Liquid Studio HELSINKI

THINK BIG, START SMALL, PROTOTYPE AND SCALE FAST

Introduction to Design Thinking

4.11.2020

Tomas Lindberg

accenture technology

ACCENTURE IN A NUTSHELL

OPERATING GROUPS

COMMUNICATIONS, MEDIA & TECHNOLOGY

FINANCIAL SERVICES

HEALTH & PUBLIC SERVICE

PRODUCTS

RESOURCES

GROWTH PLATFORMS

- accenturestrategy
- accenturedigital
- accenturetechnology
- accenteroperations

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BUT WHAT DOES IT MEAN IN PRACTICE?

CLOUD CLOUD CLOUD
FULL-STACK
ARCHITECTURE
PLATFORM INTEGRATIONS
AI & MACHINE LEARNING
DATA SCIENCE
RAPID PROTOTYPING
AGILE DELIVERY
UX AND SERVICE DESIGN
AND THEN SOME...

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Accenture Liquid Studio
We are a creative studio.
Experts in bringing design thinking, innovation and new technology together.
We solve our clients and industry challenges in a fast and agile way.

INNOVATION HUB RESIDENTS

Four unique teams, delivering together outstanding work through the highest levels of collaboration and adaptability to market changes and client needs.

Accenture Interactive

FJORD™
Design and Innovation from Accenture Interactive

accenture strategy

Liquid Studio
HELSINKI

4 BRANDS. 4 CULTURES.
4 SETS OF CAPABILITIES

150+ EMPLOYEES.
UNDER 1 ROOF.

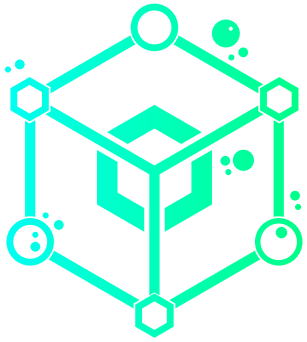
WHAT WE DO

ARTIFICIAL INTELLIGENCE

Hardcore Machine Learning, Virtual Agents, NLP, Video Analytics, Intelligent Case Processing, RPA.

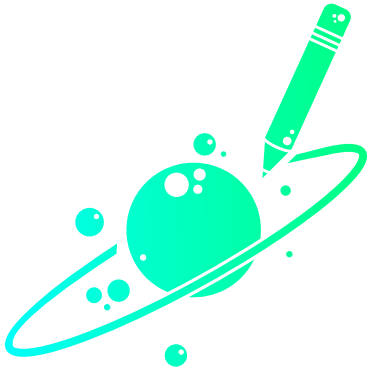
EXTENDED REALITY

Envisioning, creating and delivering cutting edge Augmented Reality and Virtual Reality solutions. Simulations



LIGHTWEIGHT ARCHITECTURES

Modern, cloud native front and backends delivered with speed of light.



SERVICE DESIGN

User centric design, focus on real end-user value always.

HARDWARE

Custom electronics, Drones, Robots, rapid prototyping, 3d printing with true maker culture.

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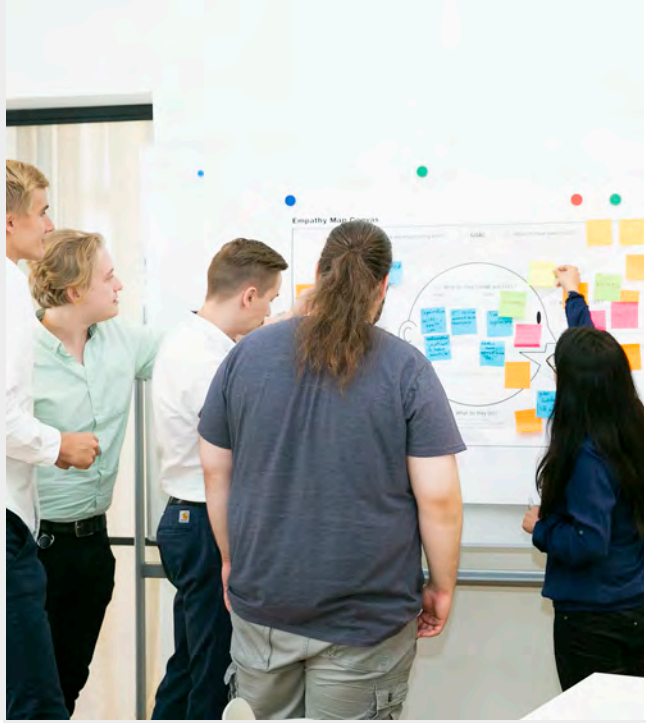
CO-LOCATED MULTI-SKILLED TEAMS WITH A USER-CENTRIC APPROACH, LEVERAGING LATEST DELIVERY INNOVATION TO ITERATE FAST

redhat amazon Microsoft IBM Google docker

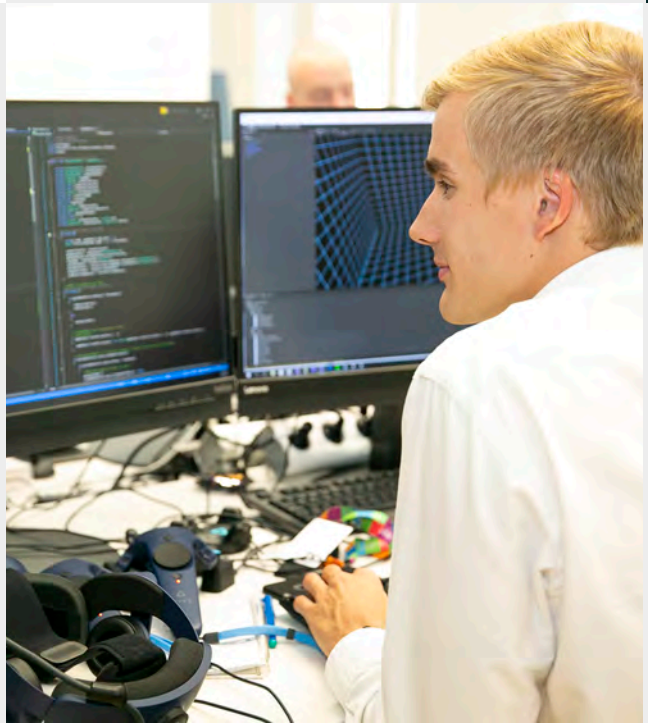
CROSS-FUNCTIONAL TEAMS

We believe empowered teams that combine the best knowledge and expertise to solve customer challenges is the way to go.



USER CENTERED DESIGN

We’re all about solving real problems while keeping the end users and business stakeholders at heart in everything we do.

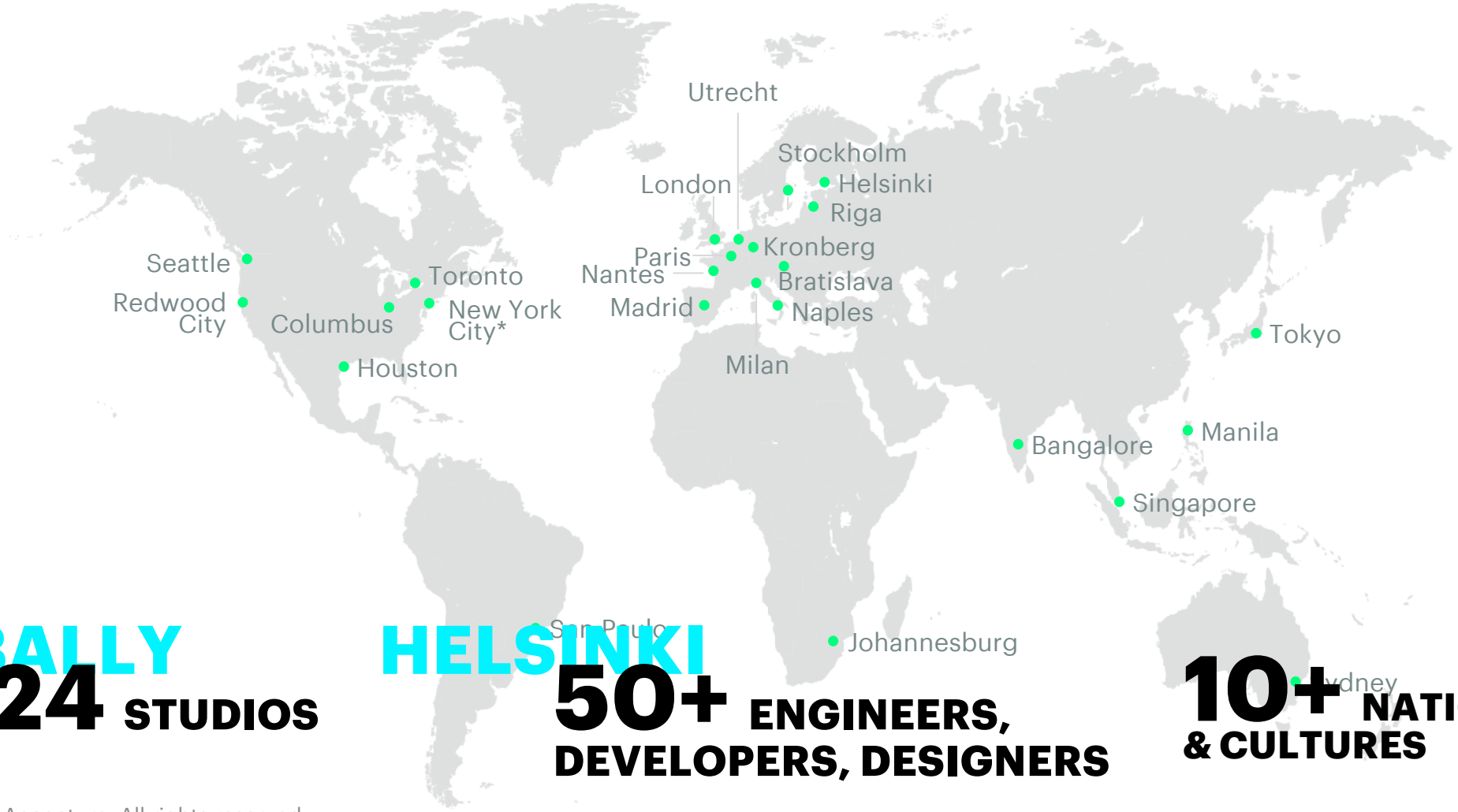


DELIVERY INNOVATION

In order to iterate and deliver value fast we utilize the latest in delivery innovation such as emerging technology, prototyping and DevOps.

GLOBAL LIQUID STUDIO NETWORK AT YOUR SERVICE

Global collaboration, experience and skills sharing



GLOBALLY

24 STUDIOS

HELSINKI

50+ ENGINEERS, DEVELOPERS, DESIGNERS

10+ NATIONALITIES & CULTURES

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WHAT WE HAVE DONE

SITUATIONAL AWARENESS

HOLOLENS FOR DEFENSE

AUGMENTED REALITY INTERACTIVE 3D MAP SHOWING REAL-TIME LOCATION AND STATUS DATA FOR TROOPS AND RESOURCES ON THE GROUND.

MAGIC
ROUTEPLANNER

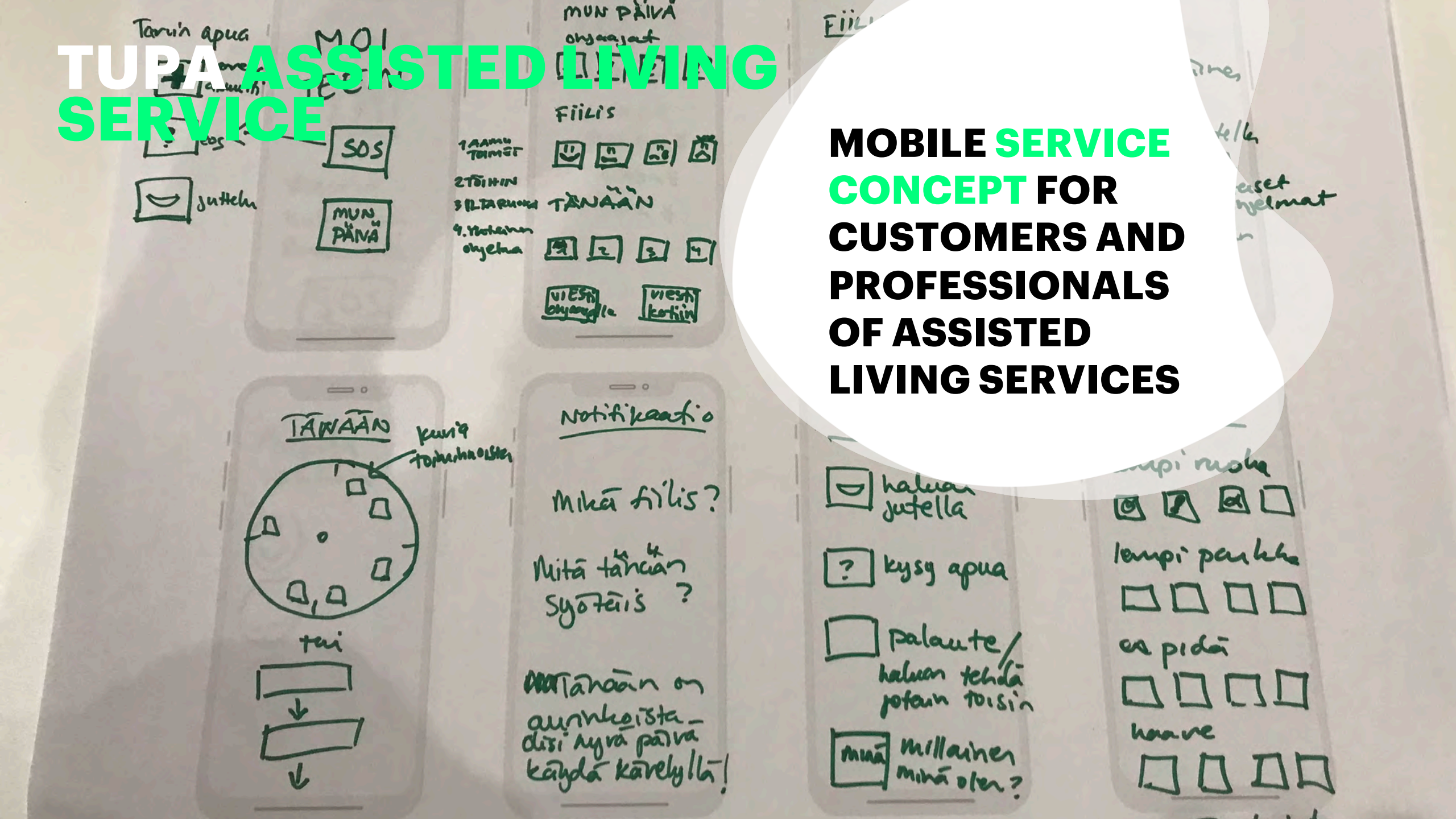
INTELLIGENT
AI POWERED
ROUTE OPTIMIZER

ALEPA KORTTELITOIVE CHATBOT

CROWD SOURCED ASSORTMENT MANAGEMENT. MAKING EVERY ALEPA TO LOOK LIKE IT'S CLIENTS

TUPA ASSISTED LIVING SERVICE

MOBILE SERVICE CONCEPT FOR CUSTOMERS AND PROFESSIONALS OF ASSISTED LIVING SERVICES



PERHEKESKUKSET
FAMILY GUIDANCE

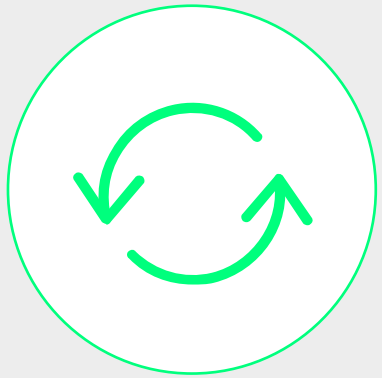
CUSTOMER CENTRIC APPROACH TO CREATING A FAMILY FOCUSED WELLBEING SERVICE

DESIGN THINKING

DESIGN THINKING IS

HUMAN CENTERED
Look at problems through human perspective.

CREATIVE & PLAYFUL
Reframe the problem, look at it from many perspectives and explore many solutions.



ITERATIVE
Share and test early, also work in progress so that the next version can be even better.

PROTOTYPE DRIVEN
Make it tangible early. Prototypes drive requirements, not the other way round.

COLLABORATIVE
Multidisciplinary teams co-creating with customers and end-users.

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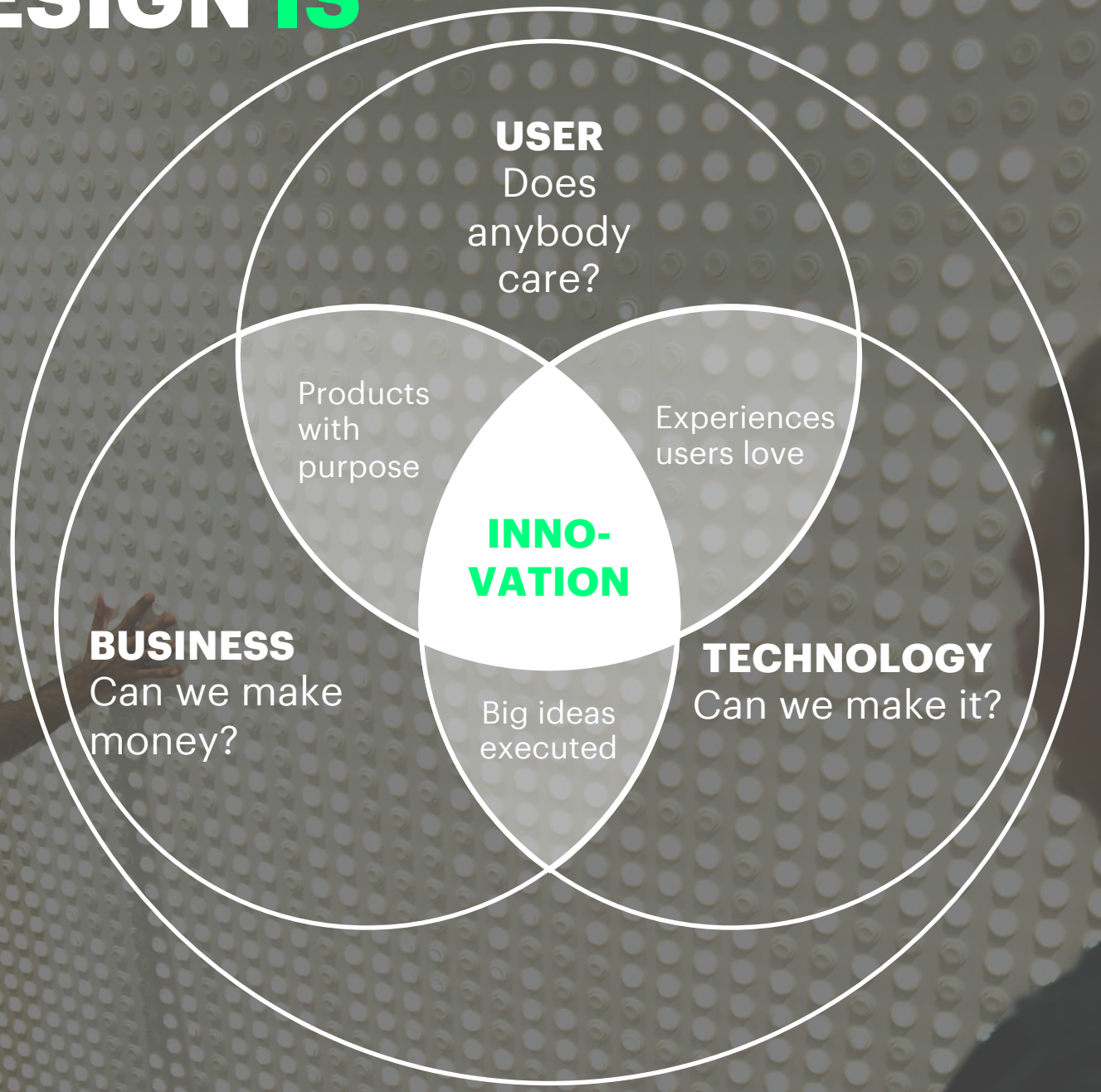
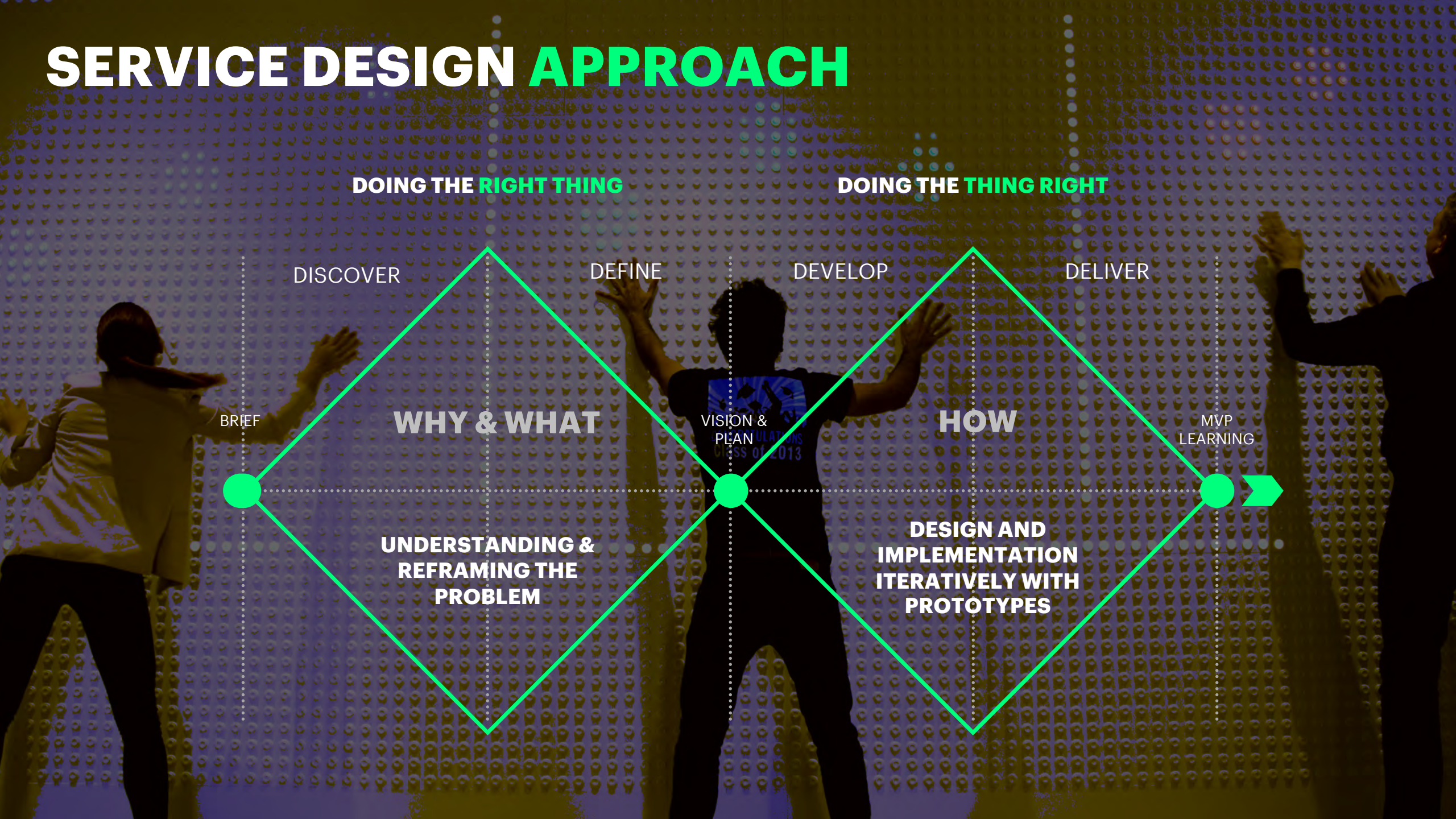
SERVICE DESIGN IS



CONTEXT
Where?
What devices?
With whom?
Stakeholders & other players
Regulation
Internal processes & drivers

SERVICE DESIGN APPROACH



DISCOVER & DEFINE

- Understand the current situation
- Discover needs, worries and desires
- Develop empathy for the stakeholders
- Synthesize knowledge into insights
- Define opportunities

WHY & WHAT
VISION & PLAN

Business needs & objectives

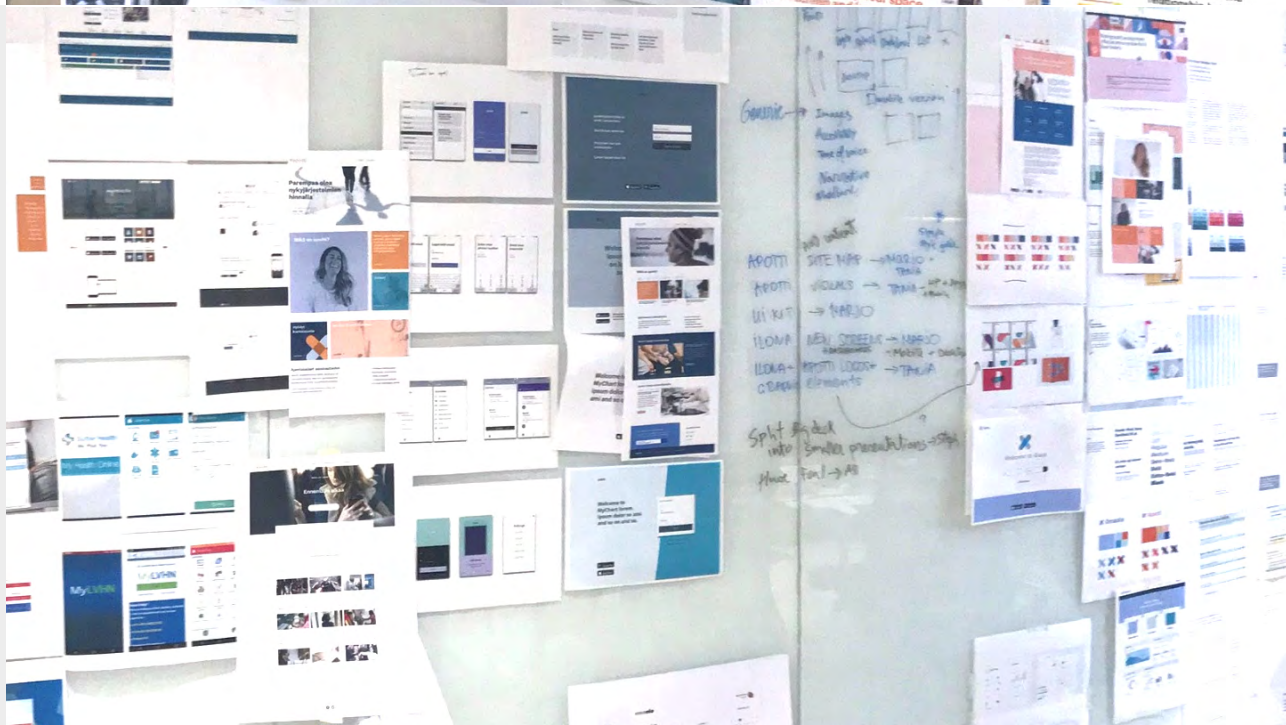
User needs

Customer journeys

Context

Stakeholders

KPI:s



DEVELOP & DELIVER

- Explore potential solutions
- Validate options
- Develop and test solutions
- Deliver and iterate
- Co-create and collaborate

HOW IMPLEMENTATION

Service concept

Service Blueprint

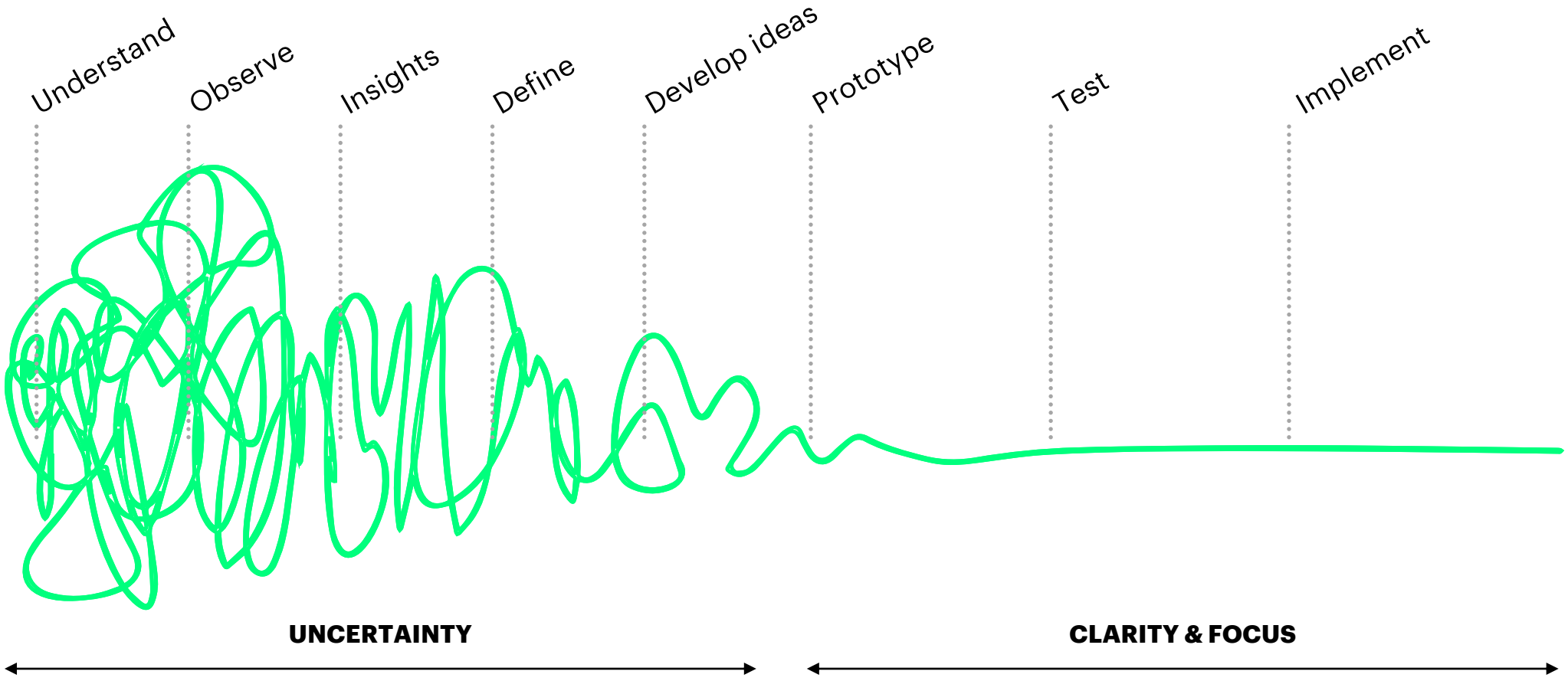
Prototype

MLP
(minimum lovable product)

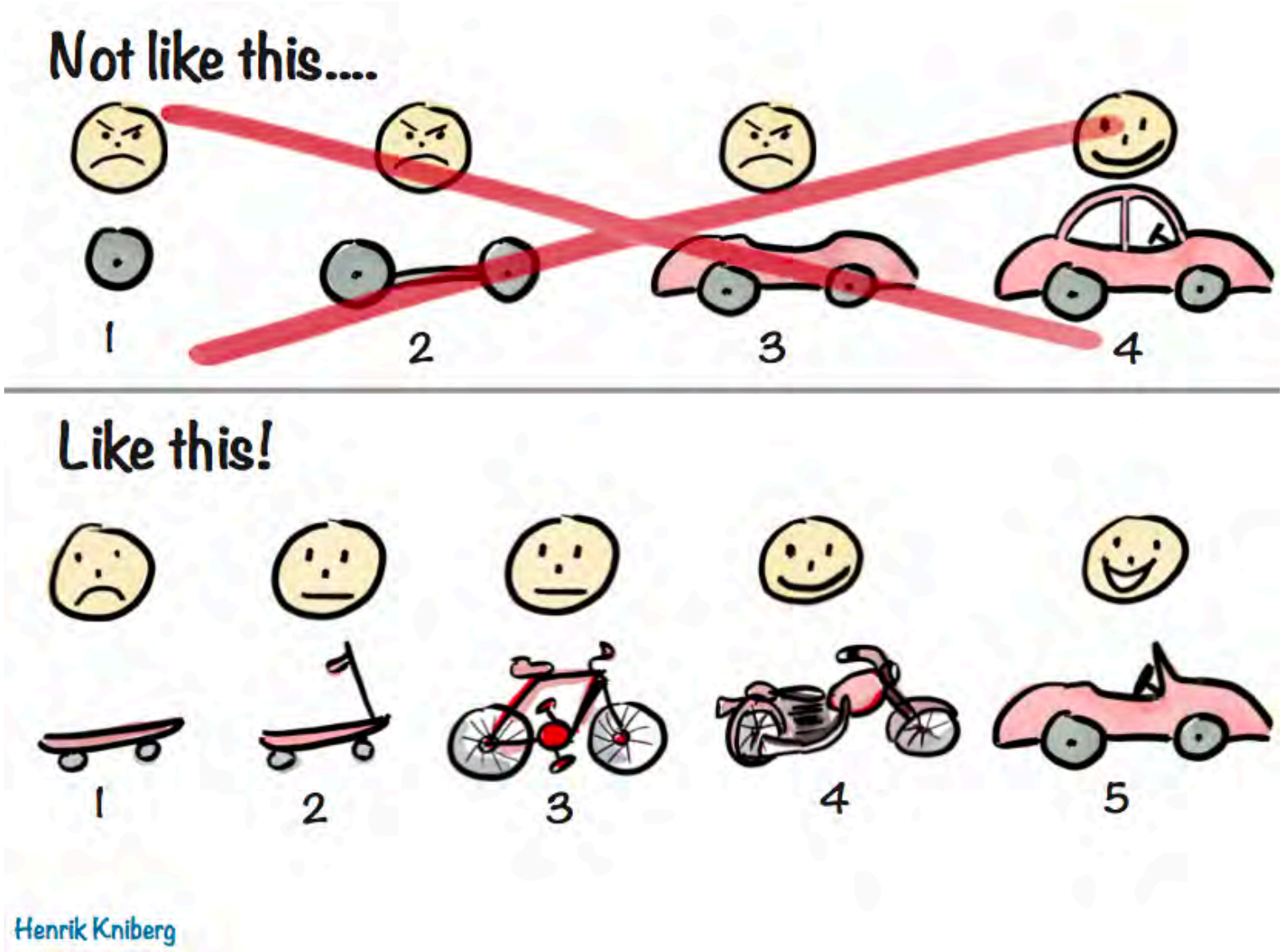
Roadmap/Backlog

Data & analytics

DEALING WITH UNCERTAINTY



BUILDING YOUR MLP



WHAT VALUE ARE YOU ADDING?

WHAT IS THE PROBLEM YOU ARE SOLVING?

WHO ARE YOUR USERS?

WHAT ARE THEIR NEEDS?

WHAT IS THE BUSINESS BENEFIT AND VALUE?

HOW WILL YOU DELIVER VALUE?

HOW WILL YOU MEASURE SUCCESS?

STAY CURIOUS AND QUESTION ASSUMPTIONS

Accenture Internship Program

Calling all students!

The internship is developed for all students – from 1st year to soon-to-be graduates –looking to develop their skills.

Internship positions are available in key areas such as technology, strategy and consulting.

For a flexible year-round internship program

Apply at any time for any of the groups, taking note of the final application date for each group:

- **February 2021 (by Nov 15)**
- **May/June 2021 (by Jan 24)**
- **Sept/Oct 2021 (by May 30)**

To develop your skills and kickstart your career

The career path is flexible, and your qualifications, skills and interests will be matched with suitable positions.

Taking part in the internship is a great possible path to full-time or part-time careers at Accenture.

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Accenture Internship Program

To find out more about our Tech and Security programs go visit

https://www.accenture.com/fi-en/careers/jobdetails?id=00870130_en&title=Accenture+Technology+Internship+Program

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