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Fujitsu HXD Workshops

Applying Fujitsu Human Centric
Experience Design (HXD) to
co-design engagements

Fujitsu Human Centric Experience Design (HXD)

Digital technologies often are scalable and configurable. They can be sized and built around requirements for a particular usage and organizational context. Good design is crucial to ensure technologies are developed and applied in a way that the benefits are more likely to be achieved. Benefits are typically achieved by ensuring the product or tool is successfully adopted by the target users. Acceptance and ease of use will be achieved when the needs of the users are considered—in essence, when a human-centered design approach has been taken.

Fujitsu Human Centric Experience Design (HXD) is agile and incremental and includes elements of trial and error. It brings in design and non-design experts, employing a culture of co-creation with a diverse design team. HXD uses many visual tools to provide a common language that bridges cultural differences and addresses diverse business and societal challenges around the world. This versatility across geographies, cultures, industries, and sectors is vital as the role of digital technologies is increasingly essential in all aspects of life.

HXD workshop

Is your business facing a challenge? Our outcome-focused HXD workshop is designed to help shape the future of your business. You get the time, space, and intense focus to achieve your specific outcomes based on your needs. Together we design your sustainable transformation and stable growth over the long term.

You decide whether to run it face-to-face or virtually. Experienced Fujitsu Design Leads facilitate the workshops, and inspire your people, Fujitsu employees and our partner's technical advisors by using tailored tools and methods and making sure that every voice is heard.

Who should attend an HXD workshop?

To get the best from our co-design workshops the right businesspeople need to attend. That's how we achieve both short-term and long-term value. That means bringing decision makers and key people from your organization who understand your organization's needs and the specific challenges that your business must address.

They need to be people eager to think imaginatively, have new ideas, use creative tools and methodologies and be willing to collaborate with each other and partners. Most co-design groups consist of up to 16 people, with 10-12 from your enterprise and the rest from Fujitsu's pool of technology specialists.

In our experience, those people are:

- Building new services and / or improving customer experience
- Managing processes
- Marketing and HR
- Managing operational teams and services
- Leading business and IT-enabled projects

Preparing for your workshop

Co-design depends on good preparation. The workshops are highly focused and work best when carefully chosen participants arrive with a clear understanding (and articulation) of the specific challenges they need to address, the business strategy they want to deliver, and the criteria by which success will be measured.

The dialogue starts with a preparation call with a senior customer sponsor to ensure that we all know what issues, ideas, and materials to bring to the workshop and what to expect from it.

The steps to take

1 Introduce the challenge

We start by introducing the challenge so that everyone shares a common understanding of what we are seeking to achieve together and why it is important to your organization, now and in the future.

2 Review the challenge from different perspectives

The challenge is then considered from the perspective of those people most impacted. This insight is critical to ensuring that we are developing concepts that consider a human-centric perspective.

3 Business strategy

Your sponsor gives an overview of your business strategy and the relevance of the co-design challenge in contributing towards that strategy.

We then share some stories from Fujitsu's broad industry experience and expertise based on related use-cases to help inspire your thinking.

4 Build a vision

The new insight derived from people around the business coupled with relevant experience shared by Fujitsu enables us to reframe the challenge to better meet the needs of people impacted.

5 Ideation

Now that we understand the challenge from a range of perspectives, we begin to generate ideas, using pre-formed inspirations to fast track the ideation process. We then use a range of techniques to develop a variety and volume of supplementary ideas.

6 Prototyping

Ideas are shared and the best ones are used to build a visual concept that addresses the reframed challenge using the insight derived in the first part of the session. These quick prototypes help to bring to life possible solutions.
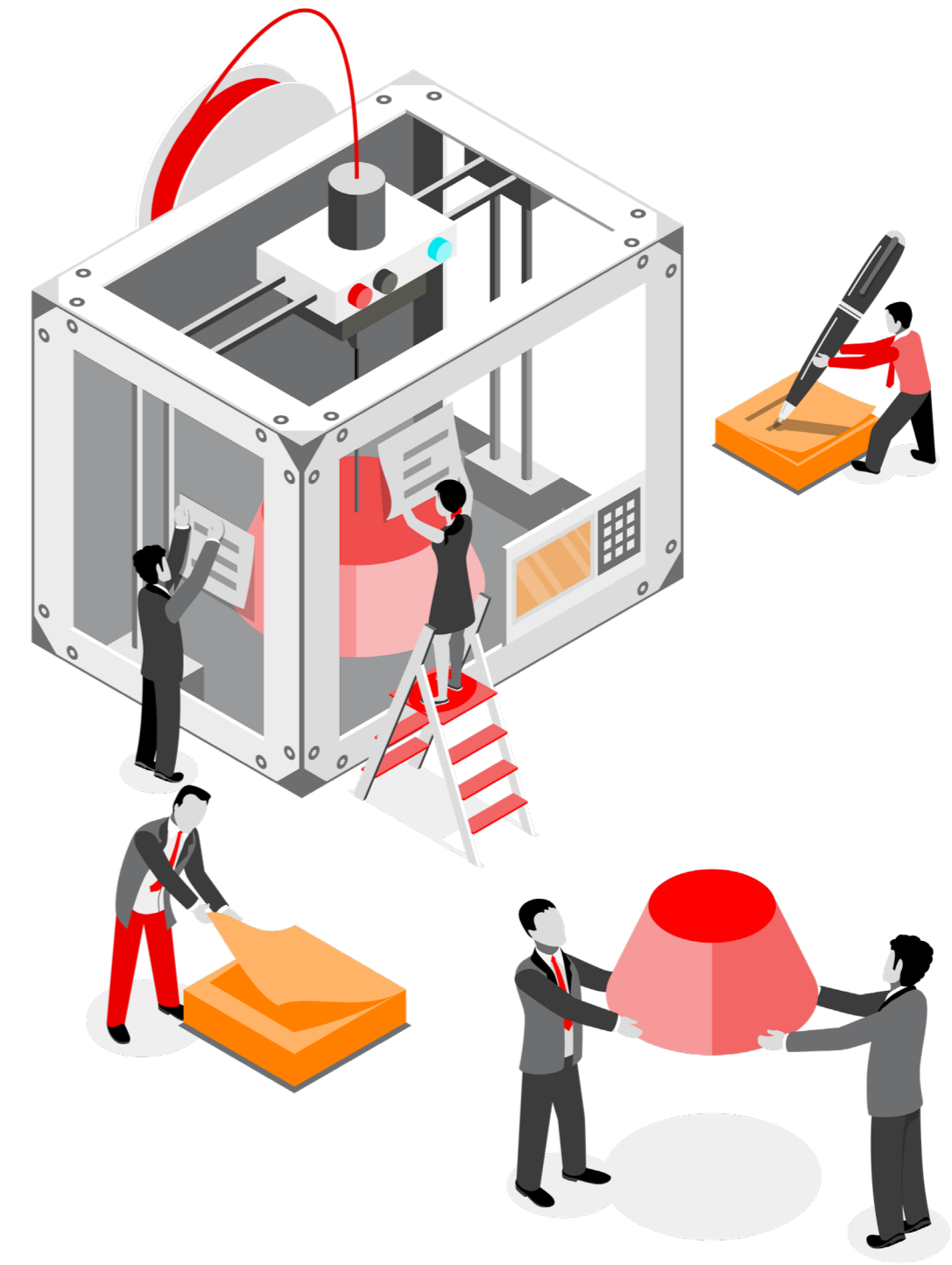
7 Voting / Selection

Each prototype is tested through discussion before everyone in the session is then asked to vote on the best elements of each prototype. This provides a heatmap of consensus in the room that then informs immediate and prioritized steps that can be taken to develop the best concepts in the field.

8 Output

By the time everyone leaves the workshop, the team will have developed a clear perspective on possible ways forward and a shared commitment to working together.

We generate a digital summary of discussion, ideas, and action. We define a pathway to achieving your objectives and set out clear and practical steps that can be taken to rapidly implement the co-design concepts we came up with together.
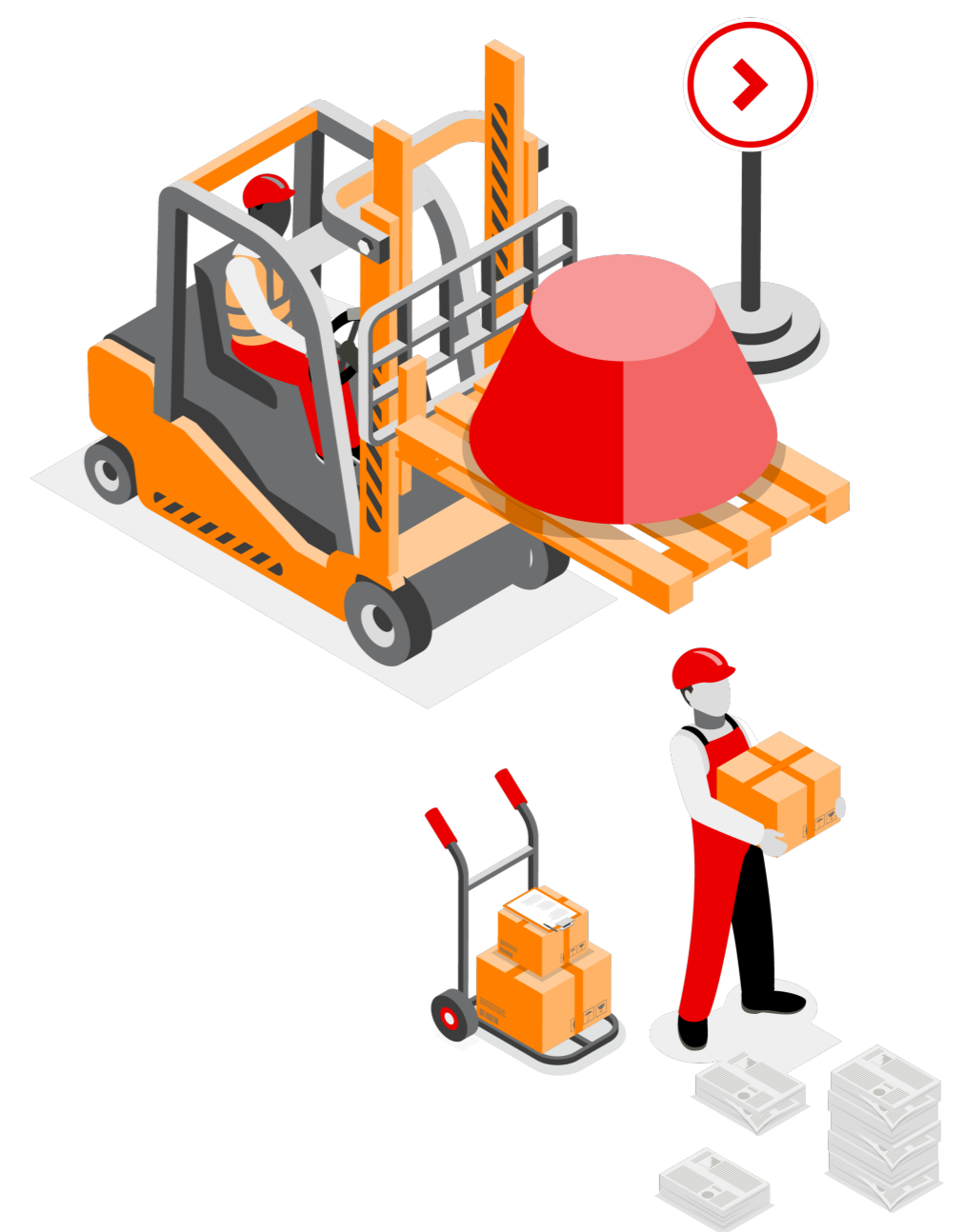
Fujitsu HXD enables key things

- Understand your business challenge within the context of your strategy.
- Look at the issues through different lenses, from various personas perspectives.
- Combine business and technology expertise to develop rapid outline concepts.
- Develop joint working plan for immediate experimentation.

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Collaborate with our experts in a co-design engagement and embark on a transformative journey to uncover how you can innovate and optimize your business.

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