



**MINISTRY OF FOREIGN AFFAIRS  
OF DENMARK**  
*Invest in Denmark*

# **SOFTWARE POWERED BY DANISH DESIGN**

**- DANISH EMERGING TECH WEBINAR SERIES**

**INVEST IN DENMARK IN PARTNERSHIP WITH NASSCOM – SEPTEMBER 16TH 2021**

# AGENDA

1. WELCOME AND FRAMING BY INVEST IN DENMARK
2. THE DANISH DESIGN ECO-SYSTEM
3. KRISTOFFER WINGE, MJOLNER INFORMATICS
4. ANDREAS MERWEDE, DESIGN SCHOOL KOLDING
5. Q&A AND WRAP UP

All question for the Q&A can be asked in the chat function (to the tight) and will then be passed on to the speakers

## TODAYS SPEAKERS:



Kristoffer is an experienced Digital Strategist and User Experience Designer with a passion for B2B user experiences, and particularly how it can connect with and improve daily worklife.



Andreas Stær van der Merwede, has a background in Design Management. Andreas is head of the digital design hub, DigiHub at Design School Kolding, where they help small-medium sized businesses develop new digital services and products.

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**WE CELEBRATE**

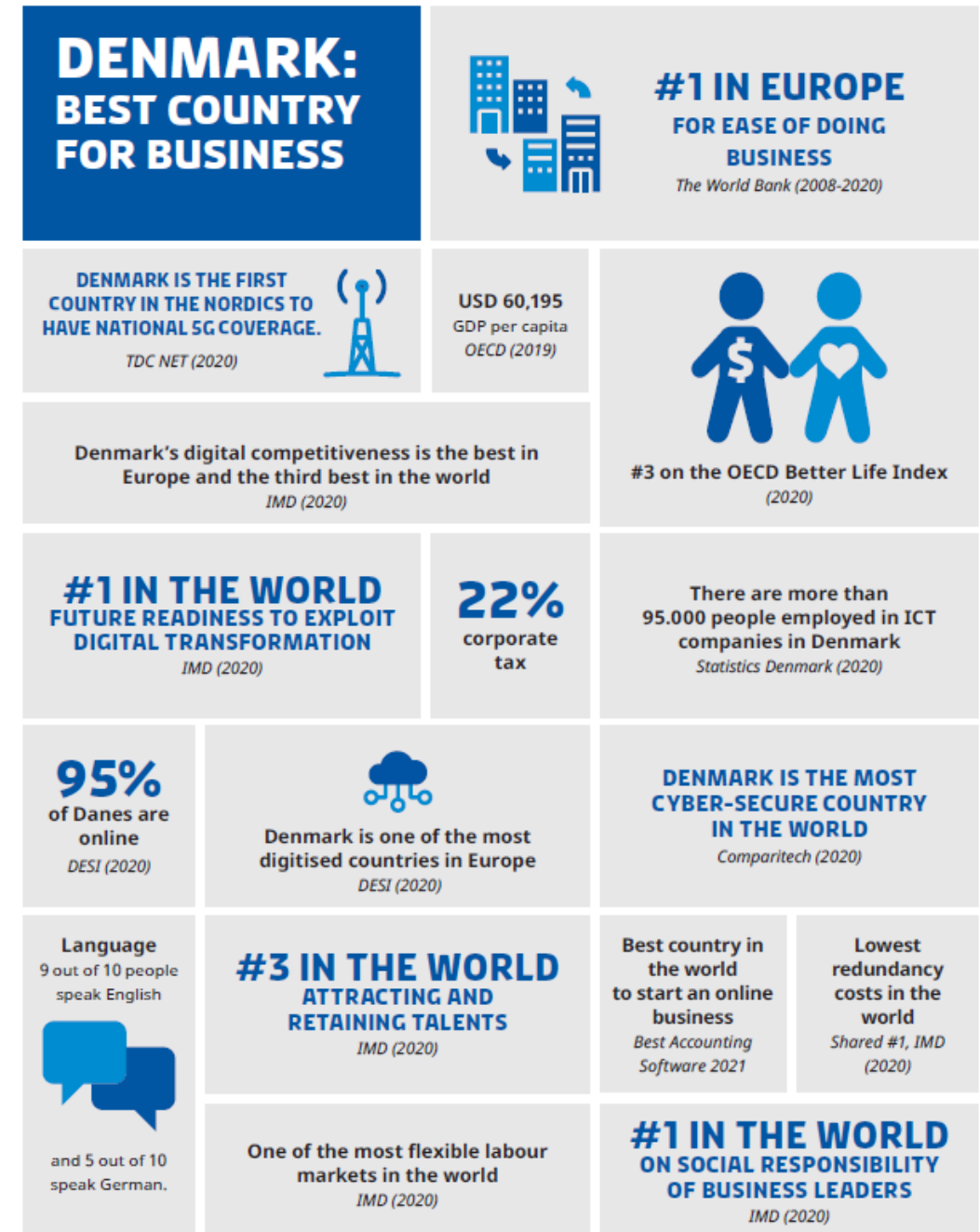
**THE DIFFERENCE**

**DESIGN CAN MAKE**

# WHY DENMARK?

## - DENMARK IS A DESIGN AND TECH SUPER POWER

- The DNA of Danish design is a unique set of values and approaches to problem solving.
- Easy access to the high density design hub.
- Many partner options to co-develop solutions and optimize business internationally.
- With more than 50.000 design professionals and 5000 design agencies talent is plenty.
- Get a global sustainable footprint from the forefront of technology and green innovation.



# **DANISH DESIGN DNA**

## **- THE UNIQUENESS OF DANISH DESIGN**

### **HISTORICALLY**

The unique character of Danish design was in 1950-60s a simplistic and functional design that matched the physical and social context and the needs of the user.

### **CULTURAL AND SOCIETAL VALUES**

Are unique to Denmark (like trust, low power distance, equality) provide an optimal basis for innovation.

### **DANISH DESIGN DNA**

Has been mapped down to 10 key characteristics. Individually, the values are not unique to Danish Design, but in combination they are.

### **CURRENT TRENDS**

Besides tech, are to address the challenges posed by climate change and to focus on the sustainability agenda, including livability.

# DANISH DESIGN DNA

## - THE UNIQUENESS OF DANISH DESIGN



|            |   |
|------------|---|
| Rationale  | <b>SOCIAL<br/>HUMAN<br/>HOLISTIC</b>              |
| Approach   | <b>QUALITY<br/>USER-DRIVEN<br/>TRANSFORMATIVE</b> |
| Foundation | <b>CRAFT<br/>DURABLE<br/>FACTUAL<br/>SIMPLE</b>   |



# HOLISTIC

- THE HOLISTIC VALUES OF DANISH DESIGN THROUGH A COHERENT APPROACH

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## Function

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## Technology

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## Systems

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## User-context





# USER DRIVEN

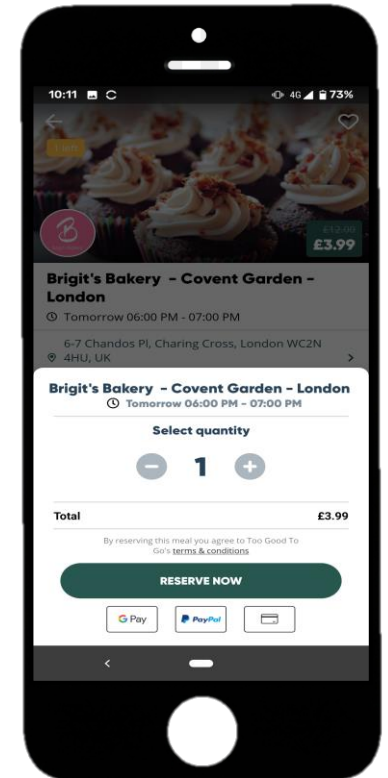
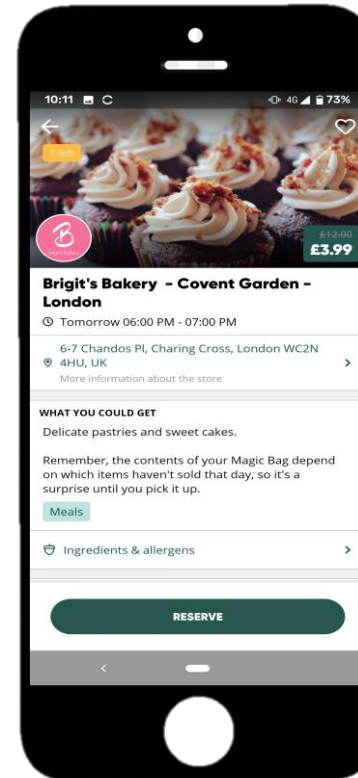
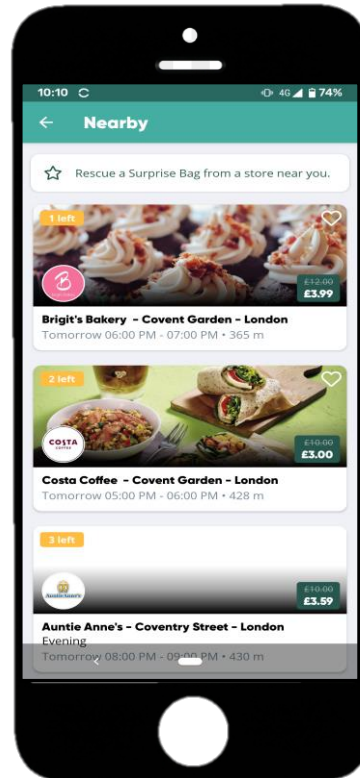
- ONE OF THE CORE VALUES OF DANISH DESIGN

Sensible

Transparent

User-centered

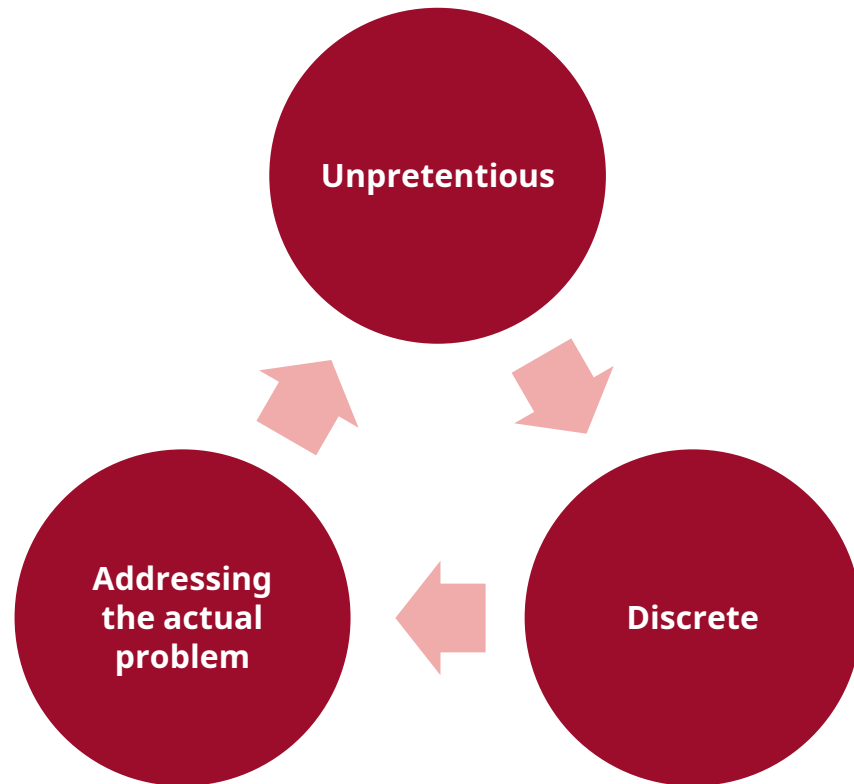
Rotted in everyday aesthetics



*With their app to decrease food-waste, **Too Good To Go** has created a clear design identity and an interface that is highly user-centered*

# FACTUAL

DANISH DESIGN IS FACTUAL - IT FOCUSES ON A RIGOROUS FUNCTIONALITY AND SIMPLICITY



It seeks to address the actual problem in a simple way



*Danfoss Eco is an easy solution to smart radiator heating. It makes a complex system concrete and simple in an elegant, yet discrete, way*

# DESIGN COMPETENCIES AND R&D IN DENMARK



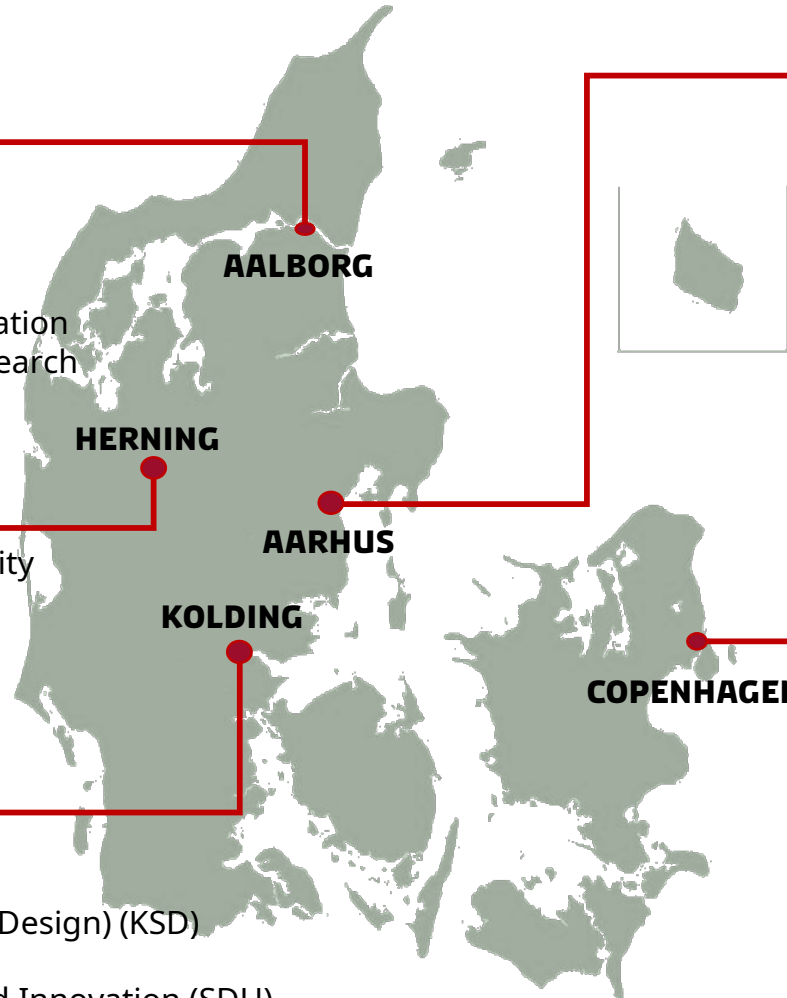
- Digital Design
- UX/UI
- Human Computer Interaction
- Human Robot Interaction
- Xlab: Design, Learning and Innovation
- The Center for Applied Game Research



- Creative Business and Sustainability
- Design and Pattern Technology
- Trend and Society



- DigitHub (KSD)
- Digital Design (KSD)
- Design for Play (LAB for Play and Design) (KSD)
- Product Design (SDU)
- Technology Entrepreneurship and Innovation (SDU)



- UX/UI
- Human computer Interaction
- Participatory Information Technology (AU)
- Advanced Visualization and Interaction (AU)
- Digital Design and Information (AU)
- Use-Design and Innovation (AU)
- Digital Experience Design (AI)
- Interactive Urban Spaces (AI)
- Smart Products and Production (AI)



- Digital Design
- UX/UI
- Information Technology and Architecture (KADK)
- Visibility Design (KADK)
- Digitalization, Social and Institutional Practices (ITU)
- Interaction Design (ITU)
- Play, Culture and AI (ITU)
- Medical Devices and Systems (DTU)
- Innovation and Product Development (DTU)

# THE BUSINESS CASE

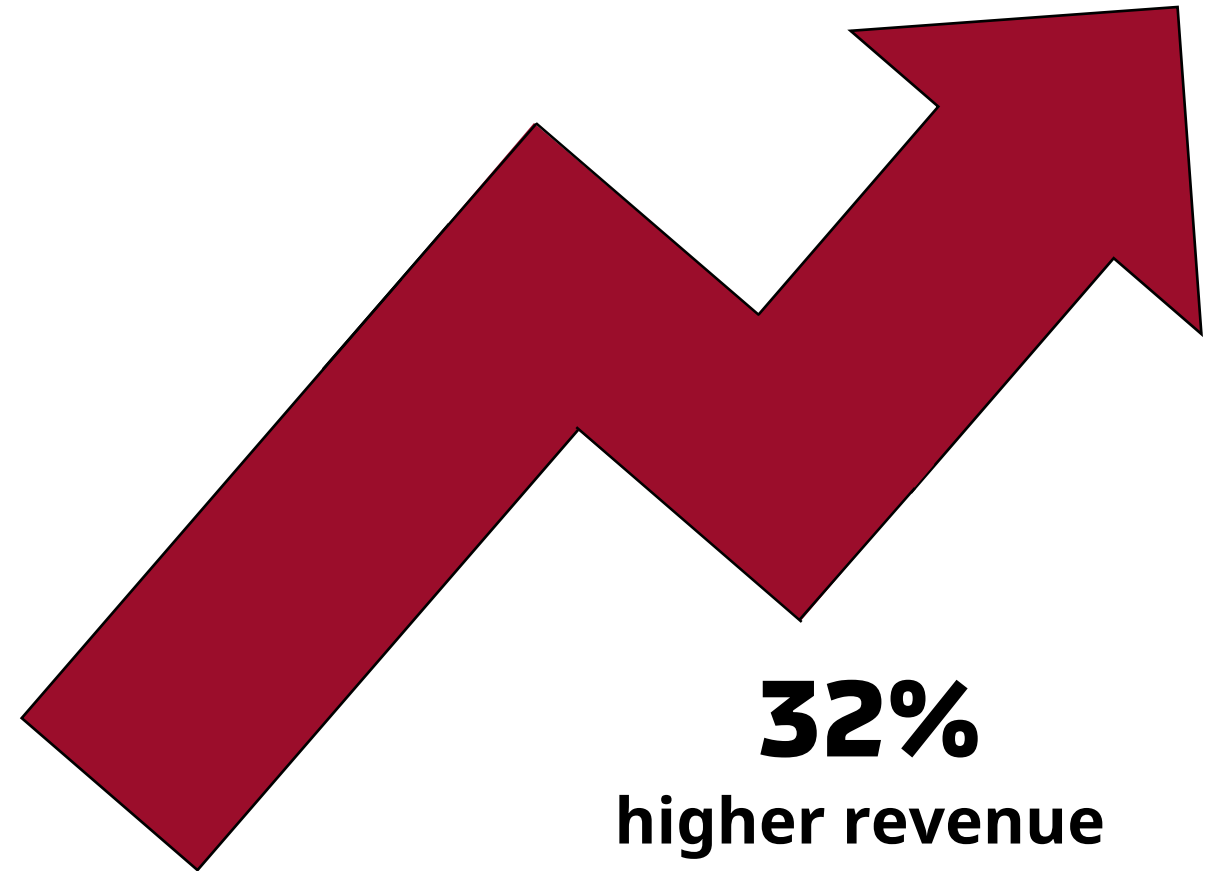
## - DESIGN IS A GROWTH ENGINE

**54%** of Danish companies state that they use design systematically

**92%** experience that design has a positive impact on bottom line

**79%** experience that design strengthens their brand

**65%** experience that design increases customer satisfaction



**32%**  
**higher revenue  
growth**

*The Business Value of Design by  
McKinsey & Co*



# DESIGN COMPETENCES

- DENMARK IS HIGHLY SKILLED IN KEY DISCIPLINES

**51.375**

Design professionals in Denmark equal to 2% of the labour force

**+5.000**

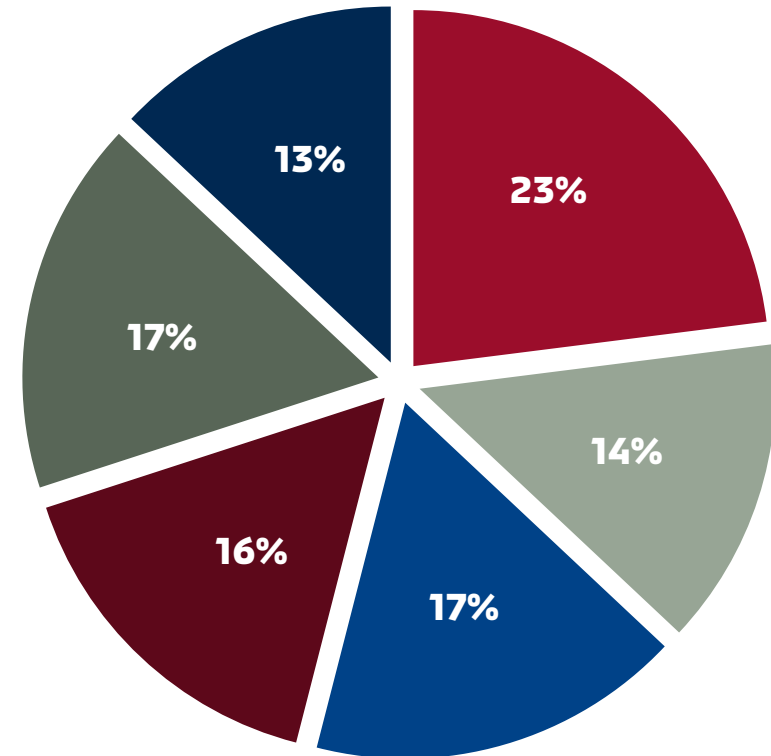
Design companies & agencies in Denmark

**75%**

Danish design professionals hold a formal design education

## DESIGN BY DISCIPLINES

■ Graphic/Visual    ■ Digital    ■ Product Dev.  
■ Form giving    ■ Strategic    ■ Service & Experience

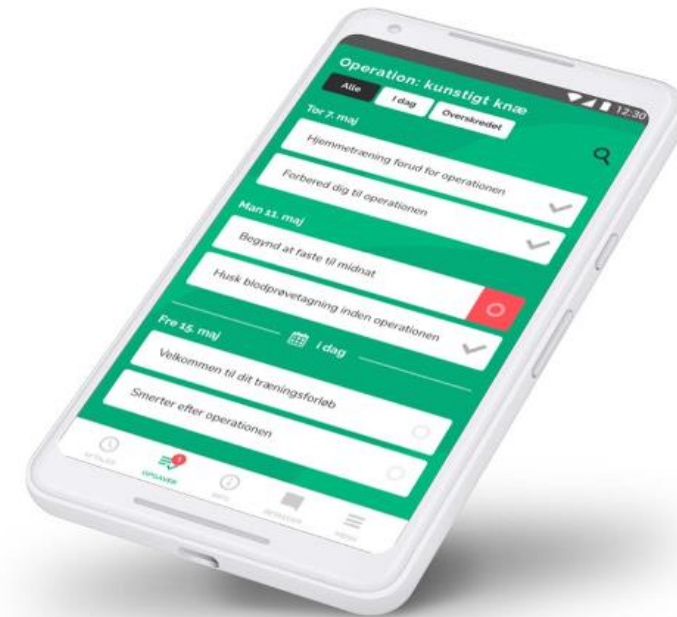


Source: Nordic Design Ressource

# DIGITAL DESIGN

- DEVELOPING AND DESIGNING DIGITAL INTERFACES BETWEEN HUMAN, COMPUTERS AND CULTURE

**“My Digital Care Guide”  
enables North Zealand  
Hospital to provide a clear  
and individualised flow of  
communication to patients  
before, during and after  
treatment.**



# SERVICE DESIGN

## - HOW TO DESIGN A USER CENTRIC SERVICE



# Be My Eyes

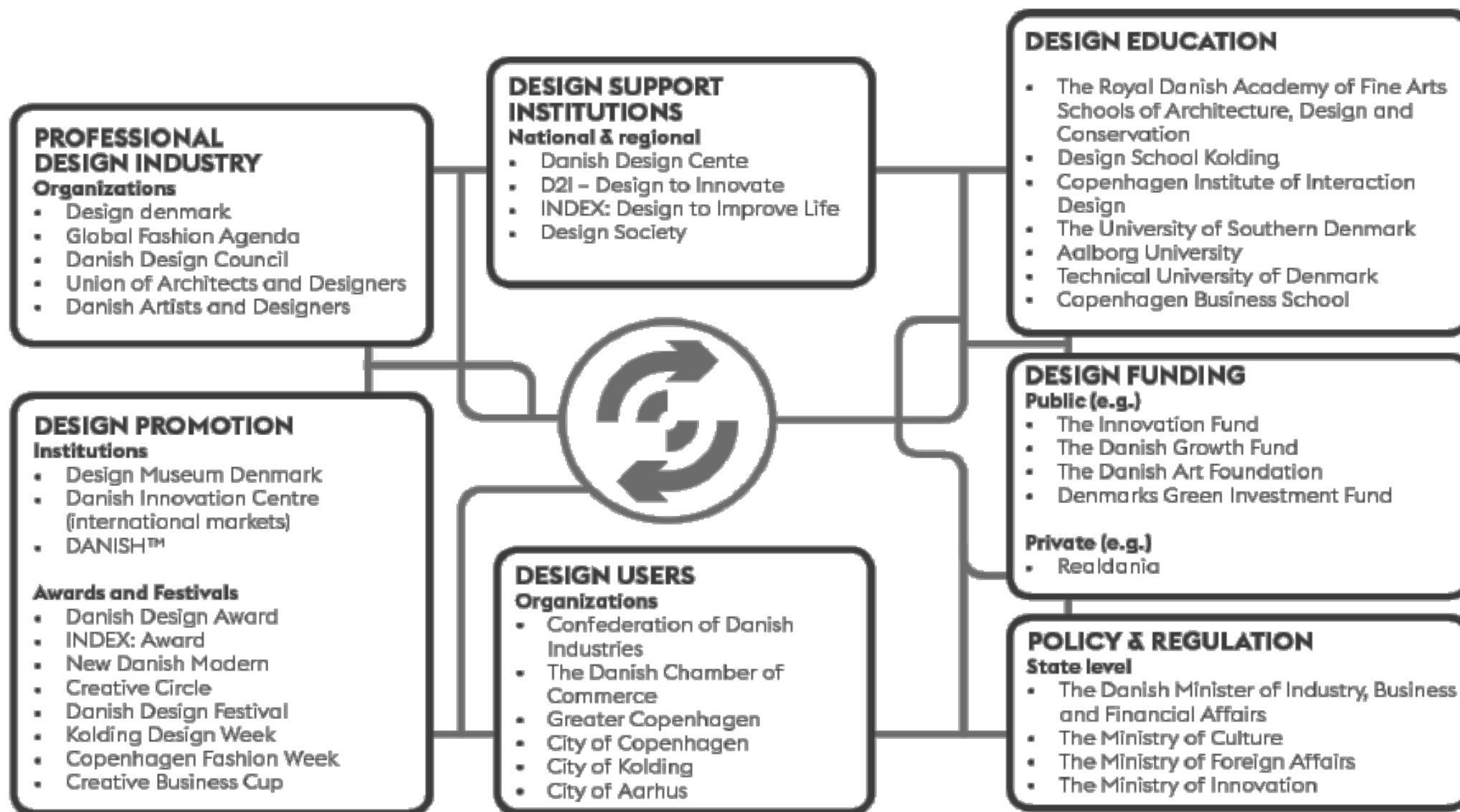
Lend your eyes to the blind

*Be My Eyes* combined the two characteristics when designing their service; a free mobile app with one main goal: to make the world more accessible for blind and vision impaired people.



# THE DESIGN ECOSYSTEM

- THE ECOSYSTEM IS HIGHLY DEVELOPED AND EASILY ACCESSIBLE





# A STRATEGI CASE

## - WIPRO

In 2017, Wipro acquired Designit being one of the worlds largest design agencies and an award winning Danish strategic design firm specialized in designing transformative product and service experiences.

Wipro wanted to be the leader in the global IT service sector race and this acquisition helped Wipro to become an end-to-end system/service provider with a customer segment that needs digital transformation.

For that purpose, Wipro strongly needed to consolidate competences within strategic design, human-centered innovation and UX in order to deliver digital solution of highest standard.



# ANOTHER STRATEGIC CASE

## - COGNIZANT

In 2016, Cognizant acquired 49 % of the Danish strategy consulting design company RED Associates and formed an exclusive partnership to build digital economy solutions that integrate social sciences and technology.

RED Associates is a consultancy specialized in applying deep behavioral insights to business strategy, incl. digital design processes.

In order for Cognizant to deliver high standard innovative design solutions across the entire value chain, they required experts within strategic design, behavioural economy, anthropology, sociology, and ethnography.

# Cognizant



RED ASSOCIATES

# **WHY DIGITAL DESIGN IN DENMARK?**

- 1. High concentration of design expertise**
- 2. World class software development**
- 3. Impact on business and bottom line**
- 4. Availability of tech and design talent**
- 5. Numerous & diverse partnering opportunities**
- 6. Strong tradition with holistic & usability approach**
- 7. World class research in the different design disciplines**
- 8. The most digital country in Europe**
- 9. “Made in Denmark” label an unique branding opportunity**
- 10. Danish design is globally renowned for its quality**

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**Kristoffer Winge**  
Senior User Experience Consultant & Guild Master,  
Mjølner Informatics



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**Andreas Van Der Merwede**  
Project Manager & Resource Coordinator,  
Design School Kolding

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# THANK YOU FOR YOUR ATTENTION

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