

Has Fakira

Digital Technology Innovation Leader



**FIVE WORDS
CONSULTING**

The Why and How of Digital Technology- Enabled Innovation in Real Estate





What's the
most
impressive
innovation
that you've
seen?





What does
innovation
really mean
anyway?



“Something
different that
creates value”





How did they
do it?



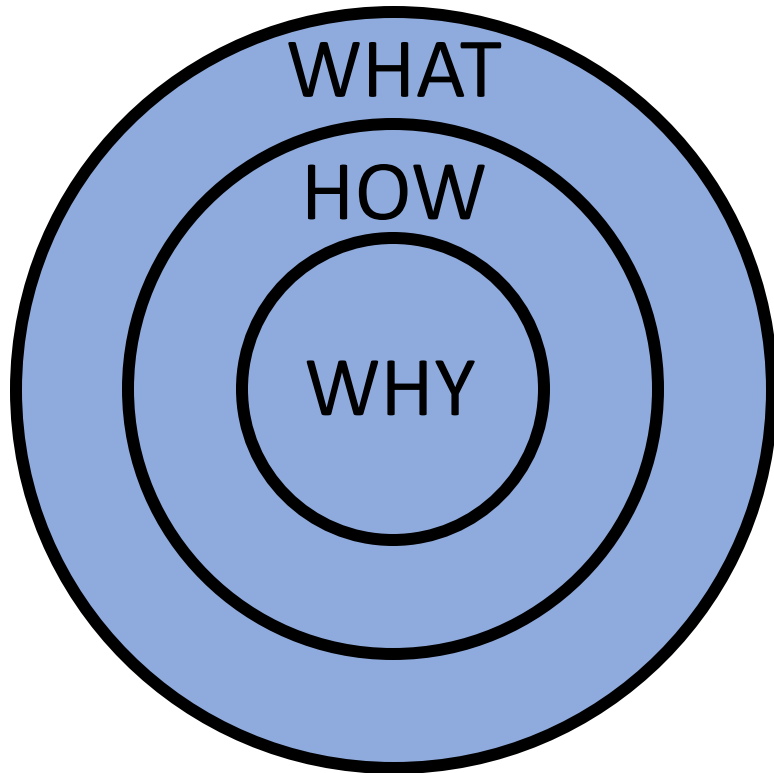


Conference case study presentations



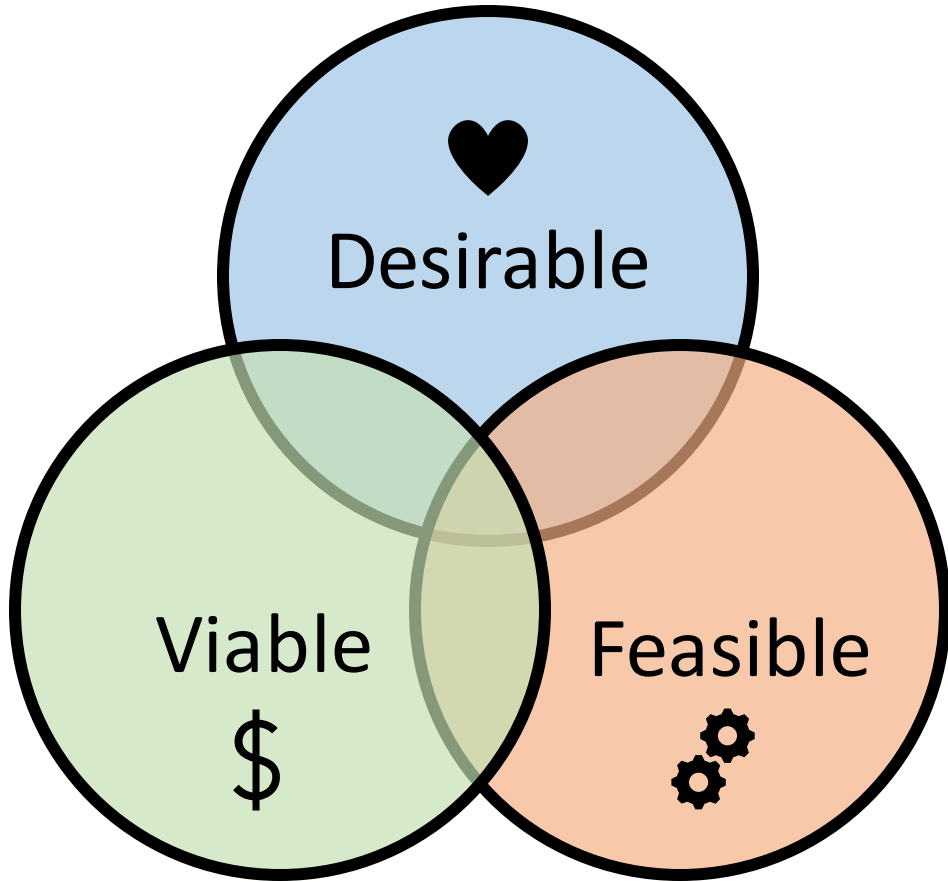


Property Technology Map 2023



WHY and
HOW are
crucially
important for
innovation to
be successful





Human Centred Design



Find



Deliver



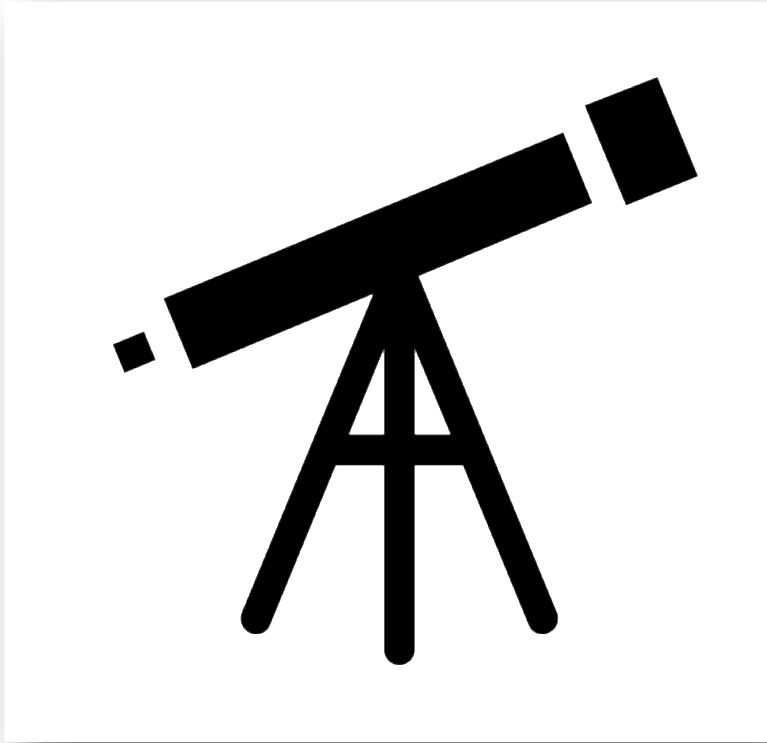
Co-create

Innovation Process



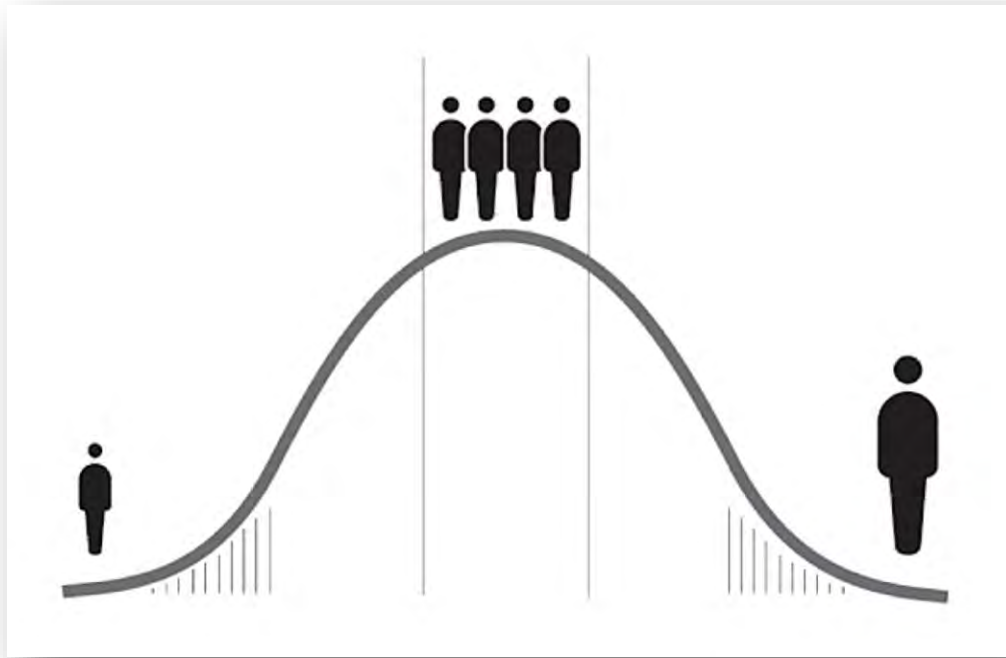


Empathy Maps



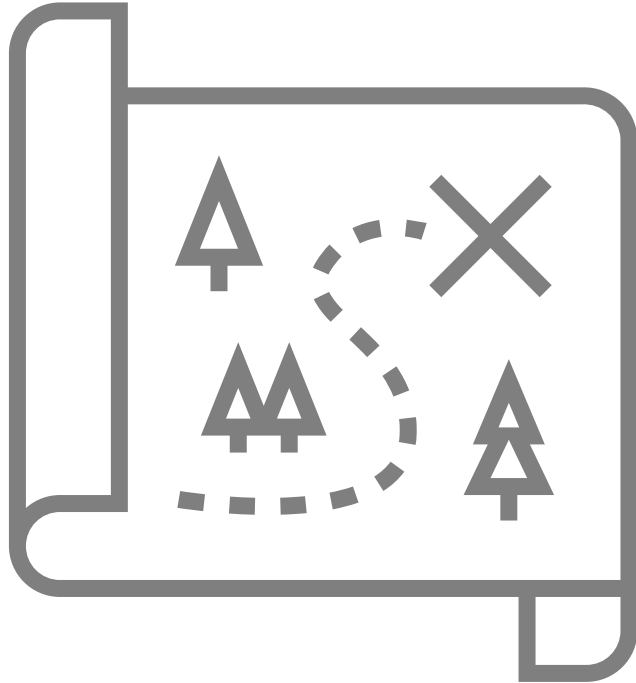
Observations





Extreme Users





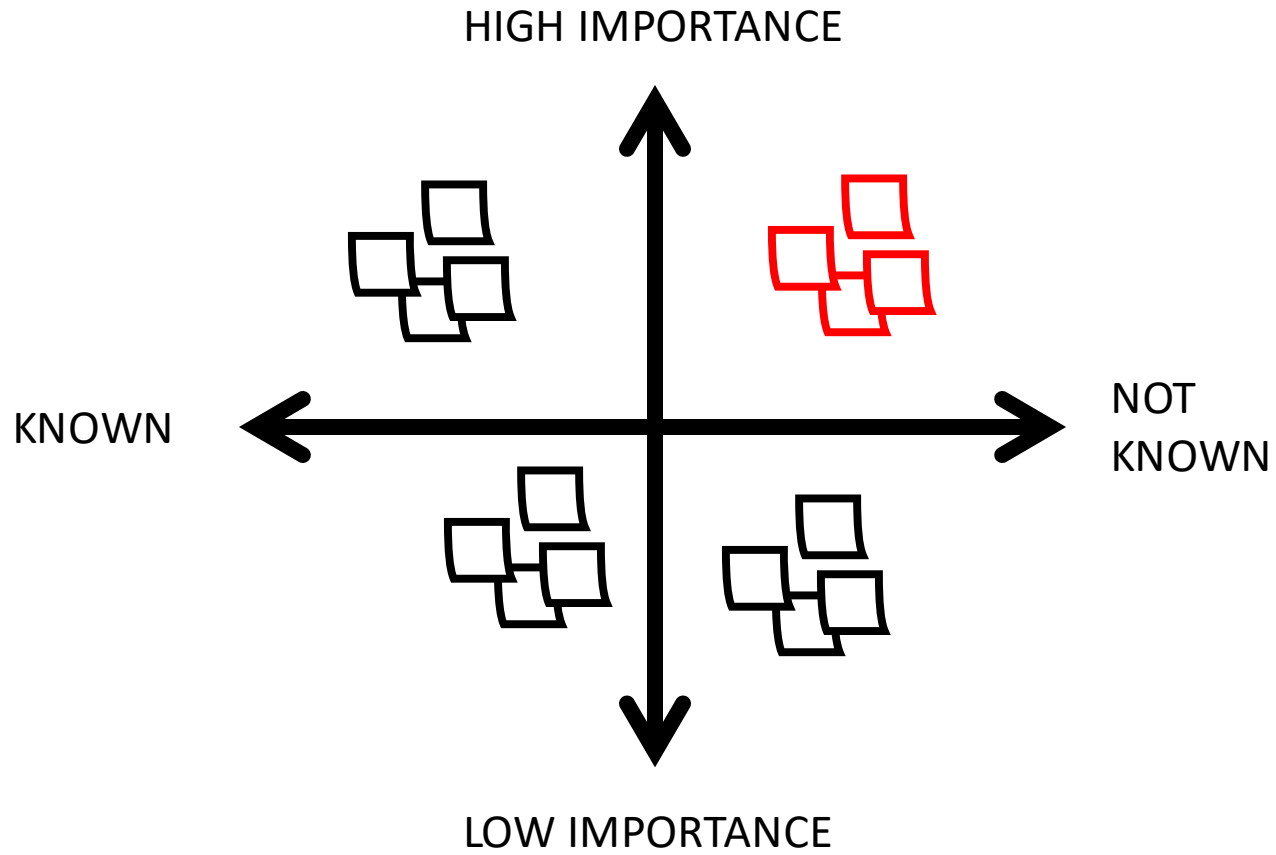
Journey Mapping



Frame the
challenge:

HOW MIGHT
WE...





Assumptions Map



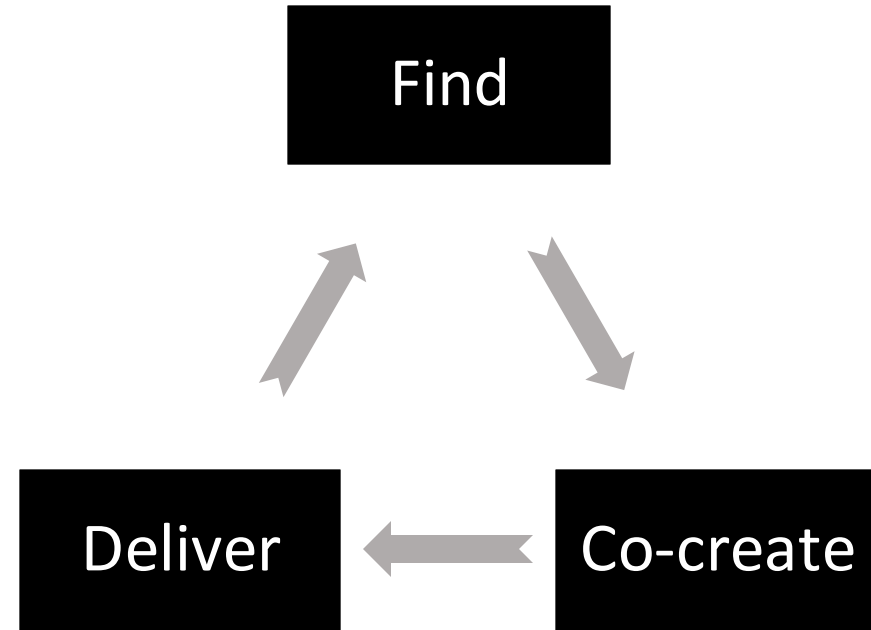
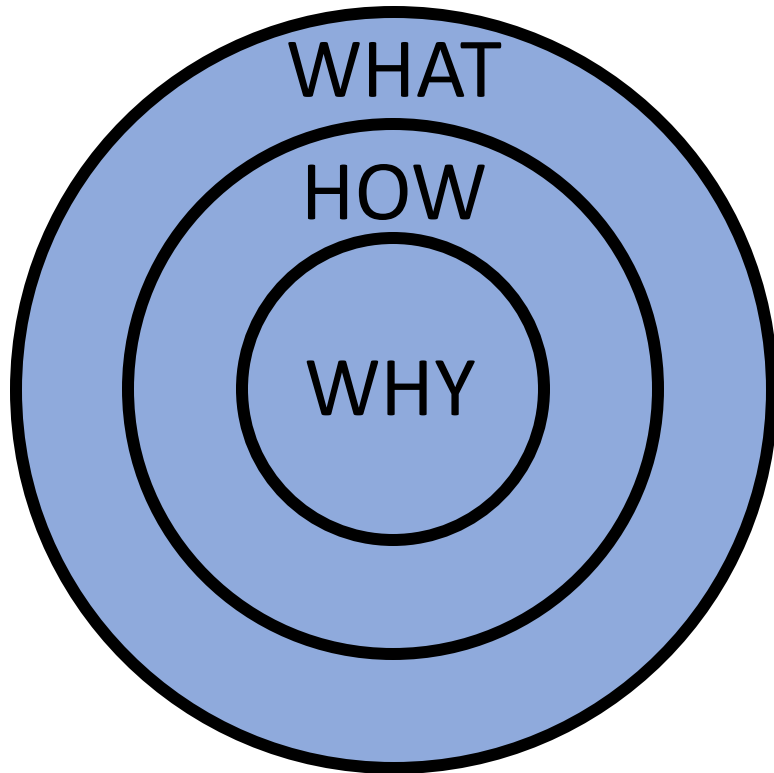
User Testing: Prototypes vs Pilots





A sneaky way
to test







What will you
do that is
different and
creates
value?



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