

Experience Oriented Thinking (EOT): A Driver for User Centered Innovation and Competitiveness

Cross Cultural Business Conference

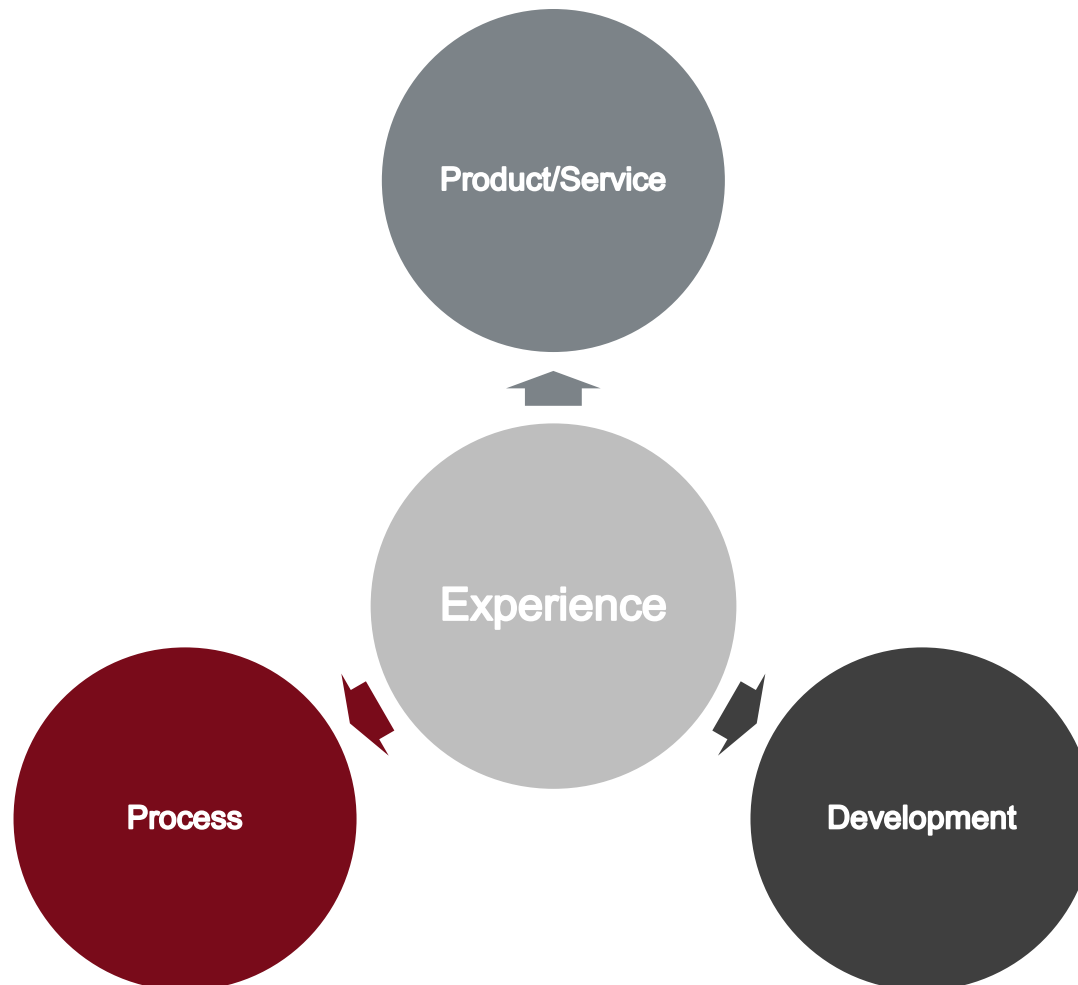
19.05.2016

DI Margherita Kramer, MBE

AIT – Austrian Institute of Technology

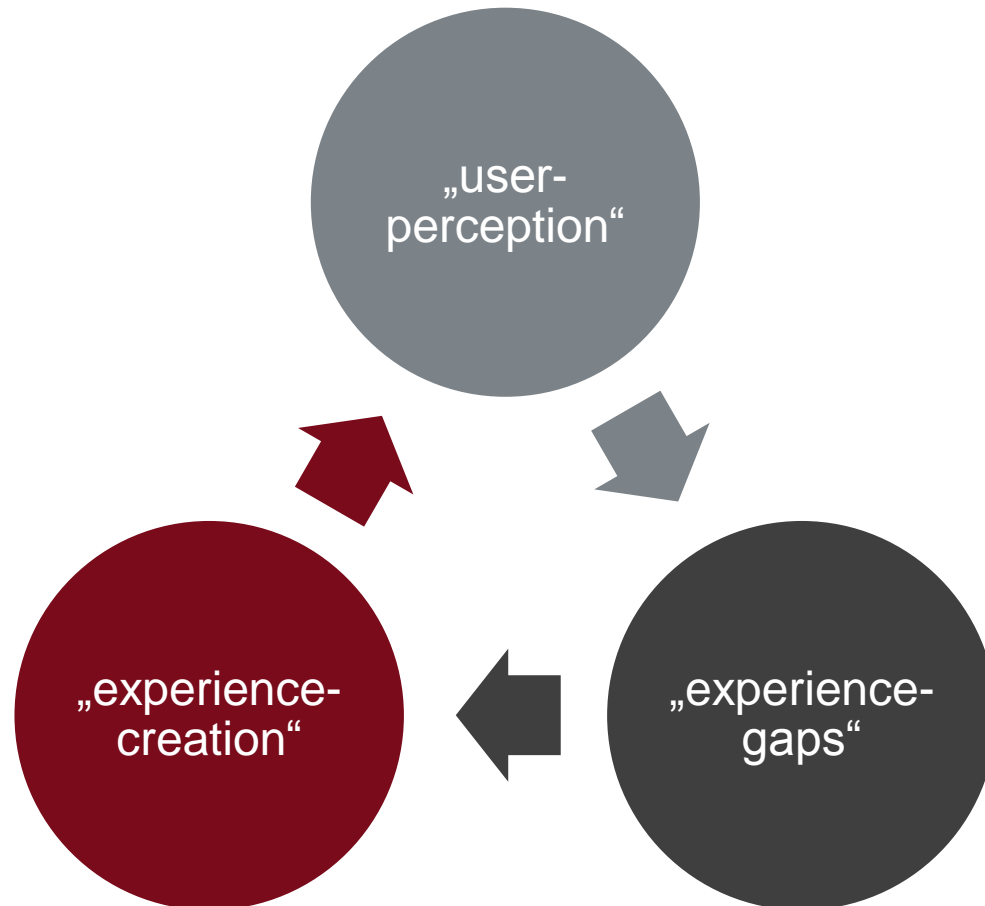
Business Unit Technology Experience

Experience Oriented Thinking (EOT)



Experience Oriented Thinking (EOT)

An Organisational Mindset



Experience Oriented Thinking – Pyramid of Failed Innovation

8 out of 10 companies say
innovation projects fail
because of:

A large grey pyramid is positioned on the left side of the slide. To its right, four rounded rectangular boxes are stacked vertically, each containing a reason for innovation failure. The boxes are colored light grey, light grey, light grey, and light orange from top to bottom. The bottom-most box is outlined with a thick orange border.

Lack of support within
own organisation

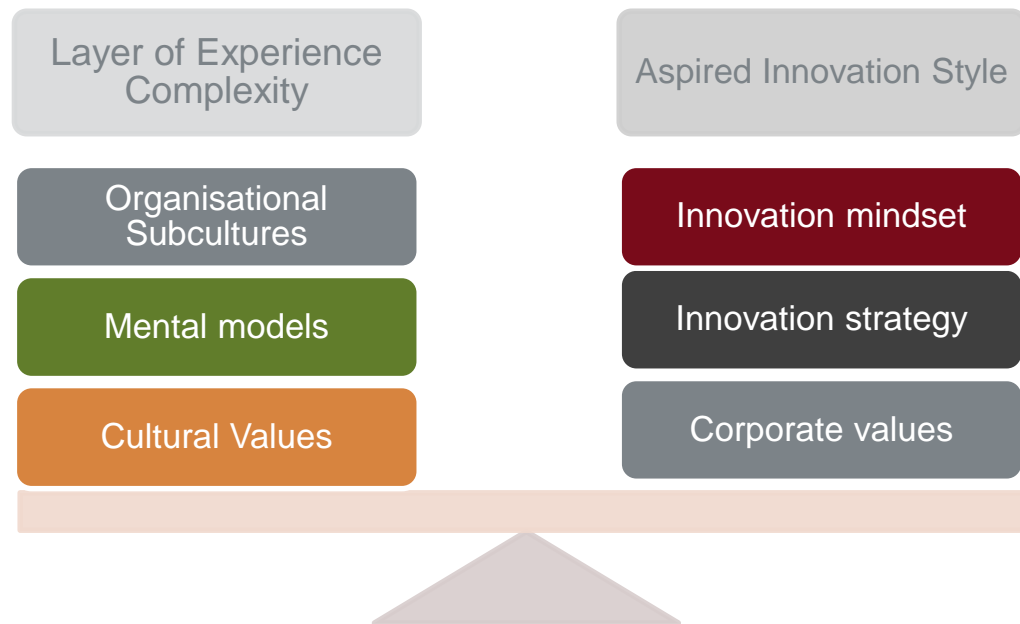
Lack of relevance of
innovation projects

Quality of organisational
innovation culture

Lack of understanding
of „experience-gaps“

Experience Oriented Thinking – A Cross-Cultural Approach

- “...an individual’s inclination to adopt a new product is also influenced by his system of values. The advantage of using values to explain innovativeness is that this variable transcends national, cultural and social boundaries.” (*“Values and adoption of innovations: a cross-cultural study”, Daghfous et al, 1999*)



Conclusion

- Even though EOT is still in its early stage, it already challenges pure process oriented systems such as Design Thinking
- EOT opens up new ways of understanding user and customer groups
 - Identifies innovation potentials
 - Identifies aspirable experiences
 - Supports cross-cultural factors through respect of value component in innovation
- Strategic incorporation of EOT is advised
 - Installation of CXO (Chief Experience Officer)
- EOT in organisational settings helps to innovate more resourcefully
 - Informed decisions based on likelihood of user-adoption
 - Helps focus the invested resources and efforts
 - Supports the in-house lead of innovation process

Future Work

Based on recent results we will further investigate:

- Understanding the importance of EOT for early stage startups
- EOT in Digital Transformation
- Impact of EOT on different company sizes and maturities
- Adaption of Technology Acceptance Models for EOT purposes
- Development of EOT Maturity Models
- Refinement of Experience Oriented Business Model Canvas

Literature

- Brown, Tim (2015) "When Everyone Is Doing Design Thinking, Is It Still a Competitive Advantage?", Harvard Business Review, August
- Brown, Tim, and Barry Kätz. (2009), Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation. New York: Harper Business
- Daghfous, Naoufel, John V. Petrof, Frank Pons, (1999) "Values and adoption of innovations: a cross-cultural study", Journal of Consumer Marketing, Vol. 16 Iss: 4, pp.314 – 331
- Gattol, Valentin, Jan Bobeth, Kathrin Röderer, Sebastian Egger, Georg Regal, Ulrich Lehner and Manfred Tscheligi (2015), "From bottom-up insights to feature ideas: A case study into the office environments of older knowledge workers," In J. A. Nocera, B. R. Barricelli, A. Lopes, P. Campos & T. Clemmensen (Eds.), Human Work Interaction Design. Work Analysis and Interaction Design - Methods for Pervasive and Smart Workplaces: 4th IFIP 13.6 Working Conference, HWID 2015, London, UK, June 25-26, 2015, Revised Selected Papers (pp. 83-96): Springer International Publishing
- Graham, D and Bachmann, T., (2004) *Ideation: The Birth and Death of Ideas*. John Wiley and Sons Inc. ISBN 978-0471479444
- Kumar, Vijay (2012), 101 Design Methods: A Structured Approach for Driving Innovation in Your Organization. Hoboken, NJ: Wiley