

Smart Innovation Leadership Certification Programme



1-Day Executive Workshop

Enable Smart Innovation through Customer-Centric Smart Service and Product Development



Training Essentials

- Manage the transition from conventional business to digital first with creative development techniques
- Adopt successful practices from a comprehensive case study of cutting-edge technology - German electric car manufacturer e.Go
- Drive digital transformation and reindustrialisation by localising complex i4.0 technology infrastructures and IoT applications
- Learn to apply latest digital technologies and methods for customer centric development

Speaker

Patrick KABASCI, INC Invention Center

Patrick has been helping companies innovate in the context of Industry 4.0 since its beginning. He has guided manufacturing companies to set up innovation departments rated amongst the top performers in Germany and built strategies for clients for trends like the digital transformation.



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Why Customer-Centric in Industry 4.0?

Smart, connected products and related smart services in Industry 4.0 offer great potential to companies to apply big data and data analytics to shape strategy and transform from OEM to OBM. To tap the full potential of Industry 4.0 technologies and create unique selling points, customer-centric development techniques offer a result-oriented and efficient approach to design smart products, services and sustainable business models. Customer demands are given the highest priority, which is imperative to shape real value-contributing product visions as the basis for a smart innovation process. In the context of digital transformation, this offers a promising approach in achieving the optimal balance between a good user experience and technological complexity.



Training Goal

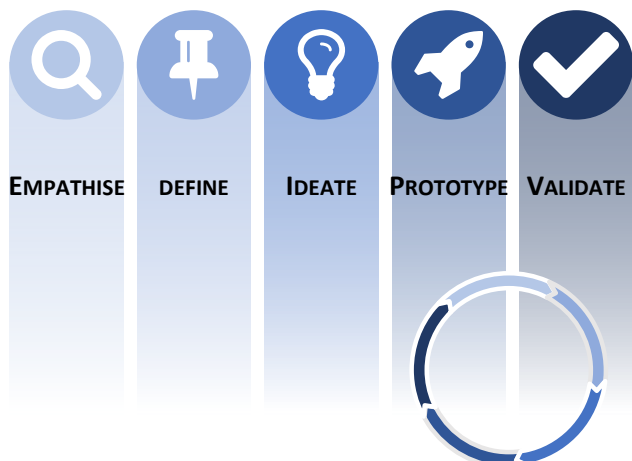
This training aims to convey a basic understanding of customer-centric development techniques to participants for smart product and service development in the context of digital transformation. This workshop will also demonstrate the latest ways of getting rapid customer feedback by online technologies, IoT and Cloud technologies.



Training Results

Participants will be able to understand the concept and underlying mindset of customer-centric development, as well as how to apply it in projects. In addition, this training will provide an overview of techniques which are the most commonly used in the development process, and digital technologies for designing personalised and market-driven products.

5 Phases of Customer-Centric Product Development



Target Group

- Executives
- Head of Departments
- Product Managers



Pricing & Number of Participants

- HKD\$5,000 per participant
- Max. 25 participants

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▶ Next steps after this training

- This one-day training provides a good starting point to comprehend customer-centric development and related methods to devise smart products and services.
- HKPC and INC support the implementation of related techniques for smart product and smart service development as well as coaching.
- After six months of implementing customer-centric development, project managers will be qualified to complete a certified training course.

Timeline	Training Content
09:00-09:30	Welcome & Introduction
09:30-10:00	What is Customer-Centric development? How does it support me?
10:00-11:00	How to apply Customer-Centric development techniques for smart, connected products and services? How to harness IoT and cloud technology to get rapid customer feedback for quick product improvement? Example: e.Go
11:00-13:00	Elements of Customer-centric development: Personas, customer journeys, minimal prototypes and hypothesis testing
13:00-14:00	Lunch Break
14:00-16:30	Exercise: Conducting a Customer-Centric development process
16:30-17:00	Wrap-up & Discussion

Keywords and covered topics

- Customer-Centric development and iterations
- Empathy maps, digital customer observations, value proposition canvas, pain and gain analysis, digital customer journeys and touchpoints, personas
- Innovation principles in Industry 4.0 and Enterprise 4.0 for addressing pains & gains and user experience
- Prototyping in Industry 4.0 smart innovation (performance marketing, digital mock-ups and Clickdummies, Rapid hardware prototyping), prototypes and primotypes
- Minimal viable prototypes, data-driven innovation, hypothesis testing, A/B testing