Case Study 1hPush
Exercise Block 04 – Processes and process landscape

Learning Objectives:

- You are able to identify different types of processes, utilise them in an example and differentiate them.
- You are able to explain the difference between process and workflow.
- You are able to develop a process landscape.
- You are able to specify processes in respect do different dimensions.

Task and Conditions

- Time: 120 Minutes

- Book chapters: 1.2, 1.3.1, 1.3.2

- Work on the tasks below in your group

- Supporting materials:

  o Case study

  o Extension "Transcript BPM"

1 Task

a. Read the extension of the case study 1hPush.
b. Identify the described end-to-end process of 1hPush.
c. Compile a detailed process schema including the following: process name, customer demand, process steps, and process goals.
d. Identify the related multi-level process (based on the process steps).
e. Compile a graphic overview of the hierarchy of this process (see figure 2.3: decomposition; can have 2-3 levels).

2   Task

a. Which further end-to-end processes exist at 1hPush (relate to the exercises of Blocks 1-3, pay attention to the functional areas with department heads (e.g., Maria).
b. Which processes related to the functional areas of 1hPush (Chapter 4 of the case study) can be visualised as a workflow? Identify at least 5 processes.
c. Substantiate your answer.

3   Task

a. Develop a process landscape for 1hPush. Find an appropriate name for every process on the map. Distinguish between management, core, and support processes, and substantiate your classification.
b. For the core processes (end-to-end processes, see 2a), identify the person responsible as well as inputs and outputs of the processes.

4 Documentation

a. Compile a documentation for tasks 1-3 according to the template.
b. Upload the documentation to MS Teams.

Supplement 1hPush – BPM

<u>Transcript conversation with Sonja (CEO)</u>

When thinking about in which situations we have direct customer contact, I conclude that it is in the social media channels and, of course, in sales and then also in services.

The market-driven development of our products is very important to me. It is essential that we are capable of developing new ideas that consider the demands of our customers. From this, we need to derive reasonable concepts for new products. We increasingly learn that many good ideas come from the different social media channels and we need to grasp those in a more structured way in the future. I believe that will lead to a new evaluation process to evaluate ideas and concepts. Still, we need to test the products before we introduce the production to the market. The product development is certainly partially automatable. For example, we do not need to count by hand how many ideas have received the best evaluation, if we aim for something like that in the future.

Since our product development has become relatively complex, the head of products and innovation has received additional support. On the one hand, Marko from information management helps evaluate input and ideas, and, on the other hand, Heribert has just taken responsibility for prototyping and testing. Beyond, Christina is increasingly involved, since the products need to be available in the online shop and via the product configurator. Thus, the new online shop needs to be checked. When we offer a new product, we need to communicate it via the social media channels, but also Franziska and Michael need to become active.

Our customers shall know how we implement new ideas and what innovative products we bring to the market.