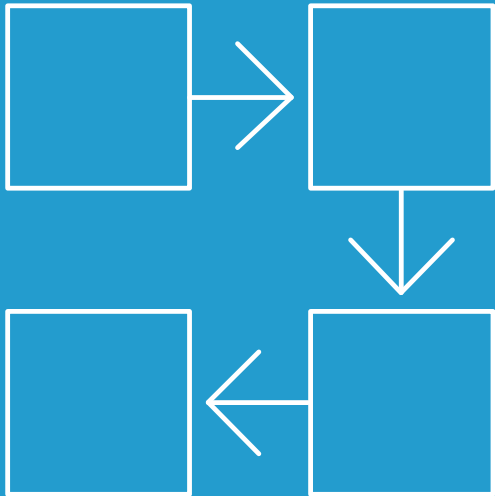


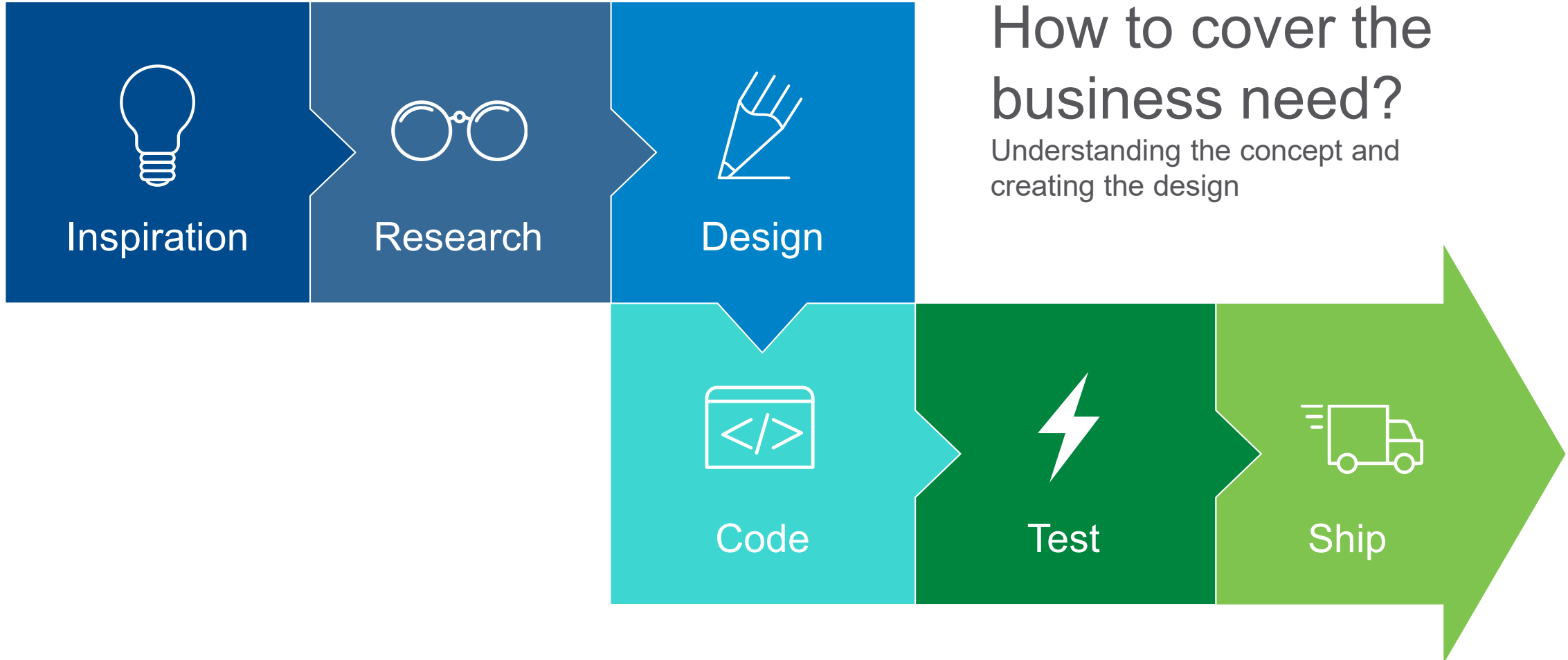
Efficient digital transformation and innovation



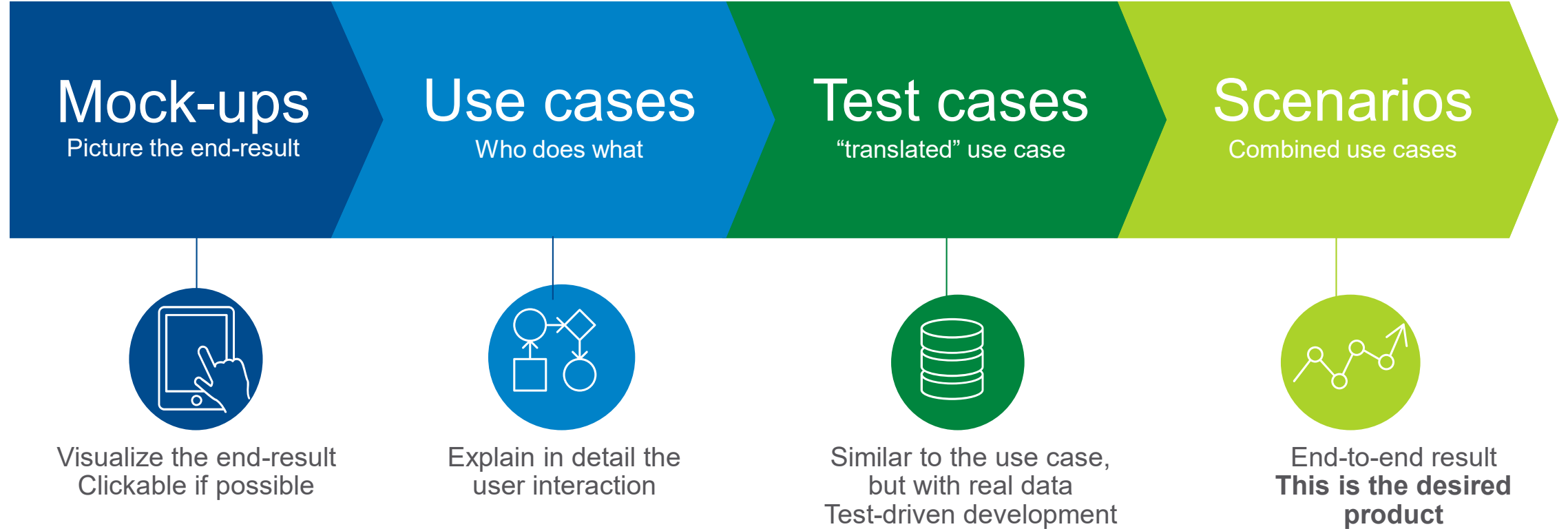
The Cube
Athens 08 May 2019
Stefanos Christakis

Bridging the gap between business and IT

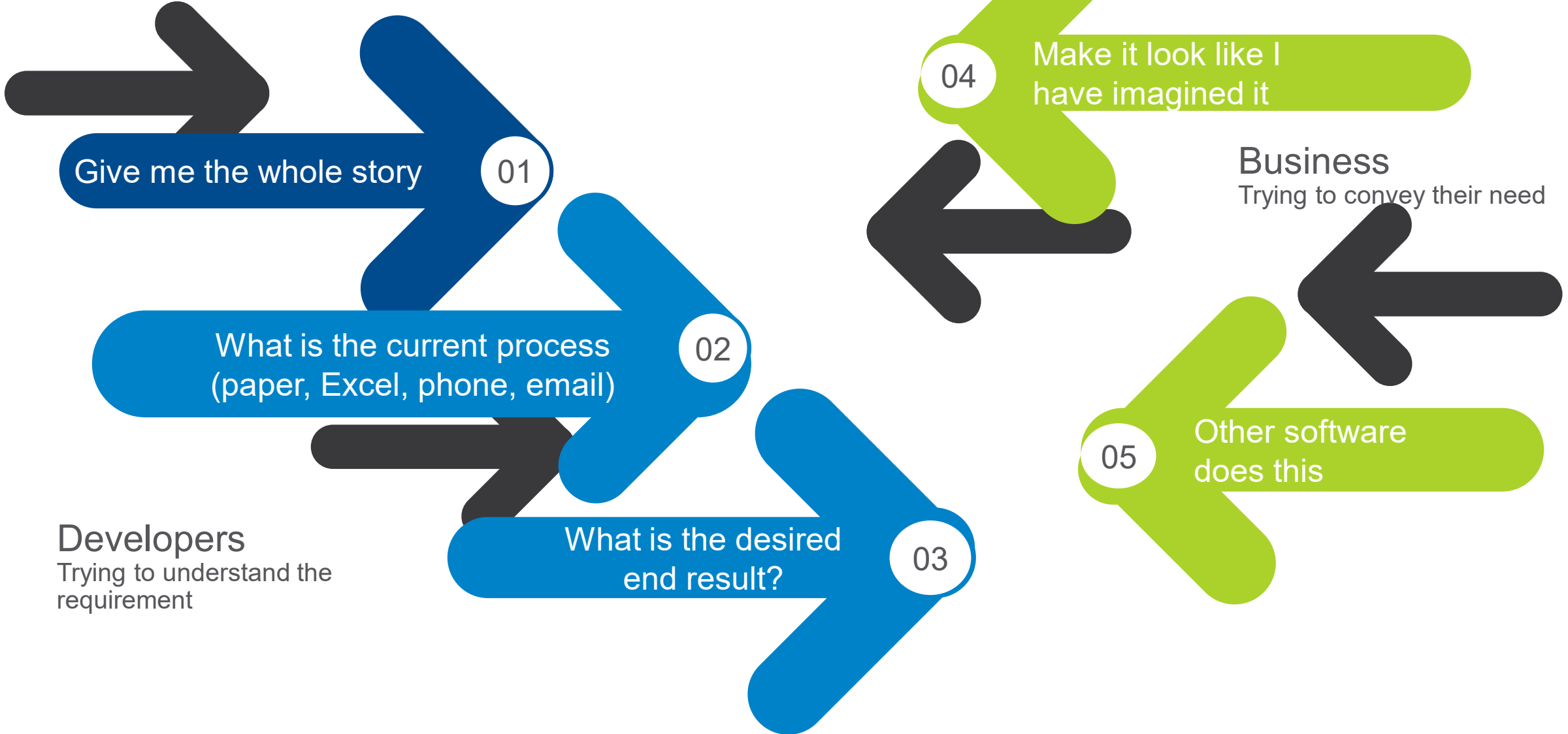
Software Development – Simple process



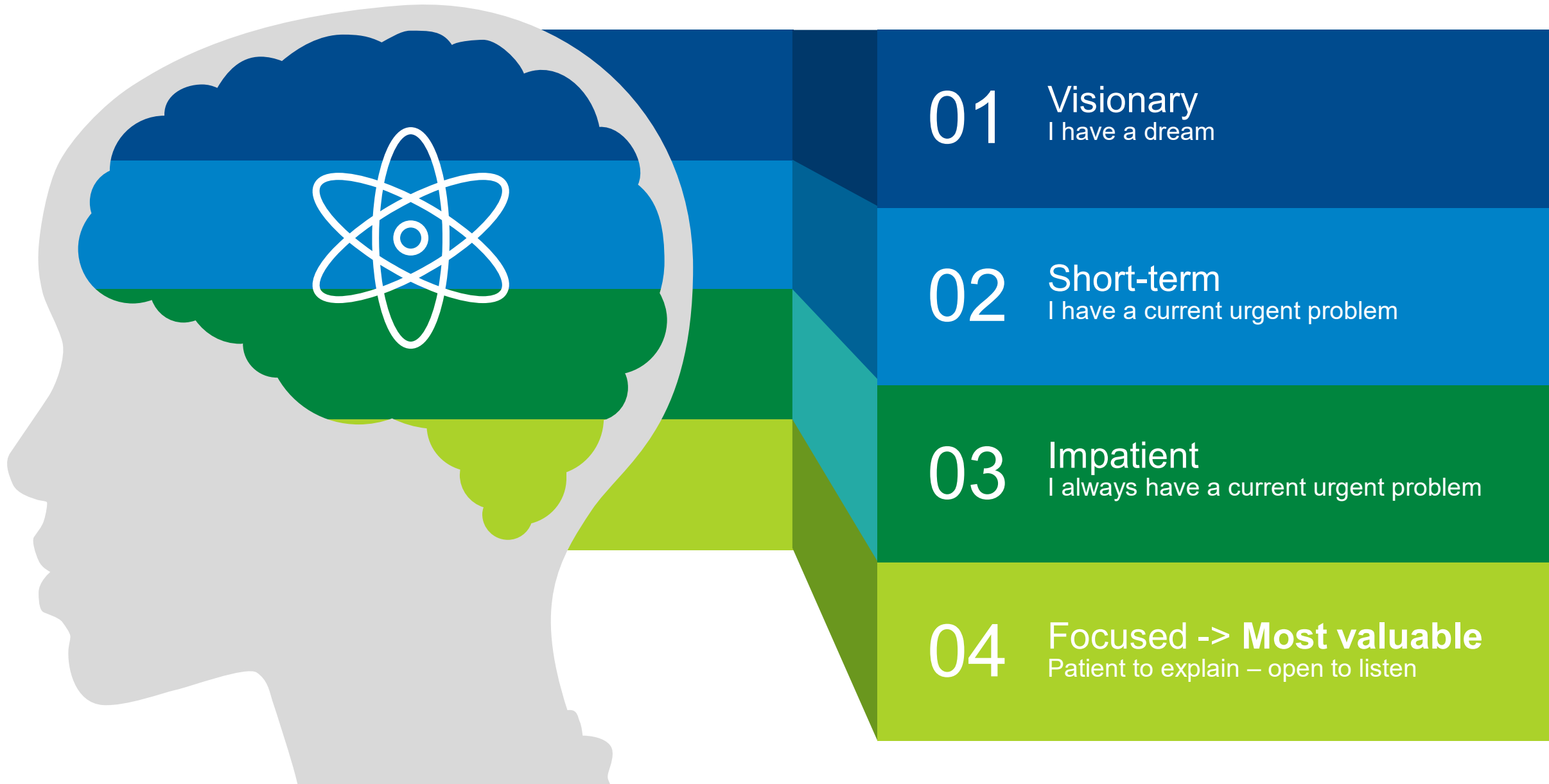
Design and test



Opposing forces



Identifying the user persona



Guidelines

Understanding business requirements and translating into specifications

Be critical -> what is the goal?

Intuitive software – manuals not needed

Look for ownership and ability to make critical decisions

Go back to the basic requirement – business need

Clear your head and start over



Questions?

THANK YOU