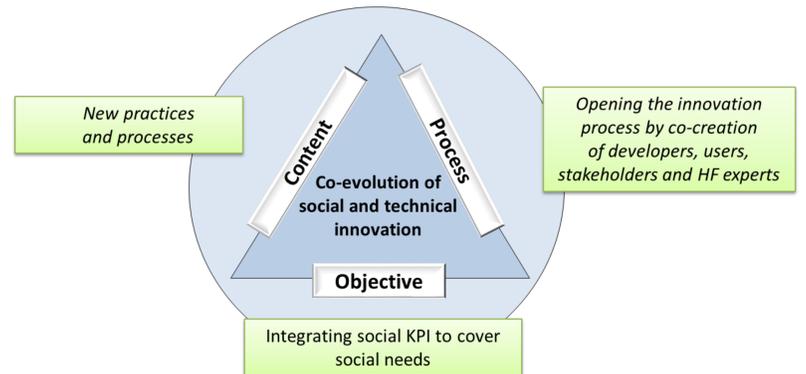


## Combining Technological and Social Innovation

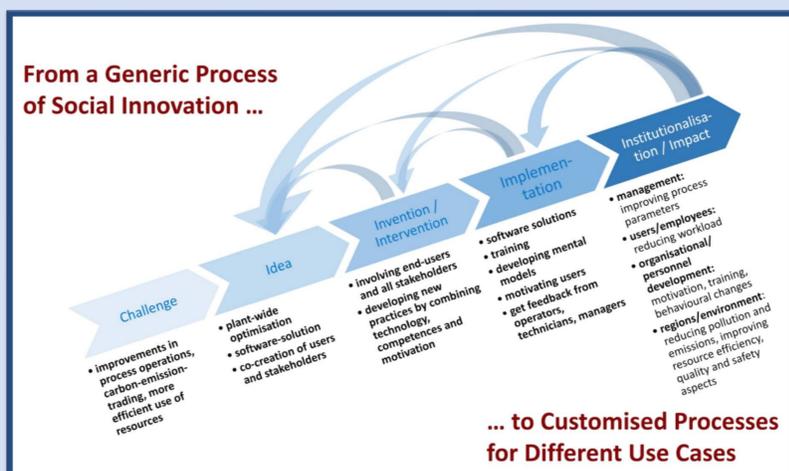
### Need

- New challenges and low impact of new software systems (e.g. by poor user acceptance) creates a need for a new innovation paradigm
- Creating an excellent system and making the best use of it needs considering the ideas of future users and internal stakeholders
- A joint optimisation of technology, people and organisation is needed to unfold the full potential of a new digital solution



### Approach

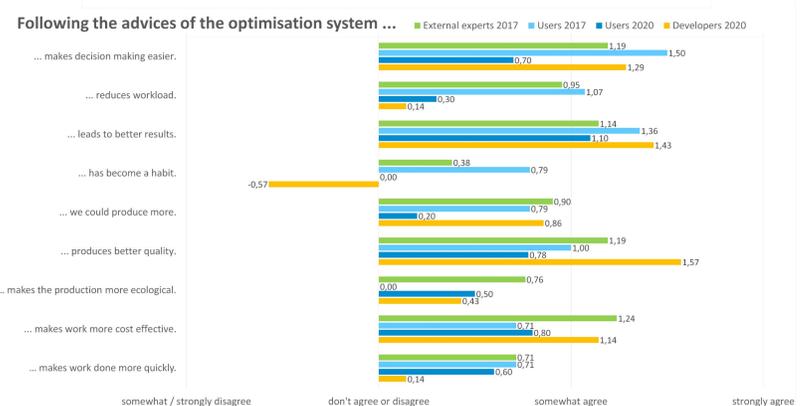
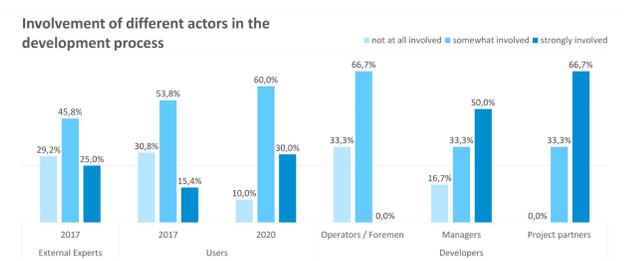
- Following the 4I-process



- Identifying future users and internal stakeholders to get them involved in the development process (by raising their requirements and early feedback to mock-ups, prototypes)
- Integrating a set of social key performance indicators (KPIs) to get early feedback during development
- Conducting surveys (questionnaire, interviews and workshops) among future users and external experts

### Application

#### Analysing survey results (2017 and 2020)



#### Feedback of users:

- Need for further improvement of the system
- Integration of a support system is necessary
- Continuous involvement of users during the ongoing implementation process needed – more time to express own ideas
- Users are eager to (co-)develop the COCOP system further
- More training on the system is required

### Benefit

- Enables that plant-wide optimisation brings the envisioned benefits
- Supports that the system fulfills the end user needs
- Improves user acceptance and motivation to improve the system
- Supports mutual learning of end users and software developers
- Helps the end user to use the COCOP system more effectively
- Contributes to better process operation via best fit between technological tools, organisational practices and user skills