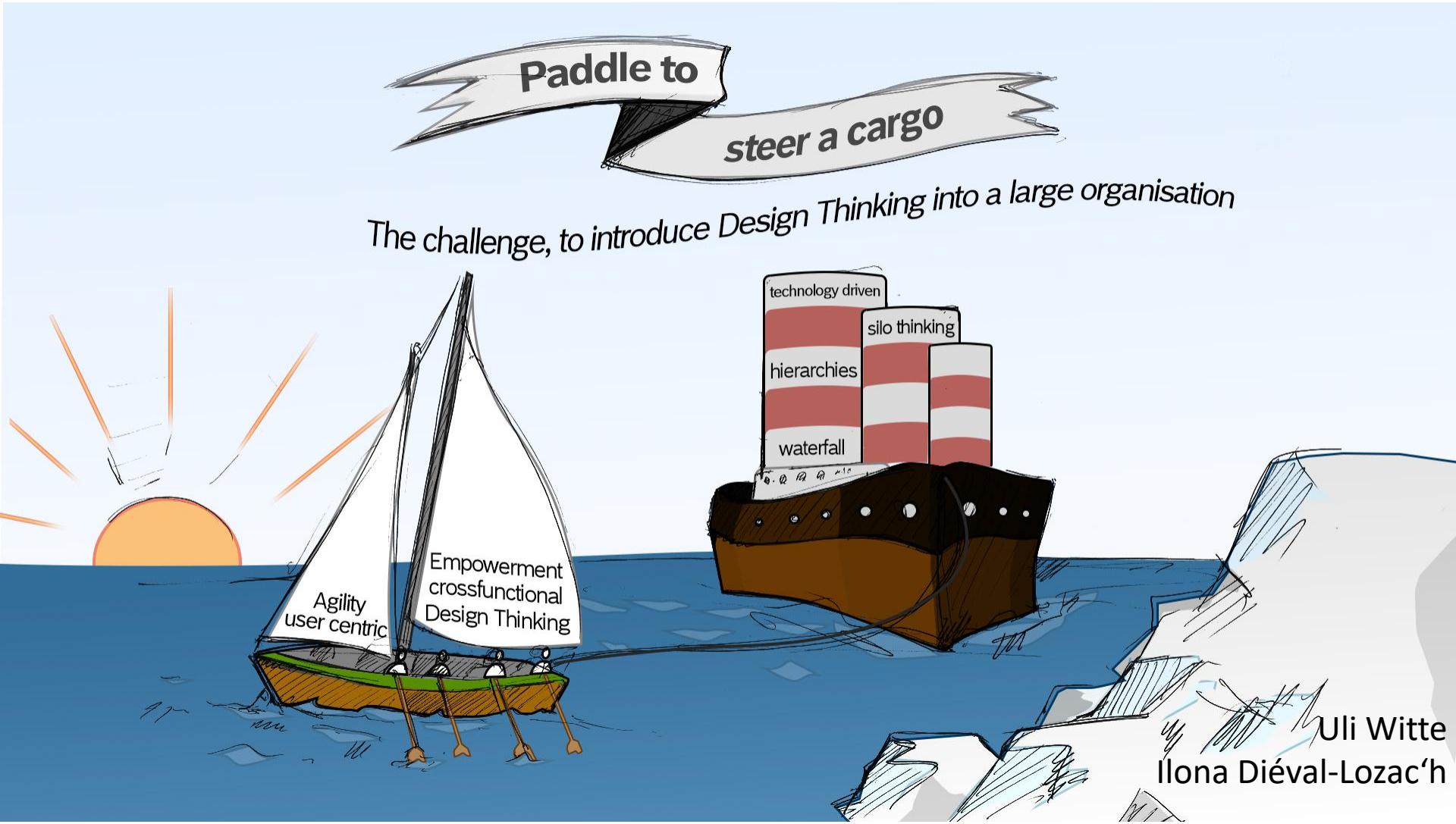
WEDNESDAYWEBJAM



Uli Witte
Ilona Diéval-Lozac'h

PART 1 - CHALLENGES

Company culture

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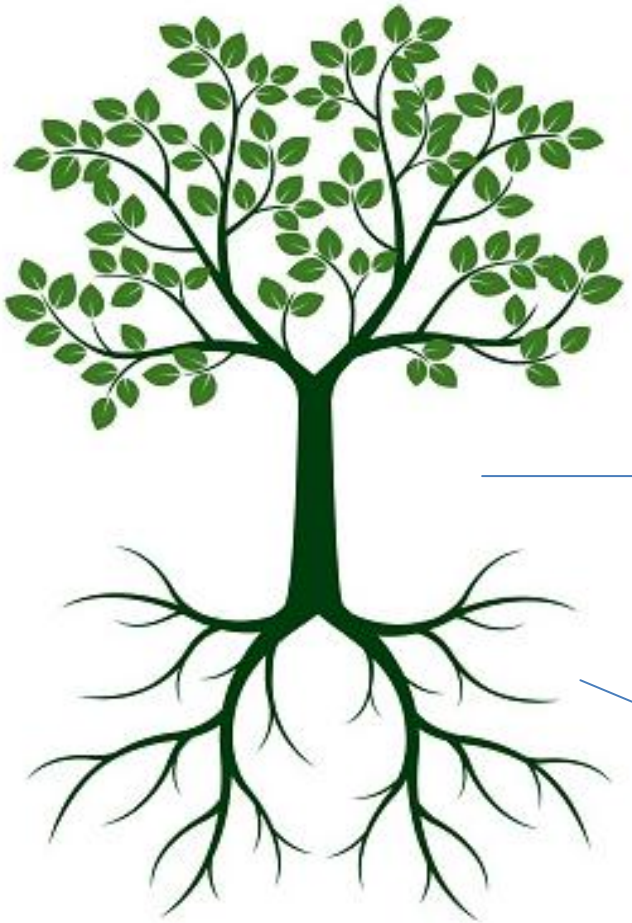

Artefacts
= what you can see

Behaviours
= what you can observe

Values & Beliefs
= what is deeply anchored
and never questionned

Technology vs UX

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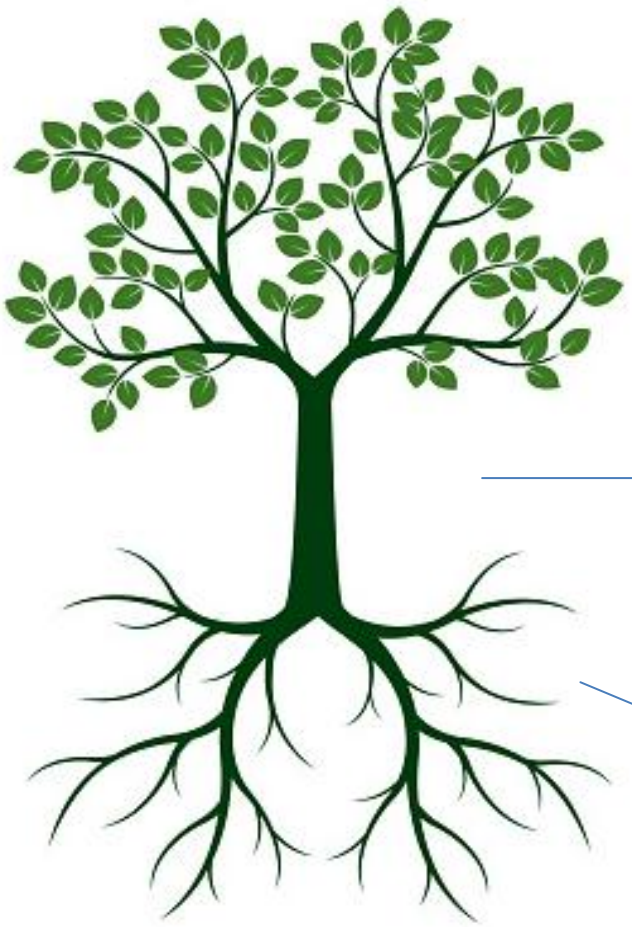

We love facts & figures, our hightech products and our R&D department

If there is a technological solution, there MUST be a need for it somewhere

Technology vs UX

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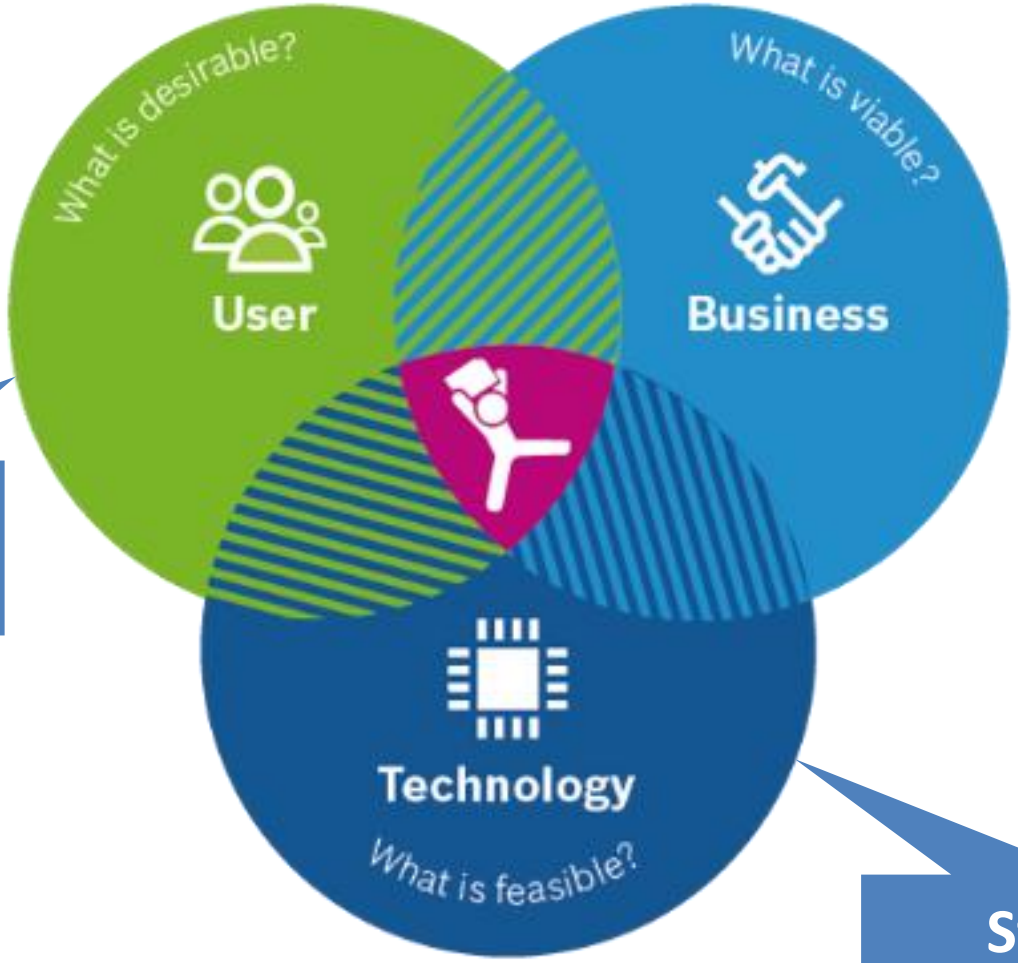

Shift with Design Thinking

Start so far

Intro of DT @ Bosch PT

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Top-down approach, within the frame of the agile transformation

40+ coaches certified @ HPI

2 day training @ HPI
for engineering and marketing

0.5 day WBT for others

Should DT always be applied, even for waterfall projects?!

Where should DT coaches be settled in the new organization?

PART 2 – OVERCOME THE OBSTACLES

Hint #1 – Mindset change

- Design Thinking has to be experienced
- Trainings are nice but people will mostly learn by doing
- Wording: UX (not DT) workshops / projects

Hint #2 – Diverse Teams

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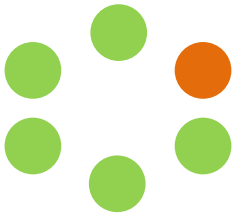
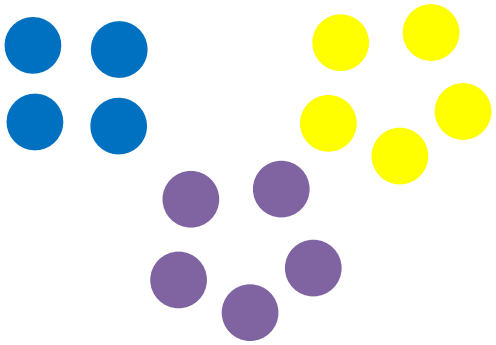
- Cross-functionality is key for the result
  -> make it clear to the sponsor

Purpose Team



Supporting Functions



Hint #3 – Starting Point

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- What is the right approach?

  Design Thinking vs Lean Start-up, BMC...
- Why not starting with testing a prototype?
- Challenge the team
  - What are the user benefits?
  - What do they want to learn?

Hint #4 – Listen to the user

Prepare the team before user interviews

- Our users pay our salary
- Be aware of stereotypes

  Give every user a chance to surprise you!
- Listen actively
- Be grateful for any feedback (even negative)

Hint #5 – Warm-up's

- Plan warm-up's thoroughly
  - What does the team need?
  - In which moment or phase?
- Explain what you do and why
- Don't call a warm-up a warm-up
- Start small & easy
- Ensure the space is safe

Hint #6 – Structure

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- Engineers are structured people
- Be well prepared
- Be organized & transparent
  - What are the objectives of the session?
  - What are the next steps?
  - Who‘s doing what?
  - Filing structure?

In a nutshell

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- Be patient, a mindset change needs time
- Be mindful with the team = your users
  - What do they need?

    Structure, fun, transparency, time, energy…
  - Adapt your expectations to the context

    Online, Friday afternoon, fire fighting else where…
- Beware: DT virus may be contagious! ☺