

# The role of UX principles

while designing and thriving relationships in increasingly complex business environments



# Nordic Roots, global Mindset

PEOPLE

650+

NATIONALITIES

42

OFFICES

7

VERTICALS

4+

## The Futurice Company Families



eCommerce &  
Growth Hacking



Artificial Intelligence  
& Machine Learning



Media Advertising,  
Joint Venture with Kärkimedia

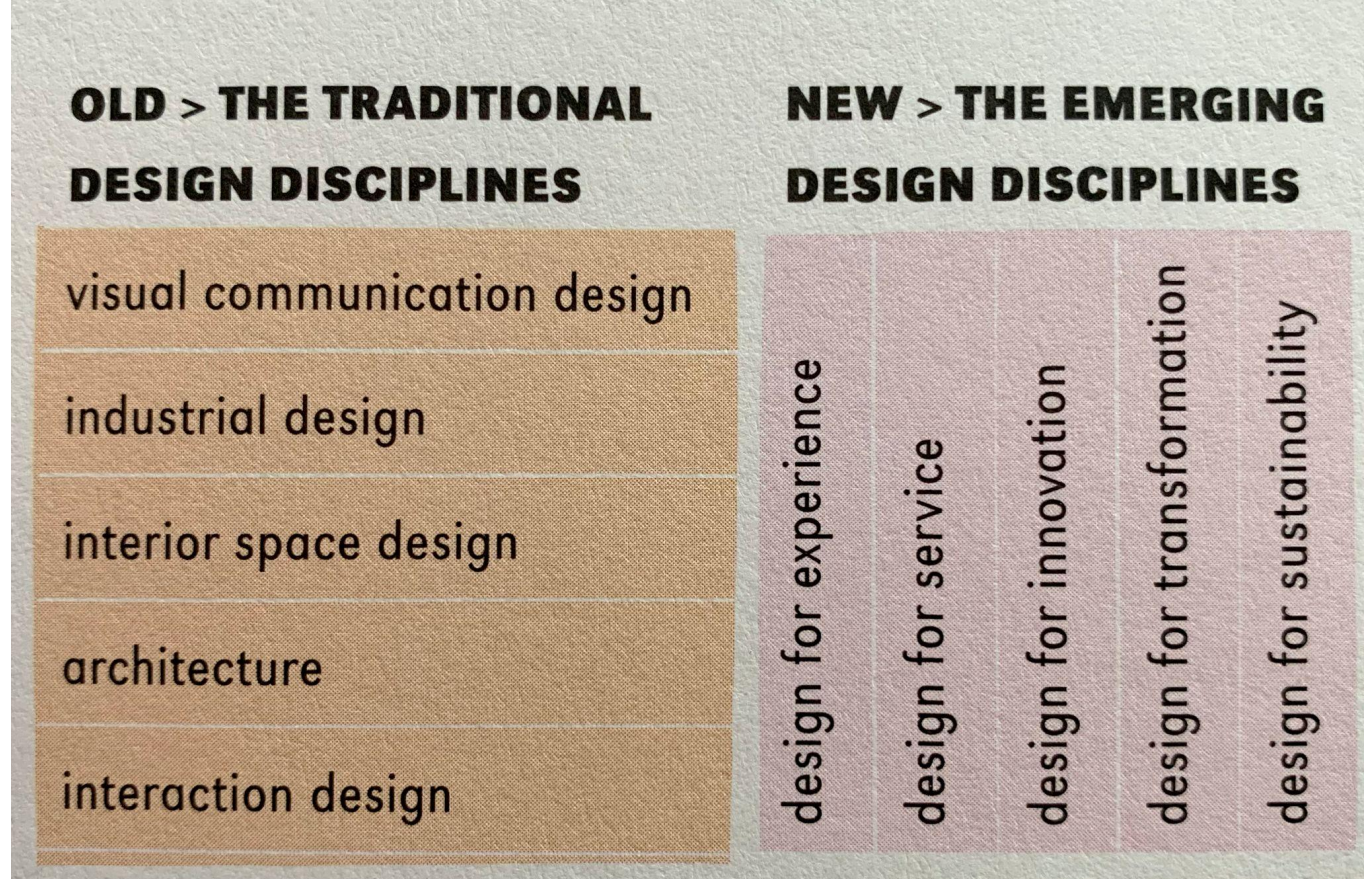


Solar power for  
Developing Markets



**Once upon a time the discipline was all about a focus on the objects of design.**

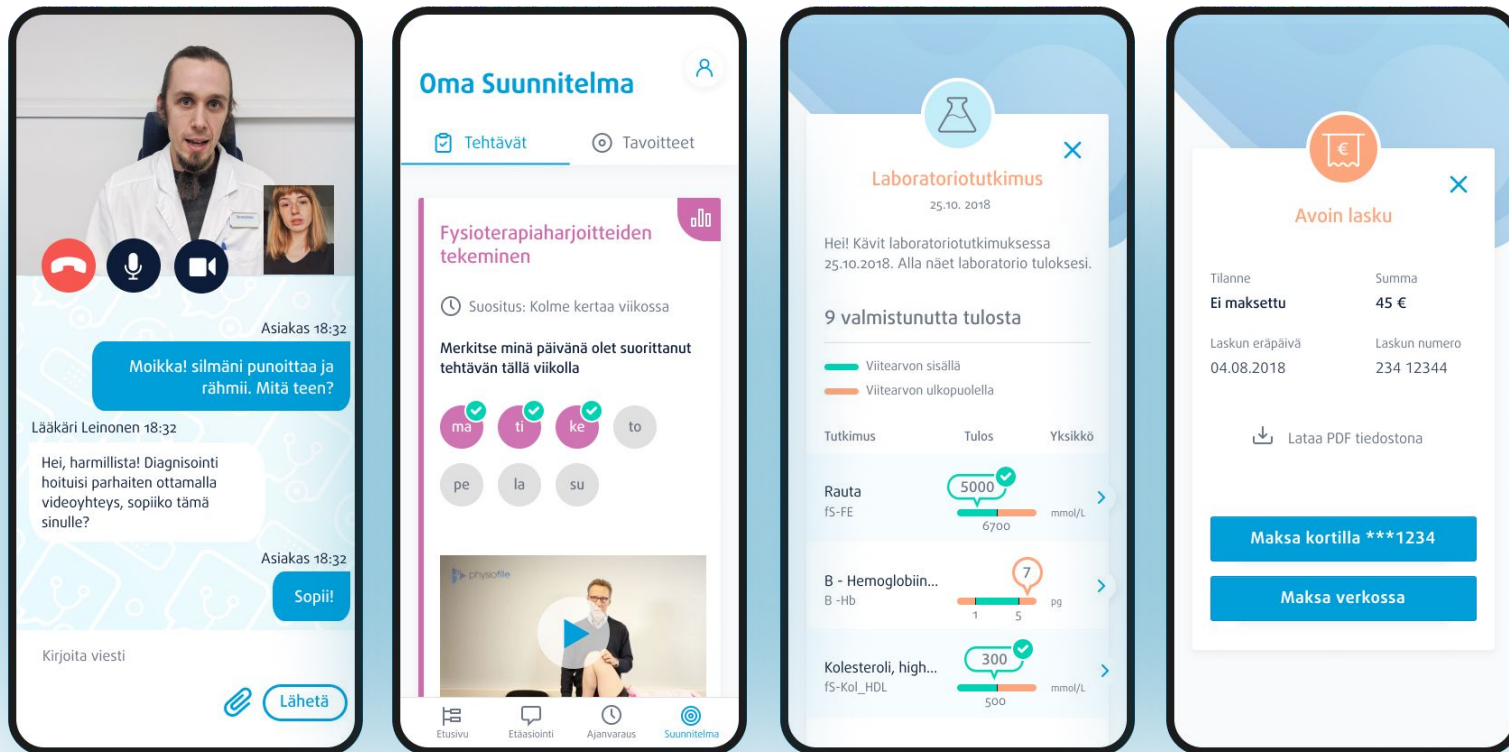
**Today it's all about the purpose of design.**



**UX design is the shaping of digital experiences so that they work for people, enhance and create positive change...**



...but those digital experiences have transformed incredibly since the discipline's origins.



# The way organisations create value is changing\*.

\*a paradigm shift for businesses demanding additional skills, internal capabilities and ways of working

## From Building Products to Growing Services

Customers are expecting to be involved in value creation and influence the evolution of products and services. This is also essential from a business point of view to minimise risks and waste on the way of finding a product-market fit.



*Building a house is a **deterministic value creation** process.  
No customer value is created during the process, but only at the end.*



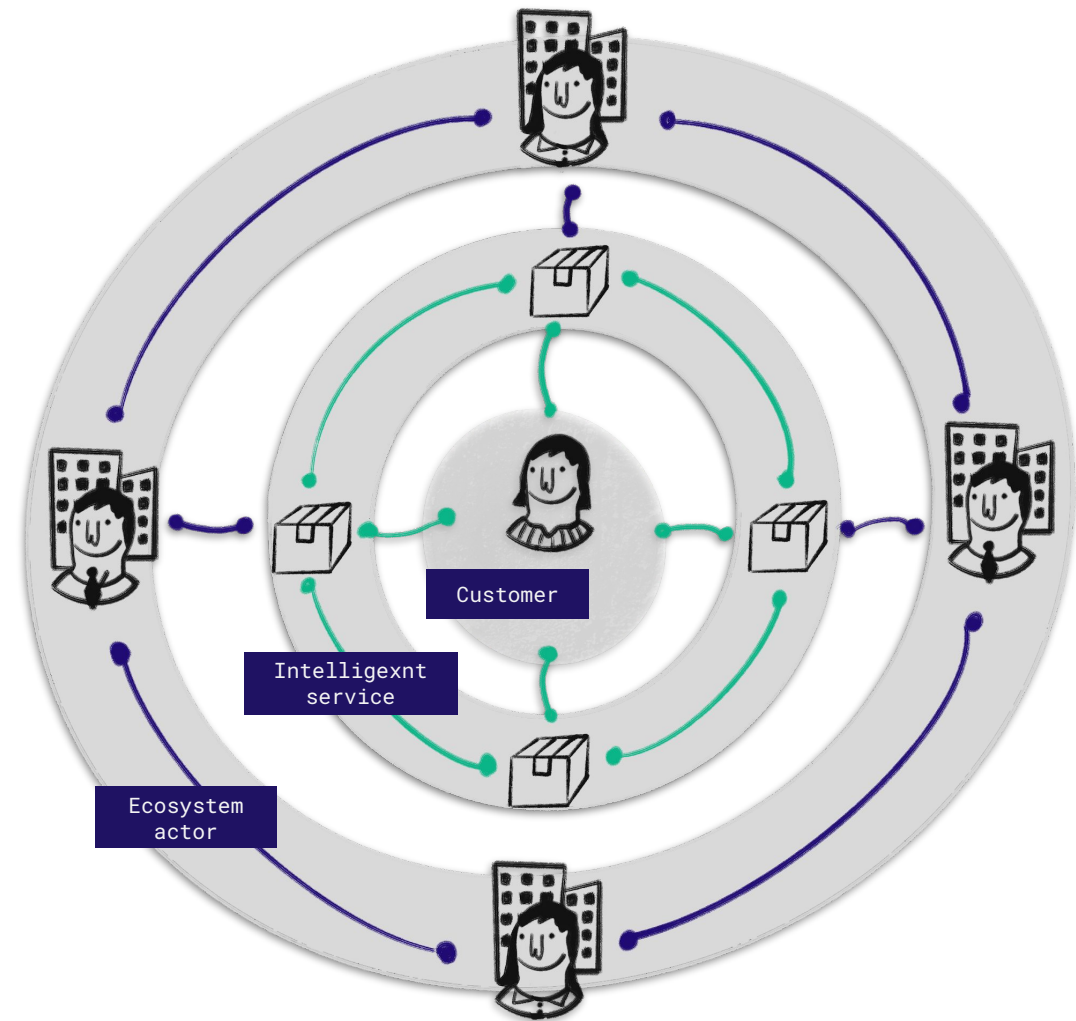
*Growing a tree is a **continuous value creation** and delivery process.  
Customer value is visible and beneficial throughout the whole process.*

***Value-to-market*** is a strategy that takes KPIs from the old world of deadlines, scopes and budgets to the **new, brave world of insights, values and impact.**

# Ecosystem thinking takes customer-centricity into a new level.

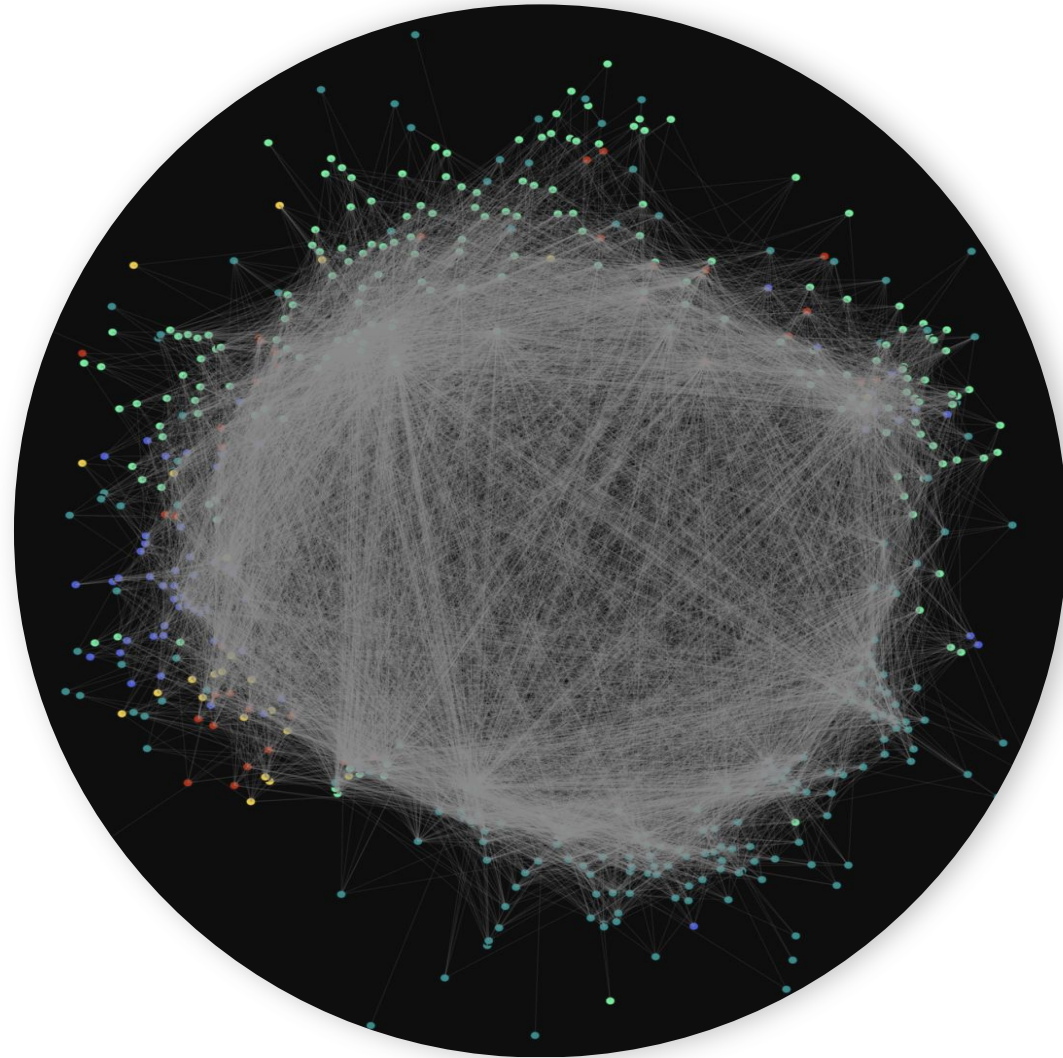
It's about...

- 1) **understanding customers**, their needs and their **holistic journeys** beyond their current relationships with businesses
- 2) **orchestrating processes** where new kind of **data powered collaboration** produce services and service networks
- 3) **solving customer problems** in new ways and making cumbersome processes frictionless



**If you want to boost your digital products and services, you got to:**

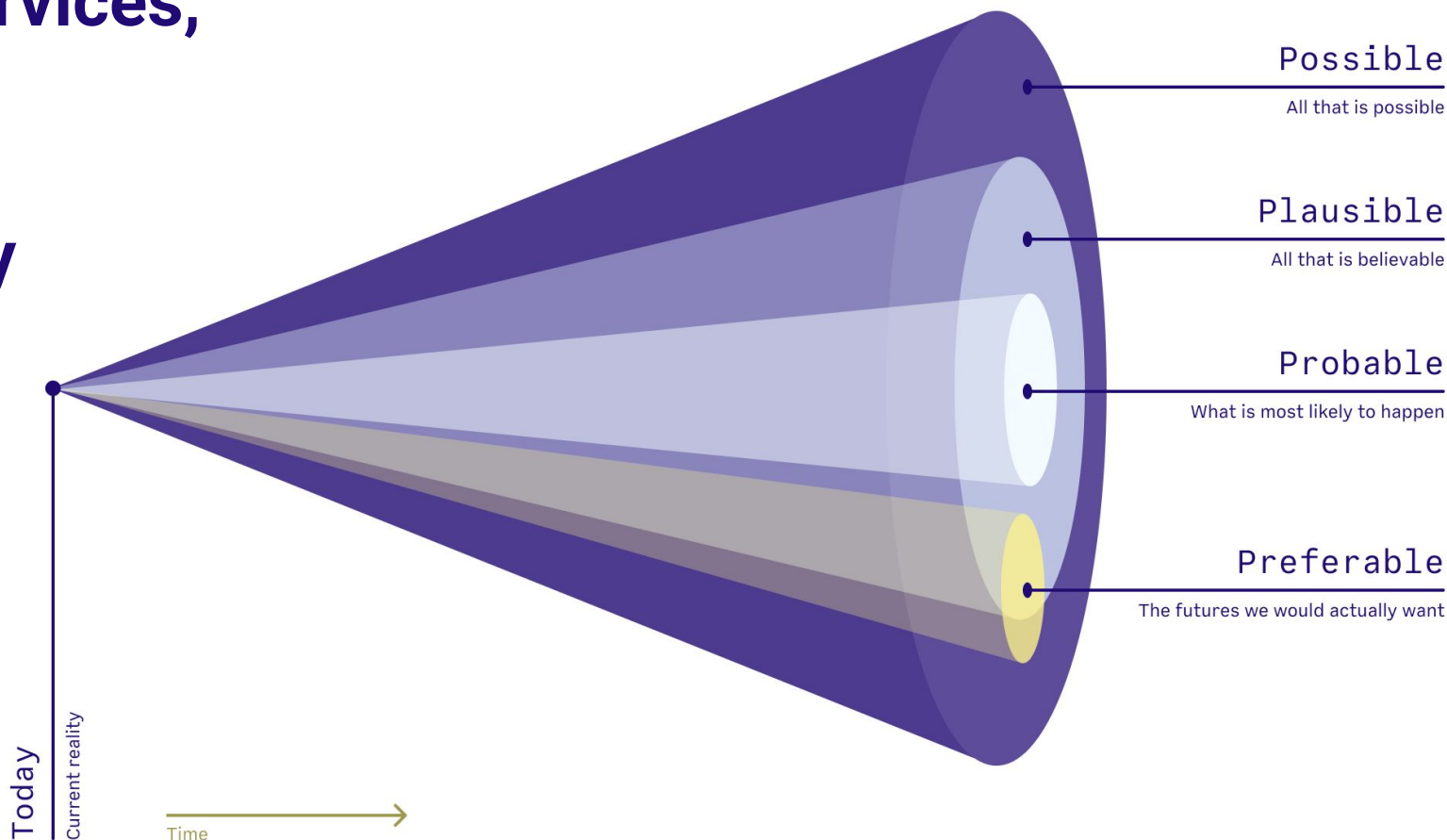
## **1 - Embrace complexity**





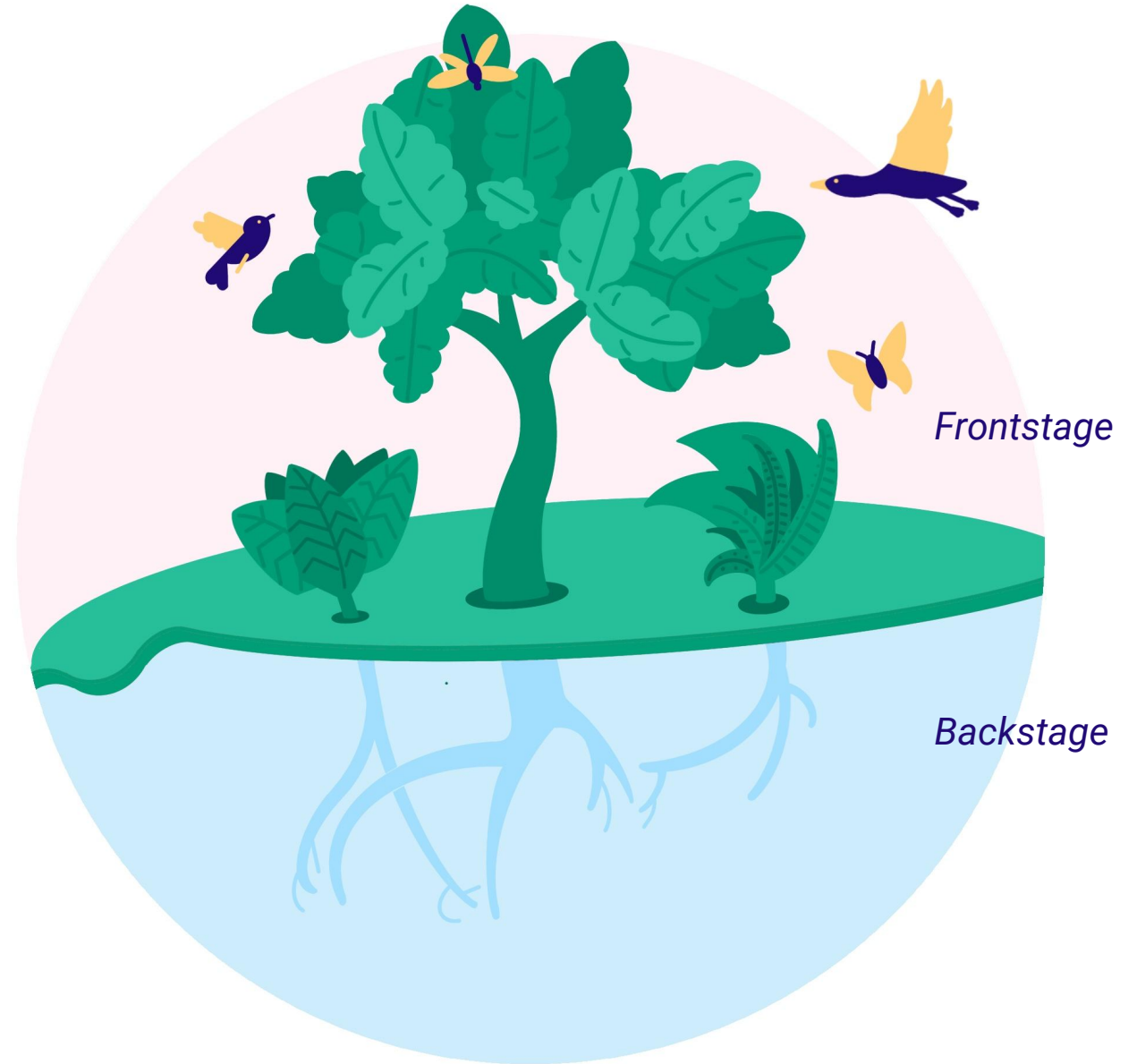
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- 1 - Embrace complexity
- 2 - Bet for the future



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- 1 - Embrace complexity
- 2 - Bet for the future
- 3 - Understand the ecosystem

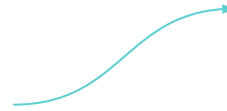


**If you want to boost your digital products and services, you got to:**

- 1 - Embrace complexity**
- 2 - Bet for the future**
- 3 - Understand the ecosystem**
- 4 - Love The Problem**



We believe



# Your UX success criteria:

**Be critical, humble and curious:**  
start with research, put yourself into the shoes of... and avoid being self referential

**Co-create with stakeholders:**  
permanently test and iterate along the innovation process

**Recognise patterns:**  
use the right tools, collect data and surface hidden and implicit knowledge



## Connected Health Kit

Bringing stakeholder together – moderating and facilitating the creation of innovative products and services with providers, carers and patients in a collaborative, co-creative way

CHK



## Lean Service Creation

We are especially known for our Lean Service Creation framework, an open-source toolkit to support effective collaboration of multidisciplinary teams, while developing new products & services.

LSC



## Brand Vision Sprint

Brand Vision Sprint is a structured method for creating a brand and marketing strategy using lean techniques. It can be used both for designing a new brand and for ensuring that an existing brand is situated in the very center of the design process.

BVS



## Lean Futures Creation

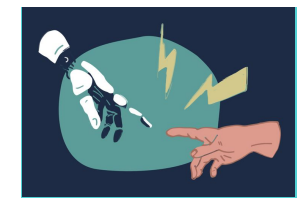
Lean Futures Creation is a collaborative and structured method for futures thinking and creation, guiding teams to understand how our future can be different from today and what to do about it in the present.

LFC



## IoT Service Kit

Our IoT Service Kit was designed to help people from different backgrounds come together to explore IoT concepts in real-world environments in a fun, creative, intuitive and inspiring way.



## IA Design Kit

AI? IA? Machine learning? Our Intelligence Augmentation Design Kit and the associated workshop demystifies machine learning and helps non-tech experts to create smart service concepts.

# futurice

Co-creating a resilient future