

PREDIX ACCELERATOR

DESIGN THINKING



Work with GE Digital experts to develop a holistic approach to your industrial IoT journey. Our Design Thinking service engagement is intended to clarify opportunities to create meaningful business outcomes by leveraging your industrial assets and operations. We will help you to imagine, prototype and validate a vision for using Predix-based products and solutions to achieve those outcomes. Design Thinking will enable you make an informed case for investment, and communicate a detailed vision to your software development team.

Design Thinking is delivered as a stand-alone engagement. If you also wish to identify and model analytics based on available data, you can combine Design Thinking with GE Digital's Data Science engagement.

APPROACH

OUTCOME FRAMING WORKSHOP

We start each engagement with an Outcome Framing workshop where we gather your internal stakeholders to define the opportunity space, frame problems and explore your vision, strategy and near term tactics. We use journey and ecosystem maps to clarify opportunities and challenges from the perspective of people, things and systems, and establish a prioritized set of problems to be targeted by Predix-based solutions. Finally, we form a plan to work with you in the field to validate hypotheses and assumptions, so you know you're making informed investment decisions.

USER & BUSINESS RESEARCH

We work with you in the field to execute the plan defined in the Outcome Framing workshop. Our field research specifically targets prospective end-users and business stakeholders who can provide critical input to new asset and operations strategies. Our objective is to understand the needs, challenges and objectives of your audience so we can test our initial hypotheses and assumptions, and craft a solution that delivers real value.

SOLUTION SHAPING WORKSHOP

Once we have a clear understanding of your audience, we conduct a second workshop to co-design a solution that targets selected outcomes. We examine the needs, challenges and objectives uncovered in our research, and clarify desired solution capabilities. We work with your team to storyboard possible future states. Finally, we define an approach for measuring progress, learning and iterating as we move forward.

UX PROTOTYPING & BUSINESS CASE

Having established clear direction in the Solution Shaping Workshop, we iteratively design and prototype the user experience of an outcome-driven Predix solution. We use this non-functional prototype to further validate hypotheses about your opportunity space and vision, and iterate our design to improve problem/solution fit. Finally, we distill your opportunities, strategy and near term objectives so you can make a clear, validated case for investment and communicate your vision to your software development team.

DURATION

We customize Design Thinking engagements based on each client's targeted objectives. Engagements typically run eight weeks in duration.