Create Business Value with UX Design Services

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THE WORLD IS CHANGING

Consumer user experience is the new standard
How to achieve **Design Innovation**?
UX impacts Business Value

- Gain productivity
- Increase user adoption
- Decrease user errors
- Save training costs

Start UX Value Calculator
The SAP User Experience Strategy

New Applications

Existing Applications

Fiori UX

NEW

UX Design Services

RENEW

ENABLE

Usage/reach
UX Design Services
How do we work?
How We Work

DISCOVER
Scope
360° Research
Synthesize

DESIGN
Ideate
Prototype
Validate

DELIVER
Implement
Deploy
Test
Onsite Research
Observe and Interview

Design

Discover

Synthesize & Ideate
Workshop

Deliver
Discover
Onsite Research
Observe and Interview

Design

Deliver
Synthesize & Ideate
Workshop
Interaction Design
Define information architecture and flow

Wireframes
Create low-fidelity Wireframes

Discover
Design
Deliver
Interaction Design
Define information architecture

Wireframes
Create low-fidelity wireframes
Discover
Design
Deliver

Visual Design
Create emotional appeal

Develop Solution
Implement/Adapt/Develop
Visual Design
Create emotional appeal

Develop Solution
Implement/Adapt/Develop
Customer Examples

Use Cases
Showcase: Financial Dashboard

Realizable with the same tool
Showcase: SAP Screen Personas at Shell (POC)

BEFORE

7 screens
~ 45 Clicks

AFTER

3 screens
~ 26 Clicks

Productivity increase of more than 40%
Showcase: Receiving Process Simplification at Vilore

Eliminate duplicated steps and reduce manual paper work
Showcase: Real Estate Cockpit at Siemens

Increase User Productivity and Reduce Training Costs
Showcase: Sales Performance Statistics on HANA

Faster decisions based on user-centered design powered by HANA
Showcase: SAP HANA Health at NCT Heidelberg

Saving lives by combining the power of design and SAP HANA

Won the White House Technology Award
Showcase: Consumer Insight 365

Won GOLD award in the category of enterprise experience at the 2014 UXAwards
UX Design Services
What we learned
Observations from 300+ customer engagements

- Several UX issues could be solved with existing SAP tools
- IT organizations need to better understand the needs of their end users
- End users perceive custom built screens as SAP Standard Screens

IT organizations are missing design skills

[Diagram showing the overlap of Human Values, Business, and Technology]
Required Design Skills

- **User Research**
  User Interviews, Observation, User testing

- **Interaction Design**
  Screen flows, Low & high-fidelity mock-ups, Design specifications

- **Visual Design**
  Branding, Visual language (e.g. color, typography, logo)

- **Design Thinking**
  Coaching, Moderation, Storyboarding
Engage with REAL Users!
The Way to a Customer UX Strategy

Knowledge & Learn
- Company Strategy
- IT Strategy
- SAP/UX Strategy

Discover & Plan
- System Data
- User Data
- Support Data
- UX Value Calculator

Realise & Measure
- Design
- Deliver
- Ongoing User Engagements

Customer UX Strategy

Validate UX Strategy (Proof-of-Concept, Pilot)
User Experience is a Journey
Customers start hiring design skills in their IT organizations

Goals:
- Establish design as competitive advantage
- Influence organizations and processes to include design methods
- Establish design skills & drive design mindset throughout organization
- Provide tools, technologies and infrastructure
UX Design Service Portfolio
What is available
SAP's UX Design Services

Business needs

INNOVATE
Want to be a leader and create a new high value and competitive advantage?

EMPOWER
Want to enable your organization to achieve the best user experience?

REALIZE
Want to implement, adapt SAP UX solutions or optimize the User Experience of your existing SAP software?

ADVISE
Want to understand the SAP UX Strategy and translate it into your business reality?

UX Maturity

Time

powered by DESIGN THINKING
SAP's UX Design Services
Offering

INNOVATE
- Discover & Design Business Innovation
- Develop custom solution

EMPOWER
- Design and development enablement

REALIZE
- UX Adoption Kit for Fiori and Personas
- Optimize existing solution
- UX advisory for business and technology

ADVISE
## SAP's UX Design Services Offering

### Overview

<table>
<thead>
<tr>
<th>Service</th>
<th>Scope</th>
<th>Duration (depends on scope)</th>
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<tbody>
<tr>
<td><strong>Advise</strong></td>
<td><strong>UX advisory for business and technology</strong> Develop customer UX roadmap aligned with SAP's UX strategy. Analyze customer UX use cases, identify business value and deliver implementation roadmap.</td>
<td>1 - 9 weeks</td>
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<td><strong>Realize</strong></td>
<td><strong>UX Adoption Kits for Fiori and Personas</strong> Deploy the foundation of SAP Fiori and/or SAP Screen Personas. Implement apps and scenarios you need now and add more as needed. (Rapid Deployment Solutions [RDS] are available)</td>
<td>5 – 15 weeks</td>
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<td><strong>Optimize existing solution</strong> Identify, analyze and prioritize user issues with an existing SAP solution and provide possible solutions to optimize user productivity and satisfaction</td>
<td>2 – 10 weeks</td>
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<td><strong>Empower</strong></td>
<td><strong>Design and development enablement</strong> Learn how to design and develop solutions that delight your users. Train your company on User Experience and Design Thinking methods and learn how to develop e.g. Fiori / SAP UI5 applications. (Rapid Deployment Solutions [RDS] are available) Establish an User Experience Center of Excellence within customer organization.</td>
<td>1 - 8 weeks</td>
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<td><strong>Innovate</strong></td>
<td><strong>Discover &amp; Design Business Innovation</strong> SAP design professionals work together with the customer to discover areas for Innovation and to design an intuitive and attractive solution using design thinking methodology</td>
<td>2 - 10 weeks</td>
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<td><strong>Develop custom solution</strong> Design and develop a proof-of-concept or custom specific solution using SAP UI technologies.</td>
<td>4 – 12 weeks</td>
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Design Thinking with SAP
People + Process + Space = Innovation Culture
Interdisciplinary Team
Design is a Process

DISCOVER
Scope
360° Research

SYNTHESIZE
Synthesize

IDEATE
Ideate

VALIDATE
Validate

DEPLOY
Implement
Test

DELIVER
Deploy

Prototype

360° Research

Design is a Process
Flexible and Creative Space
Recommendations
For your success
Our Recommendations
Base on Learnings from 300+ customer projects

**Organization**
- Top Management attention needed – IT & Lines of Businesses

**User Needs**
- Engage with end users to improve the relationship between IT and business units
- Understand the needs or your end users first!
- Access true end users, no proxies
- Experience how to engage with users (learning by doing)
- Take your time! It is a change process – methodology and mindset

**Process**
- Leverage “Usage Analysis” to find out where to start
- Visualize requirements before you implement → less subsequent change requests
- Start with POC’s to show fast value

**Tools & Technology**
- Involve key stakeholders in UX Center of Excellence discussions
- Calculate the value of UX → “UX Value Calculator”
- Understand the capabilities of SAP technologies and tools
- Create UI Mockups → a screen tells more than 1000 words. People don’t read functional specs.
- First understand the needs of users then make the technology decision
Key Points to Take Home

1. UX Impacts Business Value
2. Build your customer UX strategy
3. Engage with REAL end users
Thank You