

## Integrate digital into your products and services



DPIC-7 2 Days (14 Hours)



### Description

Today, digital is disrupting all sectors of activity. Digital is both a risk, for traditional players, of being shaken up in their business model by new entrants who come to capture part of the value of the value chain. It's also a fantastic opportunity to rethink the customer experience. In a knowledge-based economy, the global and real-time exchange and processing of information is at the heart of the value chain. This training will allow you to discover and implement a pragmatic and operational approach based on a Design Thinking approach to offer your customers a richer and more coherent experience combining traditional and digital activity.

### Who is this training for ?

#### For whom

Innovation manager. Digital manager. Product or service manager, marketing manager. Innovation project manager, development project manager. Marketing/Strategy Director. R/D Director. SME manager. Communications manager.

#### Prerequisites

Aucune

### Training objectives

- Explore the possibilities offered by digital.
- Be inspired by the example of disruptions induced by digital.
- Identify the opportunities offered by digital to enrich your customers' experience of your products and services.

### Training program

Découvrir comment la technologie digitale impacte les produits, services et les business models  
Panorama des usages du digital.

- Digital business models by example: how digital disrupts traditional value chains.
- Scenario The digital revolution: case analyses.

## Construire une démarche d'innovation digitale basée sur les principes du

- Design Thinking Understand the key principles of Design Thinking.
- Discover an innovation approach inspired by the Design Thinking approach in stages.
- Scenario Exercise : Build a design thinking approach.

## 6 Pratiquer la démarche d'innovation digitale

- Develop customer empathy using tools: the persona; the customer journey.
- Define the customer's needs: paradoxical questions; angles of attack.
- Imagine the digital products and services of the future: brainstorming; the creative digital experience matrix; the concept sheet.
- Scenario Case study: Imagine your product concepts or of digital services.

2 Construire votre business model Élaborer votre business model par la pratique de 2 outils : la matrice 'valeur / efforts' pour trier vos idées ; Le 'business model canvas' pour identifier le potentiel de création de valeur de nouveaux business models.

- Scenario Case study: Building a business model canvas.

## Activité à distance

- To prepare: an e-learning module 'Leading a brainstorming'.