Abstract

Digital Innovation Value Design Method in the Digital Transformation Era

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As digital transformation (DX) continues to advance around the world, there is growing interest in DX initiatives in Japan as well, pointing to the need for speedy progress in order to maintain and strengthen corporate competitiveness. While there are many definitions of the term "DX," it generally refers to a series of initiatives that aim to create new value by transforming products, services, and business models through the use of digital technology, with the aim of responding to changes in society and creating competitive advantage. However, DX efforts in Japan have focused on improving operational efficiency, and very few companies have been able to achieve results in areas such as the creation of new products and services and the transformation of business models, making the promotion of DX an urgent task.

In order to promote DX, it is important to take a company-wide approach, and the first step is for management, business units, IT departments, and other stakeholders to engage in dialogue to chart a course for business transformation through DX. However, the current situation is that it is difficult to hold such a dialogue because people have different understandings of the basics of what DX is. It is also necessary to build a common understanding of DX within companies, but this is equally difficult.

In this research, as a solution to these problems, we have developed an engineering design method that takes the vision and concept of DX as the design target. The proposed method, named the "Digital Innovation Value Design Method," enables us to draw the direction of business transformation through discussions even without a common understanding of DX. It is also possible to form an understanding of DX through this process. The "Digital Innovation Value Design Method" consists of frameworks and procedures that satisfy the design perspectives necessary to derive what kind of value will be created by DX and to devise what kind of products and services using digital technology will realize that value.

The structure of the proposed method was verified by actual experiments, and it was confirmed that the method had the above-mentioned effects. Through the above, we were able to suggest that the proposed method can be expected to have a certain effect when used in DX initiatives and that it is effective.