



DIGITAL FOR PEOPLE

# High Tech Digital Playbook

*How to make your digital transformation matter.*

H



# High Tech

Seeing the future through human behavior.

Digital transformation in high tech often feels like trying to predict the future. Despite investments, emerging technology is only significant once it's become widely adopted.

High tech and SaaS companies succeed by enhancing people's lives. Human behavior is more important than technology, but technological transformation must occur ahead of behavioral changes.

90% of new enterprise apps will include AI technology by 2025  
— IDC





# Right from the start

Smart adoption creates business leaders.

There are infinite applications for new digital tools. With so many emerging technologies—Artificial Intelligence, Virtual Reality, Internet of Things— it's hard to know where to focus.

Smart adoption is more important than getting there first. By anticipating future human needs, and building on what's working today, high tech leaders create positive business transformation.

# High Tech Digital Playbook

Meaningful digital transformation starts with understanding the people on the other side of the screen.

When planning for digital business transformation, prioritizing where to invest resources is difficult. Small mistakes can cost companies millions of dollars, or worse. Often, in an effort to keep up, companies invest in technology, without first examining the human needs that drive change.

Before undertaking customer experience and digital transformation initiatives, it's important to make sure what you're doing matters to the people you serve.

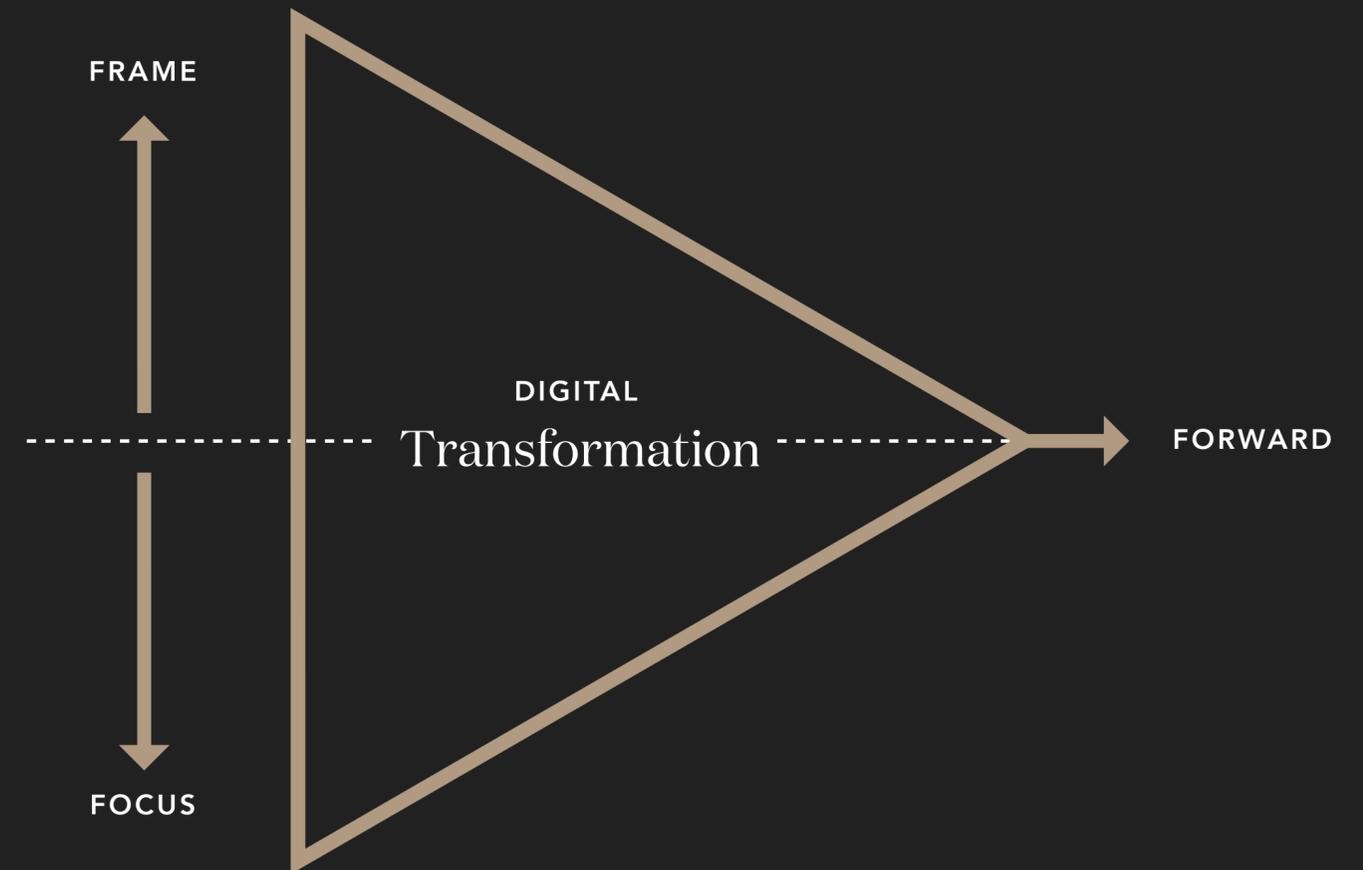
**Hero Digital's High Tech Digital Transformation Playbook** helps you focus your business strategy on what matters most to your customers and clients.

## A clear vision for the future

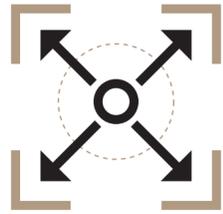
The path to meaningful digital transformation is a balancing act of vision and action.

You must move in the right direction to achieve success.

Using a human lens to prioritize business opportunities allows you to frame what's possible, focus on key opportunities, and move forward with momentum.

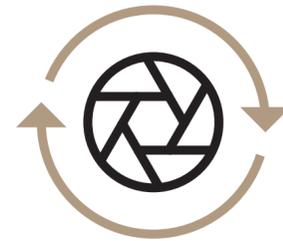


Achieve meaningful digital transformation with a human lens.



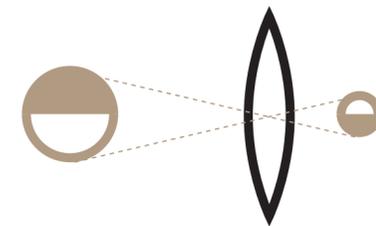
## Frame

Zoom out to gain perspective and identify unmet human needs. These truths guide the way to possibility.



## Focus

Zoom in to assess possible opportunities on their potential for meaningful impact and scalability.



## Forward

Advance concepts to capture their value and vision, and plot a path to reach their full potential.

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# Frame

Possibilities



# How objective is your perspective?

The difference between digitalization and digital transformation is altitude.

Too often, companies move fast and low, thinking they don't need to look around. Their unfounded assumptions cause them to zero in on what feels obvious. Yet, these blind decisions result in a series of digitalization attempts, dead or dated on arrival.

Successful companies zoom out to scan the broader context and identify unmet human needs. They solve real problems and earn meaningful results worthy of the effort.



# How digital transformation fails

High tech organizations fail because their initiatives are dictated by inward-looking business priorities. Because market opportunities are constantly changing, their solutions are often dated by the time the project launches.

Disregarding the problems people face both internally and externally hurts companies in the long run.

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## BUSINESS PRIORITIES

- Projections based on inaccurate data
- Chaotic processes create pushback

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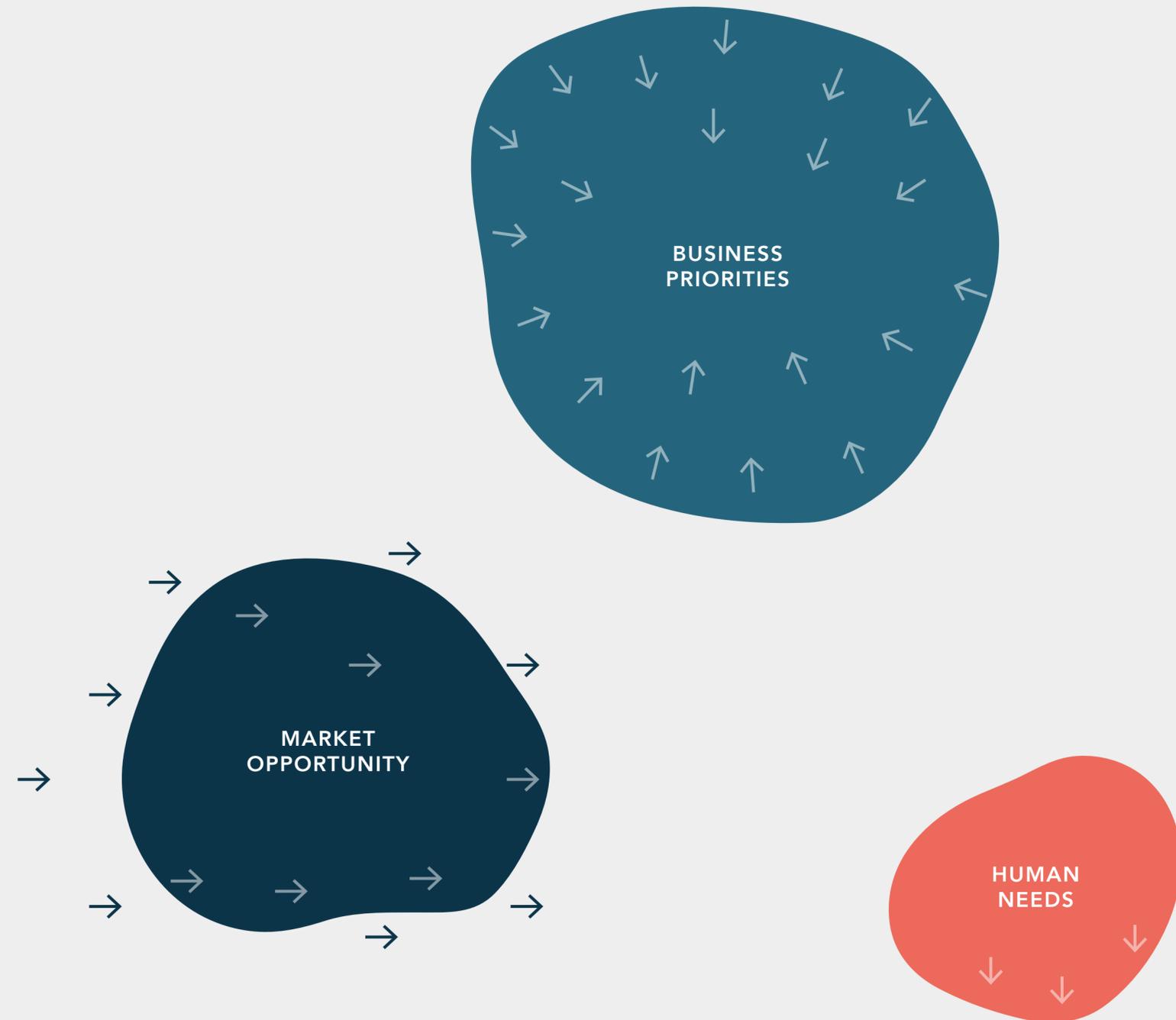
## MARKET OPPORTUNITY

- No time to react to disruption
- High risk of cultural missteps

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## HUMAN NEEDS

- Unaware of emerging unmet needs
- Lacks insight into future landscape



# How digital transformation wins

Meaningful digital transformation begins by identifying essential human needs and aligning business priorities with them.

This allows companies to zero in on the right market opportunities for future business success.

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## HUMAN NEEDS

- Anticipates customer needs in real time
- Realistic solutions that adapt with time

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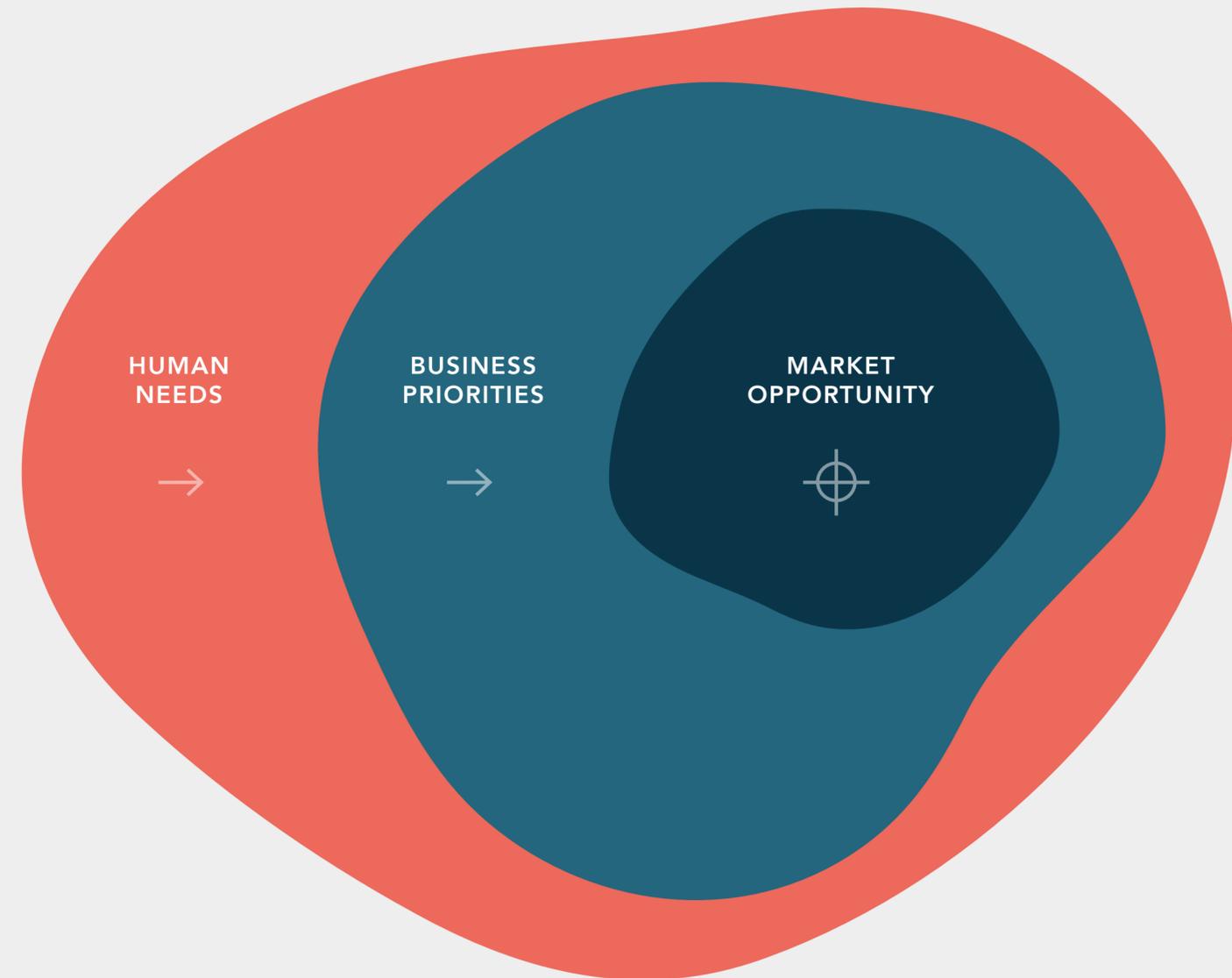
## BUSINESS PRIORITIES

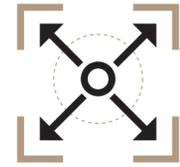
- Vision is participative and socialized
- Holistic rigorous criteria for decisions

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## MARKET OPPORTUNITY

- Early indicators allow timely response
- Market leader with pulse on culture





# Frame

## KEYS TO SUCCESS

### Cultural context setting

Looking from your customers' point of view is the only way to understand what they value. This requires witnessing people's attitudes and behaviors within many cultural contexts.

Each person occupies several overlapping yet distinct spaces every day and engagement must occur across every meaningful touchpoint.



## WHY IT MATTERS TO PEOPLE

### Embed empathy

By understanding the push and pull of human dynamics, it's possible to create digital experiences that avoid missteps and exceed expectations. Looking out from the customer's perspective allows organizations to uncover the experiences that make a difference in people's lives.

From this vantage point, it's possible to create solutions that meet valuable human needs, increase revenue, and most importantly, earn loyalty and advocacy from the people you serve.

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# Focus

Opportunity



# How to spot ideas worth pursuing

Successful digital transformation isn't an accident. Organizations that get it right unpack insight-grounded possibilities. They spark bold ideas and then filter them by their future potential. These savvy digital business teams nurture concepts to reach sustainable impact at scale.

The following examples illustrate how to focus on opportunity.

STEP 1

Concepting

STEP 2

Validation

STEP 3

Prioritization



STEP 1

# Concepting

Ground in human need so ideas that surface are tied to opportunity space, leading to actionable concepts.



WIN

**iPhone by Apple** has changed the way that consumers interact by learning and responding to unmet needs. Their focus on concept iteration allowed the company to enter a saturated mobile market and gain dominance in a few years.



FAIL

**Nokia** remained focused on voice when others in mobile were trending to data. By failing to lead on user experience, they developed a problematic operating system that didn't fit the direction of the market or the needs of customers.



NOKIA

## ADVICE

Ideas can be based on anything, but they may be totally off base when there are breaks in logic or relevance.

## KEY TO SUCCESS

Often, the most salient inputs to a good idea are outside category, but keep tight focus on subsegment attitudes and needs.

## WATCH OUT

Avoid basing decisions on "sample of one" opinions. You are rarely, if ever, your exact target customer.

STEP 2

# Validation

Build concepts with your team and test the substance of the value exchange to gauge customer desirability.



WIN

**Mattel** has, among other endeavors, been innovating on its famous Barbie. To respond to shifts in culture and consumer, they introduced new body types and other diversity that allowed digital extensions which have boosted e-com sales.



FAIL

**Toys R Us** failed to commit to understanding the 21-century consumer, and their commerce site seemed to assume if you build it they will come - but it was purely transactional with poor customer experience.



## ADVICE

It is true that concepts can be built in a day, but this assumes the required prep, process, and target payoff are in place and aligned.

## KEY TO SUCCESS

Ideas developed with rigor coalesce into concepts worth building, breaking, and reforming. Brilliant ideas only look easy.

## WATCH OUT

Solutioning (guessing) is fast and fun but distracts from solid solutions based on insight and data. Be patient.

STEP 3

# Prioritization

Assess opportunity size and prioritize based on the four: desirability, viability, feasibility, and sustainability.



WIN

**BBVA**, the Spanish financial services group, uses behavioral economics, design and user experience, and a '3,6,9 process' to deliver a product or service into the hands of the customer in 9 months.



FAIL

**The Co-operative Bank** in the UK went to rebuild systems from the ground up, instead of stepped improvements. The complexity without prioritization was too much and they abandoned the project after investing £300-million.



## ADVICE

Basing decisions on unvalidated assumptions is sabotage to potentially good concepts right from the beginning.

## KEY TO SUCCESS

Detail the process and thinking used in order to build greater trust in the concepts that result, driving internal adoption and advocacy.

## WATCH OUT

It's better to test ideas with customers and apply learnings now instead of later.



# Focus

## KEYS TO SUCCESS

### Criteria for decision making

High tech, by definition, is ahead of the curve, without precedent to measure against. Consistently applied logic identifies breakout ideas in concepting.

Filtering out the loud misdirections and the weak incremental steps isn't easy. To make sure it's worth the effort, it's also important to give new ideas a positive start.

## WHY IT MATTERS TO PEOPLE

### Back up bold vision

Bold ideas need support as they grow.

During concepting, a vetted idea pushes through second-guessing. In iteration, this idea has the structure and focus needed to win. And at launch, the idea is fully prepared to face the open market.





# How companies are creating momentum

Transformation is taking place across the technology industry. Leading organizations are leveraging digital tools designed with a purpose.

Since people's values change over time, it's important to focus energy on what capabilities to internalize, and what use cases to prioritize.

Technology and SaaS business leaders are raising the bar by creating digital experiences that add value in new ways.



# High Tech customer truths

Hero Digital’s Market Signals Repository looks at the top attributes that foster brand advocacy for customers across key industries.

IMPORTANT BRAND FEATURES	
	Harnessing digital demand
★	Empathy in communications, engagements, and interactions
	Service contingency planning
	High-touch client relationships
	Fresh, high quality data
★	Adapt behavioral processes to adopt new procedures
	Data-backed insights
★	Business value in quickly evolving tech
	Life-saving and tech-equalizing technologies
	Culture of innovation

Source: Hero Digital Signals Repository



## UNIQUE OPPORTUNITIES IN DIGITAL

### ★ Empathy in interactions

Consumers and vendors still expect to interact as people, even when the other party is an automated proxy. Whether mass communication or individual interaction, experiences should feel empathetic in substance and style to garner loyalty.

### ★ Adapt behavior to adopt new procedures

Behavior is learned by doing, not just programmed into the systems that enable that action. How you teach something new needs reinforcing repetition to realize its potential. With practice comes competence that users will value.

### ★ Business value in quickly evolving tech

Benefits inevitably lags the possibility of a technology. When what it can do has not been seen before, that lag can be long and adoption elusive making expected revenue difficult to calculate. For business to monetize advances, bring customers along on the journey so that early adoption is a good decision.

# Unlocking human value

Technological advances are prevalent, yet they will always be measured by the human truth they unlock. Before leveraging new technology, consider its human impact.



## Trust and Data

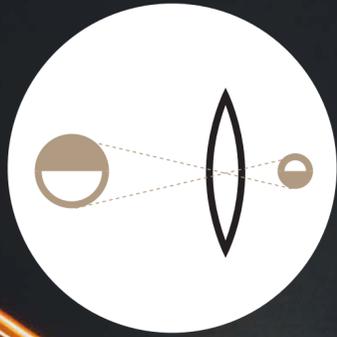
Information about people is valuable when used right, but permissions are slipping. Policy is restricting data due to past failings, and consumers are wary when those issues persist. To build fresh trust, be selective and transparent about capturing information that yields value, not just data details.

## Empathy and AI

Emerging tech is constantly evolving, yet the fast pace needs some moral code. Automation and robotics are far ahead of consumer comprehension, so code needs training to relate to the struggles and goals of the users, and the society we live in.

## Meaning and Cloud

Flawless storage and access to sensitive information is now critical to our society. Regulation is relatively light, but this is changing. Organizations in high tech who do well will imbue their services and products with something inspiring and real.



# Forward

## KEYS TO SUCCESS

### Adoption roadmap

To reach bottom-line success with new solutions, a fluid journey must be followed, like the human wave at a football stadium.

First, testers and early adopters probe lower fidelity iterations of the pilot. Then the path steadily broadens as the beta version and human adoptions successfully intersect, finally leading to a monetized product with maturing value.



## WHY IT MATTERS TO PEOPLE

### Influence behavior change

When a new solution requires a large leap in understanding, attitude, or behavior, it's destined to fail many times. Failing fast is the key to discovering the right path.

To accelerate further, break leaps into smaller steps that can build over time. The culminating shift will place your organization significantly ahead of the competition.

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# Vision

Accelerator

# Where are you with digital transformation?

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## Cost of doing nothing

Companies that defer on digital transformation are unlikely to survive.

Ignoring the potential impact of the digital world won't change that people and systems are already progressing rapidly.



## Cost of doing the wrong thing

Rushed digital initiatives often backfire or are met by customer indifference.

Whether failure is seen internally only, or is very public, there are sizable ramifications that impact the ability to function and grow.



## Value of acting now

Swift, targeted responses to customer and stakeholder needs is the hallmark of thriving organizations.

Prioritization with a real plan for socialization inside and out is critical to digital transformation.



## Value of doing it right

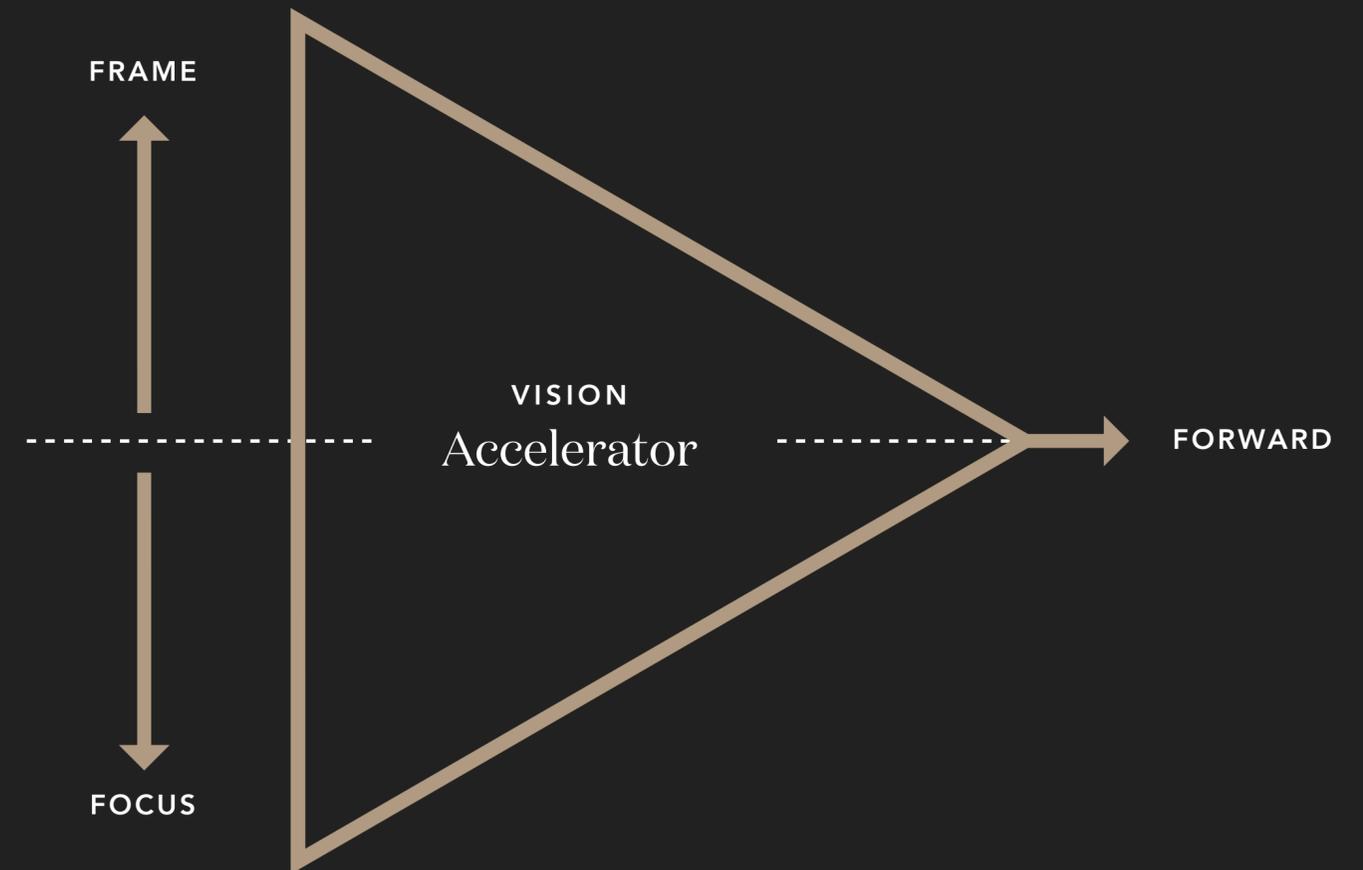
Markets respond to human needs worth solving, when executed flawlessly.

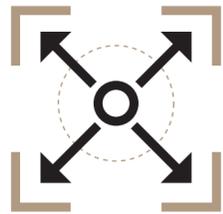
A robust approach and transparent process carry insights and ideas through to realize their full potential.

# Accelerate Digital Transformation

No matter where you are in your digital journey, Hero Digital's Vision Accelerator Solution helps you jumpstart meaningful business transformation.

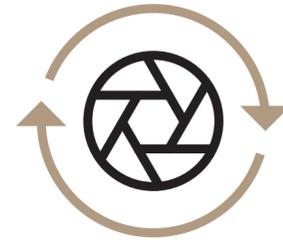
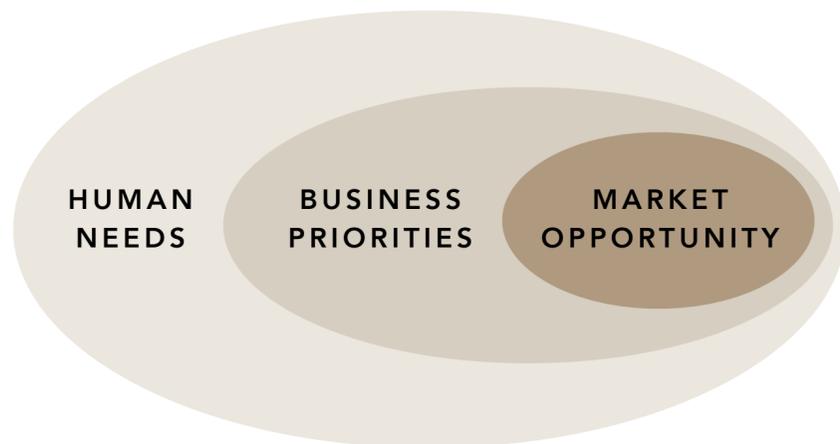
Through Vision Accelerator, we work with our clients to uncover possibilities, reveal opportunities, and create positive business outcomes.





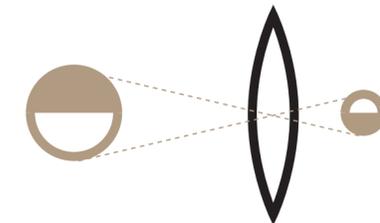
# Frame

Frame your vision for change in the broader context.



# Focus

Focus on opportunities worth pursuing.



# Forward

Capture forward momentum to make an impact at scale.



# Get a jump on your transformation

Hero works with you to streamline digital transformation by incorporating assets you've already completed as key inputs.

It's vital to review the work to see if important characteristics are woven through. For instance, demographic segmentation is common, but this narrow view compounds organizational blindness. Attitudinal segments, on the other hand, more accurately predict changes over time.

WHAT DO YOU HAVE ALREADY? CHECK ALL THAT APPLY...

- Attitudinal segment insights
- Socialized vision of future
- Indicators in+out of industry
- Psychographic personas
- Integrated digital vision
- Emerging signals/micro trends
- Behavioral journey set
- Aligned ROI expectations
- Customer of the future



# Transform today

Accelerate your vision to plot a positive path forward for your company.

[business@herodigital.com](mailto:business@herodigital.com)

CONNECT WITH HERO

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Truth Beautifully