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Customer Experience Design and Innovation

Digital Innovation by combining iterative methods

How Enterprise Architects can ignite and accelerate Enterprise Digital innovation

Key Insights EBook

Responding to the ever changing world of digital space is a constant challenge. Innovating at that same ever changing pace is even more challenging. Many seem to believe that high returns must be accompanied by high risk, while low-risk innovations tend to involve low returns. Applying the right methods can help not only to manage risks but also to align teams in a way that fosters faster ideation, production, and delivery.

Enterprises can gain a competitive advantage by exploring what works for their customers. Business leaders are looking to decrease **Time-to -Value** so that customers can find value faster.

Teams were more aligned and focused, and 37% cited higher employee productivity through design thinking.

Ultimately, businesses are finding this increased alignment leads to lower risk of project failure.

Based on a more than 80% of business leaders surveyed in a Forrester Total Economic Impact Study commissioned by IBM in Feb 2018

The dictionary defines innovation as the process of translating an idea or invention into a good or service that creates value. Ideation, the most complex of the human skills ever, is the seed of innovation, no doubt but unless it is applied and scaled it is still just an idea. **Centering innovation activities on the concept of "exploration" eases the tension associated with trying new things.**

An iterative and experimental approach to innovation is needed to guide an organization towards creating innovative solutions to their business problems.

Canon of Design

TRUST

EMPATHY

STORIES

PROTOTYPE

SYSTEM

INTERFACE

ADOPTION
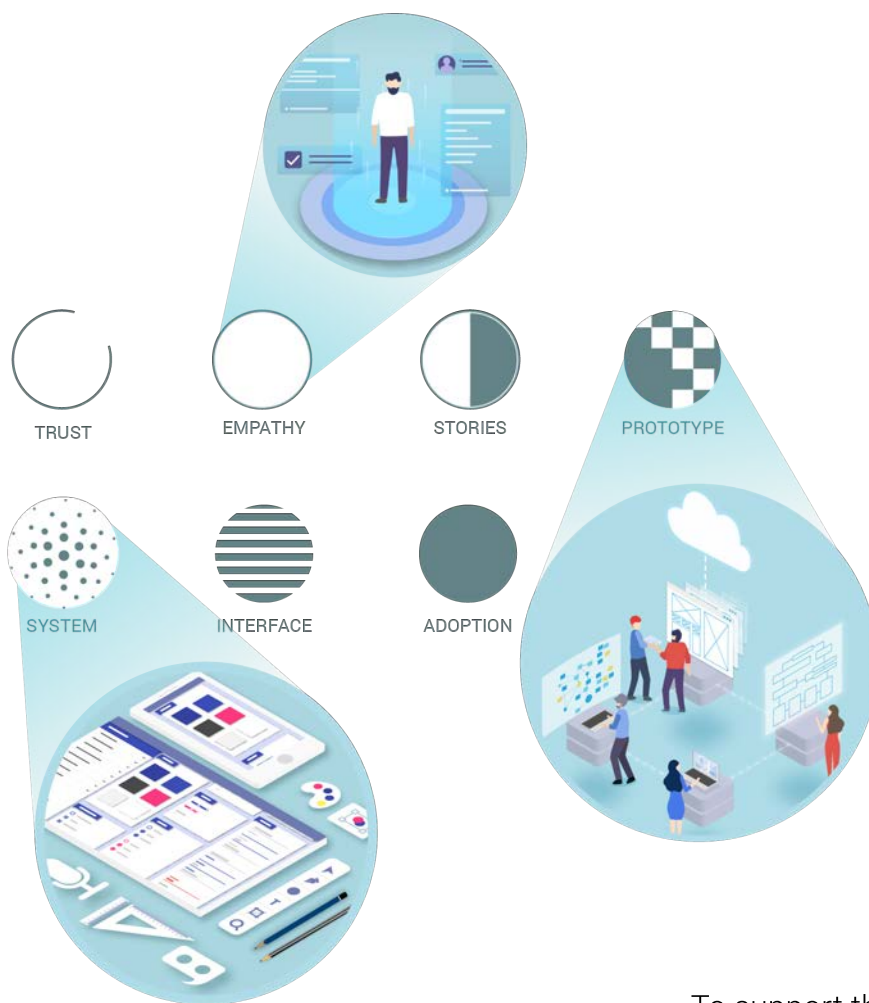
While there are many approaches that do so - design thinking, with its focus on the customer; lean startup as an innovation engine; agile methods to develop technology elements work well in combination.
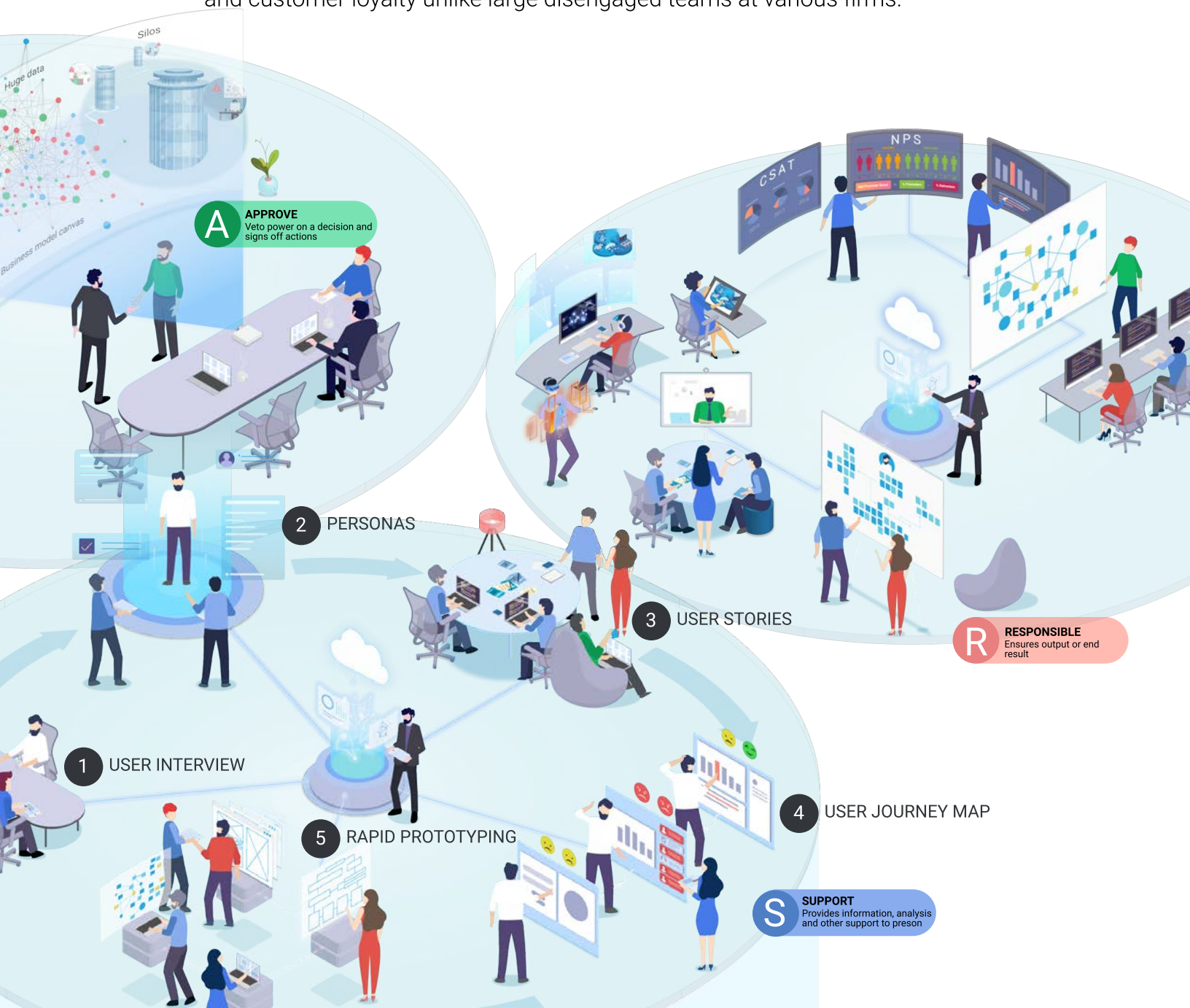
Role of the Enterprise Architect in this space is also evolving constantly.

To support their digital innovation efforts, organizations are adopting a bimodal approach as recommended by Gartner. Combining a more predictable evolution of products and technologies (Mode 1) with the new and innovative (Mode 2) is the essence of an enterprise bimodal capability

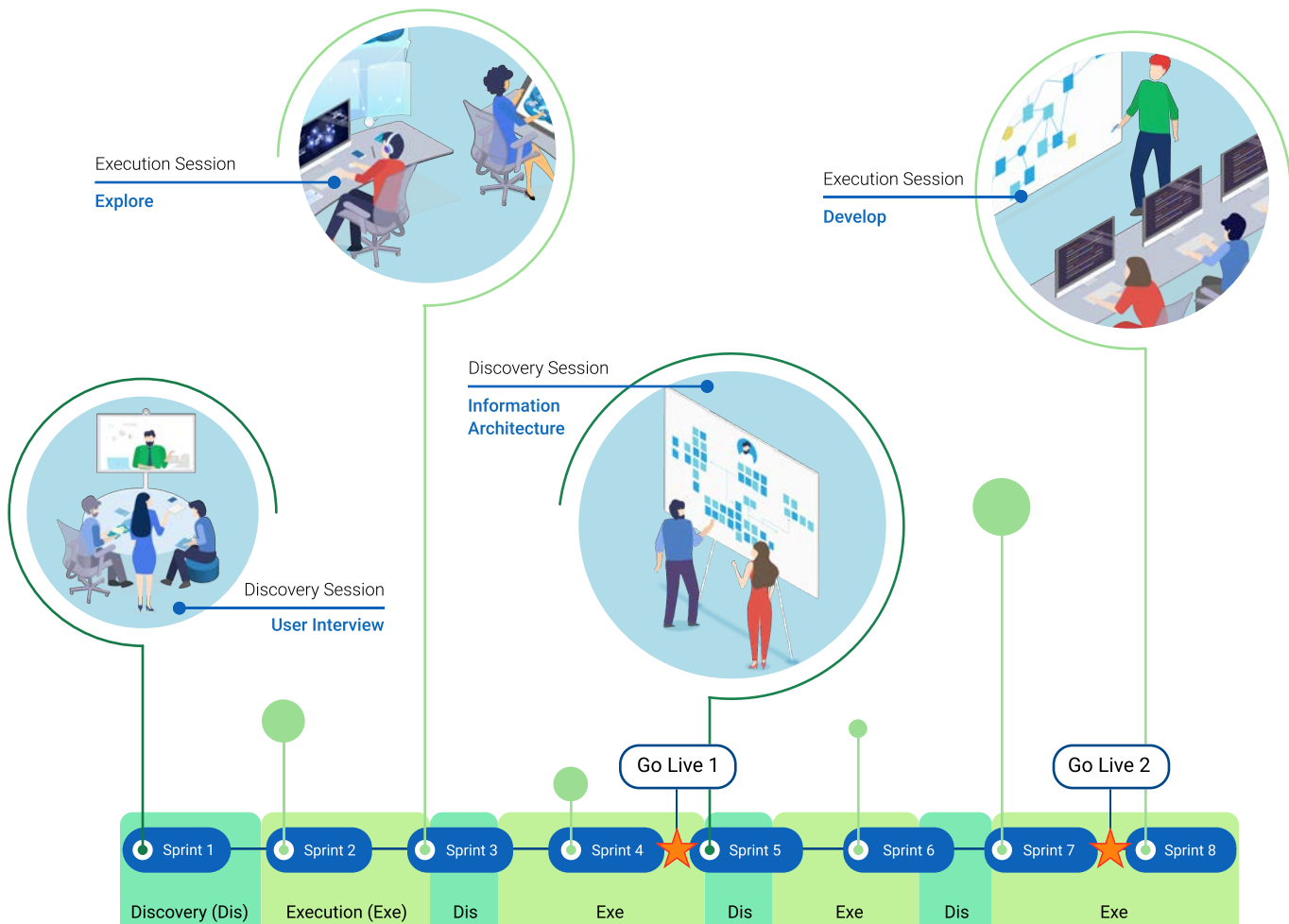# This is where our UX Framework comes into picture

With over 20 years of experience in crafting successful user interfaces with the focus on people rather than pixels, our agile teams are best suited to innovate and to improve products, services, processes and business models.

These are small yet multidisciplinary teams and so highly adaptive to change. **By breaking complex problems into small manageable modules, developing solutions through rapid prototyping and tight feedback loops** these agile teams are able to achieve measurable outcome such as growth, profitability and customer loyalty unlike large disengaged teams at various firms.

A APPROVE
Veto power on a decision and signs off actions

2 PERSONAS

3 USER STORIES

R RESPONSIBLE
Ensures output or end result

1 USER INTERVIEW

5 RAPID PROTOTYPING

4 USER JOURNEY MAP

S SUPPORT
Provides information, analysis and other support to preson

Work is done in short iterations or sprints. The result of each such sprint has to be of tangible value to the customer and tightly time-boxed. As the innovation advances, the number of sprints needed often increase. A lot of thoughtful planning is required to balance the delivery with workload. **Sprints conclude with delivery of shippable increment, which translates into innovation.**

Execution Session
Explore

Execution Session
Develop

Discovery Session
Information Architecture

Discovery Session
User Interview

Go Live 1

Go Live 2

Sprint 1	Sprint 2	Sprint 3	Sprint 4	Sprint 5	Sprint 6	Sprint 7	Sprint 8
Discovery (Dis)	Execution (Exe)	Dis	Exe	Dis	Exe	Dis	Exe

Discovery Sessions are spread out through the execution timeline. We keep the learning and move while adjusting the designs.

Human Centered Design Process

1. Create a culture of 'exploration'

Encourage the team to discover and experiment to not only enable them to connect and collaborate on a different level but will also help in thinking sideways.

Great innovations are not always planned, though a clear vision and goal will foster creativity and inventiveness, **a degree of looseness is often required to catalyze new ideas**. An explorer mindset is definitely a plus.

2. Be adaptive to change

Working with small and **agile teams** makes it easy to adapt and respond to change.

Cross-functional teams bring a lot of varied skills and perspectives that are needed to innovate.

3. Invest in User Research

Software failures cost the worldwide economy $1.1 trillion in 2016. These failures were found at 363 companies, affected 4.4 billion customers, and caused more than 315 years of lost time. Invest in research, it will take you along way. What you create as a result of your insights through research should drive you and your team to create the most desirable product.
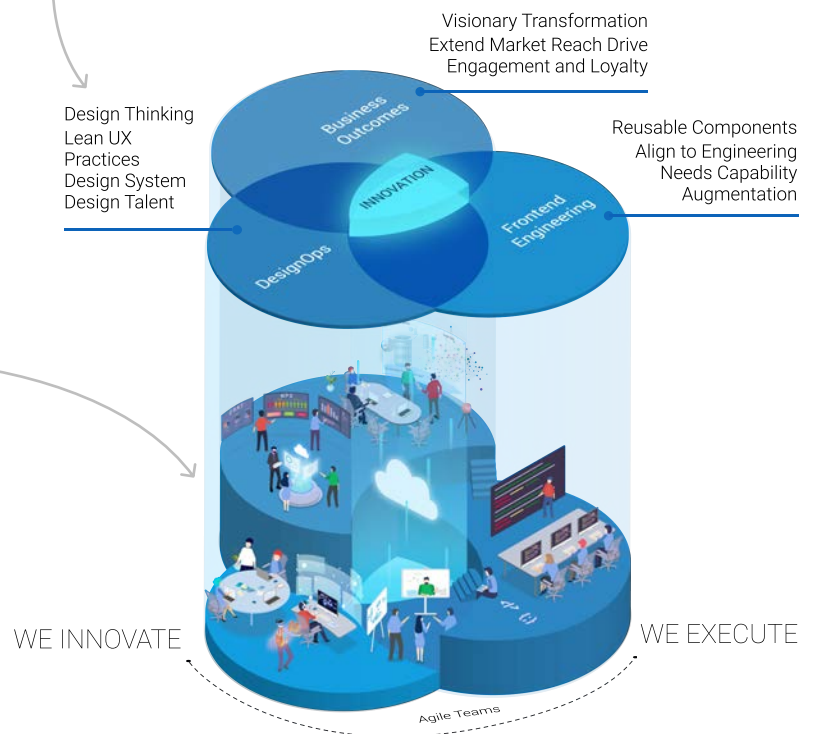
4. Don't be fixated on methodologies

Always remember to discard something that doesn't work for you and your team. Methodologies are only tools to assist us. Review and refine. Over time you will craft your own methods, but never follow them blindly.

A creative approach to develop solutions to problems is involving the human perspective in all steps of the problem-solving process.

Visionary Transformation
Extend Market Reach Drive
Engagement and Loyalty

Design Thinking
Lean UX
Practices
Design System
Design Talent

Business Outcomes

INNOVATION

Frontend Engineering

DesignOps

Reusable Components
Align to Engineering
Needs Capability
Augmentation

WE INNOVATE

WE EXECUTE

Agile Teams

Plant the seeds and nurture them and you are sure to reap the harvest!

"Green fingers are a fact, and a mystery only to the unpracticed. But the green fingers are the extensions of a verdant heart."

~ Russell Page

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Customer Experience Design and Innovation

We are in the business of design excellence and people are at the core of everything.

With our design research, innovation, and implementation capabilities our customers can take ideas to market with speed and scale.

Our design practices enable us to deliver great customer experience, help discover and prioritize new opportunities, maximize profits versus costs and enhance KPIs such as CX, NPS and CSAT.

DESIGN STUDIOS

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