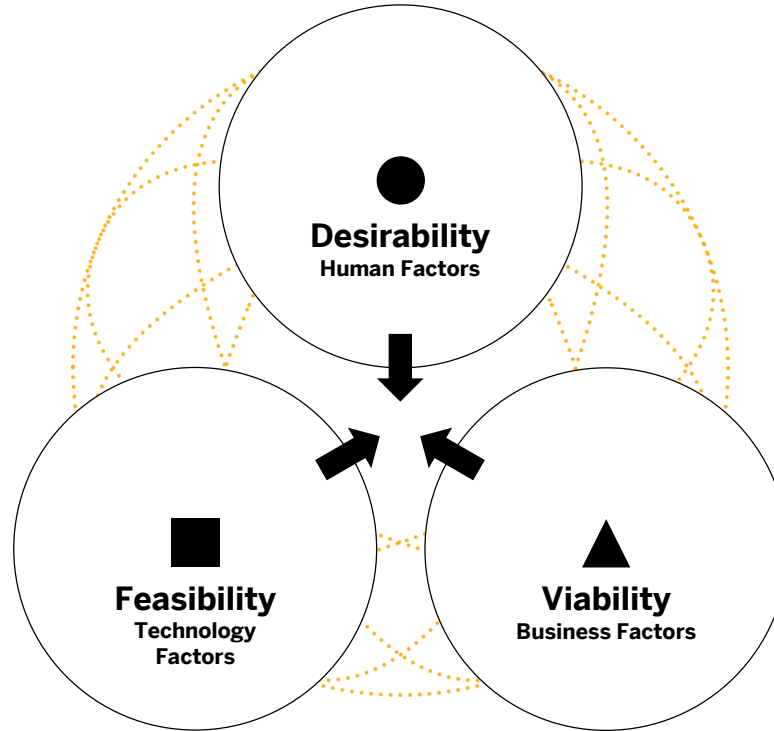


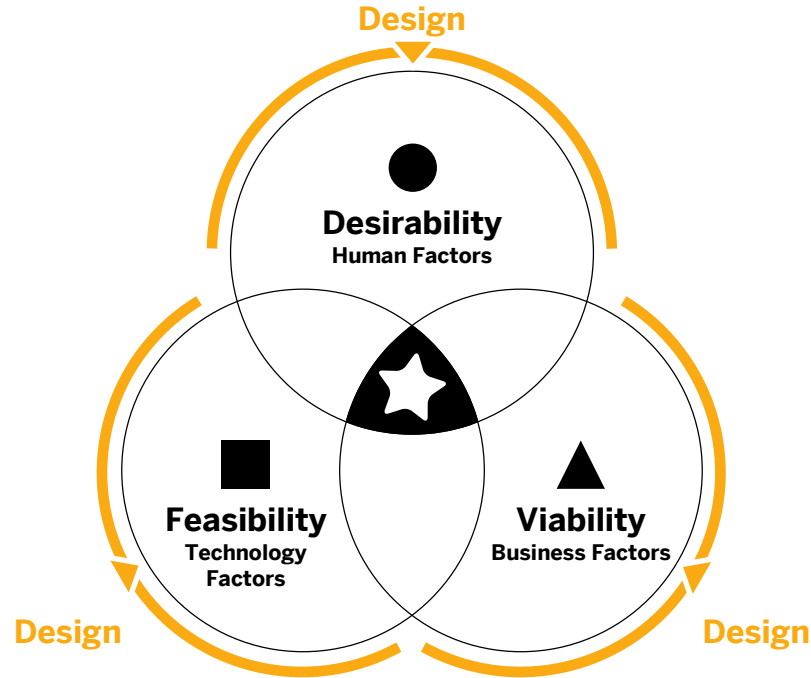
**Design Thinking:
Auswirkung innovativer
Methoden auf
Genderfaktoren in der
Organisation**

Holistic Approach

Organizational Needs



Innovation Opportunity



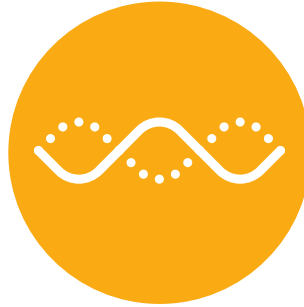
Innovation Design Approach

The Innovation Design Approach



People

+



Process

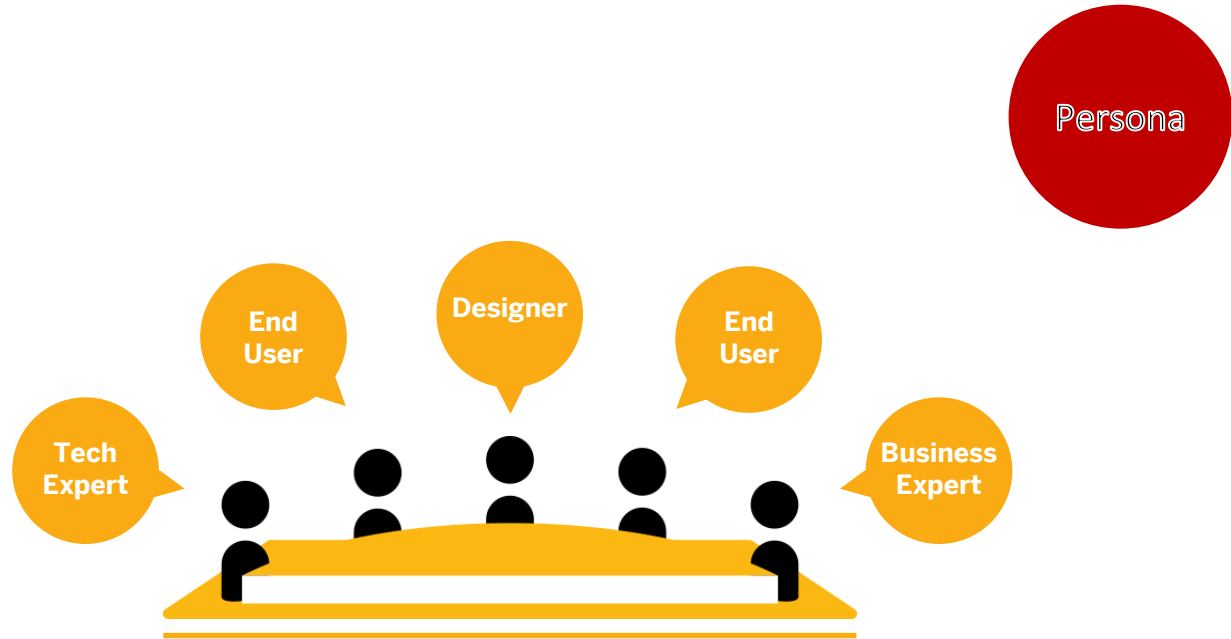
+



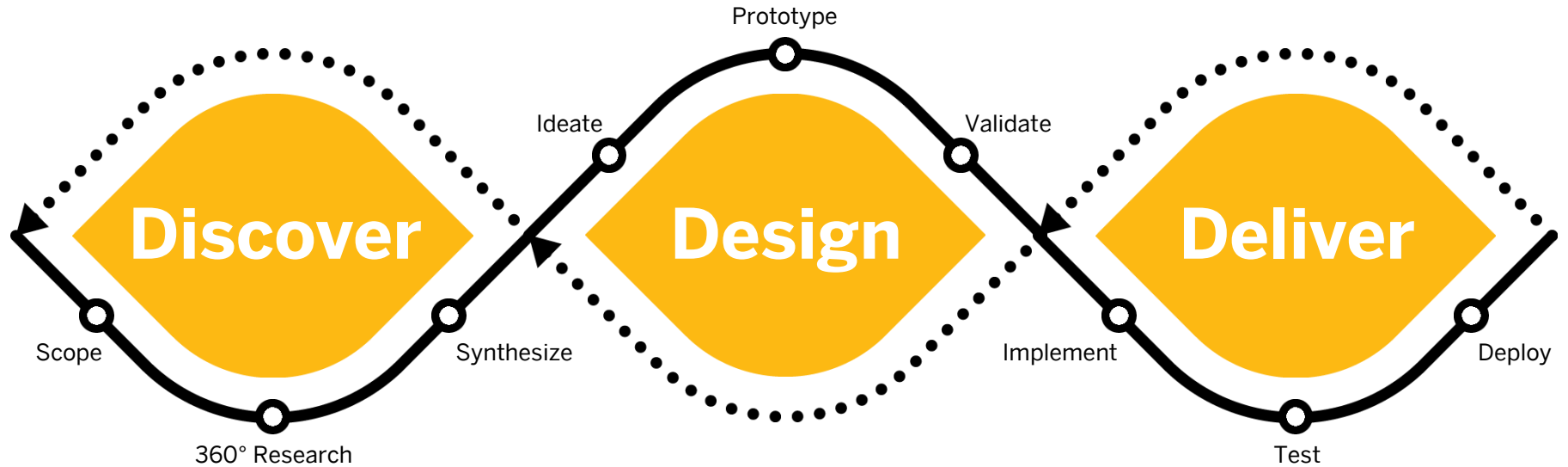
Space

People

The Multi-Disciplinary Team



Iterative Process



Space



Design Thinking

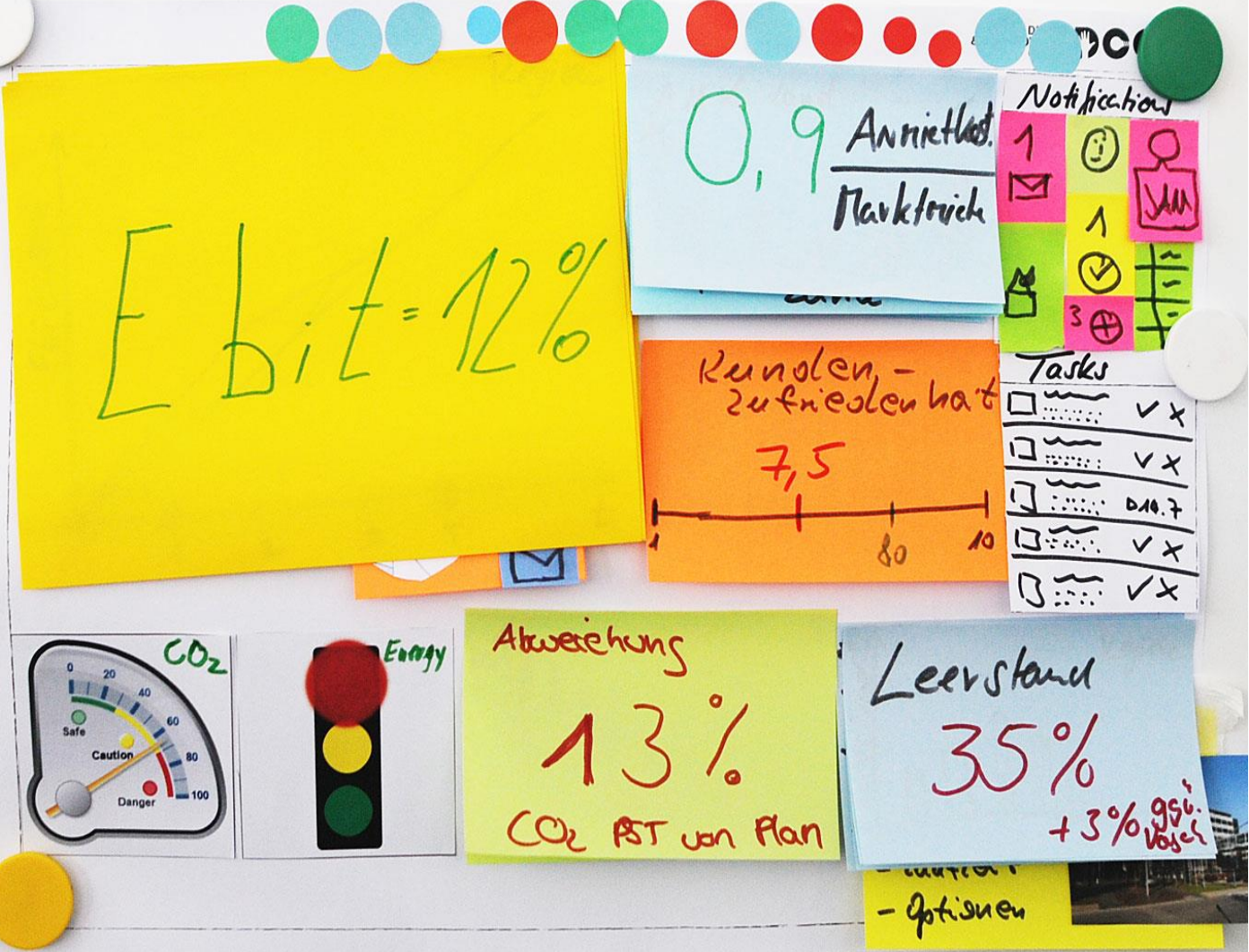
An Example

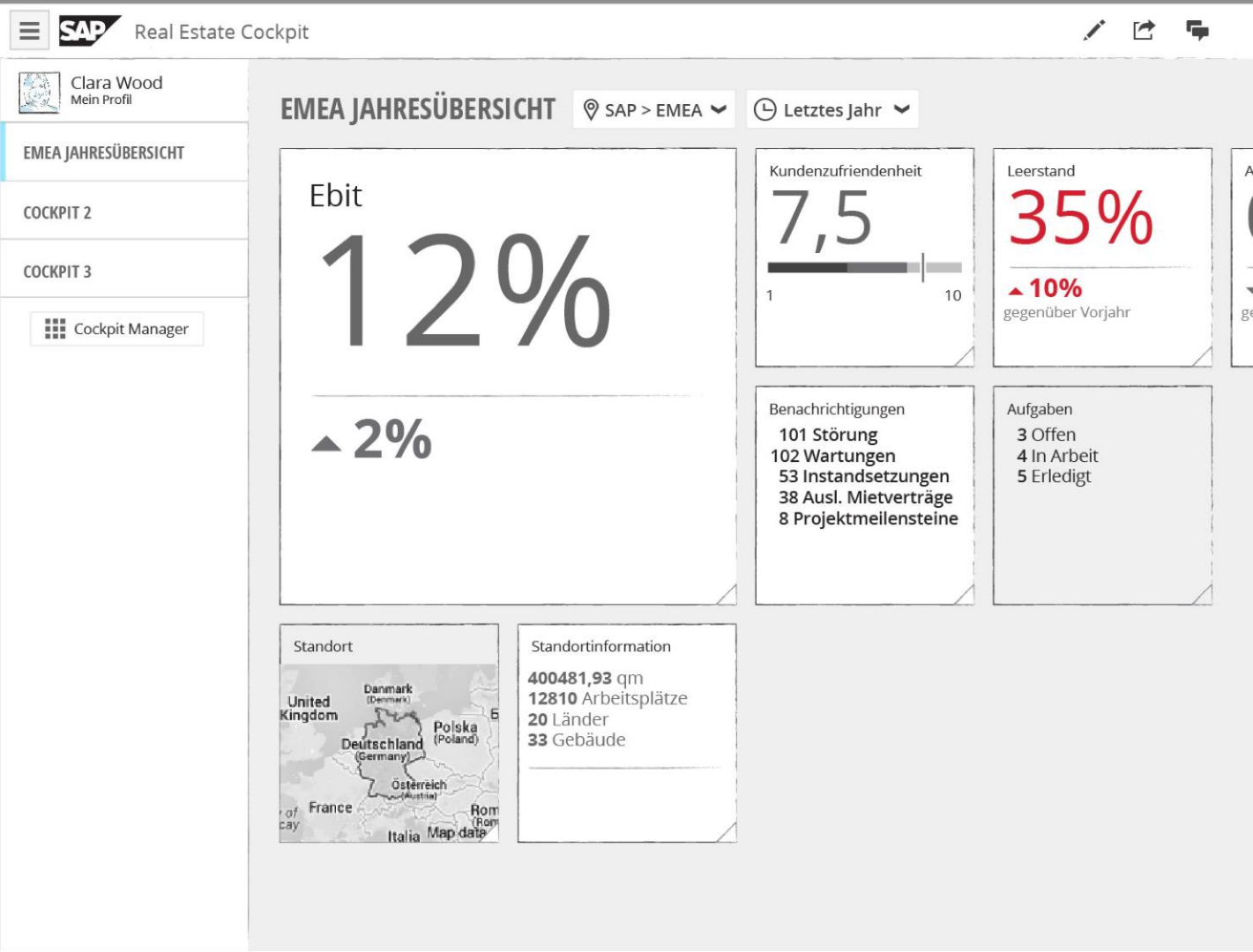


Design Thinking Workshops

Paper Prototype

Persona
Wendy Jones
Regional Portfolio
Manager





Wireframes

Grid testing

More KPIs

Side menus

Mobile approach

Better profile integration



Persona

Wendy Jones

**Regional Portfolio
Manager**

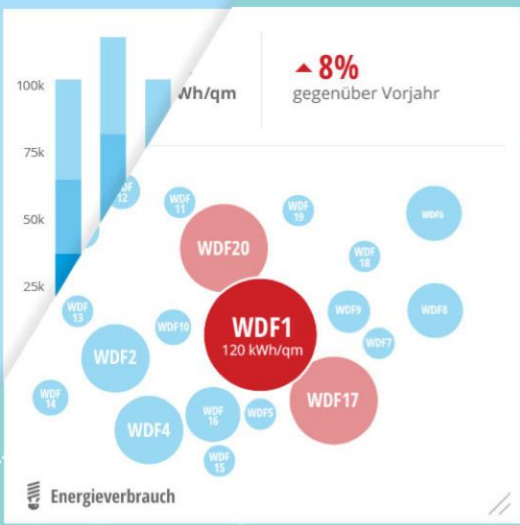
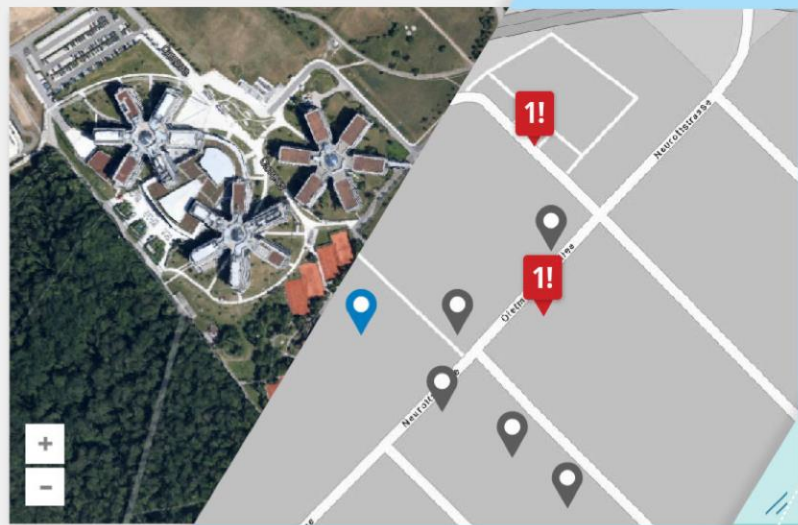




WDF Jahresübersicht

SAP > EMEA > Dmany > WDF

2013



290069,09 qm
12810 Arb.-Pl.
20 Gebäude
3 Rechenzentren

Dietmar-Hopp-Allee, 16
69190 Walldorf
Deutschland

Standort Info

1 Offen
3 In Arbeit
2 Erledigt

Mietverträge
Mietmeilensteine
Mietablesung

3! Meldungen

Real Estate Cockpit



Visual Design

- Backgrounds
- Tiles designs
- Maps & Pins
- Time navigation
- Space Navigation
- Icons



Energieeffizienzprogramm in Walldorf prüfen:
- Massnahmen

PILOT

Final revision
Simplified tile design
Clear but material
background
Font tuning
Refinements



Questions Discussions

Questions

Personas

- Do we further manifest and foster stereotypes in the personas?
- Are biases projected to the personas?
- Is the future (desired) state well reflected in the persona?

End User

- Do we focus only on the present needs, possibilities, and desires of an organization including the current structures?
- Do we focus only on the current challenges of an end user the he/she wants to get solved. Potentially the end users reflect the unbalanced organization of an enterprise
- How to reflect different requirements of end users depending on age, gender etc.?

Process

- Is there a risk, that the derived ideas lead to another biased solution?
- What if a real good idea is not even developed or considered?
- The decision which idea is chosen is done by the design thinking team only. Is this too narrow, do we need another step in the process?

Workshop

Goal:

Discussions and sharpened awareness

Method:

Brainstorm in a world cafe-like approach for ideas / proposals / challenges / further questions

What to do:

- 3 Charts with one host per chart
- Please group initially (well distributed) per chart
- Start discussing around the topic of your chart – everybody writes thoughts in the chart
- After 10 minutes a ring bells and the groups go the right to the next chart and starts again, before starting the host gives a very brief summary
- At the end of three rounds, these host summarize the key topics

Thank
You



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