

Content Foresight: Health

A fully remote foresight-driven innovation process

CHALLENGE

Media consumption is still undergoing a massive change: new technologies enable new ways of consumption and interaction, preferences and consumption habits change, and new competition emerges continuously. Similarly, the health industry is poised to change massively due to technology and medical advances.

In this project initiated by nextMedia Hamburg and the Cross Innovation Hub of Hamburg Kreativ Gesellschaft, German media companies Spiegel, Carlsen Verlag and BauerMedia, digital developer MaibornWolff and health companies BKK VBU and eppendorf laboratories set off to identify innovation potential at the intersection of media and health industry.



IMPACT

AR app prototype for children

The consortium prototyped and user-tested an AR App with animated figures for motivating children to exercise. Selected consortium partners proceeded to bring the app to the market.

4 scenarios and 30+ identified opportunities

4 distinct scenarios building on previously identified change factors and drivers were developed. The scenarios included future development paths of both industries, narratives and moodboards. By following design thinking-inspired steps, innovation potential within each of the scenarios was identified and evaluated across all scenarios.

360° Scan

With a mixture of desk research, interviews and expert workshops a thorough scan for change factors was conducted, including identification of key driving factors.

„This program has set a benchmark. It has shown that interdisciplinary work really makes sense. It has also proven that it is possible to design and conduct creative processes digitally, as well as creating a personal relationship despite physical distance provided all partners fully engage.“

Dr. Markus Dömer, Head of Business Development and AR/VR Hub at Carlsen Verlag.

APPROACH

In the midst of the COVID19 pandemic, a fully digital foresight-driven innovation process enabling 8 partners to work collaboratively was required. The process was broken down into a series of 8 digital workshops with intermediate homework for participants.

Following the initial scan and identification of key driving factors, we developed 4 scenarios including descriptions of possible developments in the media and health industry. Utilizing the early steps of design thinking future customer demands were identified and clustered, eventually leading to new innovation ideas.

These innovation ideas were evaluated across all scenarios, enabling categorizing them into high potential, robust and risky cases. As result, innovation ideas with success potential in a wide range of futures were identified.

Based on the assessment and available capabilities and resources in the consortium, the participants decided to pursue a case for motivating children's exercise in a digital way.

Applying an adapted, future-oriented design sprint approach the partners developed an initial user journey, app sketches and key characters. Following user research including a large survey and interviews with parents and children a working Android prototype with animated figures was used to perform initial tests and a first development iteration.

Finally, an initial business model approach was designed and a roadmap for full development to market launch was developed.

BENEFITS

✓ Interdisciplinary co-creation process

Through the series of facilitated workshops and intermediate homework, Rohrbeck Heger guided the participants towards identifying future opportunities in collaborative co-creation process.

✓ Fully digital and replicable implementation

Due to COVID19 restrictions a native digital implementation approach was applied. The process itself is replicable and fully documented in a digital board for future activities.

✓ Cross-industry collaboration

By bringing together participants from media and health industries with further implementation partners, and by ensuring a safe environment the foundation for bringing a joint product to the market was established.

PROJECT CONSORTIUM



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