

# Business AI Discover / Design Workshop

## Facilitation Guide



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Why, when, what, how

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1

# Workshop Overview

Why, when, what, how

# From Explore to Discover / Design Workshop

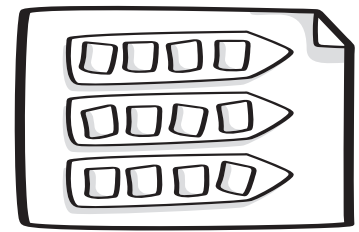
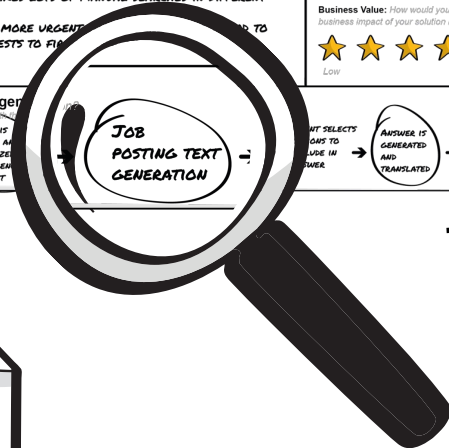
EXPLORE WS

DISCOVER / DESIGN WS

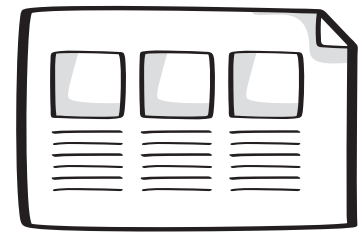
**Use Case Brief – Business View**

Intelligent Enterprise Institute AppHaus

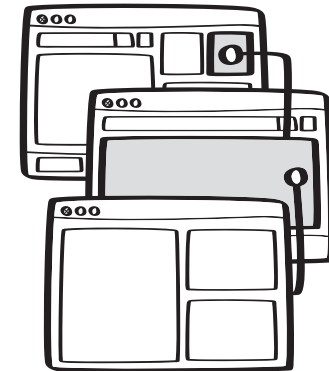
<b>Solution Idea Name</b> <i>What is the name of your solution idea?</i> <b>INTELLIGENT TRAVEL REQUEST MANAGER</b>		
<b>Target User Roles</b> <i>Which are the potential user roles of this solution? To which department do they belong?</i> <b>CUSTOMER SERVICE EMPLOYEES</b>	<b>Main business benefit</b> <i>What makes this a valuable solution for the business?</i> <b>DECREASES THE TIME TO SOLVE CUSTOMER REQUESTS BY 50%, INCREASING CUSTOMER SATISFACTION</b>	<b>Relevance Indicators</b> Reach: <i>How many potential users does this solution have?</i> Few Some Many Strategic Relevance: <i>How important is this solution to achieve the organization's benefits?</i> Low Med High Business Value: <i>How would you rate the business impact of your solution idea?</i> Low High
<b>Challenges / Optimizations</b> <i>What challenges are being addressed? What activities are being optimized and how?</i> <ul style="list-style-type: none"> <li>• REQUESTS COME IN DIFFERENT LANGUAGES</li> <li>• SOLVING REQUESTS TAKES LOTS OF MANUAL SEARCHES IN DIFFERENT PLACES</li> <li>• SOME REQUESTS ARE MORE URGENT THAN OTHERS AND TO IDENTIFY THOSE REQUESTS TO FIND</li> </ul>		
<b>Process steps with generated content</b> <i>How does the process work, like and what is generated?</i> REQUEST RECEIVED AT E-MAIL → REQUEST IS ANALYZED AND CATEGORIZED BY TYPE, URGENT SENTIMENT → AGENT SELECTS INFO TO USE IN ANSWER → ANSWER IS GENERATED AND TRANSLATED → AGENT REVIEWS AND SENDS		



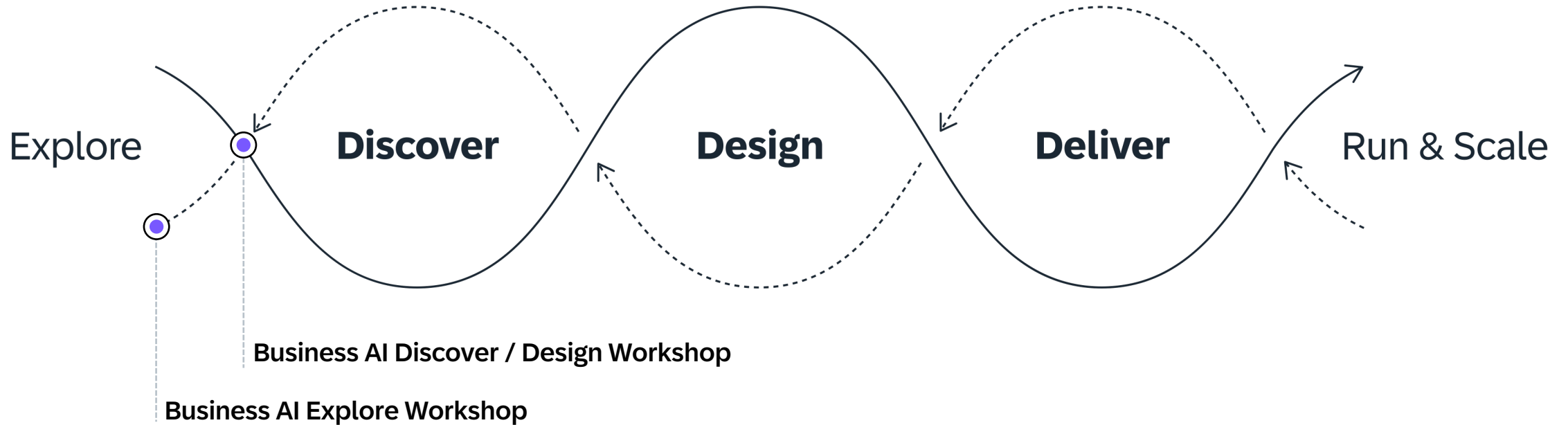
As-is situation



To-be scenario



# When to run a Business AI Discover & Design Workshop?



The Business AI Discover/Design Workshop format aims to help participants improve the experience of a specific process or solution with AI capabilities.

It requires the prior selection of a use case to work on and combines exercises from the “Discover” and “Design” phases of [SAP’s Human-Centered Approach to Innovation](#).

## Outcomes and objectives

**Understand current user objectives and challenges, and define a to-be scenario that helps to address them.**

- ★ **Understand the current user experience**  
Describe the current user experience, identifying its objectives, existing challenges, wishes for improvement, and data available.
- ★ **Ideate improvements with AI**  
With the help of a set of ideation cards, identify relevant AI capabilities for your scenario and ideate on how they could be used to improve the current experience.
- ★ **Define a to-be scenario**  
Create a story that shows how the future solution could work and help the users achieve their objectives using AI capabilities.
- ★ **Specify Data and Systems**  
Identify data and data sources required for the new solution.

# Gen AI Discover / Design Workshop in a Nutshell



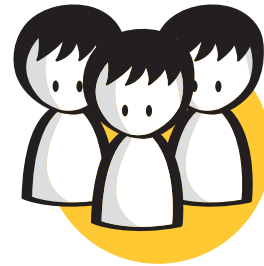
## Goal

Understand the as-is situation and define an improved to-be scenario.



## Format

1 day (onsite), or  
2 x ½ days (virtual)



## Participants

End users, designers,  
architects, implementation  
team members  
(max 8 people)



## Pre-requisites

Use case is identified,  
project vision is  
discussed, and end-  
users are identified

# 2

## Material And Exercises

Templates and step-by-step instructions



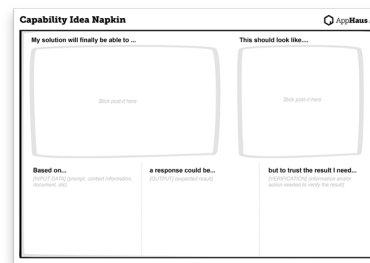
# Workshop Material

## Material for print



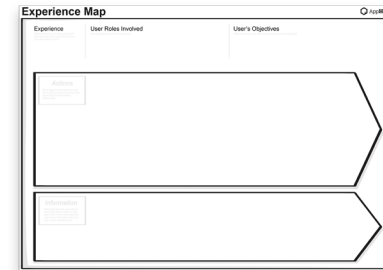
### Business AI Ideation Cards

1 set x team  
(size DIN A5, 250 gsm.,  
back and forth, color)



### Capability Idea Napkin

8 x team  
(size DIN A4, black and white)



### Experience Map (optional)

1x team  
(size DIN A0, black and white)

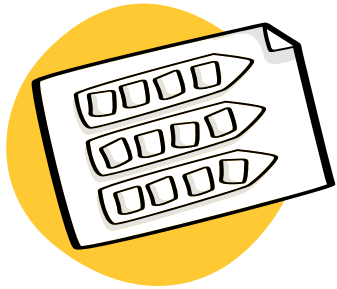
Generative AI Explore WS – Coach Agenda			
Date: 09/09/2024	Start	Content / Activities	End/Duration
09:00:00	09:00:00	1 Welcome, agenda	10 minutes
09:00:00	09:20:00	1.1 Use cases / Experiences with Gen AI? - Roles / Concerns / Use / Thought and goal topics - use goal based approach	20 minutes
09:20:00	09:40:00	1.2 Preparation to help expert on what Gen AI is and how it can be used in business Recommendation: have the introductory presentation during a short break prior to the workshop.	20 minutes
09:40:00	10:15:00	2 Identify challenges: What processes and/or activities in your business area need to be improved and why? 10 min - Group discussion Recommendation: ask participants to send their challenge cards to the workshop and prepare them in advance to present.	35 minutes (20-30 minutes)
10:15:00	10:30:00	3 Coffee break	
10:30:00	10:40:00	3.1 min - Call upon through the opportunity cards. Participants think which cards could be the most promising for their business area concerning the challenges and development of use cases. Recommendation: have participants review the cards before the workshop.	10 minutes (20-30 minutes)
10:40:00	11:25:00	3.2 min - Identify, with those interests for the cards that represent the most. Write one scenario per card with a goal. (Recommendation: encourage to go through a personal and process - that concerned) 3.3 min - Card to card, share your ideas with the team and click on the cards that represent you the best. (Recommendation: encourage to go through a personal and process - that concerned) 3.4 min - Share ideas for the cards that represent you the best. (Recommendation: encourage to go through a personal and process - that concerned)	45 minutes (20-30 minutes)

### Coach Agenda

1 agenda x coach  
(size A4, black and white)



# Workshop Structure Overview



**1**

## Understand the as-is situation

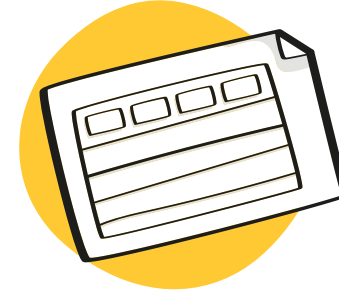
Describe the current user experience, its objectives, and existing challenges.



**2**

## Ideate improvements with AI

Identify relevant AI capabilities and describe how they could improve the current experience.



**3**

## To-be scenario with AI

Define a to-be scenario with AI capabilities

# 0. Introduction and Expectations



20 min



In Teams

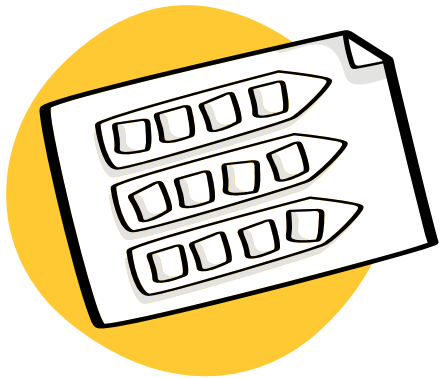
## Steps

### Introduce yourself to the team

- Take a post-it and fill it in as indicated in the picture (2 min)
- Introduce yourself to the team and place your post-it on a whiteboard or wall. (1 min per person)

<p><b>Draw a portrait of yourself</b></p>	<p><b>What is your name and role?</b></p>
<p><b>What are your motivations and expectations for the session?</b></p>	<p><b>If you could integrate one AI capability into your brain, what would it be and why?</b></p>

Example 1 minute profile



PART 1

# Understand the as-is situation

# 1a. As-is experience journey map (part I)



15 min



In teams of 6 or less

## Steps

### What user experience should be improved and for whom?

Fill in the general information about the experience journey map. Focus on the following:

- Experience to optimize**  
 What process or activity should be improved?
- Duration / Frequency**  
 How long does this experience last and how often does it occur?
- User roles involved**  
 Who plays the main role in this process? Define up to 3 main roles. Use a different color per role, but avoid using red.
- Users' Objectives**  
 What do the main user roles need to accomplish with this process? Use the corresponding user's color.

<b>About the Journey</b> General information about the as-is journey.	EXPERIENCE TO OPTIMIZE <i>CUSTOMER REQUEST HANDLING PROCESS</i>	DURATION / FREQUENCY <i>FEW MINUTES - HOURS / DAILY</i>	USER ROLES INVOLVED <i>CSOs</i> <i>TEAM LEAD</i>	USERS' OBJECTIVES <i>EFFICIENTLY MANAGE AND PRIORITIZE INCOMING CUSTOMER REQUESTS</i> <i>ACCURATELY ADDRESS EACH REQUEST</i> <i>RESPOND ON TIME</i>
<b>Steps and challenges</b> 1. What actions do the user(s) perform throughout the journey to achieve the objectives? 2. What challenges emerge during the journey?	<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="border: 1px solid gray; padding: 5px; background-color: #f0f0f0;">TRIGGER</div> <div style="border: 1px solid gray; padding: 5px; background-color: #f0f0f0;">GOAL</div> </div>			
<b>Information / Systems</b> What data is required for the step? Describe the data and source.	Empty space for information/systems			

# 1b. As-is experience journey map (part II)



45 min

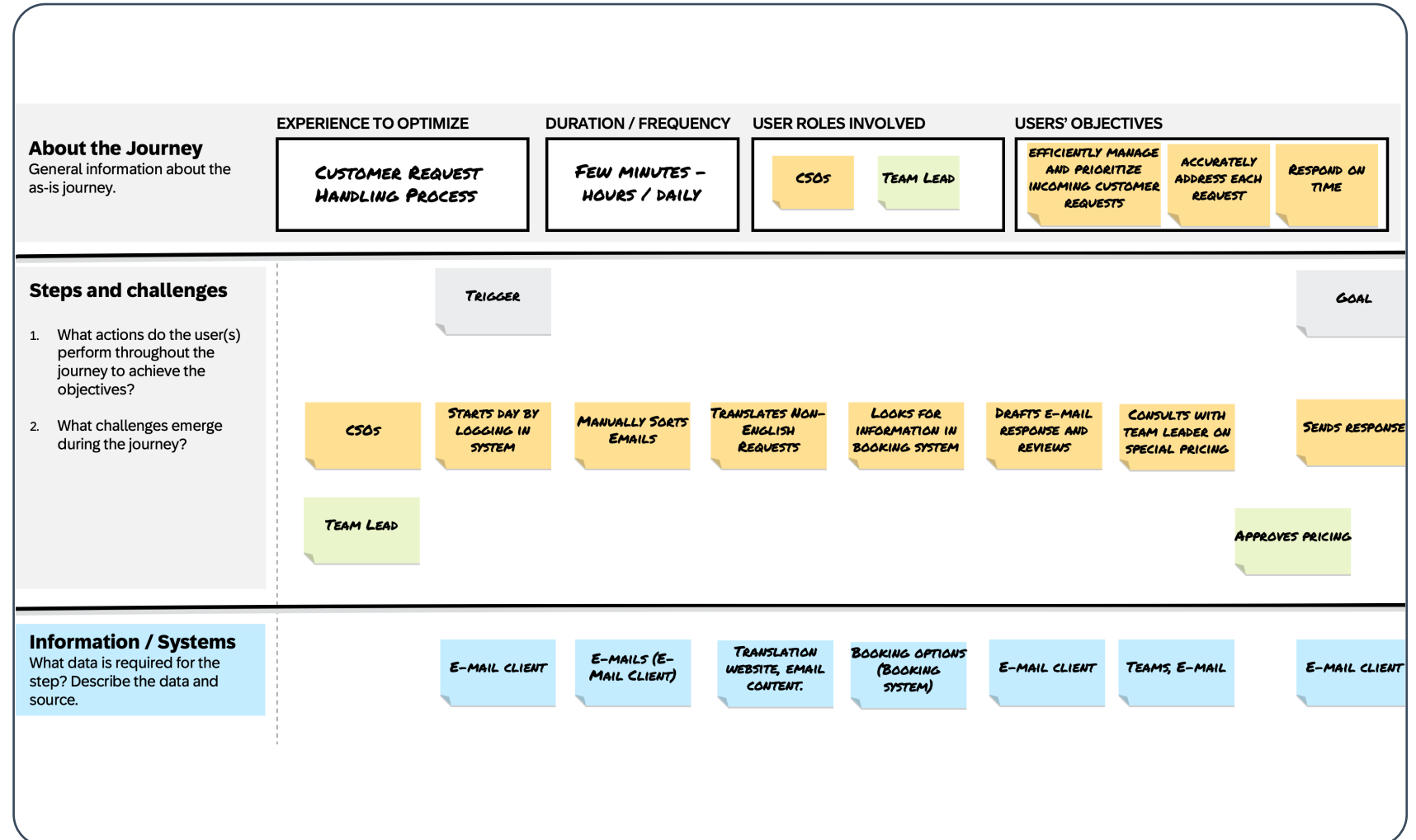


In teams of 6 or less

## Steps

### What actions do the user(s) perform throughout the journey to achieve the identified objectives?

- Position the selected roles so that each role has its own lane. Make sure each role is represented by a different color.
- Start by defining the end of the experience ("Goal"). This should be the final outcome of the process.
- Go back to the beginning of the process and write down the actions performed by the main actors step-by-step. Start with the action or event that triggers the process.
- Specify also the information and systems needed for each action.



# 1c. As-is experience journey map (part III)



30 min

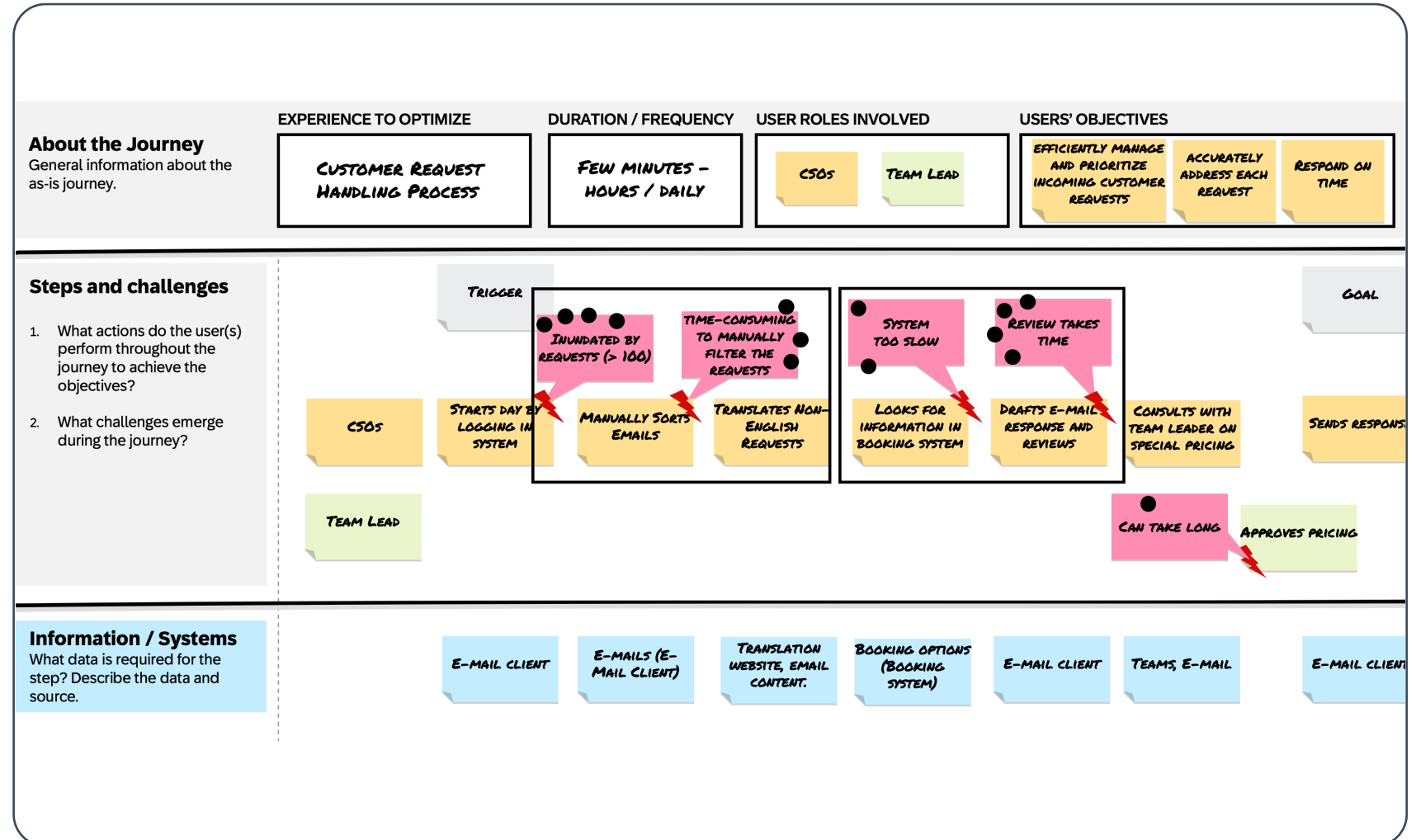


In teams of 6 or less

## Steps

### What are the main pain points in the current experience and which ones should we focus on?

- Indicate the challenging steps with a red mark and write down in a red post-it why they are challenging. (20 min)
- Vote for the 3 – 5 most important challenges to solve and mark the areas of the process that are affected by those challenges. Those will be the main aspects to address or improve with the future solution. (10 min)





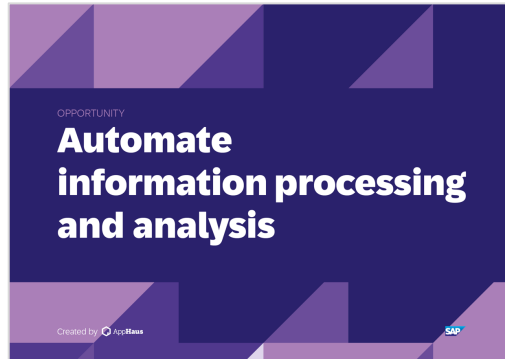


PART 2

# Ideate Improvements with AI

# Breaking Down the Business AI Opportunity Cards

**OPPORTUNITIES**  
(Explore WS)



**CAPABILITIES**  
(Discover WS)

- create summaries,
- translate content,
- identify, patterns and anomalies
- sort content into categories,
- perform sentiment analysis
- extract specific information
- match related information

- generate new text,
- edit or review text,
- generate images and graphics,
- modify content to fit certain tone or mood,
- create personalized content,
- transform images into words
- generate different variations of the same content

- find requested information
- answer questions on any subject
- manage systems through conversation
- ask guiding questions

- propose different solutions to customer problems
- advise on the best next steps in a process
- generate diverse ideas to solve specific problems
- recommend options tailored to specific situations

# Breaking Down the Business AI Opportunity Cards

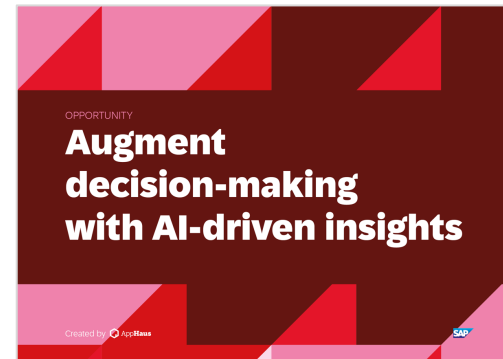
OPPORTUNITIES  
(Explore WS)



generate synthetic / mock data



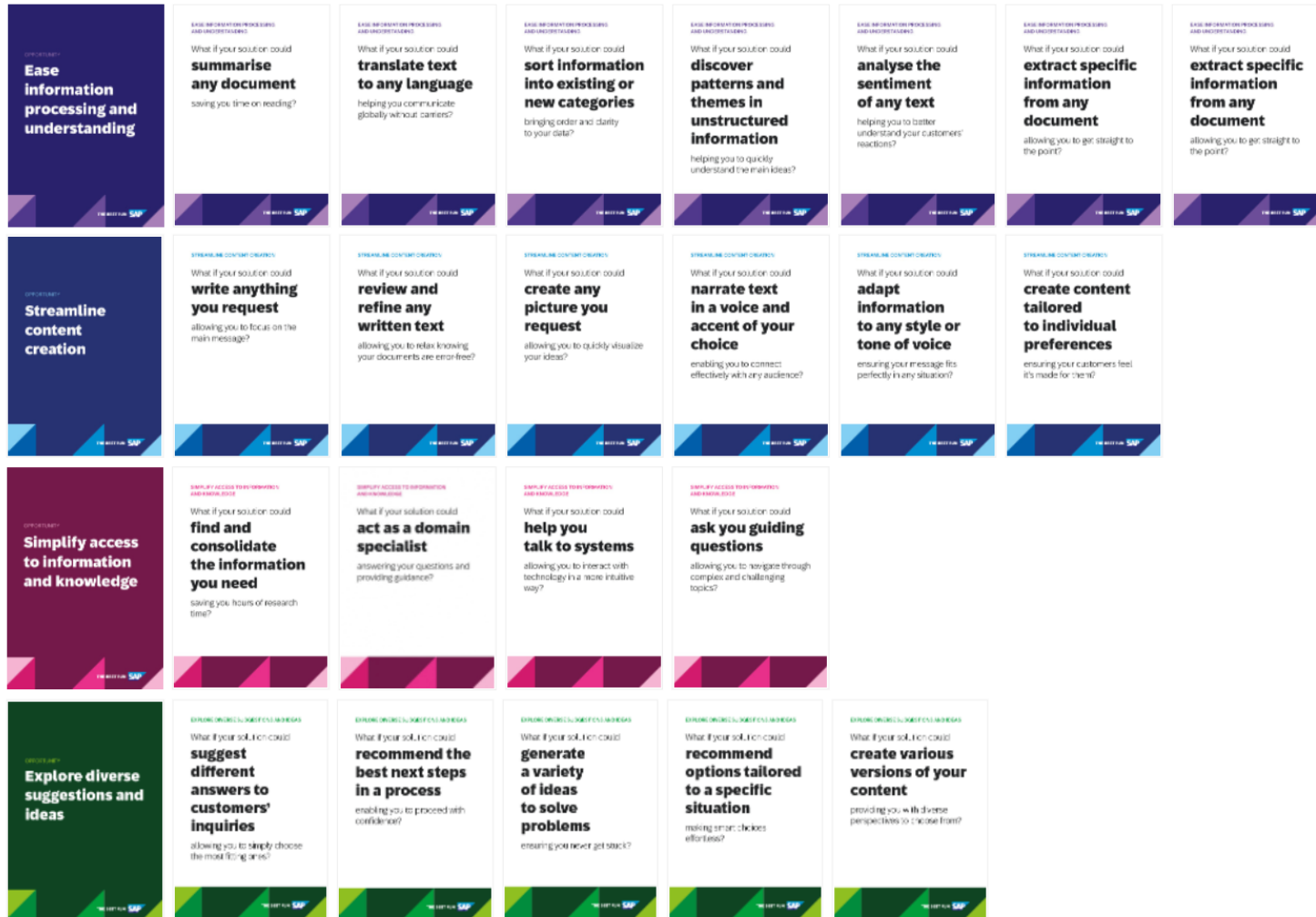
generate code snippets in real-time,  
automate the generation of test scripts,  
document code,  
detect issues in existing code



forecast potential outcomes based on historical data  
prioritize best alternatives based on relevance  
automatically select the most suitable option in low-risk situations  
simulate business situations to identify effective strategies

CAPABILITIES  
(Discover WS)

# Business AI Ideation Card Set



Set of cards for ideation showcasing different AI capabilities.


# Business AI Ideation Cards Examples

EASE INFORMATION PROCESSING  
AND UNDERSTANDING

What if your solution could

**summarise  
any document**

saving you time on reading?


THE BEST RUN 

EASE INFORMATION PROCESSING  
AND UNDERSTANDING

What if your solution could

**extract specific  
information  
from any  
document**

allowing you to get straight to  
the point?


THE BEST RUN 

STREAMLINE CONTENT CREATION

What if your solution could

**adapt  
information  
to any style or  
tone of voice**

ensuring your message fits  
perfectly in any situation?


THE BEST RUN 

STREAMLINE CONTENT CREATION

What if your solution could

**describe  
visual content  
in words**

enabling you to leverage visual  
data in unique and innovative  
ways?


THE BEST RUN 

SIMPLIFY ACCESS TO INFORMATION  
AND KNOWLEDGE

What if your solution could

**ask you guiding  
questions**

allowing you to navigate through  
complex and challenging  
topics?


THE BEST RUN 

GET SUPPORT IN DECISION MAKING  
AND PROBLEM SOLVING

What if your solution could

**generate  
a variety  
of ideas  
to solve  
problems**

ensuring you never get stuck?

THE BEST RUN 

# Business AI Ideation Cards Structure

← Capability group  
(opportunity)

← Question for  
ideation

STREAMLINE CONTENT CREATION

What if your solution could

**adapt  
information  
to any style or  
tone of voice**

ensuring your message fits  
perfectly in any situation?



STREAMLINE CONTENT CREATION

For example, it could...

**re-write your posts** so they fit to the  
tone of voice of different social media  
channels.

**adapt a legal document into a  
simplified version** for non-legal  
professionals to understand.

convert a news article **into a social  
media post or a blog entry.**

**What information do you need to  
adapt to different styles?**



→ Examples  
of use

→ Reflection  
question

# 2a. Identify AI capabilities



40 min



In teams of 6 or less

## Steps

### Which AI capabilities are the most useful to improve the current user experience journey and why?

- Listen to the coach explain the different types of capabilities. (5 min)
- Silently, go through the cards and select the 6 most useful to improve the current experience. (15 min)
- Review the selected cards and discuss what challenges and/or steps each capability helps to address. Copy the corresponding post-its from the as-is process or place the selected card in the part of the process it supports (20 min)

The image shows five AI capability cards arranged in a row. Each card has a title, a question, and a benefit. Below each card is a handwritten note on a sticky note, connected by a red lightning bolt icon.

- Card 1:** EASE INFORMATION PROCESSING AND UNDERSTANDING. What if your solution could **sort information into existing or new categories** bringing order and clarity to your data? *MANUALLY SORTS EMAILS*
- Card 2:** EASE INFORMATION PROCESSING AND UNDERSTANDING. What if your solution could **translate text to any language** helping you communicate globally without barriers? *TRANSLATES NON-ENGLISH REQUESTS*
- Card 3:** EASE INFORMATION PROCESSING AND UNDERSTANDING. What if your solution could **extract specific information from any document** allowing you to get straight to the point? *LOOKS FOR INFORMATION IN BOOKING SYSTEM*
- Card 4:** SIMPLY ACCESS TO INFORMATION AND KNOWLEDGE. What if your solution could **find and consolidate the information you need** saving you hours of research time? *SYSTEM TOO SLOW*
- Card 5:** STREAMLINE CONTENT CREATION. What if your solution could **create content tailored to individual preferences** ensuring your customers feel it's made for them? *REVIEW TAKES TIME*

# 2b. Ideate improvements with AI



50 min

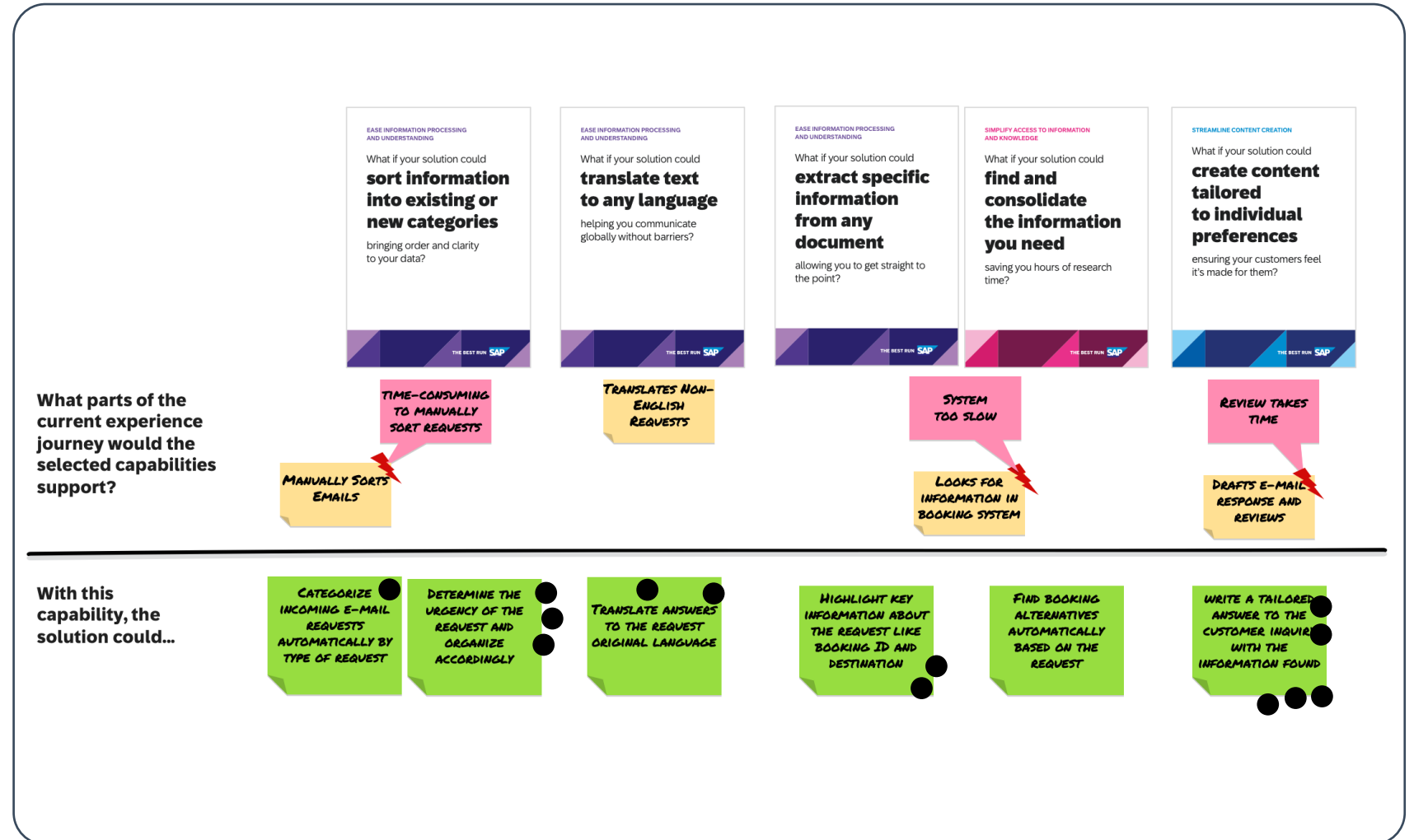


In teams of 6 or less

## Steps

### How could each capability help the end user?

- Silently, write down how the selected capabilities could be used in the future solution to support the end users. Complete the phrase: "With this capability, the solution could...." (15 min).
- Share the ideas card by card and discard duplicates. (30 min)
- Select the top 6 – 8 ideas that should be part of the future solution. (5 min)





# 2c. Detail out selected ideas



45 min



In teams of 6 or less

## Steps

### How should the capabilities work?

- Distribute the selected ideas among the team members to work simultaneously. (5 min)
- For each selected idea, fill in the “Capability Idea Napkin” template with an example showing how the capability should work. (25 min)
- Share the detailed ideas with the team. (15 min – 2 min per capability idea)

In the next exercise, you will weave the described ideas into a story showing how the future solution could work.

### Capability Idea Napkin

My solution will finally be able to ...

WRITE A TAILORED ANSWER TO THE CUSTOMER INQUIRY AUTOMATICALLY, WITH THE INFORMATION FOUND IN THE BOOKING SYSTEM

*Based on...*  
[INPUT DATA] (prompt, context information, document, etc)

CUSTOMER REQUEST INFORMATION, CUSTOMER PREFERENCES, BOOKING AVAILABILITY DATA

This should look like....

INCLUDE TRANSLATION  
 INCLUDE ALTERNATIVES

REPLY:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Stick post-it here

TRANSLATION:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

SEND

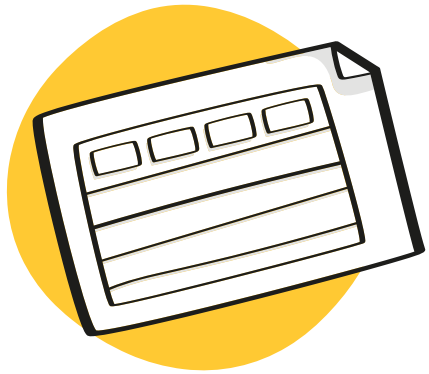
*a response could be...*  
[OUTPUT] (expected result)

CONCISE ANSWER IN CUSTOMER'S LANGUAGE, INCLUDING POSSIBLE ACTIONS AND RECOMMENDATIONS TO TAKE IF NEEDED

*but to trust the result I need...*  
[VERIFICATION] (information and/or action needed to verify the result)

TO REVIEW E-MAIL BEFORE SENDING IT AND BE ABLE TO CHANGE IT.

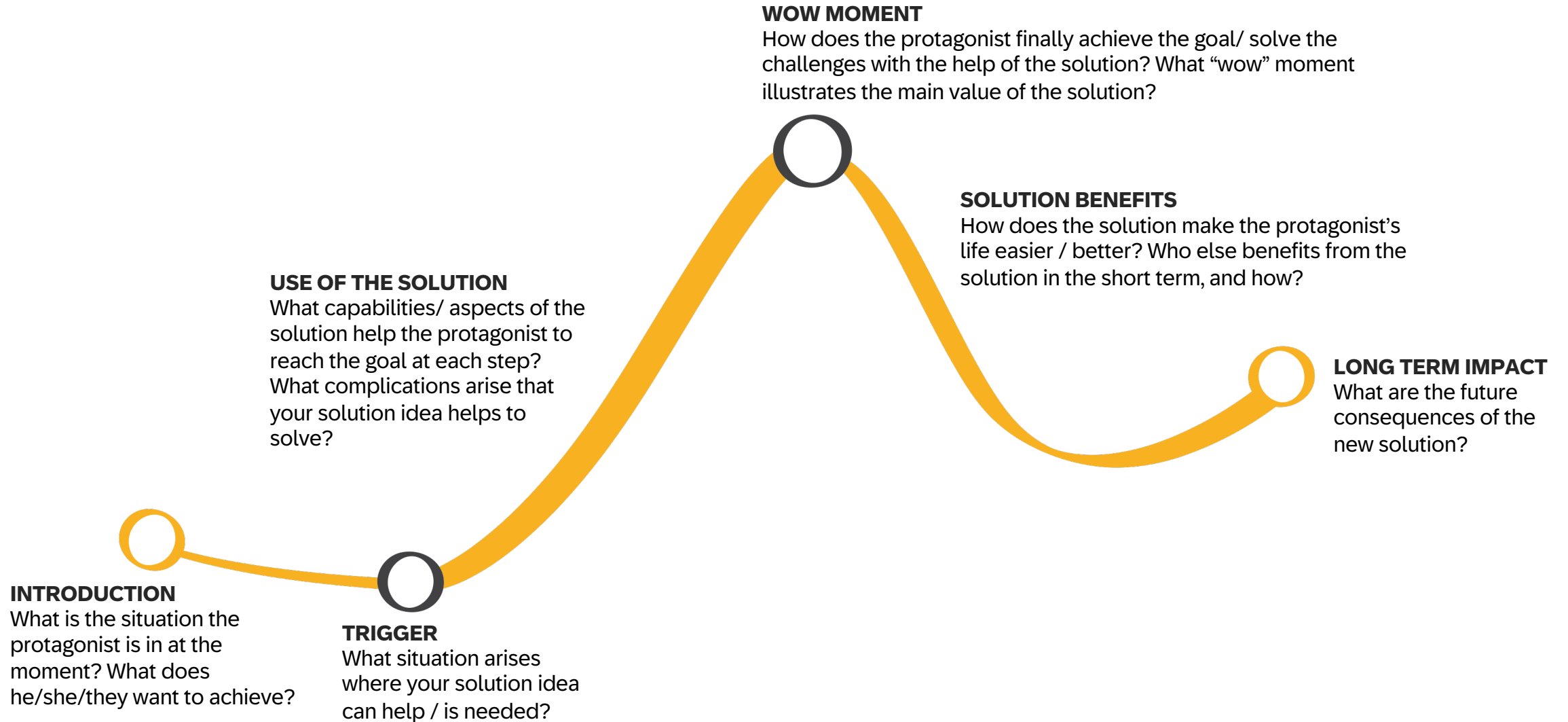
HAVE THE LINKS TO THE RECOMMENDATION SOURCES (E.G. TRAVEL REQUIREMENTS)



PART 3

# To-be scenario with Gen AI

# Vision Storyline Structure



# Vision Storyline Example

## MAIN CHARACTER:

Sarah, CSO at Thor Tours

## USE OF THE SOLUTION

The system writes a personalized response with additional helpful information for the trip.

Sarah reviews and sends the response in the customer's language.

Sarah receives an appreciation e-mail from the customer for the quick handling of the request.

## WOW MOMENT

## SOLUTION BENEFITS

Over time, Sarah's efficiency improves. She can now address all urgent requests and receives great feedback from customers

## LONG TERM IMPACT

In short time, the travel agency benefits from positive word-of-mouth and a more global and diverse clientele.

## INTRODUCTION

Sarah's wants to provide quick, and personalized assistance to travelers, but is hard as she has too many requests.

## TRIGGER

One Monday morning, Sarah logs into her new E-mail application and is surprised at what she sees.

The e-mail is very long, but key info such as booking IDs and travel dates are shown together with a summary.

Sarah sees a highly urgent request for a booking change and checks it out.

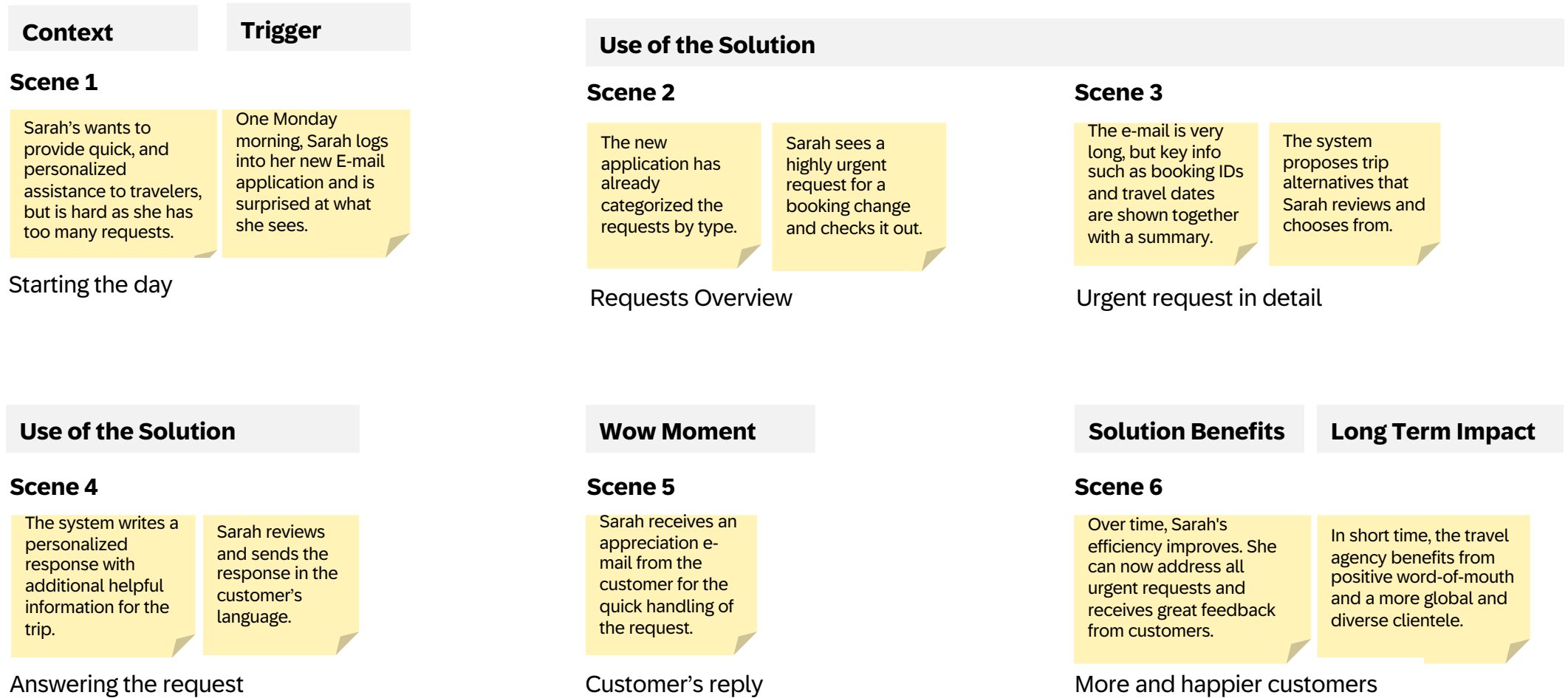
The new application has already categorized the requests by type and urgency.

The system proposes trip alternatives that Sarah reviews and chooses from.

## Lists of capability ideas to include

- Categorize incoming e-mail requests automatically by type of request ✓
- Determine the urgency of the request and organize accordingly ✓
- Highlight key information about the request like booking ID and destination, etc ✓
- Search for booking alternatives automatically based on the request ✓
- Write a tailored answer to the customer inquiry with the information found ✓
- Translate answers to the request original language ✓

# Vision Storyline Divided in Scenes Example (Optional)



# Vision Storyline Visualization Example (Optional)

## Scene 1

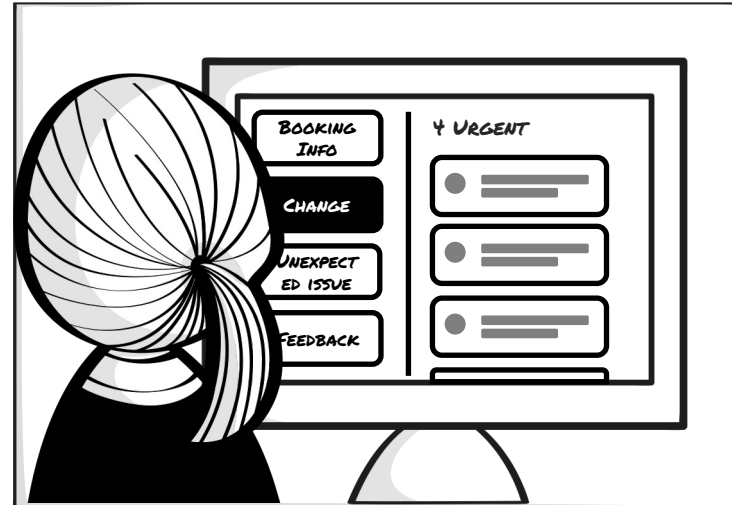


### Starting the day

Sarah's wants to provide quick, and personalized assistance to travelers, but is hard as she has too many requests.

One Monday morning, Sarah logs into her new E-mail application and is surprised at what she sees.

## Scene 2



### Requests Overview

The new application has already categorized the requests by type and urgency.

Sarah sees a highly urgent request for a booking change and checks it out.

## Scene 3

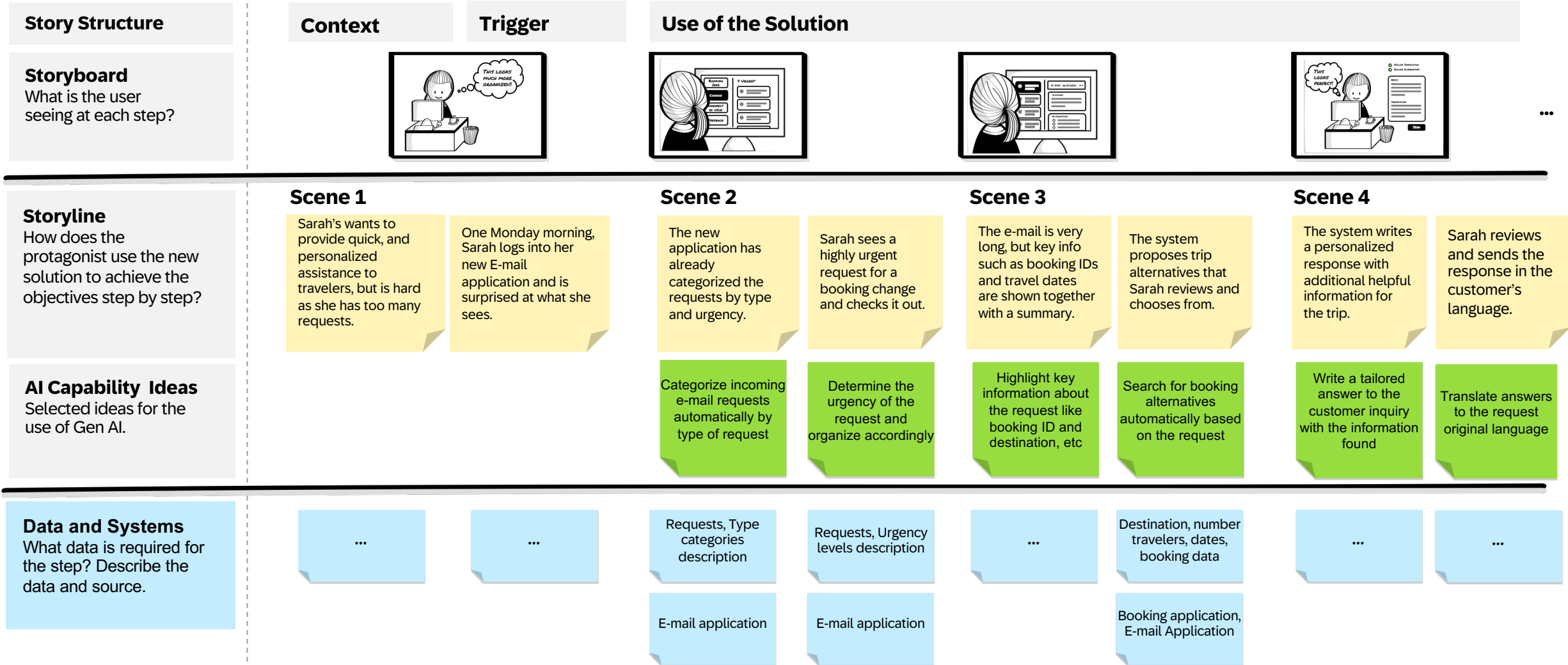


### Urgent request in detail

The e-mail is very long, but key info such as booking IDs and travel dates are shown together with a summary.

The system proposes trip alternatives that Sarah reviews and chooses from.

# To-Be (Vision) Scenario Example



# 3a. Create a vision scenario (part 1)



50 min

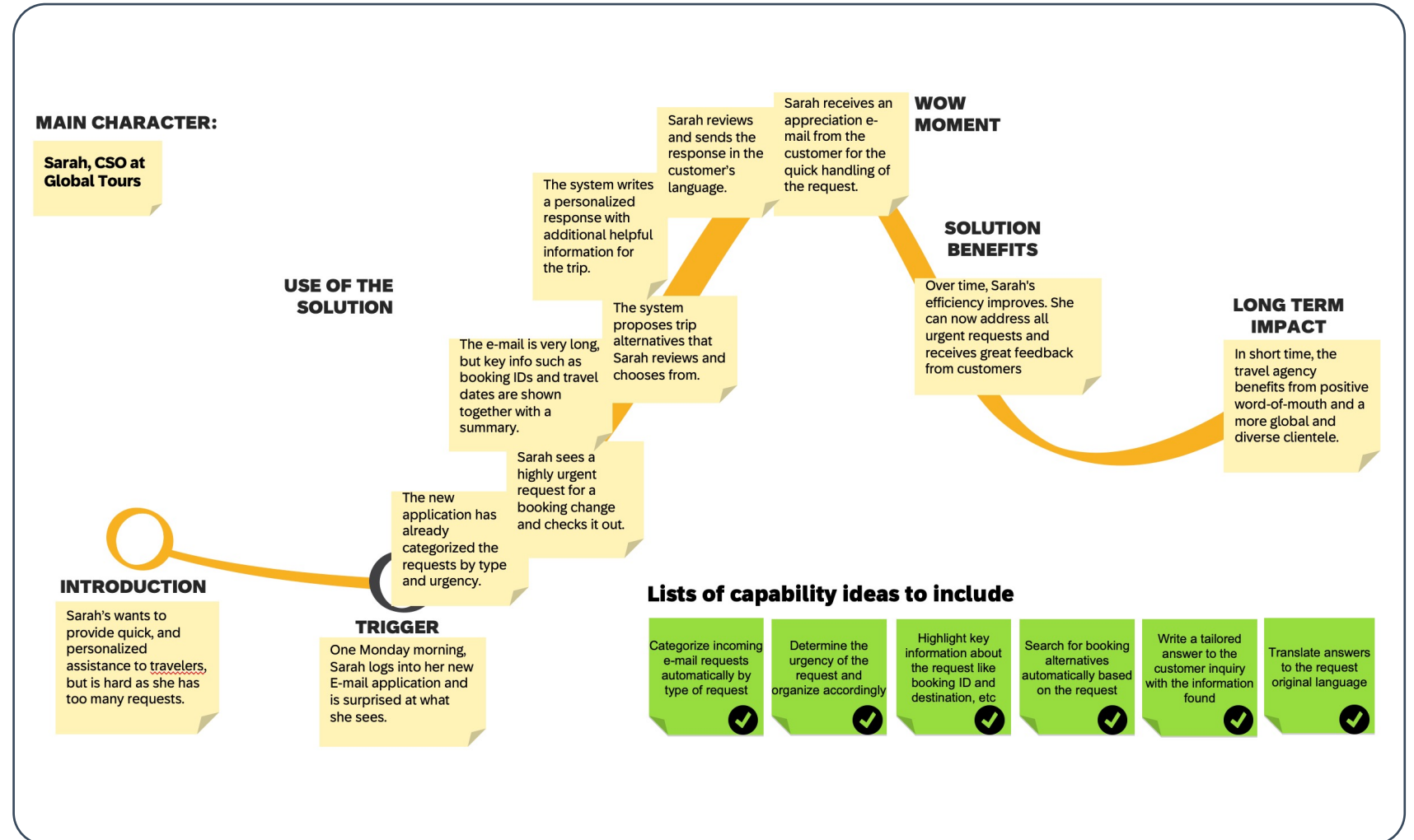


In teams of 6 or less

## Steps

### Create a story that shows how the new solution is used, step by step.

- Align on the role and name of the main character. (5 min)
- As a team, write a storyline following the Vision Storyline structure. Define the Trigger and Wow Moment before writing the Use of the Solution. In the Use of the Solution, write what the user does or sees step-by-step (one action per post-it) and include the previously selected capability ideas into the story. (35 min)
- (Optional) Finally, divide the storyline in different scenes and distribute them among the participants to work simultaneously. (10 min)





# 3b. Create a vision scenario (part 2)



60 min

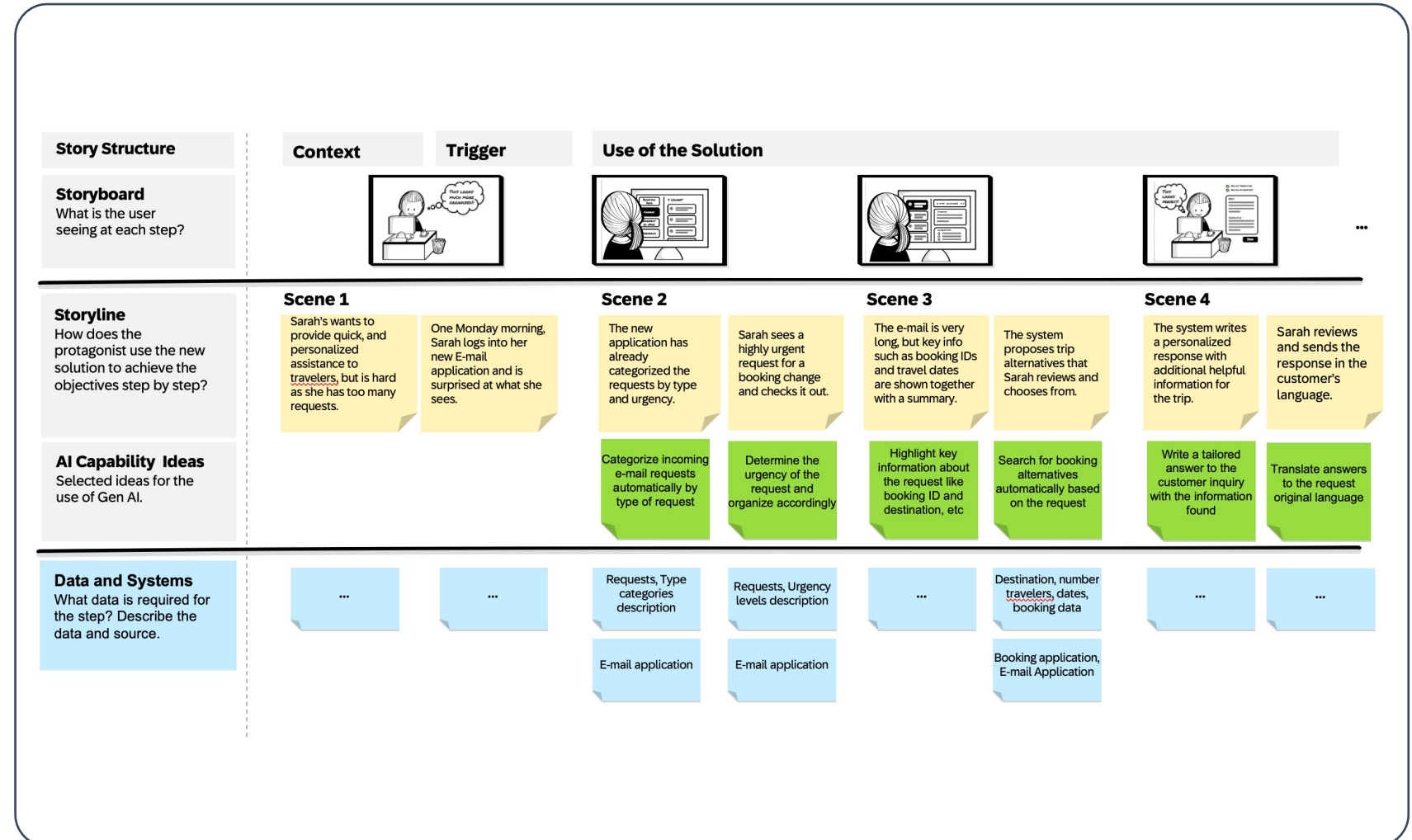


In teams of 6 or less

## Steps

### Visualize the story and indicate what data and systems are needed.

- (Optional) Each participant or pair of participants creates a visual for their scene(s) showing what the user sees or does. You can use [Scenes](#) to visualize your story. (25 min)
- Position the storyline post-its and the capability ideas below the scenes they refer to on a horizontal surface. (5 min)
- Review the storyline and complete with more granular actions if needed. (10 min)
- Indicate what data / systems are needed for each step (20 min)



# 4. Next steps



20 min



All together

## Steps

### Define action items.

- In a team discussion decide for 4 - 5 action items to follow up from this session. Indicate in a next steps matrix what needs to be done, until when and who will be responsible. (20 min)

ACTION ITEMS					
WHAT *					
WHEN					
WHO					

# 3

## **Coach Instructions**

Step-by-step guidance for facilitators

# Preparing for the session

- **Understand the format**

Go through the instructions in this guide and make sure you understand the flow of the exercises. You can also reference the [MURAL board](#) aimed at virtual sessions to see how the exercises are set up.

- **Adapt the agenda**

Check the workshop [agenda \(.xls\)](#) and adapt it according to the number of participants and time available. The more participants, the more time you will need for the share-outs.

- **Prepare the material**

Print the material as specified in the “[Material for print](#)” section.  
Have enough post-its and pens for the participants and make sure you have enough whiteboards for the exercises.

## Goal

Get ready to run the workshop.

## Material

- ★ [Material for print](#)
- ★ Whiteboards or similar surfaces
- ★ Post-its, pens, voting dots

## Tips

- ★ Start preparing for the workshop at least 1 week in advance to have all material ready
- ★ Prepare a simplified agenda on a flipchart.

# 0. Getting started



45 min



All Together

## Steps

A

### Welcome and agenda – 10 min

Welcome the participants, introduce the agenda and purpose of the session

B

### Introduction and Expectations – 15 - 20 min

Participants write in a post-it their name, role, motivations and expectations for the session, ideas related to AI, and use it to present themselves to the team.

[\(see exercise sheet\)](#)

C

### Use Case Introduction – 15 min

Have a customer representative present the use case(s) for the workshop. If multiple use cases exist, form breakout teams so each team focuses on a different use case. Alternatively, you can have the use case explained directly within each breakout team. Prepare the content for the use cases in advance using the ['Use Case Brief'](#) template.

### Goal

Set the right expectations and create a friendly atmosphere where participants feel safe to express themselves. Introduce the topics that will be covered in the workshop.

### Material

★ Post-its and pens

### Tips

★ Have this entire section in a separate (virtual) session prior to the workshop, using the “Getting started” area of the [MURAL board](#)

# 1. As-is experience journey map



60 min



In teams of 6 or less

## Steps

A

### About the as-is journey – 15 min

The Experience Journey Map should be completed during a moderated discussion, where all participants collaboratively fill in the map guided by the coach's questions. If possible, prepare this in advance using details from the [Use Case Brief](#). Focus the analysis on a balanced scope – not too broad (e.g., the entire hire-to-retain process) and not too narrow (e.g., submitting a form). Ensure the process is independent of specific solutions, like analyzing 'customer request handling' rather than 'replying to customer inquiries in Outlook'. Make sure the user roles are organizational (e.g. Customer Service Manager) rather than technical (e.g. Admin).

B

### Steps and Information – 45 min

Assign a lane for each user role involved and outline the steps they perform. Begin each step with a verb to clearly indicate actions. Leave ample space between lanes for later addition of pain points. Participants should consider the necessary information for each step and its source, whether it's data from a system or interactions with people. Use arrows to mark any loops within the process on the journey map.

### Goal

Create a common understanding of the experience the users go through to achieve an outcome.

### Material

- ★ Post-its and Pens
- ★ [Experience Map](#)

### Tips

- ★ Use the provided Experience Map template to map the experience, or draw the structure on a whiteboard or similar surface.
- ★ Ask participants to map a 'rainy day scenario' to identify and highlight the challenges users face throughout the process.

# 1. As-is experience journey map



30 min



In teams of 6 or less

## Steps



### **Pain-points and focus** – 30 min

Direct participants to review each step and place a red mark on those they find challenging or wish to improve. They should also use a separate post-it to describe the problem, placing these near the corresponding steps. After marking, have participants vote on the top three challenges they believe are most critical to address. Highlight these selected challenges by moving them to the indicated area, focusing the group's solution efforts for the remainder of the session.

### **Goal**

Identify the main areas for improvement to focus on.

### **Material**

- ★ Post-its and Pens
- ★ [Experience Map](#)

### **Tips**

- ★ Emphasize to participants the importance of focusing on challenges, not solutions, at this stage. If they start proposing solutions, redirect them by asking why they need that solution or what problem it would solve. This approach helps keep the discussion centered on understanding the issues thoroughly.

## 2. Ideate improvements with AI



90 min



In teams of 6 or less

### Steps

A

#### Identify AI capabilities – 40 min

Before the workshop, preselect ideation cards that align with the use case being analyzed. Arrange the cards on a table, grouped by category, with a category card at the head of each group. Briefly explain the categories, then allow participants to explore the cards. Participants have 6 votes each and can use game chips or similar markers to indicate their choices. They may place multiple chips on a single card. After selections are made, gather the most chosen cards and arrange them beneath the As-is experience journey map, under the relevant sections. Card by card, ask participants "What parts of the current experience journey does this capability support?" to understand what's the value of having the capability. Copy the challenges or steps supported by the capability from the Experience Map.

B

#### Ideate improvements with AI – 50 min

Encourage participants to generate ideas for each card, starting each idea with a verb to complete the sentence: 'With this capability, the solution could...' (refer to the example on the exercise sheet). During the idea share-out, help group similar ideas, ensuring they remain distinct and not overly clustered. Ideas across different cards can also be combined. Conclude by having participants vote on the top 6-8 'must-have' ideas and rank them..

#### Goal

Identify ideas to improve the solution using Artificial Intelligence (AI)

#### Material

- ★ Post-its and Pens
- ★ [Business AI Ideation Cards](#)
- ★ Game chips or similar

#### Tips

- ★ If participants realize that two selected cards overlap in its purpose, they are allowed to change the card.
- ★ Have participants check if the ideas selected address the focus challenges selected in exercise 1c.



## 2. Ideate improvements with (Gen) AI



45 min



In teams of 6 or less

### Steps



#### **Detail out (Gen) AI capability ideas** – 45 min

Attach each selected idea to the appropriate section of a Capability Idea Napkin template and distribute the templates among the participants for simultaneous collaboration. Form pairs to describe the ideas, focusing on how they envision the capability functioning in the future solution. The template contains the following points:

**Based on... :** This can be a prompt and/or any other context information provided to the system to produce the required response. Think: what should the system "know"?

**a response should be...:** This is the response the user expects from the system.

**but to trust the result I need...:** This is the verification step or additional information the user needs to be sure that the response is correct or valid. If this is not relevant for the idea, write "NA" (not applicable).

#### **Goal**

Describe the selected AI features for the future solution.

#### **Material**

- ★ Post-its and Pens
- ★ [Capability Idea Napkin](#)

#### **Tips**

- ★ Before distributing the ideas, arrange them in the order they would be used in the future solution. This allows you to allocate related capabilities to each pair of participants, ensuring they work on interconnected parts of the to-be process.

## 3. Create a to-be (vision) scenario



110 min



In teams of 6 or less

### Steps

A

#### **Create the vision storyline** – 50 min

The Vision Storyline integrates the step-by-step format of a journey map with the benefits and value propositions of the future solution, making it an ideal deliverable for project sponsors. To create the storyline, use the provided example. The main character should be the primary user of the solution, identified from the end users in the as-is experience journey map. You may include up to two additional main characters, but limit the total to three. Weave the described AI capability ideas into the 'Use of the solution' part of the storyline. This section should detail not only the protagonist's actions but also what the solution does.

B

#### **Visualize the story and define data and systems needed** – 60 min

If time is limited during the workshop, consider visualizing the story as a storyboard in a follow-up activity. After completing the storyline, participants should identify the necessary data and systems required to bring the story to life.

#### **Goal**

Create a visionary story showing how the future solution should work.

#### **Material**

- ★ Post-its and Pens
- ★ [Scenes](#) (optional)

#### **Tips**

- ★ Encourage participants to envision creating a commercial to promote their new solution, using the storyline they develop as the script for that commercial.
- ★ Use the described capabilities as a checklist to ensure that all necessary features are incorporated into the storyline.

## 4. Next Steps



20 min



In teams of 6 or less

### Steps

A

#### Define action items – 20 min

In a team discussion decide for 4 - 5 action items to follow up from this session. Indicate in a next steps matrix what needs to be done, until when and who will be responsible.

These are possible follow-up activities:

- Transform the storyline into a storyboard to showcase the idea to sponsors. participants can use the PPT version of [Scenes](#) to visualize the story.
- Create a “[Solution Concept Diagram](#)” to describe the architecture for the future solution.

B

#### Collect feedback – 10 min (optional)

In a whiteboard place 2 large post-its, each with a question: “What did you like?” and “What do you wish for next time?”. Ask participants to write down silently answers to both questions. Then ask them to share their feedback with the team and place their post-its on a whiteboard. (1 min per person)

#### Goal

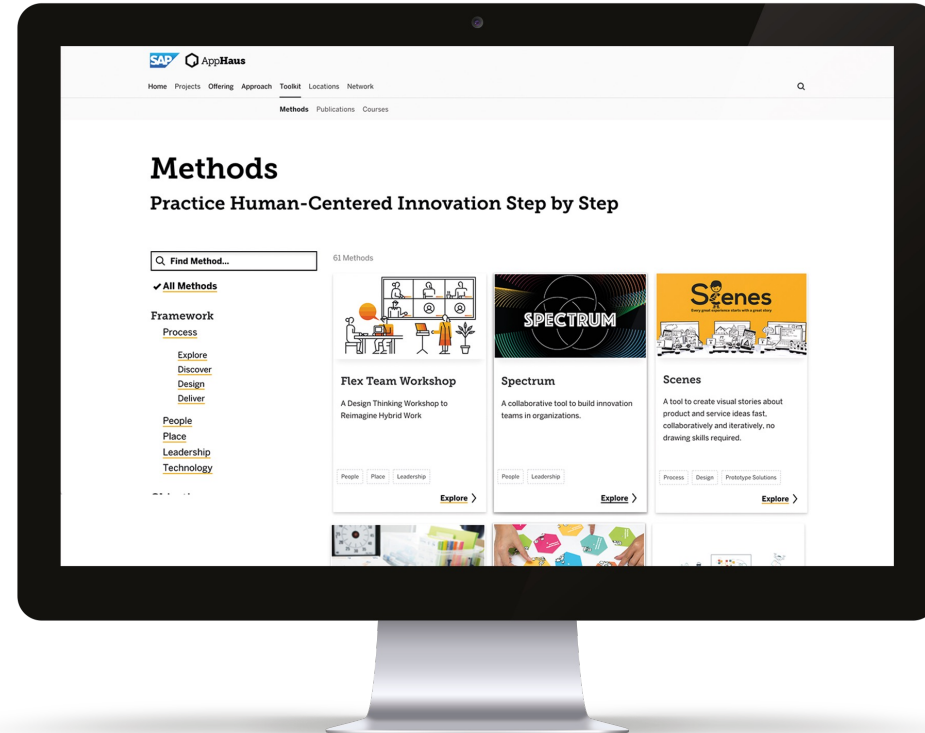
Agree on action items.

#### Material

- ★ Post-its and Pens

#### Tips

- ★ If you have more than one team in the workshop, add more time for teams to share their stories and get feedback before the “Next Steps”.



# Practice Human-Centered Innovation

<https://apphaus.sap.com/toolkit/methods>