BMW GROUP

THWS HUMAN RESOURCES HACKATHON: INCIDENT-TO-LEARNING.

OKTOBER 2025

PROBLEM STATEMENT.

Quality Incidents (Defects) are very valuable source (“goldmine”) for Learning, Prevention and Continuous Improvement.

Based on Quality Incidents Lessons Learned (LL) are created, handshaked / included into the concepts of upcoming new car models / derivates.

AS-IS

Effectivity of LL in terms of years.

TO-BE

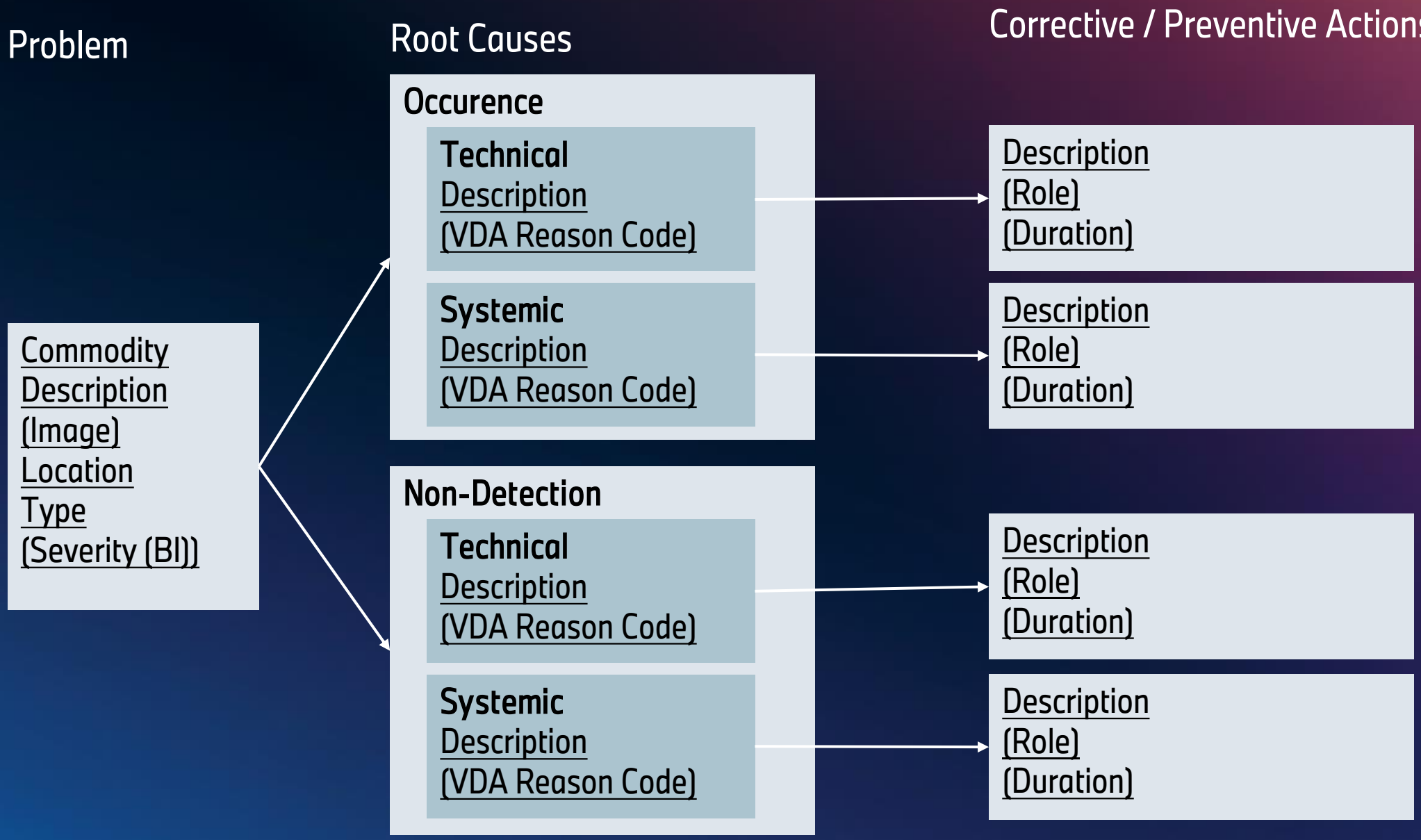
Effectivity of LL in terms of days or months.

IDEA.

Additionally to the current LL process use AI to

- evaluate Quality Incidents immediately
- generate LL in Form of Best-Practice Documents, Learning Videos etc.
- and distribute the LL to the relevant recipients like development, quality or suppliers

BACKGROUND.



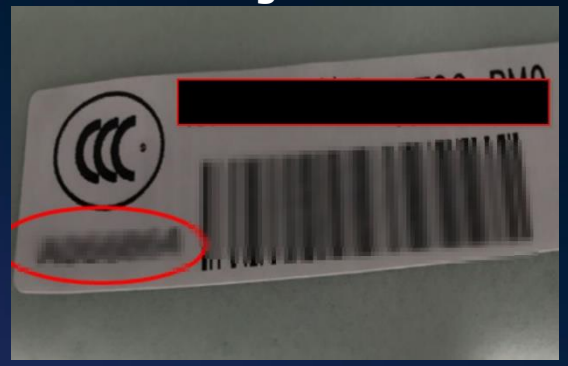
GUIDELINES.

- The Hackthon should focus on the extraction of information and generation of LL artefacts.
- Be creative with LL artefacts (documents, video, infographics etc.) to get the learning to the people. Everything is allowed.
- The solution should pay attention to data protection and security:
  e.g. emcompass a security feature (e.g. four eye princle) to avoid compliance issues
- The solution should also pay attention to effectivity measurement (e.g. open rate of LL or feedback)

DATA EXAMPLE.

- We will focus on defects around Labels.

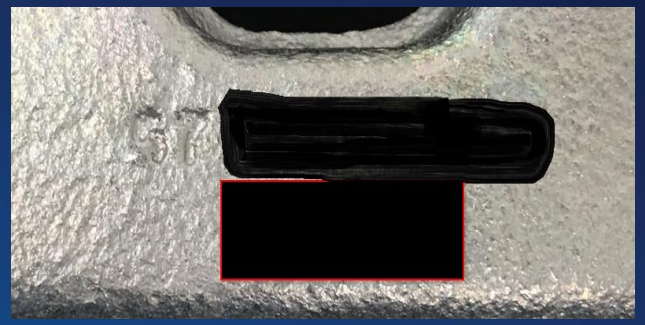
Wrong data



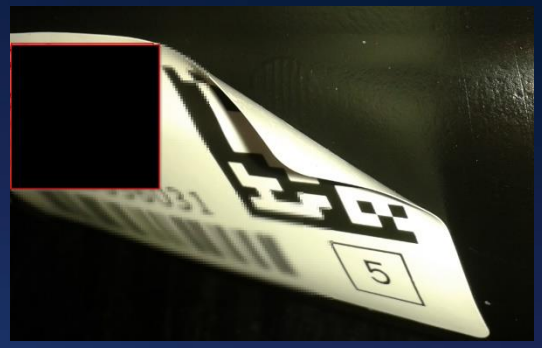
Missing data

Missing Label

Non-readable



Non-cohesive



Damaged Icon

For educational purpose only