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

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Experience Oriented Thinking (EOT)
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An Organisational Mindset

„user-perception“

„experience-creation“ → „experience-gaps“

„experience-creation“ ← „experience-gaps“
Experience Oriented Thinking – Pyramid of Failed Innovation

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

- 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 purely 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