



17.11.2020– HYBRID WORKSHOP

ABB Customer Experience (ACE) Co-Creation

ACE Co-Creation Event dem Netzwerkforum Smart Production



ABB

Thank you!

Liebes Smart Production Netzwerk,

herzlichen Dank für den gemeinsamen Tag, die spannenden Magnet Speeches und die aktiven Co-Creation Session zum Thema “Wie könnten produzierende Klein- und Mittelständische Unternehmen künstliche Intelligenz gewinnbringend einsetzen?”.

Viele Grüße,

Fabian & Benedikt





Results

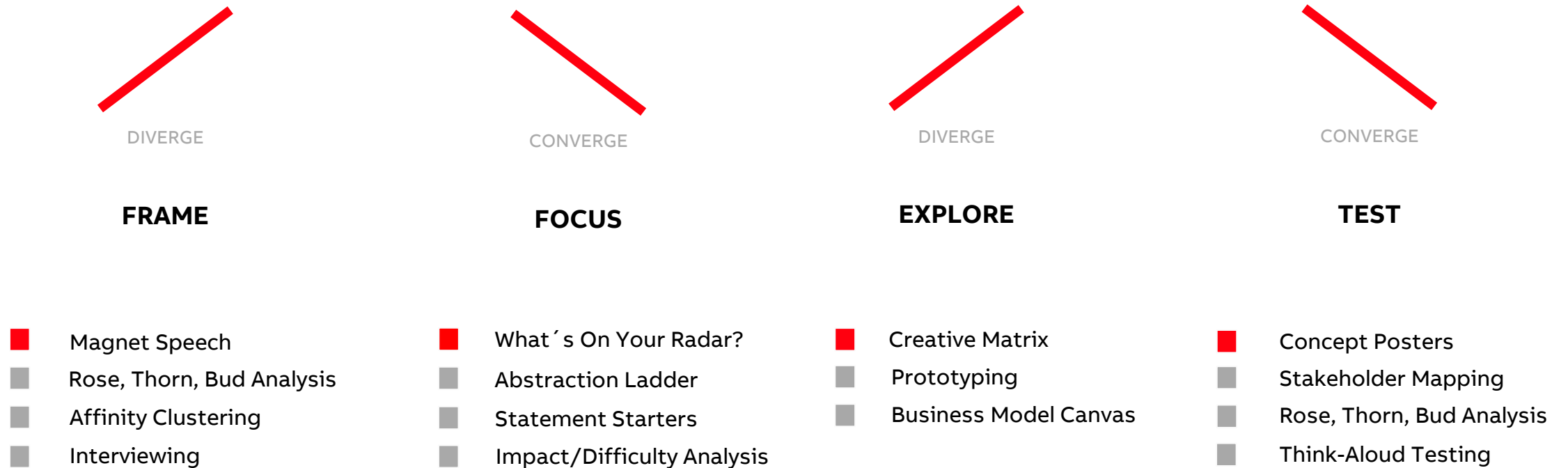
Pre-Event | Event

“Customer challenge”



Wie könnten produzierende Klein- und Mittelständische Unternehmen künstliche Intelligenz gewinnbringend einsetzen?

ACE Event composition | Methods per phase



Phase 1

FRAME - Understand context and boundaries

Phase 2

FOCUS – Identify and align on the main areas of interest

Magnet Speeches: Kurze Impulsreferate

Idea Bank: Sammle Ideen / Probleme / Aufgaben die aus den Magnet Speeches entstehen

Radar: Zur Visualisierung und Priorisierung der gesammelten Ideen / Probleme / Aufgaben



Get to the MURAL

7 votes

Wie können wir die Pains der KMUs ermitteln?

Unique voters 7

6 votes

Wie muss die Ansprache an die KMUs aussehen?

Unique voters 6

5 votes

Was möchte das Netzwerk zum Thema tun? (Arbeitsauftrag)

Unique voters 5

4 votes

Welche Rolle spielt open source?

Unique voters 4

2 votes

Wie können wir den Menschen in den Mittelpunkt stellen?

Unique voters 2

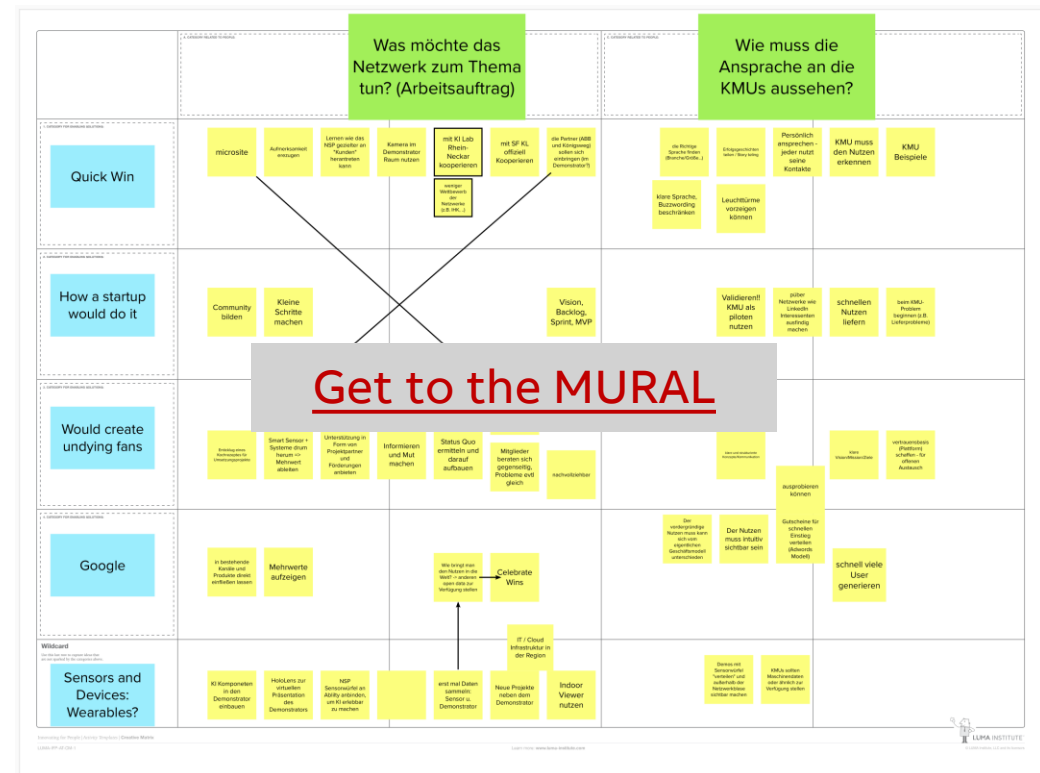
Phase 3: EXPLORE – Generate ideas

Kreative Matrix: Sammeln von Ideen zu den präzisen Problem Statements

Group 1



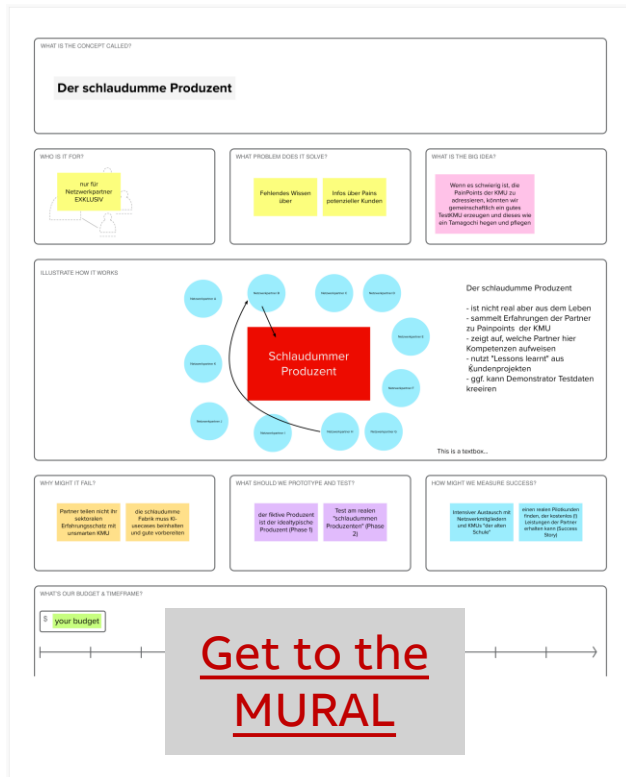
Group 2



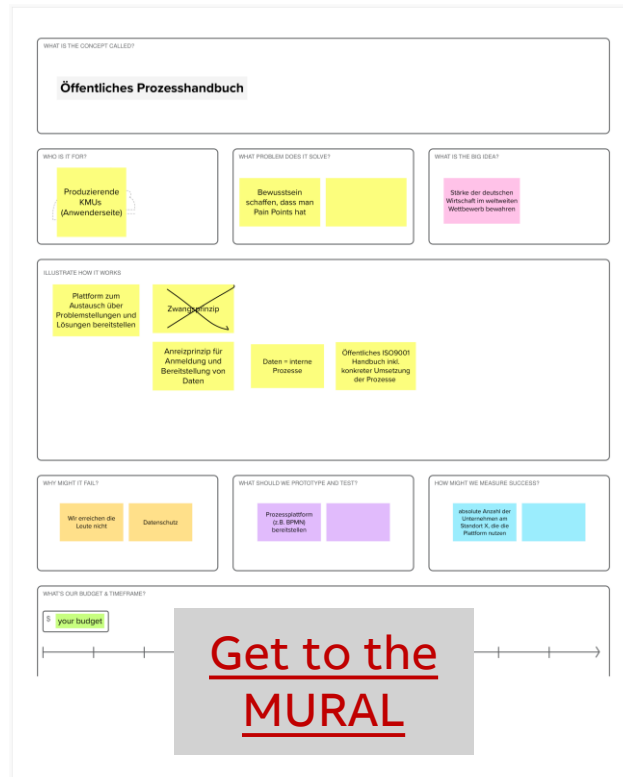
Phase 4: TEST – Validate ideas and concepts

Concept Posters: Ein Instrument zur Entwicklung und Darstellung von Ideen.

Der schlaudumme Produzent



Öffentliches Prozesshandbuch



Kir Pfalz



Thanks to Everyone!



Who am I?

Gruppe 1

Benedikt Kirt, ABB ACE

Gruppe 2

Fabian Hess, ABB ACE

ABB Ability

Armin Walzhofer, ABB

Pick a spot and fit in your info

<p>Torben Steglitz</p> <p>PHOTO OF YOU OR ONE THAT DESCRIBES YOU</p> <p>PHOTO OF WHERE YOU WORK RIGHT NOW</p>	<p>Marin Rucakowski</p> <p>PHOTO OF YOU OR ONE THAT DESCRIBES YOU</p> <p>PHOTO OF WHERE YOU WORK RIGHT NOW</p>	<p>Christos Lithopoulos</p> <p>PHOTO OF YOU OR ONE THAT DESCRIBES YOU</p> <p>PHOTO OF WHERE YOU WORK RIGHT NOW</p>	<p>Kai Bistrichen</p> <p>PHOTO OF YOU OR ONE THAT DESCRIBES YOU</p> <p>PHOTO OF WHERE YOU WORK RIGHT NOW</p>
<p>Peter Gräser</p> <p>PHOTO OF YOU OR ONE THAT DESCRIBES YOU</p> <p>PHOTO OF WHERE YOU WORK RIGHT NOW</p>	<p>Michele Martorana</p> <p>PHOTO OF YOU OR ONE THAT DESCRIBES YOU</p> <p>PHOTO OF WHERE YOU WORK RIGHT NOW</p>	<p>Thomas Bach</p> <p>PHOTO OF YOU OR ONE THAT DESCRIBES YOU</p> <p>PHOTO OF WHERE YOU WORK RIGHT NOW</p>	<p>Alexander Hendorf</p> <p>PHOTO OF YOU OR ONE THAT DESCRIBES YOU</p> <p>PHOTO OF WHERE YOU WORK RIGHT NOW</p>
<p>Christiane Bam</p> <p>PHOTO OF YOU OR ONE THAT DESCRIBES YOU</p> <p>PHOTO OF WHERE YOU WORK RIGHT NOW</p>	<p>Wolfgang Miodok</p> <p>PHOTO OF YOU OR ONE THAT DESCRIBES YOU</p> <p>PHOTO OF WHERE YOU WORK RIGHT NOW</p>	<p>Patrick Schuetz</p> <p>PHOTO OF YOU OR ONE THAT DESCRIBES YOU</p> <p>PHOTO OF WHERE YOU WORK RIGHT NOW</p>	<p>Elena Berberich</p> <p>PHOTO OF YOU OR ONE THAT DESCRIBES YOU</p> <p>PHOTO OF WHERE YOU WORK RIGHT NOW</p>
<p>Georg Pfls</p> <p>PHOTO OF YOU OR ONE THAT DESCRIBES YOU</p> <p>PHOTO OF WHERE YOU WORK RIGHT NOW</p>	<p>Christina</p> <p>PHOTO OF YOU OR ONE THAT DESCRIBES YOU</p> <p>PHOTO OF WHERE YOU WORK RIGHT NOW</p>	<p>Stefan Bey</p> <p>PHOTO OF YOU OR ONE THAT DESCRIBES YOU</p> <p>PHOTO OF WHERE YOU WORK RIGHT NOW</p>	<p>Jessica</p> <p>PHOTO OF YOU OR ONE THAT DESCRIBES YOU</p> <p>PHOTO OF WHERE YOU WORK RIGHT NOW</p>
<p>Seier</p> <p>PHOTO OF YOU OR ONE THAT DESCRIBES YOU</p> <p>PHOTO OF WHERE YOU WORK RIGHT NOW</p>	<p>Stephanie Mayer</p> <p>PHOTO OF YOU OR ONE THAT DESCRIBES YOU</p> <p>PHOTO OF WHERE YOU WORK RIGHT NOW</p>	<p>Mathias</p> <p>PHOTO OF YOU OR ONE THAT DESCRIBES YOU</p> <p>PHOTO OF WHERE YOU WORK RIGHT NOW</p>	<p>Christina</p> <p>PHOTO OF YOU OR ONE THAT DESCRIBES YOU</p> <p>PHOTO OF WHERE YOU WORK RIGHT NOW</p>



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