Westsächsische Hochschule Zwickau
University of Applied Sciences

IBTA
INTERNATIONAL BUSINESS
TRIZ ASSOCIATION

# BUSINESS TRIZ ONLINE
## WINTER 2021

# The Power of the Ideal Final Result for Identifying Process Optimization Potential

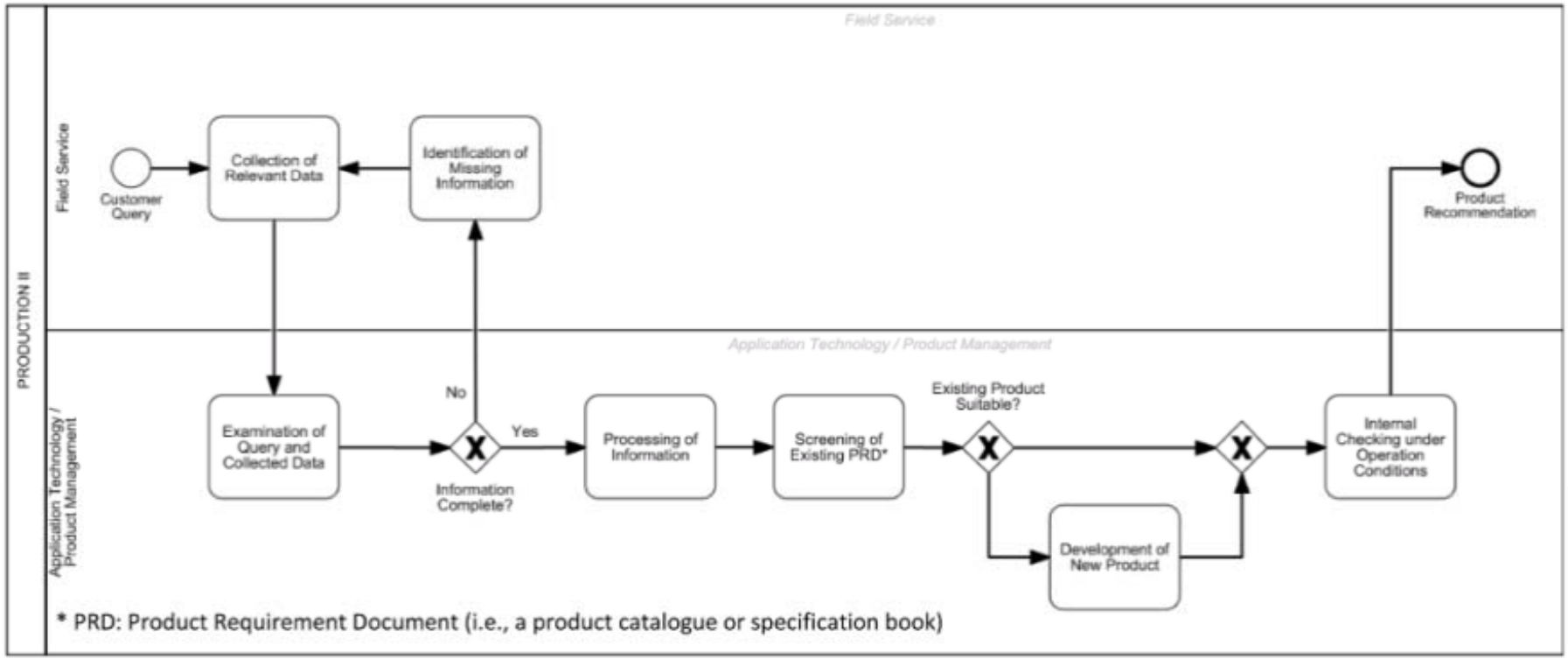
Ralf Laue
University of Applied Sciences
Zwickau, Germany
Ralf.Laue@fh-zwickau.de

Survey among German start-up entrepreneurs:

- Only a minority of them used creativity techniques for generating new business models.
- 2.2 people on average were involved in idea generation

(Siemon, D., Narani, S.K., Ostermeier, K., Robra-Bissantz, S.: Creativity and entrepreneurship - the role of creativity support systems for start-ups. In: 10th Mediterranean Conference on Information Systems, 2016)

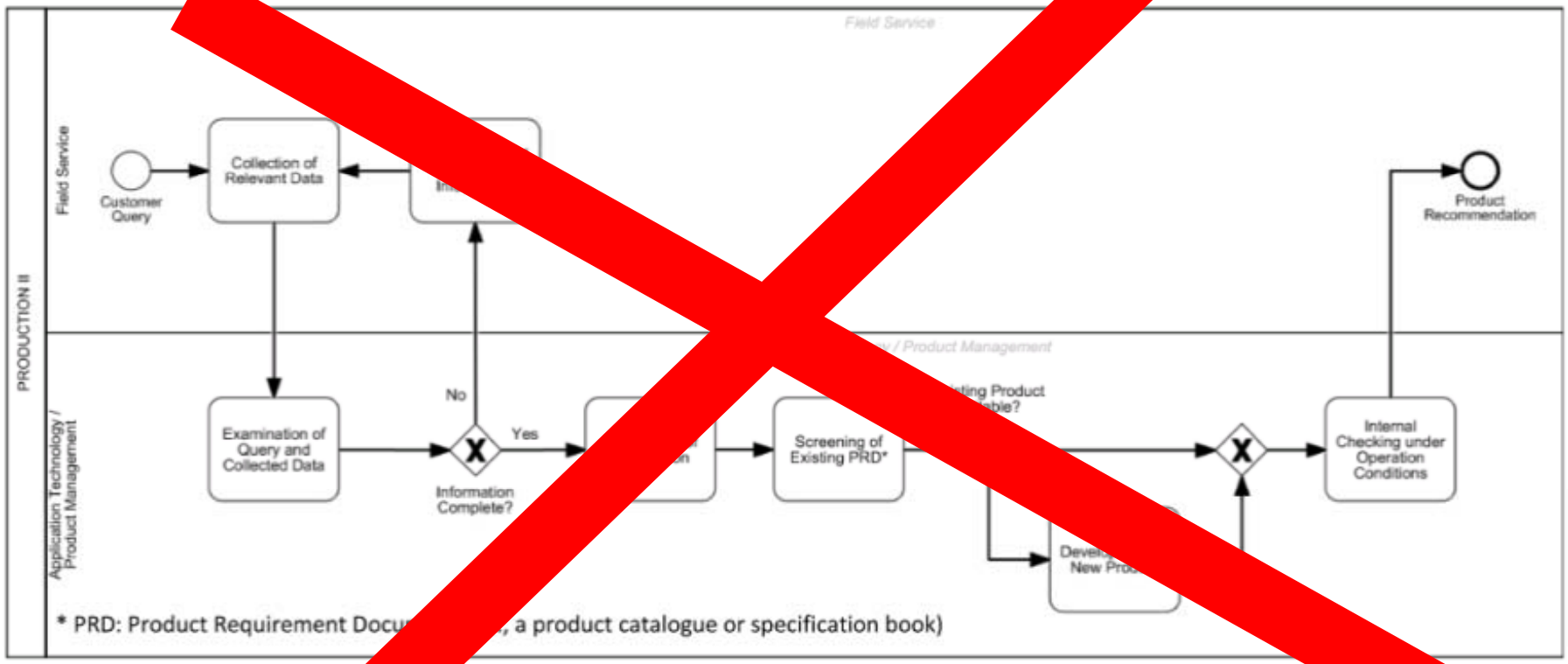
# The Theory




Denner, M., Püschel, L., Röglinger, M.: How to exploit the digitalization potential of business processes. Business & Information Systems Engineering 60(4), 331–349, 2018

| | | Bid Proposal Management Process | | | | | | Sum and Weight | |
|---|---|---|---|---|---|---|---|---|---|
| | | SP 1 | SP 2 | SP 3 | SP 4 | SP 5 | E2E | | |
| | | 0.04 | 0.26 | 0.10 | 0.32 | 0.04 | 0.24 | | |
| Preselected Digital Technologies | C | 0.04 | 0.79 | 0.69 | 2.85 | 0.12 | 1.69 | **6.18** | **0.38** |
| | SA | 0.04 | 1.32 | 0.29 | 1.59 | 0.12 | 1.20 | **4.56** | **0.28** |
| | STT | 0.20 | 0.26 | 0.10 | 0.32 | 0.04 | 0.24 | 1.16 | - |
| | BDA | 0.04 | 1.32 | 0.29 | 0.95 | 0.04 | 1.20 | 3.85 | - |
| | SD | 0.20 | 0.79 | 0.49 | 0.95 | 0.04 | 1.20 | 3.68 | - |
| | MD | 0.20 | 0.79 | 0.10 | 0.32 | 0.20 | 1.20 | 2.81 | - |
| | CRM | 0.20 | 1.85 | 0.49 | 0.95 | 0.27 | 1.69 | **5.45** | **0.34** |

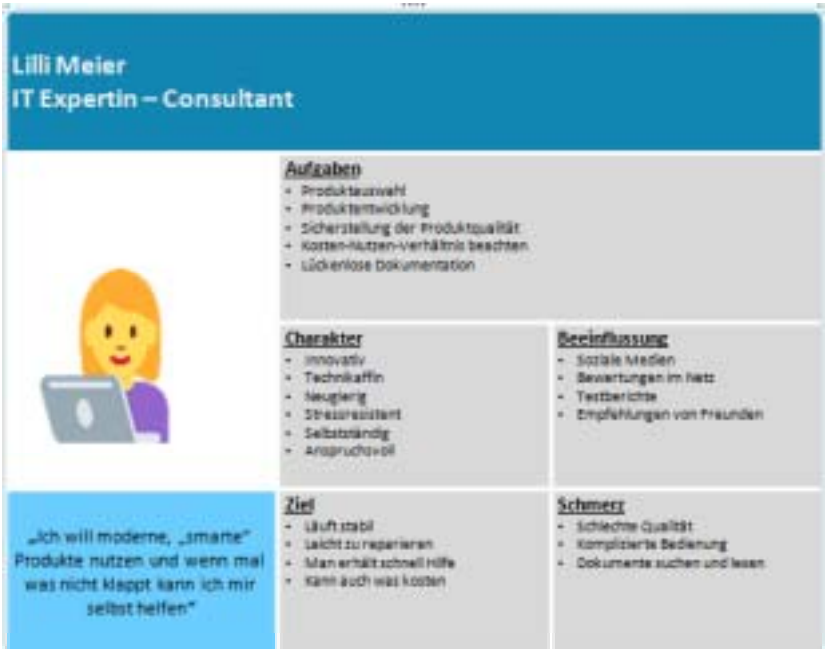
# Maybe the Best Solution



- Do we actually need the existing business process?
- Which new processes / business models are possible?
- Do we have any improvement potential by combining processes (for example by exchanging data between them) instead of discussing them separately?

# The Practice

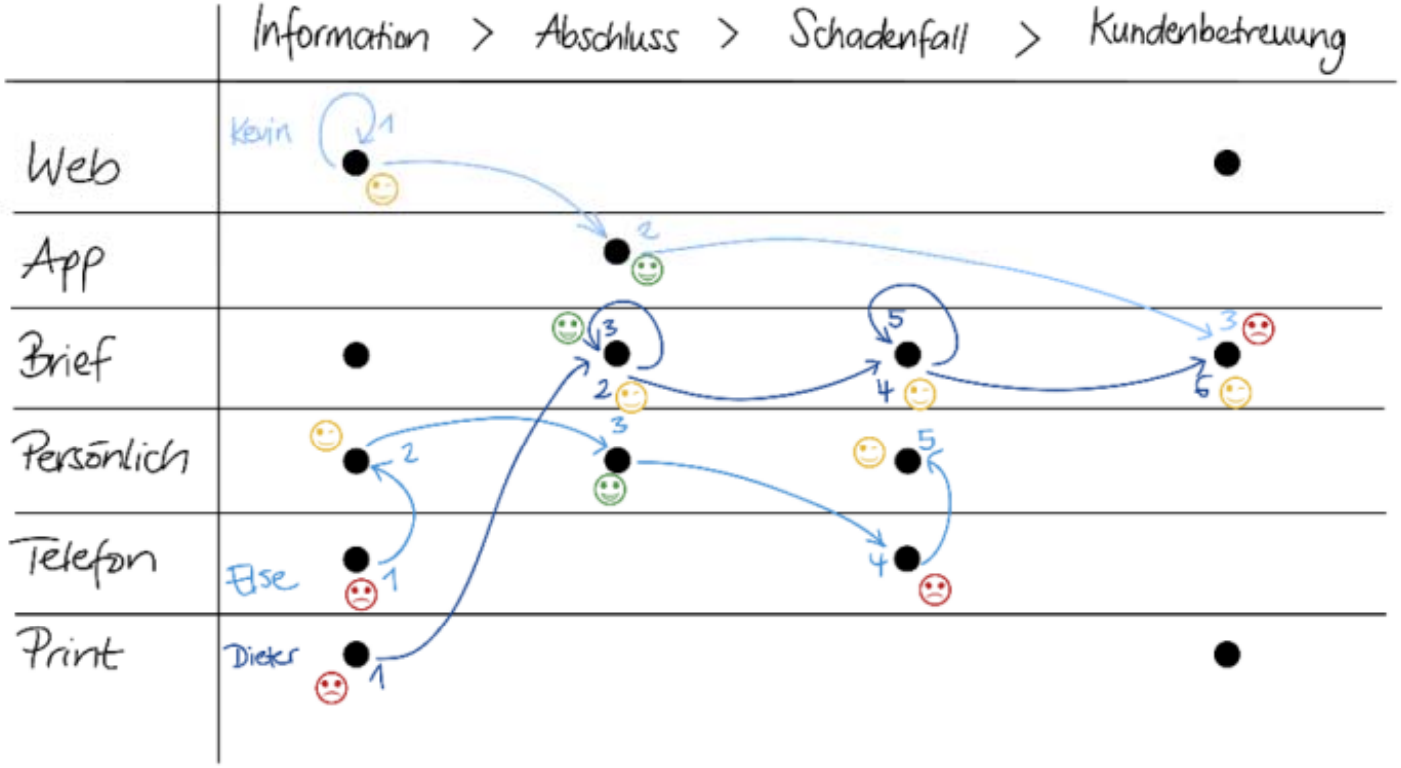
- Experience from a workshop (ZuGPM 2020)
  www.zugpm2021.informatik.uni-rostock.de
- Case Study "Heating out of Order"




Persona

Customer Journey Map

# Customer Journey




Matthias Book, Volker Gruhn, Rüdiger Striemer: Using an Interaction Room for Digitalization Strategy Development (IR:digital), In: Tamed Agility: Pragmatic Contracting and Collaboration in Agile Software Projects, Springer 2016

# Personas

Sally (34),
computer scientist
from Australia

wants to attend a
conference

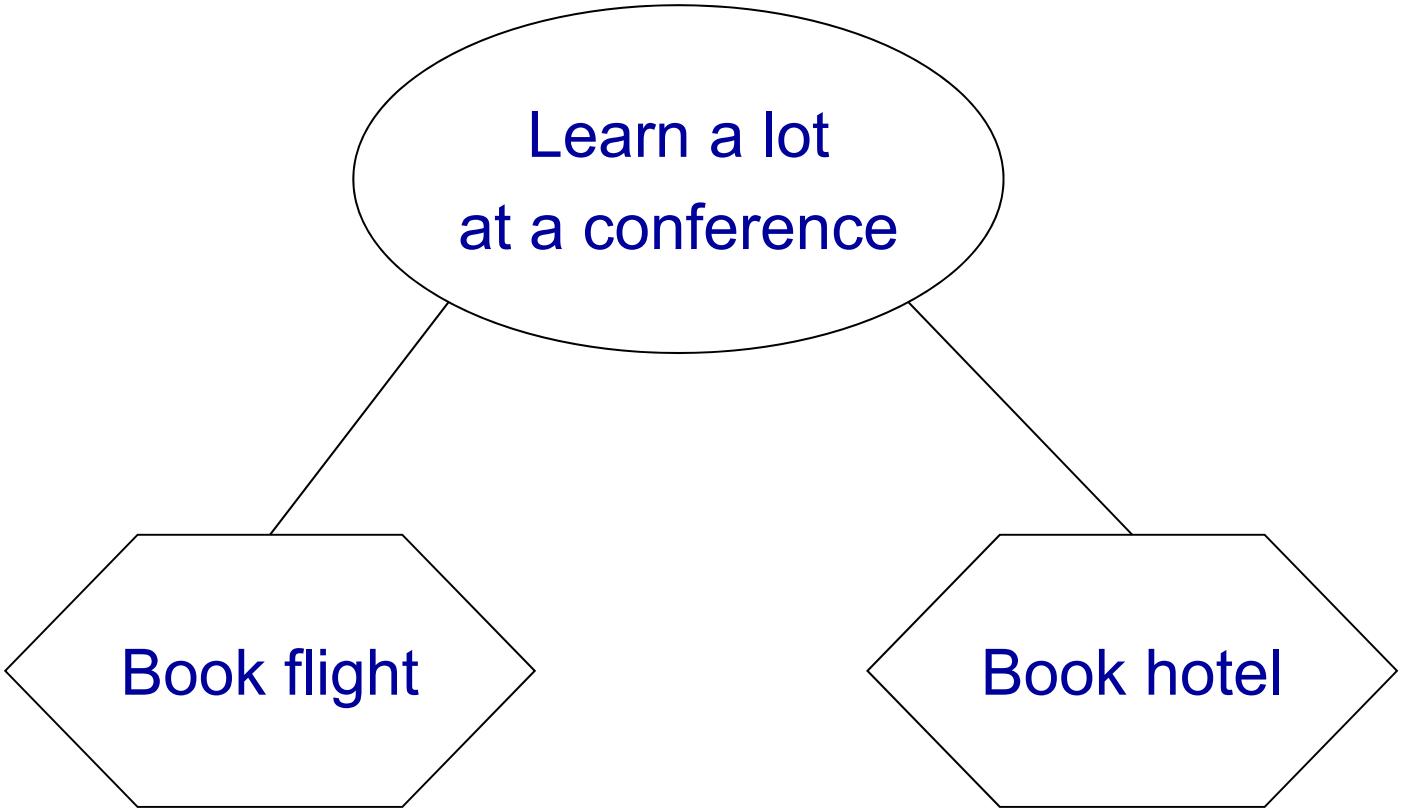
arrives by plane

Tim (40),
dentist at holiday

needs a stop along his
cross-Europe bicycle
tour

arrives by bike

# Goal Model for Sally

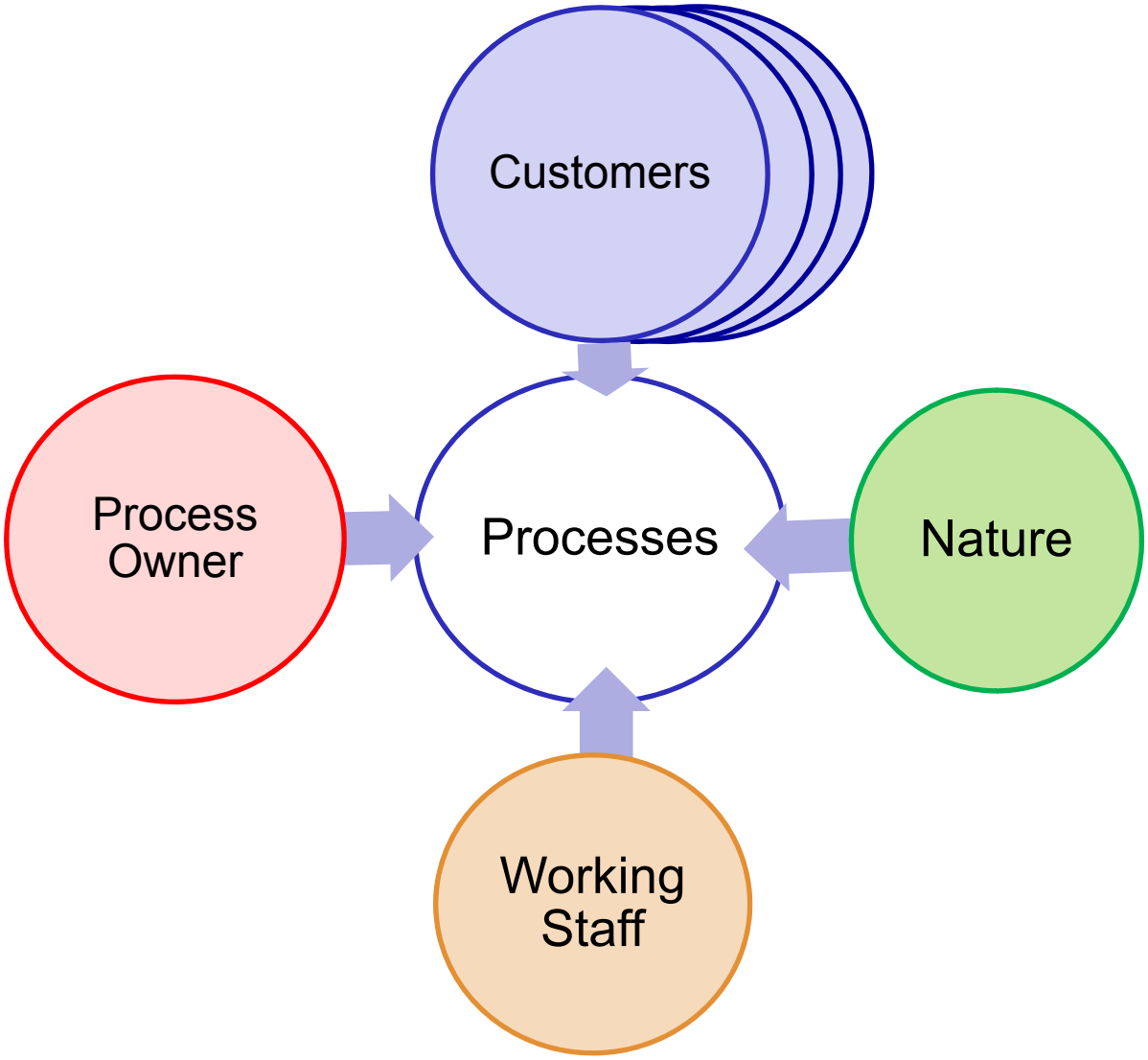


# Extended Customer Journey: Touch-Points and Non-Touch-Points

# Touch-Points and Non-Touch-Points

| | | |
|---|---|---|
| Take Luggage | Study Bus Timetable | Study Ticket Prices |
| Find Bus Lane | Wait for Bus | Drive to Hotel |
| Register at Reception | Get Key | Find & Enter Room |

# Deviations From the Ideal Final Result



error-prone

possible misuse

expensive

resource-demanding (non-human resources)

resource-demanding (human resources)

time-consuming

complicated / difficult / many variants

environmental impact

information disclosure

excludes certain groups of people

dangerous for human workers

psychological / mental stress

tedious / monotonous tasks

hard physical work

# Touch-Points and Non-Touch-Points

Take Luggage

Study Bus Timetable

Study Ticket Prices

Find Bus Lane

Wait for Bus

Drive to Hotel

Register at Reception

Get Key

Find & Enter Room

# Facial Recognition Check-in and Payment terminal for Hotels

Alibaba Group 阿里巴巴集团 | 飞猪 Fliggy

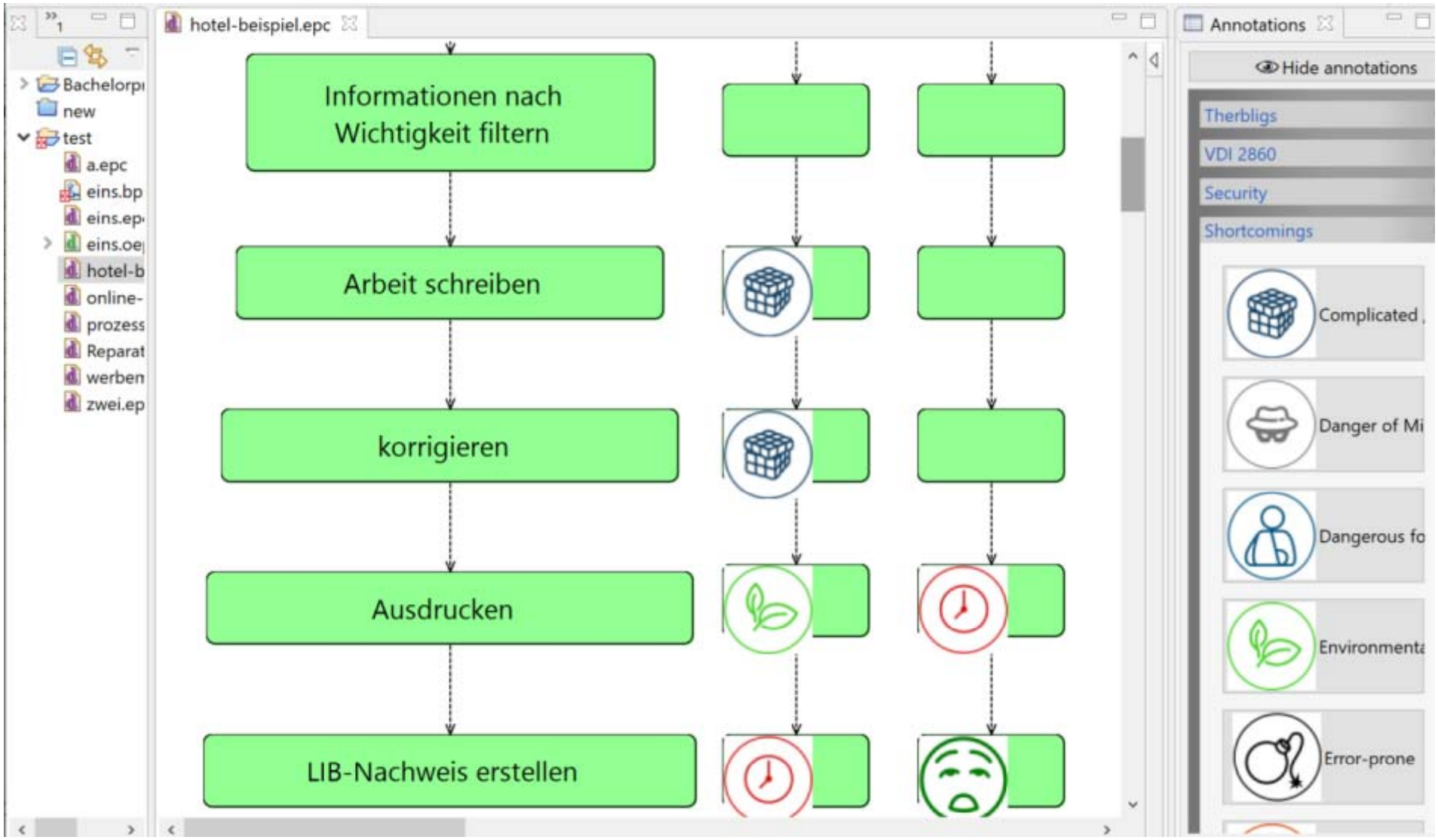
Shiji

Image Source: www.hospitalitynet.org

Ride...
Ask for a Safe Place for the Bike
Lock Bike at Safe Place
Check-In & Enter Room
reception 24hrs
Wash and Dry Clothes
Buy Travel Provisions for Next Day

Anreise (Zug)
Anreise (Bus)
Taschen → Zimmer
Zimmer beziehen
Mittag
Seminar
Bewerbung schreiben
Kurs wünschen
Kurs einteilen

# www.bflow.org



# Downloads

Template for printing stickers &
Symbol overview (English, Russian, German):

t1p.de/b57b

# Speaking about Ideality…

- Ideal Result - everyone understood very well and likes the approach; no further questions necessary.
- But just in case…

- Ralf.Laue@fh-zwickau.de