



Preface

Special Issue on

User Experience Design

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The evolution of digital technology has been truly amazing. The Internet and mobile Internet have brought major changes to business and society, and today, advanced technologies such as IoT, artificial intelligence (AI), and robotics are driving the 3rd and 4th digital waves. Enterprises must be able to leverage these technologies to create new business models, raise productivity, and develop advanced products and services. In contrast to traditional business systems, creativity plays an important role in digital transformation, so the importance of "Design," the theme of this issue, has been generating much attention in recent years.

At Fujitsu, the Digital Transformation Center (DTC) opened its doors in May 2016 in Hamamatsu-cho, Minato-ku, Tokyo, as a co-creation workshop space. Workshops held here incorporate "Design Thinking" with digital transformation such as work-style transformation and IoT utilization as major themes. In these workshops, facilitators use digital tools utilizing ICT while conversing with customers to draw up a vision of the future. We have received many positive comments from customers participating in these workshops, such as "New things came to mind," "New ideas that would not occur in a traditional corporate conference room came gushing out," and "I could think freely." This, I believe, is true co-creation with the customer through Design Thinking. We opened another co-creation workshop space in Osaka last August and will expand this concept overseas from early this year.

Design is an important product strategy. To give an example, Fujitsu's "School Tablet" was designed and developed after conducting interviews with customers to determine how it might be used in classrooms and other learning environments or while commuting to school. We analyzed on the basis of customer comments how a tablet could be damaged at school and applied what we learned to designing a tablet that could absorb shock and resist damage if it falls from a desk or is dropped while being carried. In other words, we painstakingly pursued the development of an easy-to-use tablet for students. The initial model of the School Tablet was launched in 2015, and the next model was released the following year after its design was improved on the basis of comments received in the field. I believe that this technique of agile development through successive improvements will be indispensable in the coming era.

In 2017, we established a Fujitsu style of Design Thinking. We want our customers to think of us as an innovation partner that can help them enhance the customer experience, create value, and shape all kinds of ideas based on Fujitsu's "human centric" vision. In this regard, we will also be providing a new training service that incorporates Design Thinking to help our customers achieve an advanced level of personnel development. Going forward, Fujitsu will continue to support our customers in digital transformation from a design perspective.