**Abgrenzung von Digitalisierung und digitaler Transformation**

**Distinction between digitization and Digital Transformation**

Graphical user interface, application

Description automatically generated

|  |  |
| --- | --- |
| Digitalisierung | Digitalization |
| Digitization | Digitization |
| Umwandlung von analogen in digitale Daten | Conversion from analog to digital data |
| Digitalization | Digitalization |
| Digitale Speicherung, Übertragung, Verarbeitung | Digital storage, transmission, processing |
| Digital Transformation | Digital Transformation |
| Digitale Wirtschaft, Leben und Gesellschaft | Digital economy, life, and society |

**The new technology stack**

Diagram

Description automatically generated

|  |  |
| --- | --- |
| Sicherheit& Benutzer- Authentifizierung | Security & User- Authentication |
| Produkt-Cloud | Product Cloud |
| Konnektiviät | Connectivity |
| Produkt | Product |
| Integration in Geschäftssysteme | Integration with business systems |
| Externe Informationsquellen | External sources of information |

**Framework der digitalen Transformation**

Diagram

Description automatically generated**Framework of the Digital Transformation**

**Der Online-Kommunikationsprozess über das Internet**

**The online communication process via the Internet**

Diagram

Description automatically generated

|  |  |
| --- | --- |
| Sender/ Empfänger | Sender / Receiver |
| Kodierug | Coding |
| Dekodierung | Decoding |
| Botschaft | Message |
| Medium | Medium |
| Virtualität | Virtuality |
| Multimedialität | Multimedia |
| Interaktivität | Interactivity |
| Individualität | Individuality |
| Feedback/ Feedforward | Feedback/ Feedforward |

**Mehrwerte des Chatboteinsatzes in Unternehmen**

**Added value of using chatbots in companies**Chart

Description automatically generated

|  |  |
| --- | --- |
| Wo siehst du die größten Mehrwerte, wenn die Unternehmen einen Chatbot einsetzen? | Where do you see the greatest added value when companies use a chatbot? |
| Steigerung der Effizienz | Increase efficiency |
| Steigerung der Kundenzufriedenheit | Increase customer satisfaction |
| Kostensenkung | Cost reduction |
| Sales- und Lead- Steigerung | Sales and lead increase |
| Potenzial für Cross- und Up-Selling | Potential for cross-selling and up-selling |
| Steigerung der Mitarbeiterzufriedenheit | Increase employee satisfaction |
| Anzahl der Befragten | Number of respondents |

**Ganzheitlichkeit von Agilität**

**Holistic agility**

Timeline

Description automatically generated

|  |  |
| --- | --- |
| Agil sein | Be agile |
| Agilität ist ein Mindset | Agility is a mindset |
| Beschrieben durch vier Werte | Described by four values |
| Definiert durch zwölf Prinzipien | Defined by twelve principles |
| Manifestiert durch eine Vielzahl an Praktiken | Manifested through a variety of practices |
| Zusammengesetzt zu Methoden, Frameworks, Prozessen | Combined into methods, frameworks, processes |
| Machen | Create |
| Wirkungsvoller und unsichtbarer | More effective and invisible |
| Sichtbarer und wirkungsloser | More visible and ineffective |

**Scrum-Vorgehen**

Diagram

Description automatically generated**Scrum approach**

|  |  |
| --- | --- |
| Backlog | Backlog |
| Sprint Planning | Sprint Planning |
| Backlog | Backlog |
| Daily Scrum | Daily Scrum |
| Sprint Retrospektive | Sprint Retrospective |
| Review | Review |

**Kanban-Werte, -Praktiken und -Prinzipien**

**Kanban values, practices, and principles**

Table

Description automatically generated with medium confidence

|  |  |
| --- | --- |
| Kanban-Werte | Kanban Values |
| 1. Transparenz | 1. Transparency |
| 2. Balance | 2. Balance |
| 3. Kooperation | 3. Cooperation |
| 4. Kundenfokus | 4. Customer focus |
| 5. Arbeitsfluss (Flow) | 5. Workflow (flow) |
| 6. Leadership (Führung) | 6. Leadership (management) |
| 7. Vereinbarung | 7. Agreement |
| 8. Verständis | 8. Understanding |
| 9. Respekt | 9. Respect |
| Praktiken | Practices |
| 1. Mache die Arbeit sichtbar | 1. Make the work visible |
| 2. Limitiere die Menge angefangener Arbeiten | 2. Limit the amount of work in progress |
| 3. Messe und manage den Fluss. | 3. Measure and manage the flow. |
| 4. Mache Prozessregeln explizit (eindeutig und bekannt). | Make process rules explicit (clear and known). |
| 5. Entwickle Rückmeldemechanismen | 5. Develop feedback mechanisms |
| 6. Führe gemeinschaftlich Verbesserungen durch. | 6. Make collaborative improvements. |
| Prinzipien | Principles |
| 1. Starte mit dem, was Du gerade machst. | 1. Start with what you are doing right now. |
| 2. Strebe inkrementelle, evolutionäre Veränderungen an. | 2. Strive for incremental, evolutionary change. |
| 3. Respektiere aktuelle Prozesse, Rollen, Verantwortlichkeiten und Titel. | 3. Respect current processes, roles, responsibilities, and titles. |
| 4. Fördere Führung und Verantwortung auf allen Ebenen der Organisation. | 4. Promote leadership and accountability at all levels of the organization. |

Chart, timeline

Description automatically generated**Kanban board**

|  |  |
| --- | --- |
| Pool | Pool |
| Freigegeben | Released |
| Spezifikation | Specification |
| Implementierung | Implementation |
| Test | Test |
| Abgeschlossen | Completed |
| In Arbeit | In progress |
| Fertig | Ready |
| WIP | WIP |

**Schema zur Definition des Standpunkts**

**Scheme to define point of view**

Graphical user interface, application

Description automatically generated

|  |  |
| --- | --- |
| Name des/r Nutzers/in/Persona (Wer): | Name of the user/persona (Who): |
| Benötigt (was wird benötigt?): | Needed (what is needed?): |
| Um (Bedürfnis): | In order to (need): |
| Da (Einblick/Erkenntnis): | Because (insight/knowledge): |

**Design-Thinking-Mikrozyklus**

**Design Thinking Microcycle**

Diagram

Description automatically generated

|  |  |
| --- | --- |
| Verstehen | Understand |
| Beobachten | Observe |
| Standpunkt definieren | Define point of view |
| Idee finden | Find idea |
| Prototyp entwickeln | Develop prototype |
| testen | Test |

**Double Diamond – Divergenz-Konvergenz-Modell**

A picture containing timeline

Description automatically generated**Double Diamond - Divergence-Convergence Model**

|  |  |
| --- | --- |
| Problemraum | Problem space |
| Divergieren | Diverging |
| Lösungsraum | Solution space |

**Design-Thinking-Makrozyklus**

**Design Thinking Macrocycle**Diagram

Description automatically generated

|  |  |
| --- | --- |
| Konvergieren | Converge |
| Problemstellung | Problem |
| Divergieren | Diverge |
| Groan Zone | Groan zone |
| Erste Idee | First idea |
| Kritische Funktionatlität | Critical functionality |
| Benchmark | Benchmark |
| Dark Horse | Dark Horse |
| Funky Prototype | Funky Prototype |
| Finaler Prototyp | Final prototype |
| Fertiger | Completed prototype |
| funktionaler | Functional prototype |

**Prototyp Vision Canvas**

**Prototype Vision Canvas**

Table

Description automatically generated

|  |  |
| --- | --- |
| Vision Statement | Vision Statement |
| Zielgruppe | Target group |
| Bedürfnisse | Needs |
| Produkt | Product |
| Nutzen | Benefit |

**Gamification-Techniken**

**Gamification techniques**

Diagram

Description automatically generated

|  |  |
| --- | --- |
| Belohnungen | Rewards |
| Sub-Kulturen | Sub-cultures |
| Charaktere | Characters |
| Rollenspiel | Role play |
| Reale Welt | Real world |
| Antizipation | Anticipation |
| Errungenschaften | Achievements |
| Statistiken | Statistics |
| Engagement-Kurve | Engagement Curve |
| Regeln | Rules |
| Quests | Quests |

**Gamification-Modell**

Graphical user interface, text, chat or text message

Description automatically generated**Gamification model**

|  |  |
| --- | --- |
| Ziele | Targets |
| Maßnahmen | Measures |
| Belohnung | Reward |

Diagram

Description automatically generated**MDA Framework**

|  |  |
| --- | --- |
| Rules (Regeln) | Rules |
| System (System) | System |
| Fun (Spaß) | Fun |
| Produziert | produce |
| Mechanics (Spielmechanik) | Mechanics |
| Dynamics (Dynamiken) | Dynamics |
| Aesthetics | Aesthetics |

**Business Model Canvas**

Chart, treemap chart

Description automatically generated**Business Model Canvas**

|  |  |
| --- | --- |
| Schlüsselpartner | Key partner |
| Schlüsselaktivitäten | Key activities |
| Schlüsselressourcen | Key Resources |
| Wertangebote | Value Propositions |
| Kundenanforderungen | Customer requirements |
| Kanäle | Channels |
| Kundensemente | Customer semen |
| Kostenstruktur | Cost structure |
| Einnahmequellen | Revenue sources |

**Unternehmensintern genutzte Social Collaboration Software**

**Social collaboration software used within the company**

Diagram

Description automatically generated

|  |  |
| --- | --- |
| Koordination | Coordination |
| Prozessmanagement | Process Management |
| Taskmanagement | Task Management |
| Terminmanagement | Appointment Management |
| Projektmanagement | Project Management |
| Wiki | Wiki |
| Wissensmanagemnt | Knowledge Management |
| Creating/ Editing | Create/ Edit |
| File-sharing | File-sharing |
| Enterprise Social Network (ESN) | Enterprise Social Network (ESN) |
| Conferencing | Conferencing |
| Kommunikation | Communication |
| Chat | Chat |

**Social-Media-Mechanismen**

**Social media mechanisms**

Graphical user interface

Description automatically generated

|  |  |
| --- | --- |
| Alle können | Everyone can |
| Mitmachen (Inhalte erstellen) | Participate (create content) |
| Mitreden (Inhalte kommentieren) | Have their say (comment on content) |
| Weitergeben (Inhalte teilen) | Share (share content) |
| Beurteilen (Inhalte bewerten) | Assess (evaluate content) |
| Erweitern (z.B. Wikipedia) | Expand (e.g. Wikipedia) |
| Korrigieren (Selbstreinigungseffekt) | Correct (self-cleaning effect) |
| Sich vernetzen | Network |

**Änderung der Kommunikation vom Push- zum Pull-Ansatz**

**Change in communication from push to pull approach**

Diagram

Description automatically generated

|  |  |
| --- | --- |
| Push | Push |
| Pull | Pull |
| Monolog | Monologue |
| Dialog& Diskussion | Dialogue& Discussion |
| Kontrolle | Control |
| Kontrollverlust/ Transparenz | Loss of control/ transparency |
| Klar definierte Zeiten | Clearly defined times |
| Erwartungshaltung ständiger Erreichbarkeit | Expectation of constant availability |
| Abgehoben und selbstbezogen | Aloof and self-centered |
| Auf Augenhöhe | At eye level |
| Kommunikator | Communicator |
| Moderator | Moderator |
| Massenkomunikation | Mass communication |
| Indivuduelle Kommunikation | Individual communication |
| Geschönt | Embellished |
| Authentisch | Authentic |
| Hoher Detailgrad | High level of detail |
| Überschriften machen Nachrichten | Headlines make news |
| Langsam | Slow |
| schnell | Fast |

**Nutzungsklassen und Anwendungsbeispiele der sozialen Medien**

**Classes of use and examples of social media**

A screenshot of a computer

Description automatically generated with low confidence

|  |  |
| --- | --- |
| Kommunikation | Communication |
| Blogs | Blogs |
| Microblogs | Microblogs |
| Soziale Netzwerke | Social networks |
| Messenger-Dienste | Messenger services |
| Social:Bookmarking-Plattformen | Social: Bookmarking platforms |
| Foren/Communitys | Forums/Communities |
| Kooperation | Cooperation |
| Wikis | Wikis |
| Bewertungs-/ Auskunftsportale | Rating / information portals |
| Kreativportale | Creative portals |
| Content-Sharing | Content sharing |
| Text-Sharing | Text Sharing |
| Foto | Photo |
| Video | Video |
| Audio | Audio |

**Erfassung des QR-Codes**

**QR code capture**

A picture containing qr code

Description automatically generated

|  |  |
| --- | --- |
| Code | Code |
| Scannen | Scan |
| Decodieren | Decode |
| Website | Website |

**Everything as a Service**

Diagram

Description automatically generated

X

|  |  |
| --- | --- |
| Software as a Service (SaaS) | Software as a Service (SaaS) |
| Bespiele: Salesforce, Slack, Dropbox; Microsoft Office 365 | Examples: Salesforce, Slack, Dropbox; Microsoft Office 365 |
| Platform as a Service (PaaS) | Platform as a Service (PaaS) |
| Beisiele: Microsoft Azure, Google App Enine, IBM Cloud Foundry | Examples: Microsoft Azure, Google App Enine, IBM Cloud Foundry |
| Infrastructure as a Service (IaaS) | Infrastructure as a Service (IaaS) |
| Beispiele: Amazon Web Services (AWS), Google Cloud Platform, | Examples: Amazon Web Services (AWS), Google Cloud Platform, |

**Die Nutzung von APIs am Beispiel von Uber**

**The use of APIs using the example of Uber**

Diagram

Description automatically generated

|  |  |
| --- | --- |
| Ermittlung des aktuellen Standorts über Google Maps API | Determination of the current location via Google Maps API |
| Kunde möchte von A nach B | Customer wants to go from A to B |
| Kontaktaufnahme mit Fahrer über Twilio | Contact driver via Twilio |
| Bestätigung der Buchung über Uber Bookng API | Confirmation of booking via Uber Booking API |
| Benachrichtigung über Eintreffen des Fahrzeugs über Notification API | Notification of arrival of the vehicle via Notification API |
| Bezahlug mit Kreditkarte über Payments Gateway API | Credit card payment via Payments Gateway API |
| Suche nach Mitfahrern, um den Fahrpreis zu teilen, über Venmo | Looking for rideshare drivers to share the fare, via Venmo. |

**Zusammenhänge Smart Services**

**Interrelationships Smart Services**

Graphical user interface, application

Description automatically generated

|  |  |
| --- | --- |
| Smart Services | Smart Services |
| Digital | Digital |
| Remote | Remote |
| Persönlich | Personal |
| Digitale Plattormen | Digital platforms |
| API | API |
| Verteilte Speicher | Distributed storage |
| Algorithmik | Algorithmics |
| Datentransfer | Data transfer |
| Physische Objekte | Physical objects |
| Stationär | Stationary |
| Mobil | Mobile |
| Ext. Sensoren | Ext. sensors |

**Die Funktionsweise einer Blockchain**

Diagram

Description automatically generated**The functioning of a blockchain**

|  |  |
| --- | --- |
| Block | Block |
| Genesis | Genesis |
| Transaktionen | Transactions |
| Infos zu Block | Block info |
| Transaktion | Transaction |

**Erscheinungsformen des Onlinemarketings**

A picture containing graphical user interface

Description automatically generated**Manifestations of online marketing**

|  |  |
| --- | --- |
| Onlinemarketing | Online marketing |
| Sichtbar für den Endnutzer | Visible to the end user |
| Onlinewerbung | Online advertising |
| Keyword-Anzeigen | Keyword ads |
| E-Kundenbindungsprogramme | E-customer loyalty programs |
| Corporate Website | Corporate Website |
| Apps | Apps |
| Online-PR | Online PR |
| Virales Marketing | Viral marketing |
| Foren/ Communitiys | Forums/ Communities |
| E-Mails | Emails |
| E-Newsletter | E-Newsletter |
| Soziale Netzwerke | Social networks |
| Online-Wettbewerbe | Online competitions |
| E-Commerce | E-commerce |
| Media-Sharing-Plattformen | Media sharing platforms |
| Social Bookmarking | Social Bookmarking |
| Location-baed Services | Location-baed Services |
| Microblogging | Microblogging |
| E-Coupons | E-coupons |
| E-Sampling | E-Sampling |
| Corporate Blogs | Corporate blogs |
| Messenger-Dienste | Messenger services |
| M-Coupons | M coupons |
| Unsichtbar für den Endnutzer | Invisible to the end user |
| Suchmaschinenoptimierung (SEO) | Search Engine Optimization (SEO) |
| Web Monitoring | Web monitoring |
| Affiliate-Marketing | Affiliate marketing |
| Realtime-Advertising | Real-time advertising |
| Targeting | Targeting |
| Ratung- und Review-Management | Advice and review management |
| Content-Marketing | Content Marketing |

**Disziplinen des Webdesigns**

**Web design disciplines**

Diagram, venn diagram

Description automatically generated

|  |  |
| --- | --- |
| Interfacedesign | Interface Design |
| Screendesign | Screen design |
| Scribbles | Scribbles |
| Corporate Design | Corporate Design |
| Formulare | Forms |
| Usability | Usability |
| Navigationselemente | Navigation elements |
| Wireframe | Wireframe |
| Gestaltungsrater | Design advisor |
| Farbe | Color |
| Mockup | Mockup |
| Typografie | Typography |
| Schrift | Font |
| (responsive) Layout | (Responsive) Layout |
| Interaktonsdesign | Interaction design |
| Asynchrone Interaktionen | Asynchronous interactions |
| Synchrone | Synchronous |
| Navigationshilfen | Navigation aids |
| Informationsdesign | Information Design |
| Navigationsstruktur | Navigation structure |
| Content Management | Content management |

**Gesetz der Prägnanz**

Icon

Description automatically generated**Law of conciseness**

**Gesetz der Nähe**

**Law of proximity**

Icon

Description automatically generated

**Gesetz der Ähnlichkeit**

A picture containing icon

Description automatically generated**Law of similarity**

**Pareto-Prinzip**

A picture containing icon

Description automatically generated**Pareto principle**

**Prozesslandkarte für den HR-Bereich**

Diagram

Description automatically generated with low confidence**Process map for the HR area**

|  |  |
| --- | --- |
| Steuernde HR-Prozesse | Controlling HR processes |
| Operative | Operational |
| Service | Service |
| Personalpolitik & -strategie | Human Resources Policy & Strategy |
| Personalmarketing | Human Resources Marketing |
| Personalführung | Human Resources Management |
| Personalplanung | Personnel Planning |
| Personalbeschaffung | Recruitment |
| Personalentwicklung | Human Resources Development |
| Personaleinsatz, -beurteilung & -vergütung | Staff Deployment, Appraisal & Compensation |
| Personalfreisetzung | Staff Release |
| Personalcontrolling | Personnel Controlling |
| Personalverwaltung & -service | Personnel Management & Service |
| Wertschöpfung | Value Creation |

**Phasen des Recruiting-Prozesses und Einsatzmöglichkiten für Künstliche Intelligenz**

**Phases of the recruiting process and possible applications for Artificial Intelligence**

Timeline

Description automatically generated

|  |  |
| --- | --- |
| Anzeigenschaltung | Ad placement |
| Kanalauswahl/ Klassifizierung verbessern (Recruiter) | Improve channel selection/classification (recruiter) |
| Jobsuche | Job search |
| Passende Jobs finden (Kanidaten) | Find suitable jobs (candidates) |
| Bewerbung Bewerbung vereinfachen (Kanidaten) | Simplify application (candidates) |
| Kanidatenauswahl | Channel selection |
| Die/den richtige/n Kanidaten auswählen (Recruiter) | Selecting the right channel candidate(s) (recruiter) |

**Qualifikationsmaßnahmen**

**Qualification measures**

Timeline

Description automatically generated

|  |  |
| --- | --- |
| Digital Skills | Digital Skills |
| Erforderliche Fähigkeiten | Required skills |
| Human Skills | Human Skills |
| Neue Fähigkeiten die erforderlich sind, um an einem alten Arbeitsplatz mit neuer Technologie zu arbeiten und zu interagieren | New skills needed to work and interact in an old workplace with new technology |
| Einige (Nischen-)Teile des Arbeitsmarktes werden nicht automatisiert sein und erfordern keine (Um-)Qualifizierung | Some (niche) parts of the labor market will not be automated and will not require (re)qualification |
| Digitale Fähigkeiten, die zur Schaffung, Steuerung und Aufrechterhaltung der Technologie in neu geschaffenen IKT-Arbeitsplätzen erforderlich sind | Digital skills needed to create, manage, and sustain technology in newly created ICT workplaces |
| Inhärent menschliche Fähigkeiten, die für neue Nicht-IKT-Arbeitsplätze erforderlich sind | Inherent human skills required for new non-ICT jobs. |
| Bestehend | Existing |
| Neu | New |
| Meta Skilling | Meta Skilling |
| Upskilling | Upskilling |
| Digital Reskilling | Digital Reskilling |
| Human Reskilling | Human Reskilling |