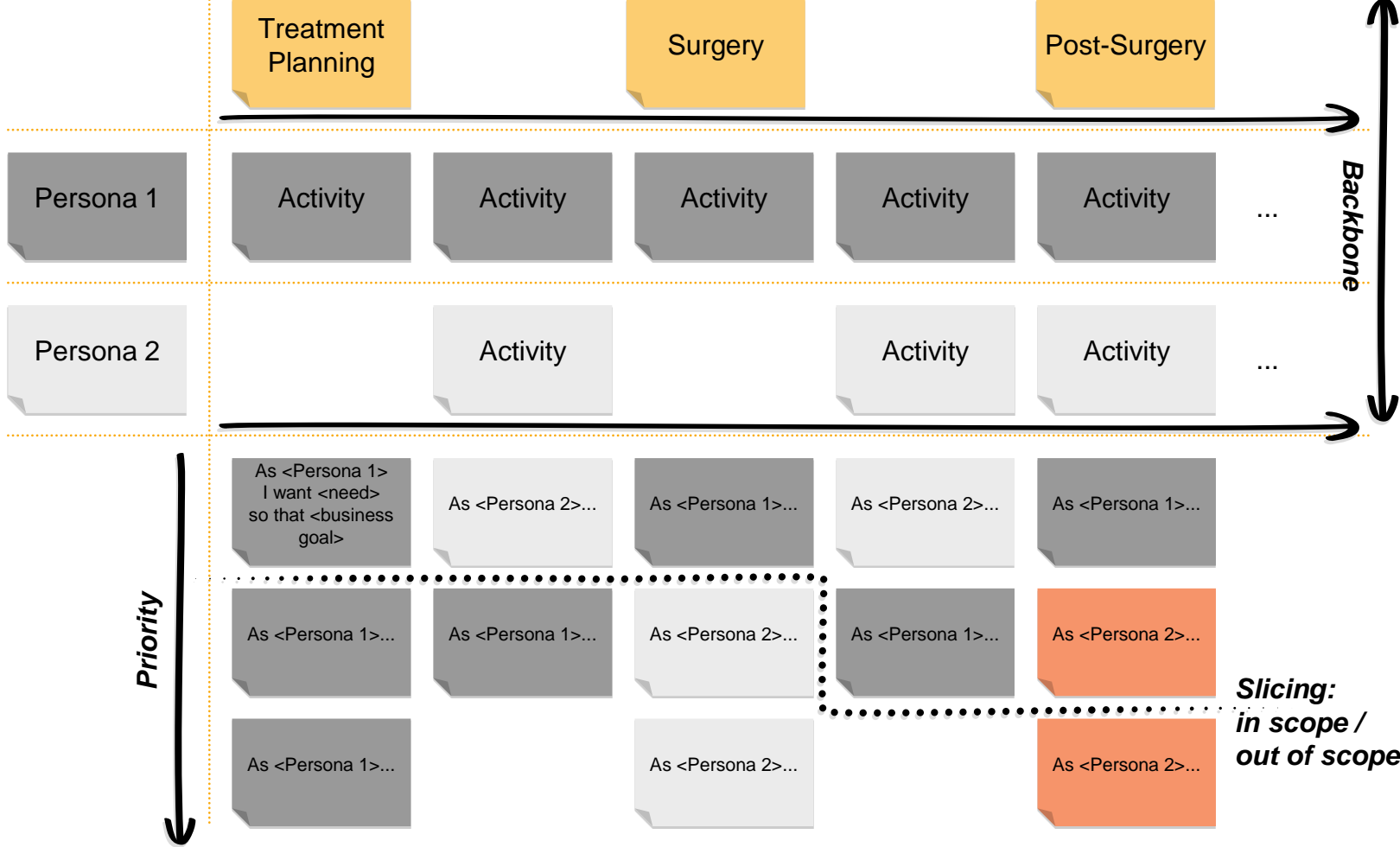
Structure



# Usage Sequence

The usage sequence shows the high level steps as an end-to-end sequence

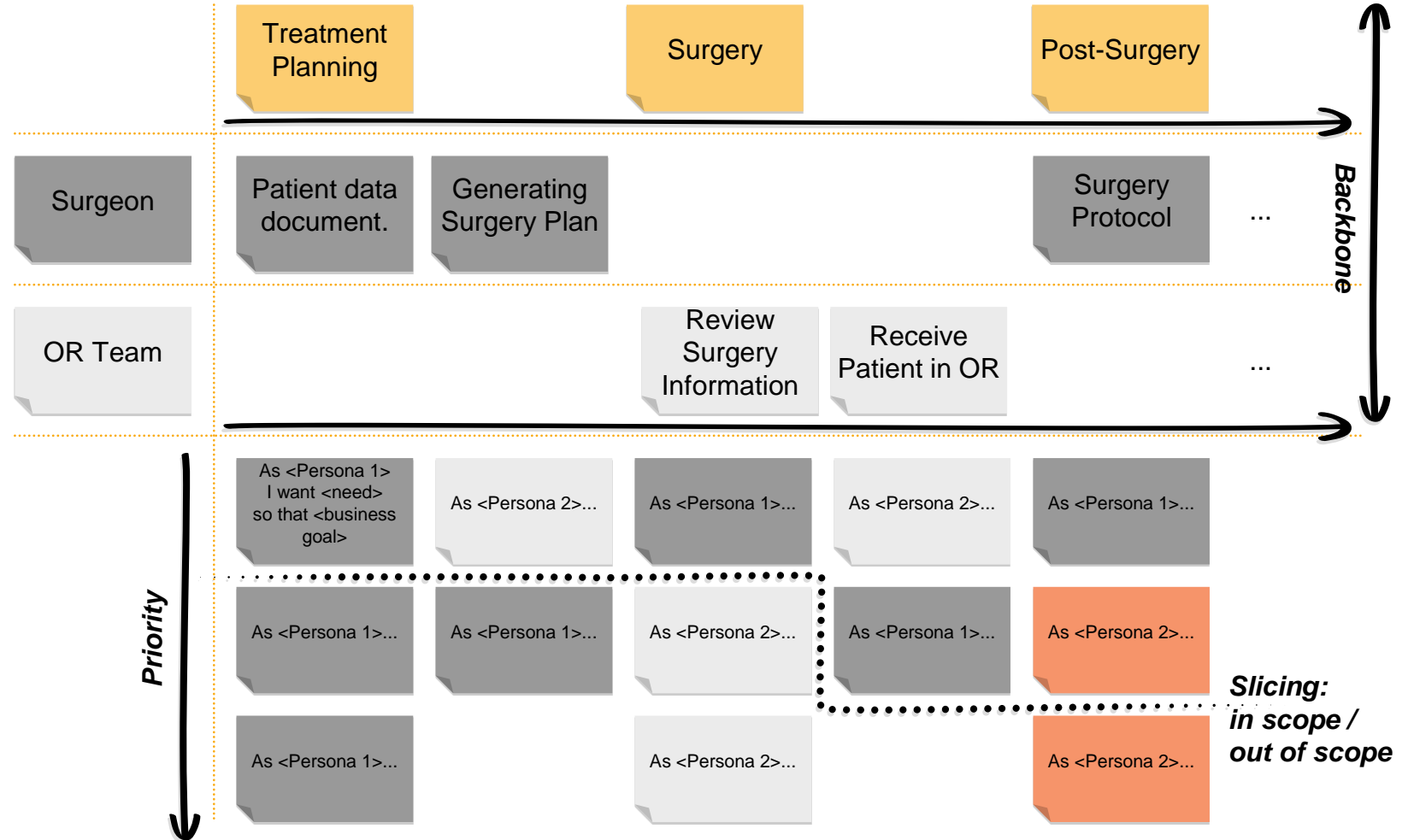
The usage sequence does not differentiate between steps of different users. It's rather the end-to-end view of the product / service.



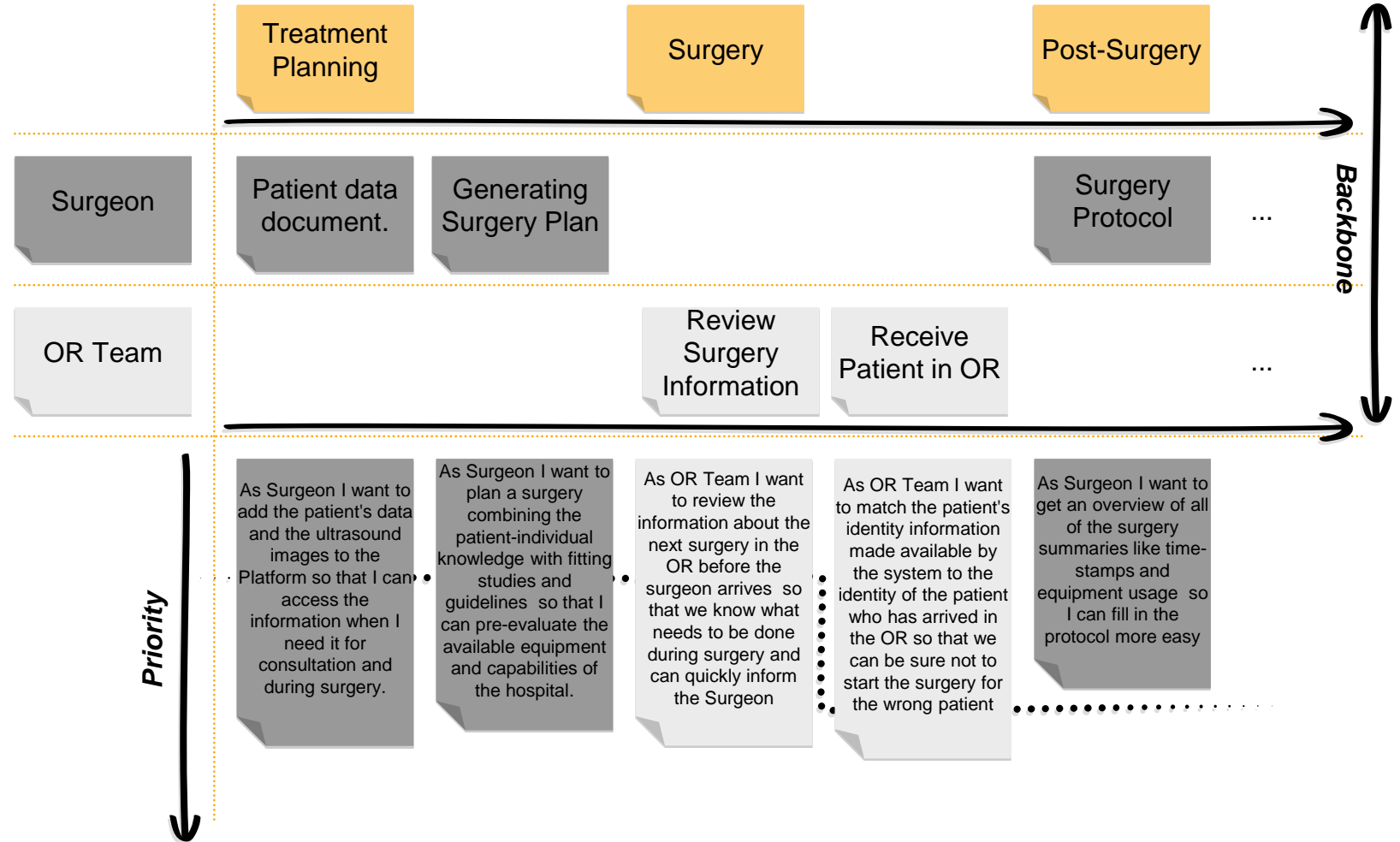
# Activities / Epics

Describe typical things a persona wants to do with the product.

You develop activities by breaking down the usage steps into activities for the various personas.



# User Stories



# What is wrong with this user story?



As Surgeon I want to have a dashboard with all my patient data so that I can get a quick overview of my patient before the surgery.



# What is wrong with this user story?



As Surgeon I want to have a dashboard with all my patient data so that I can get a quick overview of my patient before the surgery.



As Surgeon I want to access my patient's most relevant information such as name, diagnosis and procedure just before surgery so that I can quickly prepare my patient.

# User Story

## Acceptance

### Criteria

*“As a Surgeon I want to add the patient's data and the ultrasound images to the system so that I can access the information when I need it for consultation and during surgery.”*

How can it be tested, demoed or verified?

- **Images need to be extremely high quality (min x)**
- **Image needs to load in less than 3 secs**

Acceptance criteria must have a clear Pass / Fail result.

# User Story

## Maria

A user story describes user needs.

Capture the who, what and why of the requirements in a simple, concise way

Define the intent, not the solution (which will be defined by the design)

I, as a \_\_\_\_\_ *(Role)*

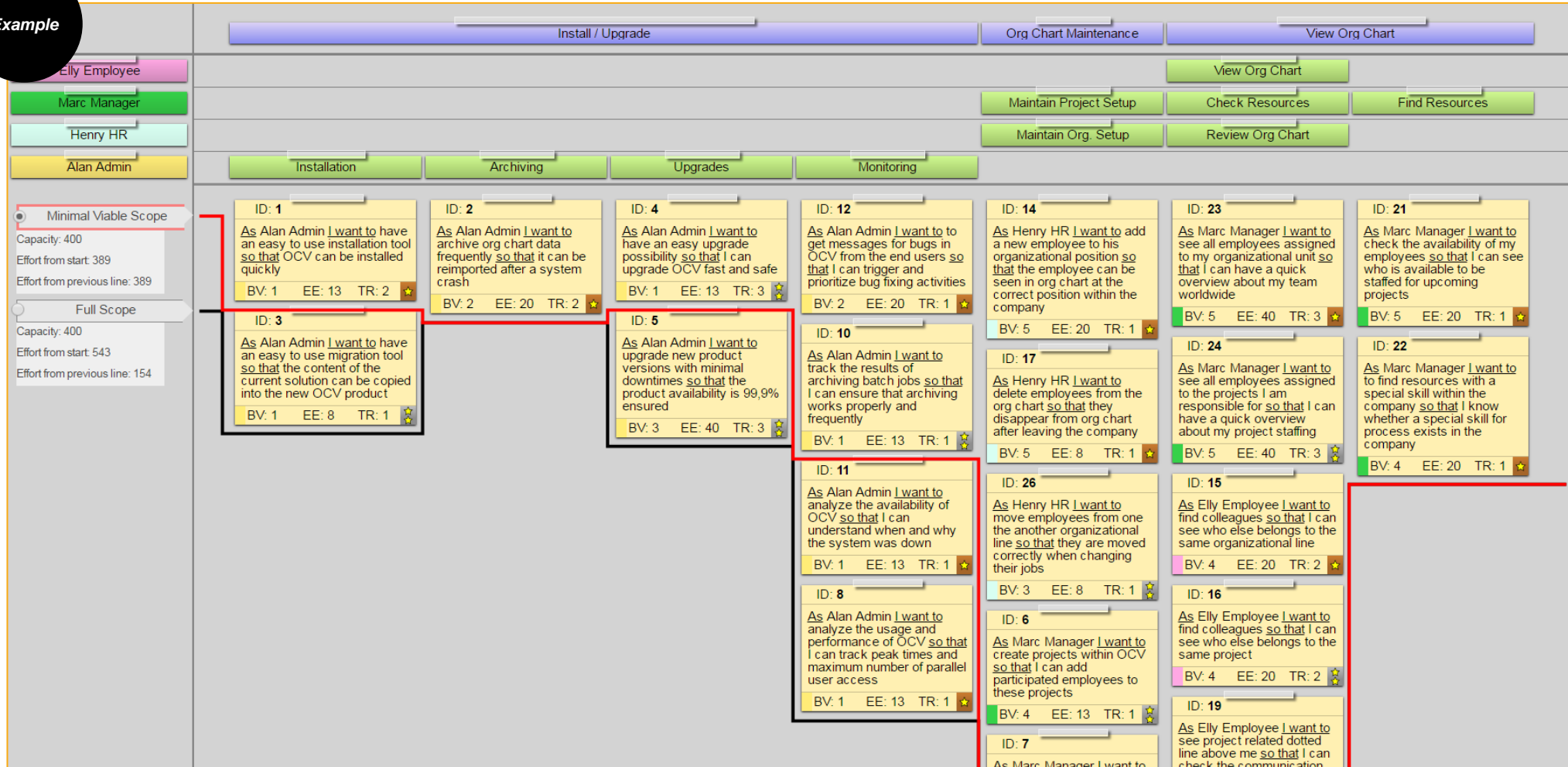
need \_\_\_\_\_ *(Requirement)*

to \_\_\_\_\_ *(Achieve Goal)*

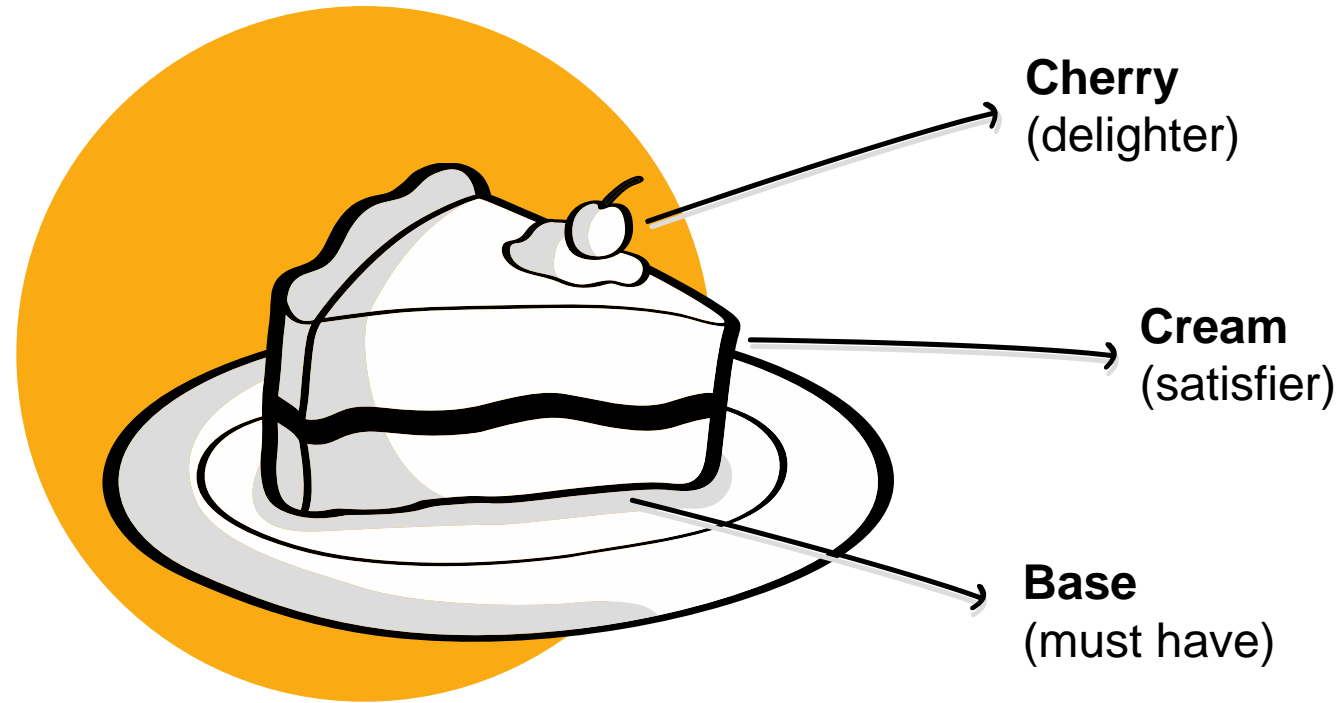


# Prioritization for MVP or next release

**Example**



# End User Value



A good scope has all three: a cherry (at least),  
cream and base

# Prioritization Example

**Protagonistas Principales**

- Juan, 42 - Coordinador de Área
- Alejandro, 32 - Técnico

**Escena 1: Preparando el trabajo para los próximos días**  
El Chequera Legan prepara el día de trabajo para los próximos días. El calendario muestra un resumen de las actividades programadas para el día siguiente.

**Escena 2: Revisando tareas**  
La aplicación le muestra todas las tareas de mantenimiento que se tienen que hacer el día siguiente. El Chequera Legan revisa las tareas y las prioriza.

**Escena 2.1: Acceso remoto a los activos del estadio**  
Indica áreas de trabajo al estadio. El Chequera Legan puede acceder a los activos del estadio desde cualquier lugar.

**Escena 3: Gestión de equipo**  
Juan pide con los miembros del equipo que se encargan de la gestión de los recursos. El Chequera Legan revisa el estado de los recursos y los asigna a las tareas.

**Escena 4: Mantenimiento**  
A través de un mapa interactivo de la cancha, el Chequera Legan puede ver el estado de los activos y las tareas asignadas. El Chequera Legan puede ver el estado de los activos y las tareas asignadas.

**Escena 5: Confirmando estado de activos**  
Alejandro, uno de los técnicos, confirma el estado de los activos. El Chequera Legan puede ver el estado de los activos y las tareas asignadas.

**Escena 6: Revisando estado con problema**  
Alejandro revisa la cámara que ha detectado un problema. El Chequera Legan puede ver el estado de los activos y las tareas asignadas.

**Escena 7: Reportando avisos**  
Después de revisar el activo, el Chequera Legan reporta un aviso. El Chequera Legan puede ver el estado de los activos y las tareas asignadas.

**Escena 8: Progreso de trabajo**  
A medida que avanza el trabajo, el Chequera Legan puede ver el progreso de las tareas. El Chequera Legan puede ver el estado de los activos y las tareas asignadas.

**Escena 9: Finalizando el mantenimiento**  
Las tareas están todas hechas. El Chequera Legan puede ver el estado de los activos y las tareas asignadas.

**Escena 10: Procesando el aviso**  
Alta gestión al supervisor técnico. El Chequera Legan puede ver el estado de los activos y las tareas asignadas.

**Escena 11: Incidentes inesperados antes del juego (1)**  
Un incidente inesperado ocurre antes del juego. El Chequera Legan puede ver el estado de los activos y las tareas asignadas.

**Escena 12: Incidentes inesperados antes del juego (2)**  
El incidente se resuelve. El Chequera Legan puede ver el estado de los activos y las tareas asignadas.

**Escena 14: Analizando la información**  
En su escritorio, el Chequera Legan analiza la información. El Chequera Legan puede ver el estado de los activos y las tareas asignadas.

**Calendario**  
+ Herramienta ágil de planificación presencial en estadio  
+ Coordinación con otros equipos (no solo con Alejandro)

**Lista de activos por revisar (tareas)**  
- Geolocalización de activos puede ser complicada por falta de red. Basta con saber dónde se encuentra el activo.

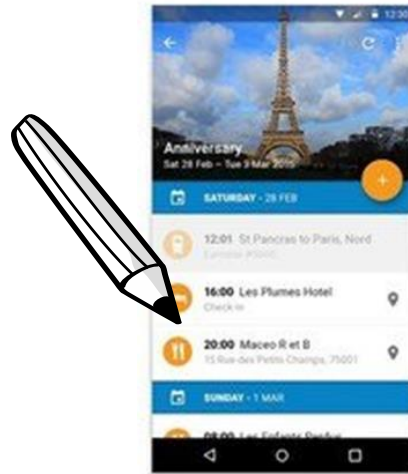
**Reporte de aviso**  
+ Gestión de activos para directores. Los activos no siempre se quedan en el mismo estadio. Directores necesitan visibilidad de la ubicación del activo cuando se hace un aviso y seguimiento de avisos de los activos + visibilidad de la disponibilidad de los activos

**Informe automático**  
- Informe automático del mantenimiento que pueda ser accedido por club / La Liga, etc

# Delivery in Action



Agile Team



Visualization



Iteration

Feedback



Sprint Together



Realization & User Testing



Thank  
You



Thank  
You

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Design Thinking Coaches

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[Anthony.Ryan@sap.com](mailto:Anthony.Ryan@sap.com)



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