

Media Backgrounder

Fujitsu's approach to co-creation: Human Centric Experience Design (HXD)

- Fujitsu believes in co-creation to promote a virtuous circle of sustainable growth and positive impact for business and society
- The adoption of digital technology and new business models as well as innovation is successful in the long term, when aligned to a clear purpose, taking people into account from the outset
- Using the Human Centric Experience Design (HXD) methodology to co-create with customers helps compress the value creation cycle against a well-defined business challenge, taking a human-centric approach
- Stimulating the creativity of a diverse group of people is crucial to the co-creation process. The global network of Fujitsu Digital Transformation Centers and mobile co-creation environments are designed and refined to this purpose
- The quality of execution of the HXD methodology at every stage helps set Fujitsu's approach apart, with co-creation workshops led by a global community of experienced Fujitsu HXD practitioners

Orienting digital transformation towards high-value, human-centric outcomes

No longer a nice to have but a business imperative and a codex for any organization that wants to survive and flourish against a constantly changing backdrop, digital transformation is everywhere. It is a process of evolution and modernization that businesses of all sizes are undertaking. As well as digitalizing processes, it leverages technology to create new value for people and to enable new revenue streams for organizations.

Fujitsu recognizes that businesses must embrace their own, unique digital journey at pace in order to remain relevant for their stakeholders and in their market, while also navigating through the complexity of business, economic and societal imperatives.

There is also little doubt among business leaders that creativity is vital to future success in the digitally-transformed world: a Fujitsu [study](#) found that almost four in five (78%) believed this to be true, from a sample size of 2000 senior executives. A further 71% recognized that their customers expect them to be more innovative.

When digital transformation is approached from the perspective of achieving a clear business purpose and improving the experience for people – consumers, employees, partners – and for society as a whole, then Fujitsu can help to create long-term high value.

Co-creation for success

Fujitsu strongly believes that co-creation is the best approach to more rapidly delivering innovation and significant business outcomes as part of the digital transformation journey. Fujitsu co-creation approach helps customers combine the power of unlimited creativity, the strength of collaboration, and the potential of technology to achieve the clearer goals that serve their business success and increase their value to stakeholders.

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Co-creation is at the heart of Fujitsu's vision to pursuing the creation of a human-centric society through continuous innovation, and the company has a comprehensive track record of nurturing and participating in co-creation projects. For Fujitsu, empowering people and fostering creative thinking to deliver new value is fundamental to its approach of leveraging technology to improve society.

For maximum benefit, co-creation means working together with our customers through time-bound, focused processes that take into account four key ingredients: people, purpose, outcome, and design. Human Centric Experience Design (HXD) is the co-creation methodology that sets Fujitsu apart for translating digital transformation challenges into viable, desirable, and feasible business outcomes.

Fujitsu's approach to co-creation: Human Centric Experience Design (HXD)

Human Centric Experience Design (HXD) is Fujitsu's approach to addressing scenarios and meeting challenges that require out-of-the-box thinking and for removing the roadblocks that stand in the way of achieving true digital transformation. Created in Japan and refined through multiple customer engagements around the world, HXD speeds up the creative and decision-making process, enabling faster and more meaningful transformation of businesses and user experiences.

The HXD methodology is applied in co-creation workshops that address a carefully identified business challenge. These sessions bring together stakeholders from diverse parts of a business to jointly review a challenge through different lenses, including the impact on people. A successful outcome is when participants have created a common vision, nurtured the development of diverse ideas, before this is translated into a rapid outline and joint working plan that incubates concepts and helps them reach the next stage.

For participants, maintaining an open mind and working at pace is part of the approach. This means either failing fast – with minimal wasted resources – or fast-tracking a concept into development. Being able to deliver a rapid proof of concept (PoC) is another important part of the co-creation process and helps ensure organizations are ready before they try to implement wide-ranging digital transformation. The average time for a PoC to go from first concept to implementation is just six weeks.

Unique ideas cards are specially designed and continuously refined to inspire creativity and accelerate the formation of new ideas. Large digital screens support the trajectory, inspiring participants to show, keep track of, and re-arrange ideas to generate new outputs.

Workshops also look to short-circuit lengthy ideation cycles and linear thinking by bringing diverse views, for instance through cross-sector, or academic insights. There are many challenges common to multiple industries, for example how to optimize logistics, or how best to leverage emerging technologies such as blockchain.

Digital Transformation Centers (DTC)

In terms of outcomes, our HXD methodology has shown rapid progress. In the last 18 months, Fujitsu has facilitated more than 250 workshops with customers and partners across the globe, with one in two leading to concrete implementation steps. To encourage adoption and in keeping with its trusted partnership ethos, Fujitsu does not charge customers to participate in co-creating workshops. Instead, Fujitsu recognizes that this is a joint investment by both Fujitsu and the customer by allowing the right people to take time away from their everyday jobs and dedicate themselves to the process.

Equipped with the latest digital technologies, Fujitsu Digital Transformation Centers (DTCs) are specially designed to provide customers with breathing space from the pressures and interruptions of day-to-day businesses, making them an ideal setting for unleashing creative potential in co-creation workshops. Following the successful launch of the first DTC in Tokyo, Japan in May 2016 and a second DTC in Osaka, Fujitsu established DTCs globally. The first to open outside Japan was in Munich, Germany in April 2018. Since then, centers have been established in [London](#), New York and [Sydney](#), with plans to open more.

The latest DTC, in Sydney, Australia, is located on the campus of Macquarie University, underlining Fujitsu's philosophy of fostering collaborative engagement towards serving customers' and societal purposes.

While DTCs are purpose-built, the methodology is mobile: Fujitsu is able to run co-creation sessions at all locations, either on Fujitsu premises or at customers' own sites.

Joachim Box, Head of Fujitsu Global Co-Creation Program, says: "Bringing together experts from across business and technology with a design approach purpose built for digital transformation allows us to help customers from across industries. Our HXD approach is a universal language that eases communication between not only business leaders and technologists, but also between different nationalities. Adding Fujitsu's unique digital tools into the mix really fuels the rapid development of concepts to address the challenges our customers are facing."

Co-creation in action

- The Human Centric Experience Design (HXD) methodology gave Business in the Community valuable insight into how innovation comes about and how it fits into the wider digital agenda:
<https://www.fujitsu.com/global/about/resources/case-studies/cs-2019oct-bitc.html>
- How to get your project to sail away quickly – Kongsberg case study:
<https://blog.global.fujitsu.com/fgb/2019-08-12/how-to-get-your-project-to-sail-away-quickly/>
- Digital Transformation Center enables the UK's Nottingham Trent University to support people with autism:
<https://www.fujitsu.com/global/about/resources/case-studies/cs-2019feb-ntu.html>
- UK Environment Agency is able to send out flood warnings to citizens within 20 minutes, using multiple channels:
<https://www.fujitsu.com/global/about/resources/case-studies/cs-2019mar-environment-agency-agile.html>
- Co-creation with Siemens Gamesa of an Artificial Intelligence solution to quickly identify flaws during quality checks:
<https://www.fujitsu.com/global/vision/customerstories/siemens-gamesa/index.html>
- Belfius leads the field in mobile banking with Fujitsu Sign'IT:
<https://www.fujitsu.com/global/vision/customerstories/belfius/index.html>
- Evolution toward a true Smart Factory has begun for Inesa:
<https://www.fujitsu.com/global/microsite/vision/customerstories/inesa/index.html>
- Thailand's First Smart Connected Factory Driving growth in an emerging ASEAN economy:
<https://www.fujitsu.com/global/vision/customerstories/siam-city-cement/index.html>
- Revolutionizing clinical decision-making using artificial intelligence at San Carlos Clinical Hospital:
<https://www.fujitsu.com/global/microsite/vision/customerstories/hospital-clinico-san-carlos/index.html>
- Using Artificial Intelligence to automatically summarize media articles for newspaper company The Shinano Mainichi Shimbun Inc:
<https://www.fujitsu.com/global/vision/customerstories/the-shinano-mainichi-shimbun/index.html>

Online resources

- Visit the Co-creation microsite: <https://www.fujitsu.com/emeia/cocreating-program>
- Follow Fujitsu on Twitter: http://www.twitter.com/Fujitsu_Global
- Follow us on LinkedIn: <http://www.linkedin.com/company/fujitsu>
- Find Fujitsu on Facebook: <http://www.facebook.com/FujitsuICT>
- Fujitsu pictures and media server: <http://mediaportal.ts.fujitsu.com/pages/portal.php>
- For regular news updates, bookmark the Fujitsu newsroom: <http://ts.fujitsu.com/ps2/nr/index.aspx>