BUSINESS IN THE COMMUNITY

" The DTC was invaluable in demonstrating responsible digital business practices and helping our members to learn and apply design thinking principles in order to minimise the unintended consequences of their innovation."

Alastair Loasby
Responsible Digital Business Lead
Business in the Community

Reimagining everyday operations with design-led thinking

At a glance
Country: United Kingdom
Industry: Charity
Founded: 1982
Website: bitc.org.uk

Challenge
Business in the Community (BITC) established its Digital Champions Network to minimise unintended consequences of digital innovation. It wanted to explore and embrace new approaches to solving these issues.

Solution
Digital Champions Network members attended a one-day session at Fujitsu's London Digital Transformation Centre (DTC), where they had the opportunity to explore Human Centric Experience Design (HXD) Fujitsu's own iteration of design thinking that significantly accelerates the design process.

Benefit
- HXD provides the methodology to successfully address core issues
- Engaging and interactive session equipped participants with new tools for problem solving
- DTC embeds and accelerates cultural change and responsible innovation
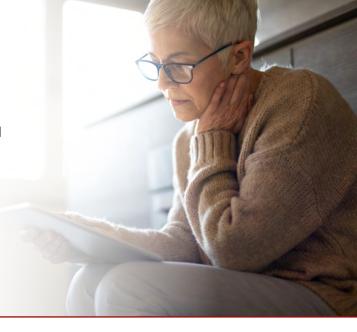
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Customer

Created nearly 40 years ago by HRH The Prince of Wales, Business in the Community (BITC) is the oldest and largest business-led membership organisation dedicated to championing responsible business. It aims to inspire, engage and challenge members in order to create a skilled, inclusive workforce; build thriving communities; and innovate to repair and sustain our planet. Today, the organisation has a vibrant membership of hundreds of businesses of all sizes, connected by the conviction that their success is inextricably linked to the prosperity of society.

Products and Services

- FUJITSU Digital Transformation Centre

Encouraging responsible innovation

In 2018, BITC created a Digital Champions Network to help businesses better understand some of the unintended consequences of technology. There is often a perceived threat from the new technologies that now permeate all our lives and these champions have set out to find responsible solutions.

"Every quarter we run a range of events to tackle issues and share best practice, such as how to create a culture of responsible innovation," explains Alastair Loasby, Responsible Digital Business Lead, BITC. "It is part of the next stage of our Brave New World programme, which is focused on catalysing the responsible digital agenda in the UK."

This campaign focuses on four priorities: protecting customers through data simplification; embracing the changing nature of work through digital upskilling; designing technology with social purpose; and driving an inclusive supply chain through digital solutions. With founding members Accenture, Anglian Water, ARM, Aviva, Barclays, Fujitsu, PwC, Rolls-Royce, Unipart and Sky, BITC has set out to digitally transform the way we view and use technology. What the initiative lacked was the specific tools and methodologies to think about these issues in a new light.

"One of the biggest pain points for companies is cultural change, which applies across our priorities, so we wanted to begin with a detailed session that would explore how we can address it by bringing together organisations that are already successful," adds Loasby. "What we then needed was a venue and a framework to enable that discussion."

Introducing Human Centric Experience Design

Fujitsu's recently launched Digital Transformation Centre (DTC) in London provided the perfect location. It's a co-creation workshop space that uses digital content and tools to empower BITC members to think about the future of their businesses and develop concepts that accelerate their digital transformation.

The DTC gives BITC exclusive access to the Fujitsu Human Centric Experience Design (HXD) methodology – Fujitsu's own iteration of design thinking that significantly accelerates the design process. The HXD methodology is focused on the design of technology-related solutions that support the digital transformation of organisations and deliver true value to the user. Putting Fujitsu's customers and their end customers at the heart of the critical ideation phase, the approach ensures that everybody involved in the process is a co-designer of the overall concept.

"We ran several sessions at the DTC with around 40 attendees sharing their ideas and approaches. Fujitsu itself ran two one-hour HXD sessions for 15 people," continues Loasby. "It was useful to see how Fujitsu applies design thinking in real life to meaty problems."

Engaging, interactive and insightful

The Fujitsu DTC provided a credible platform to kick-off the BITC Digital Champions Network, enabling the members to walk through the HXD process and apply it to the issues they themselves face. It equipped participants with the tools and methodology to respond to changing requirements in an agile manner.

"The DTC was invaluable in giving us credibility within the business community and in helping us learn and apply design thinking principles," says Loasby. "The experience embedded and accelerated our approach to enabling cultural change in the context of innovation."

One of the attendees, Alexander Neill, Group Innovation Director, added: "Fujitsu was hugely impressive and gave us valuable insight into how innovation comes about and how it fits into the wider digital agenda."

With more activities scheduled in the coming months, BITC is confident that the Fujitsu DTC has a role to play in helping to address some of its priorities in an engaging and interactive way.

"What we found most important was that Fujitsu's approach to design thinking is entirely human-centric – not based on intangible business problems. It really gets under the skin of the challenges facing stakeholders, societies and communities," concludes Loasby. "It provides a structured methodology to address responsible innovation and aligns with our wider vision."

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