

Product Design & Development

Tier 2

UCD

Use Case Description

Operational

Low

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Introduction
What Is It?
What Can I Answer?
How can I Apply It?
Application Example
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Zyter’s Sociotechnical Systems Toolkit

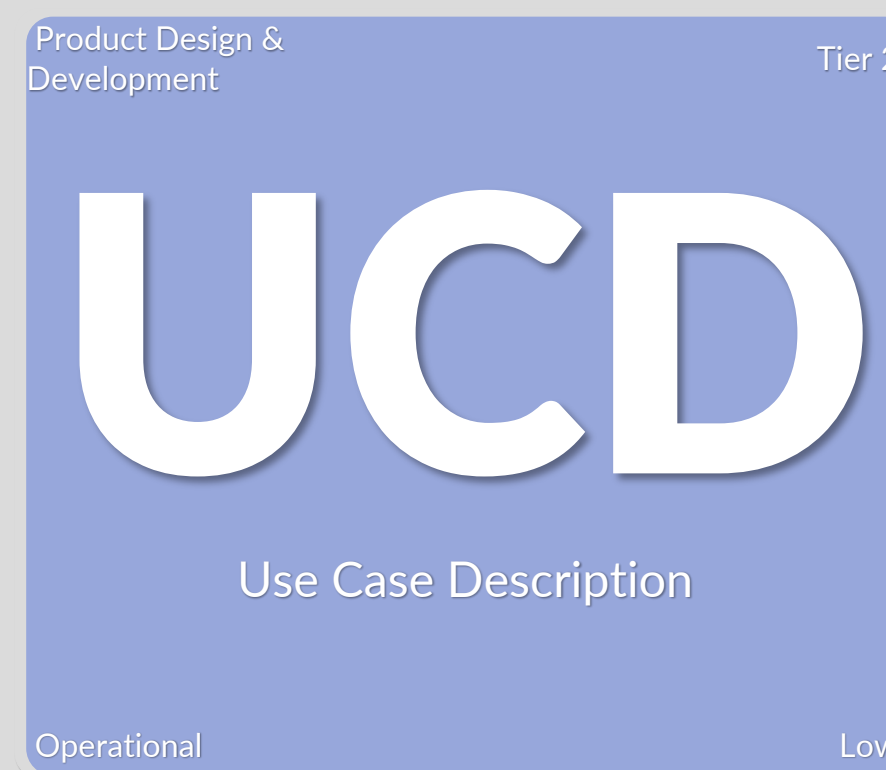
STS Use Case Description

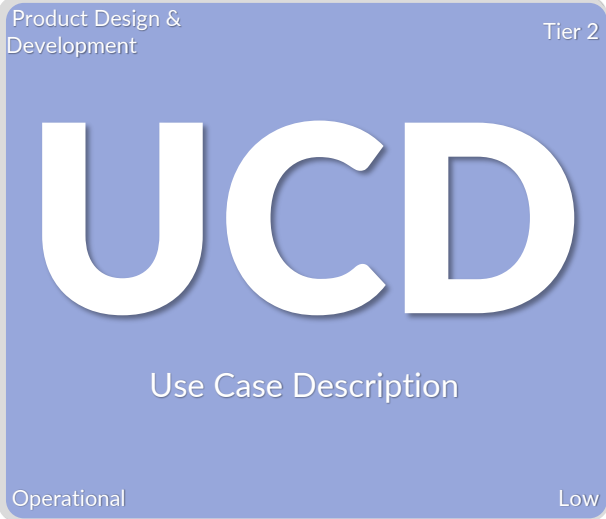
Tech Strategy Framework + Method



Use Case Description (UCD)

A framework to describe each Sociotechnical System aspect for a technology-focused use case





> WHAT IS IT?

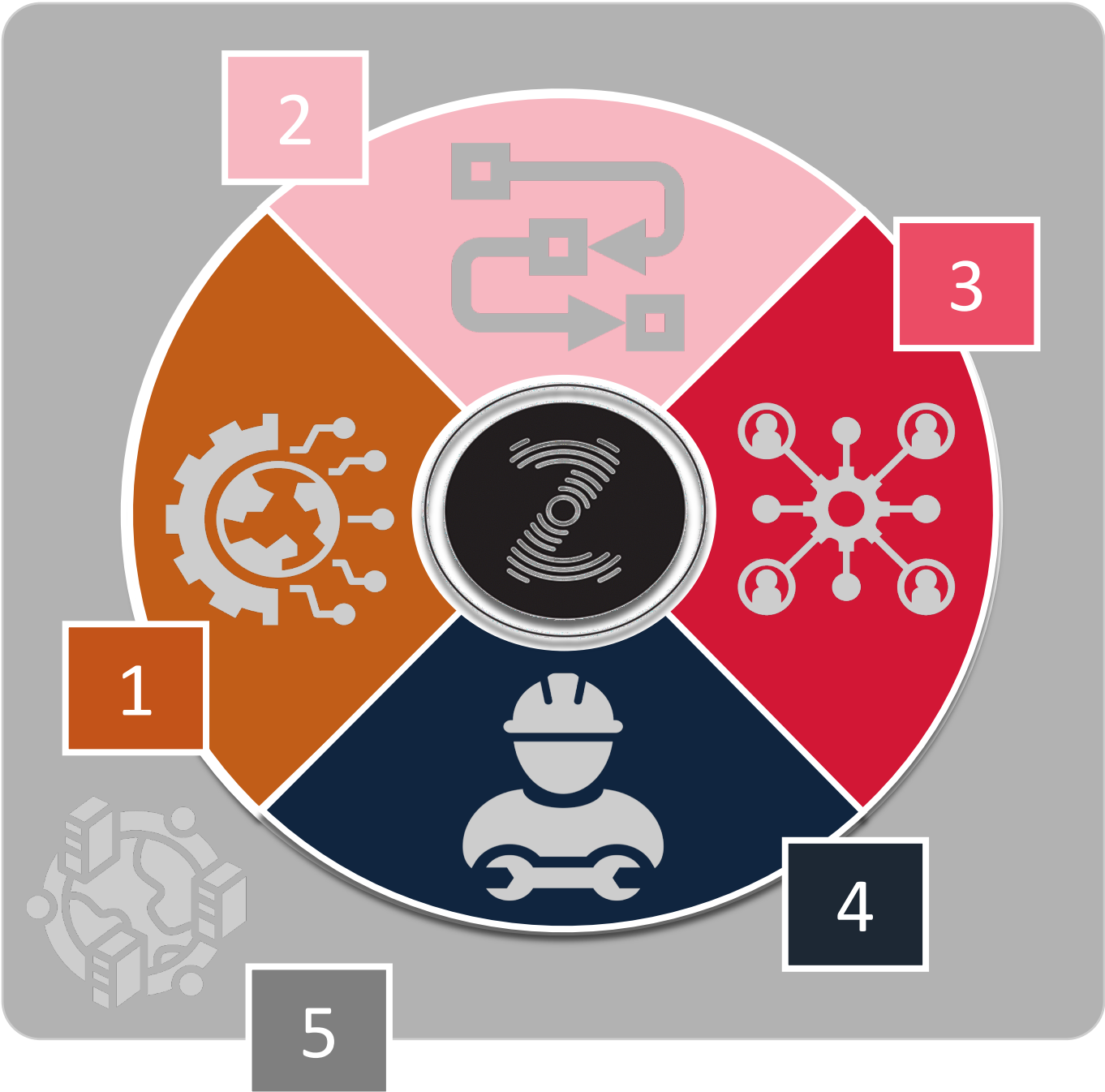
This method develops a summary description of each key aspect of a new technology application for a specific use (the use case) with illustrative examples to guide subsequent tech adoption analysis.

Helpful Hints:

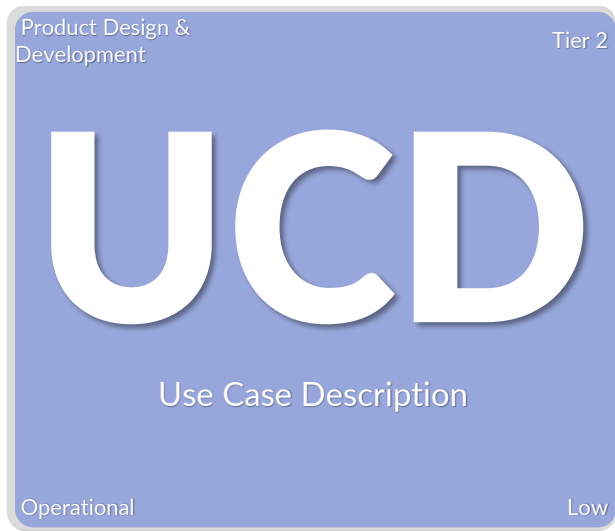
- Use this framework when starting to consider potential technologies for adoption.
- Use this framework to identify more detailed assessments and analysis required to guide tech selection and successful adoption.
- Apply QSD- Quantitative Survey Design to conduct in- depth analysis of likely user and workforce perspectives.

Sociotechnical System (STS) aspects addressed by module

- 1 Technology
- 2 Tasks/Processes
- 3 Organizational Structure
- 4 Users/Workforce
- 5 Operating Environment



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> WHAT CAN I ANSWER?

These are key strategic questions that the STS Use Case Description will consider and answer.



What is the maturity or readiness of the new technology (for this application)?



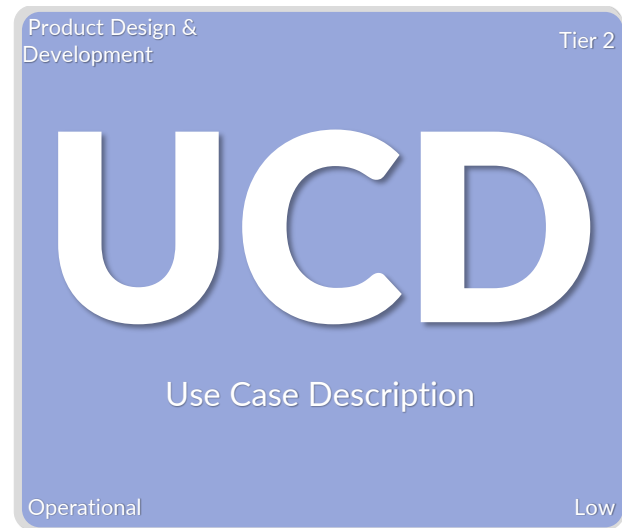
What are the organizational factors that will impact use of the new technology system?



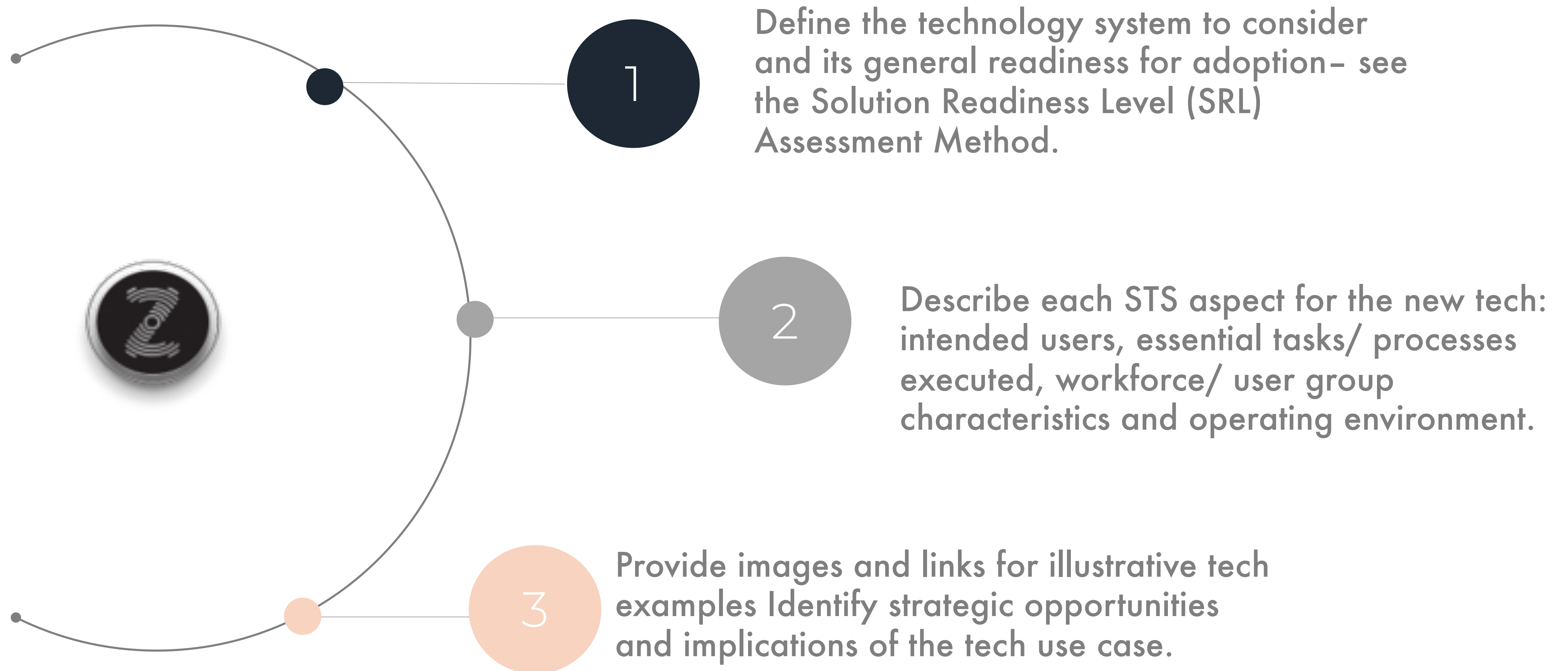
What are the strategic opportunities and implications associated with this new tech application?



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> HOW DO I APPLY IT?



COMPLETED

> ANALYSIS FRAMEWORK

- 1
- Assessment of technology maturity based on the Technology Readiness Level (TRL)
- 2
- Summary description of the core technology and its Technology Maturity Level (TRL)
- 3
- Description of key use case elements that describe how the technology is applied and generates value for the adopting enterprise
- 4
- Summary of strategic opportunity and implications for the end user
- 5
- Examples of illustrative solution with links to leading companies and key information sources

7

AUTONOMOUS GROUND VEHICLES | Ground Package Delivery

2

TECHNOLOGY SOLUTION	<div>SRL 7</div> <div>SRL 8</div> <div>SRL 9</div>
USER(S)	Individual residents or businesses seeking to have ordered goods delivered quickly and efficiently.
TASK(S) EXECUTED	Delivery of small parcels and assorted items with accuracy, efficiency and precision tracking.
EMPLOYMENT METHOD	Fleet of autonomous ground vehicles using existing roadways or specified delivery roadways to move packages from pre-defined pick-up location to various destinations.
OPERATING ENVIRONMENT	Primarily use designated bike paths or roadway areas, potentially ad hoc and unintended use of pedestrian walkways (e.g. sidewalks); parking or drop-off areas near key destinations and transfer points.


3

KEY VALUE / IMPLICATIONS FOR WENDELL FALLS
Improve resident / business quality of life or efficiency through rapid, timely and consistent delivery of commercial items directly to the resident or business.

EXAMPLE APPLICATIONS (w/ hyperlink)


1

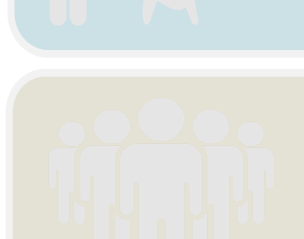
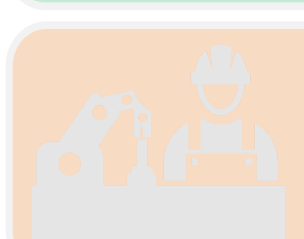
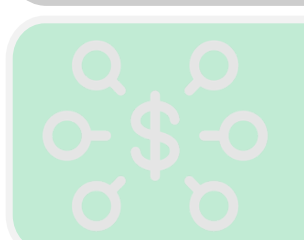
[Nuro Local Delivery](#)



[Starship Technologies Local Delivery Robot](#)

5





> Why We Built It

We are passionate about the art and strategy of emerging tech adoption. Zylter thrives at the intersection of tech analysis, design and strategy.



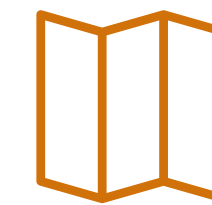
Zylter

To learn more about our work with tech innovators and industry leaders at www.zylter.com



Questions

For more information or help applying this and other Tool Kit resources, contact us at: STS.solutions@zylter.com



Explore

To explore the Tech Strategy Tool Kit further or access other methods and resources visit:

www.zylter.com/sts-toolbox



Connect

We appreciate any feedback you have to improve these methods and how we support them! Reach out to us on LinkedIn or at www.zylter.com

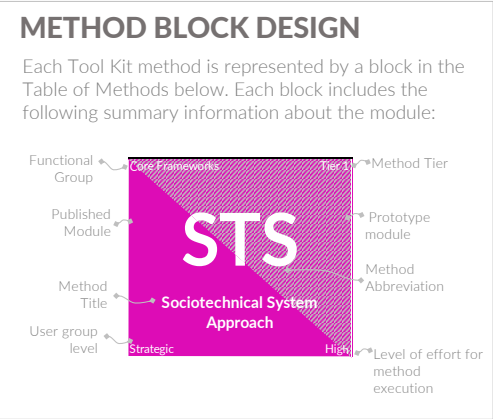


Tech Strategy Tool Kit

Periodic Table of Methods

This periodic table lists and categorizes each of the methods included in the current *Tech Strategy Tool Kit*. The methods are organized by Functional Group based on the functional area addressed and by Tier based on the level of effort and expertise required for execution.

Each module applies methods that are based on industry best practices and that have been applied, refined, and validated through client-focused Zylter projects and analyses.



CORE FRAMEWORKS					STRATEGIC PLANNING			SOLUTION DESIGN + DEVELOPMENT			SOLUTION ADOPTION + LIFECYCLE PLANNING			MARKET ANALYSIS + DEVELOPMENT			USER + WORKFORCE ANALYSIS			PROCESS DESIGN + IMPROVEMENT																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
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* TIER 1: SUMMARY APPROACHES: High-level approaches and resources that requires execution of multiple higher-tier methods to successfully complete. These are the core execution roadmaps for Tech Builder growth milestones, Tech Seeker solution adoption stages and the SocioTechnical System Model that guides Zylter design of specific methods.

STRATEGIC PLANNING GROUP 2| SOLUTION DESIGN + DEVELOPMENT SOLUTION ADOPTION + LIFECYCLE PLANNING MARKET ANALYSIS + DEVELOPMENT USER + WORKFORCE ANALYSIS PROCESS DESIGN + IMPROVEMENT



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