

# Create Business Value with UX Design Services

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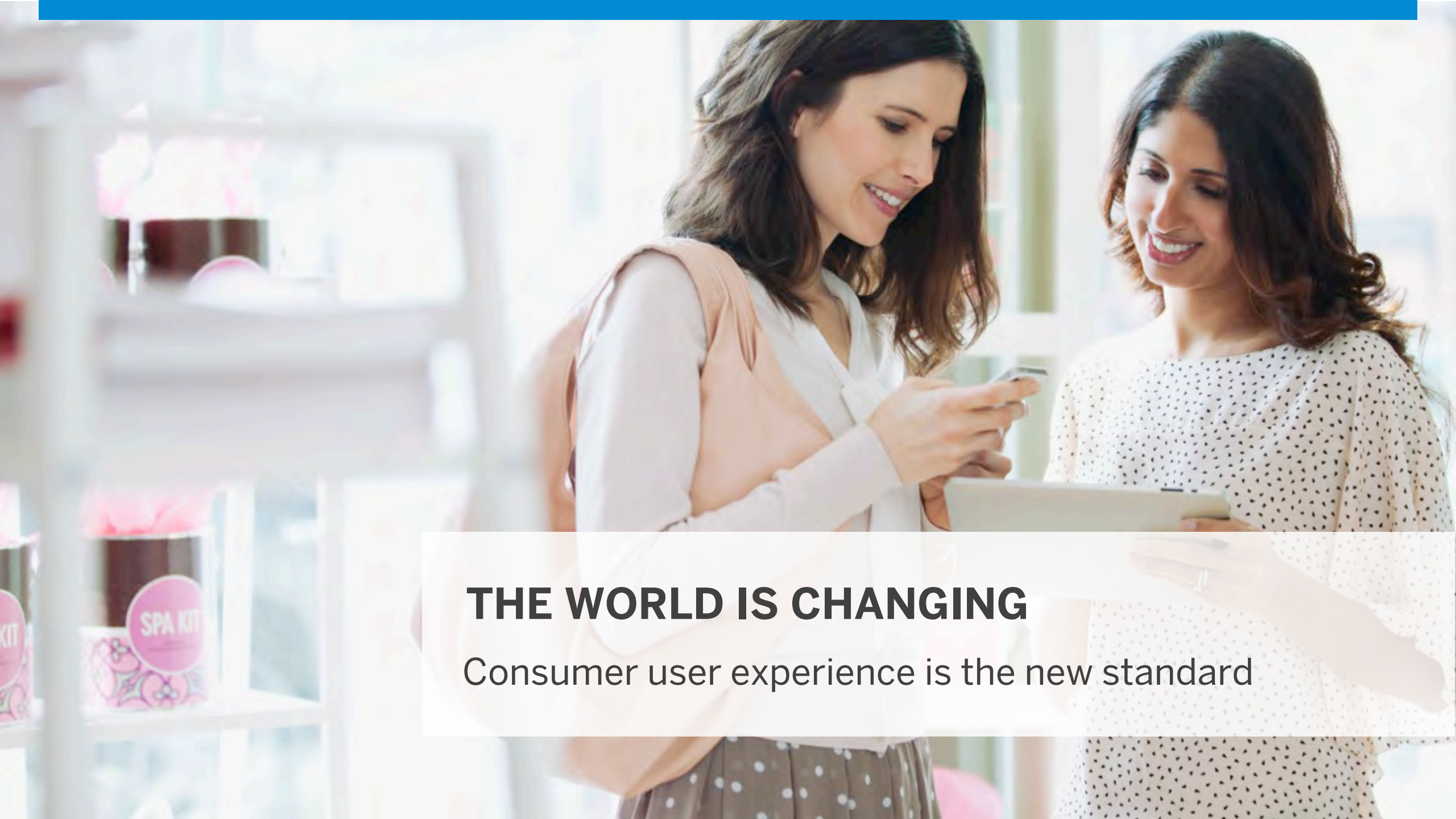
DESIGN  
& CO-INNOVATION  
CENTER



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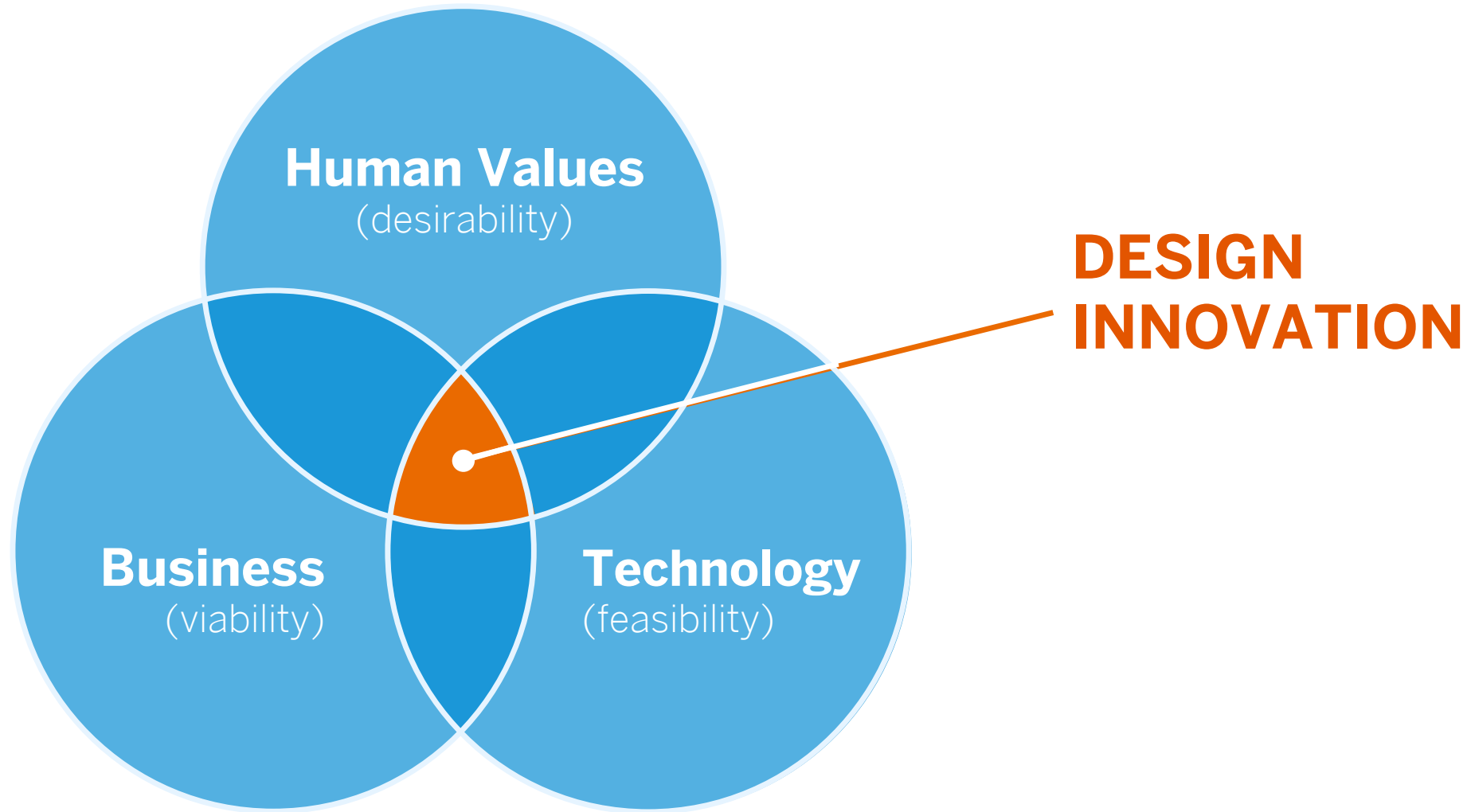
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## **THE WORLD IS CHANGING**

Consumer user experience is the new standard

# How to achieve **Design Innovation**?



# UX impacts Business Value

Great User Experience



Gain productivity



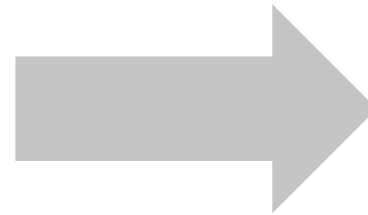
Increase user adoption



Decrease user errors

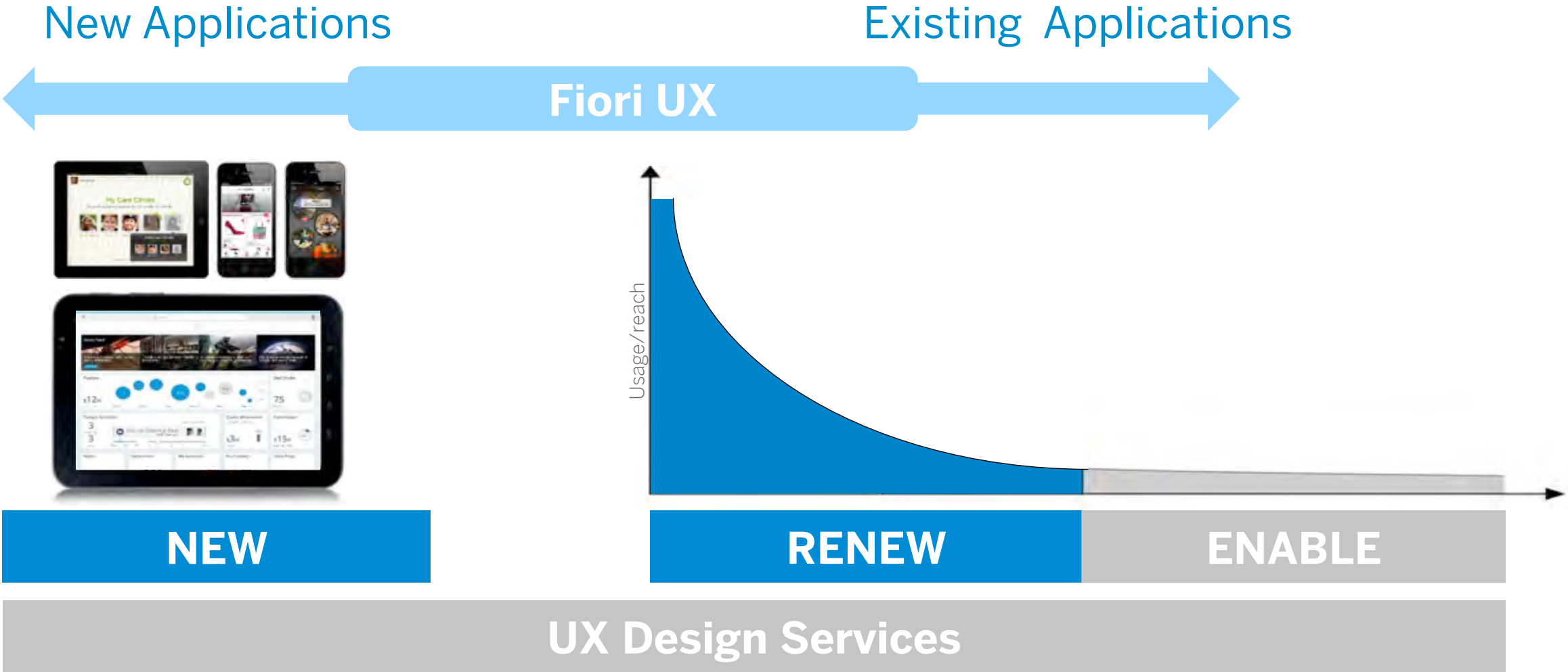


Save training costs



[Start UX Value Calculator](#)

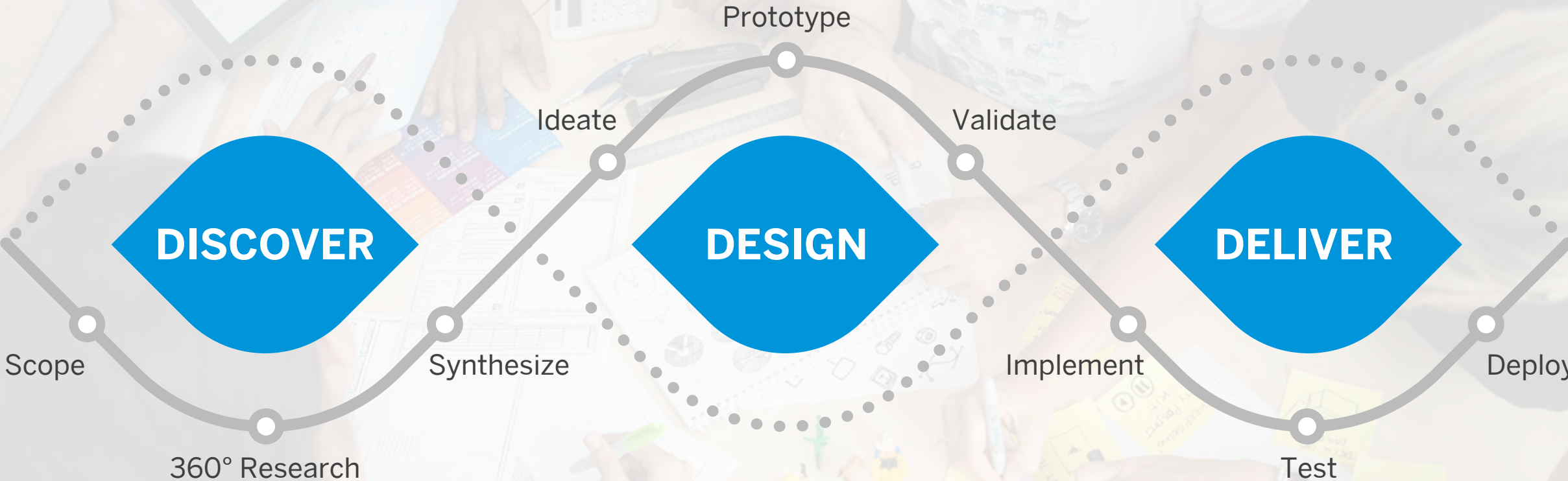
# The SAP User Experience Strategy



# UX Design Services

## How do we work?

# How We Work







**Discover**

**Design**

**Deliver**

**Onsite Research**

Observe and Interview

**Synthesize & Ideate**

Workshop



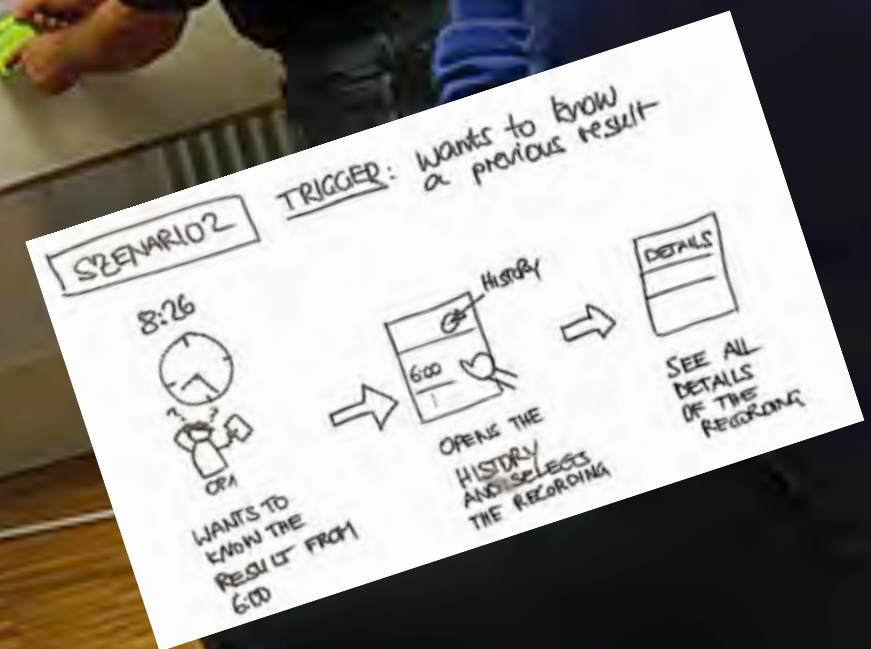
Discover

Design

Deliver

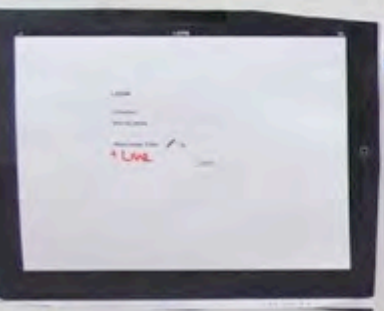
Onsite Research  
Observe and Interview

Synthesize & Ideate  
Workshop



# OPERATOR: WITH 1 or MORE WC

## LOG IN SCREEN



← "back"  
→

## OVERVIEW SCREEN



→ choose phase

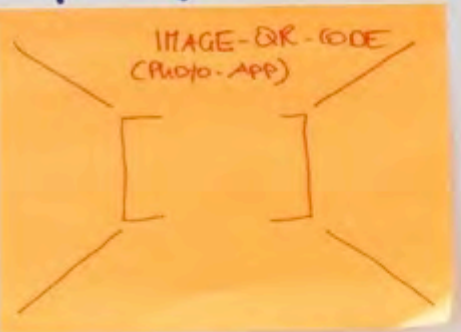
← "back" or "confirm"  
↳ = test is in schedule updated.

## RESULT ENTRY



↓ Non-  
Popo  
com

↑  
↓ If WC has to be changed or added



SCANS A QR-CODE, WHICH IS LOCATED @ WC

## MULTIPLE WC

## OVERVIEW SCREEN

## RESULT ENTRY

Discover

Design

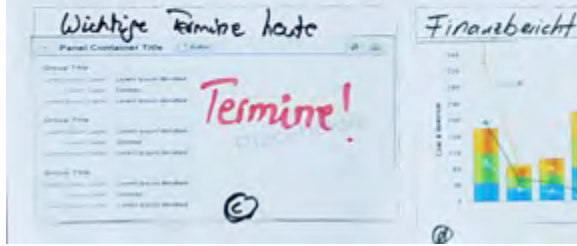
Deliver

## Interaction Design

Define information architecture and flow

## Wireframes

Create low-fidelity Wireframes



Interaction Design  
Define information  
architecture

Wireframes  
Create low-fidelity  
wireframes

Discover

Design

Deliver

## Visual Design

Create emotional appeal

## Develop Solution

Implement/Adapt/Develop





Discover

Design

Deliver

## Visual Design

Create emotional appeal

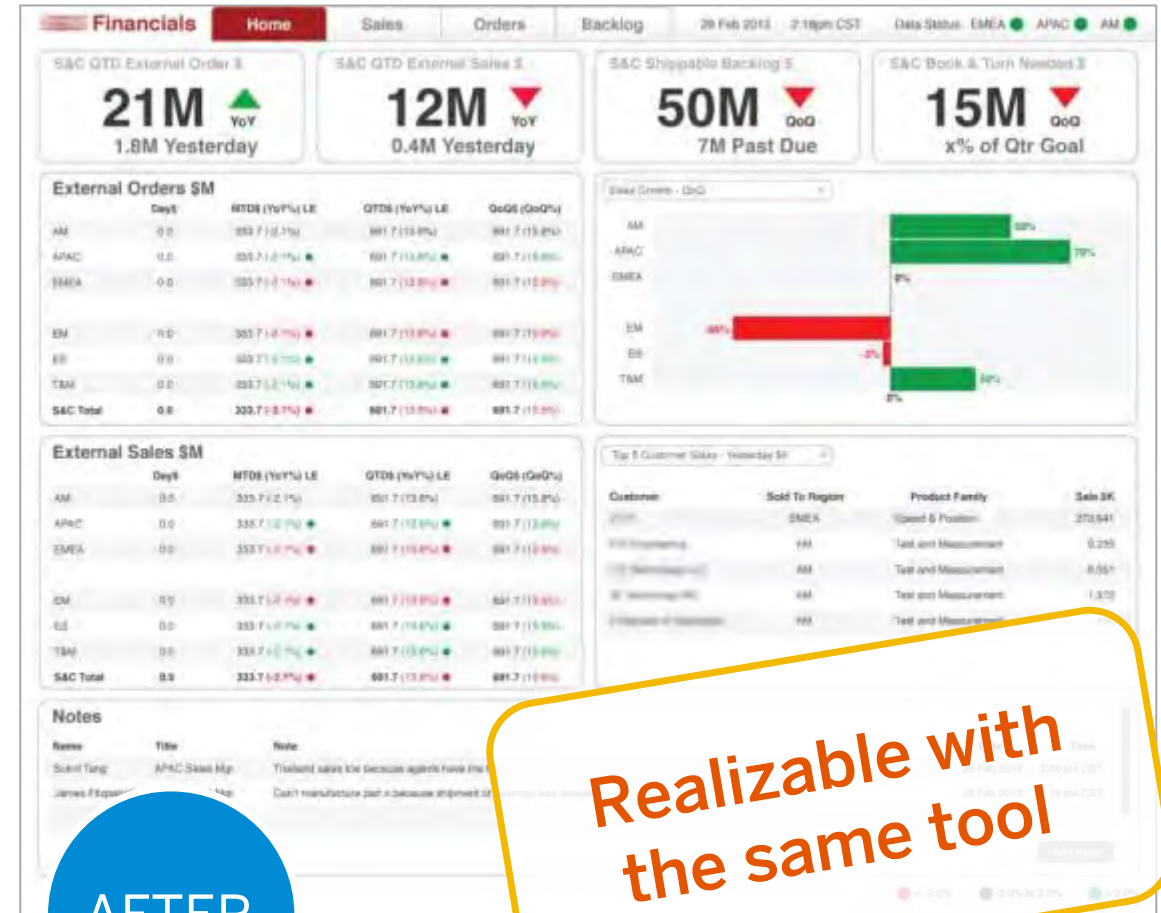
## Develop Solution

Implement/Adapt/Develop

Customer Examples

Use Cases

# Showcase: Financial Dashboard

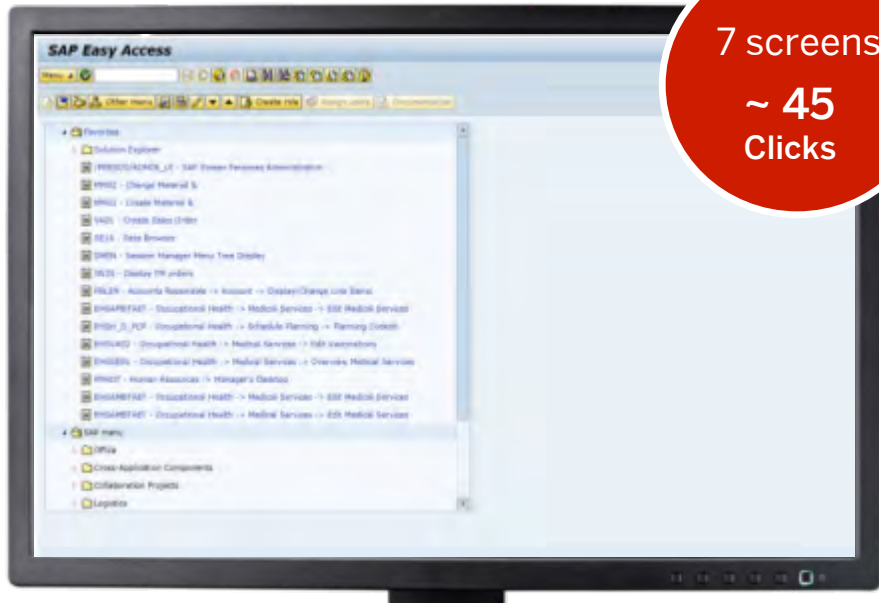


Realizable with the same tool



# Showcase: SAP Screen Personas at Shell (POC)

BEFORE



7 screens  
~ 45 Clicks



AFTER

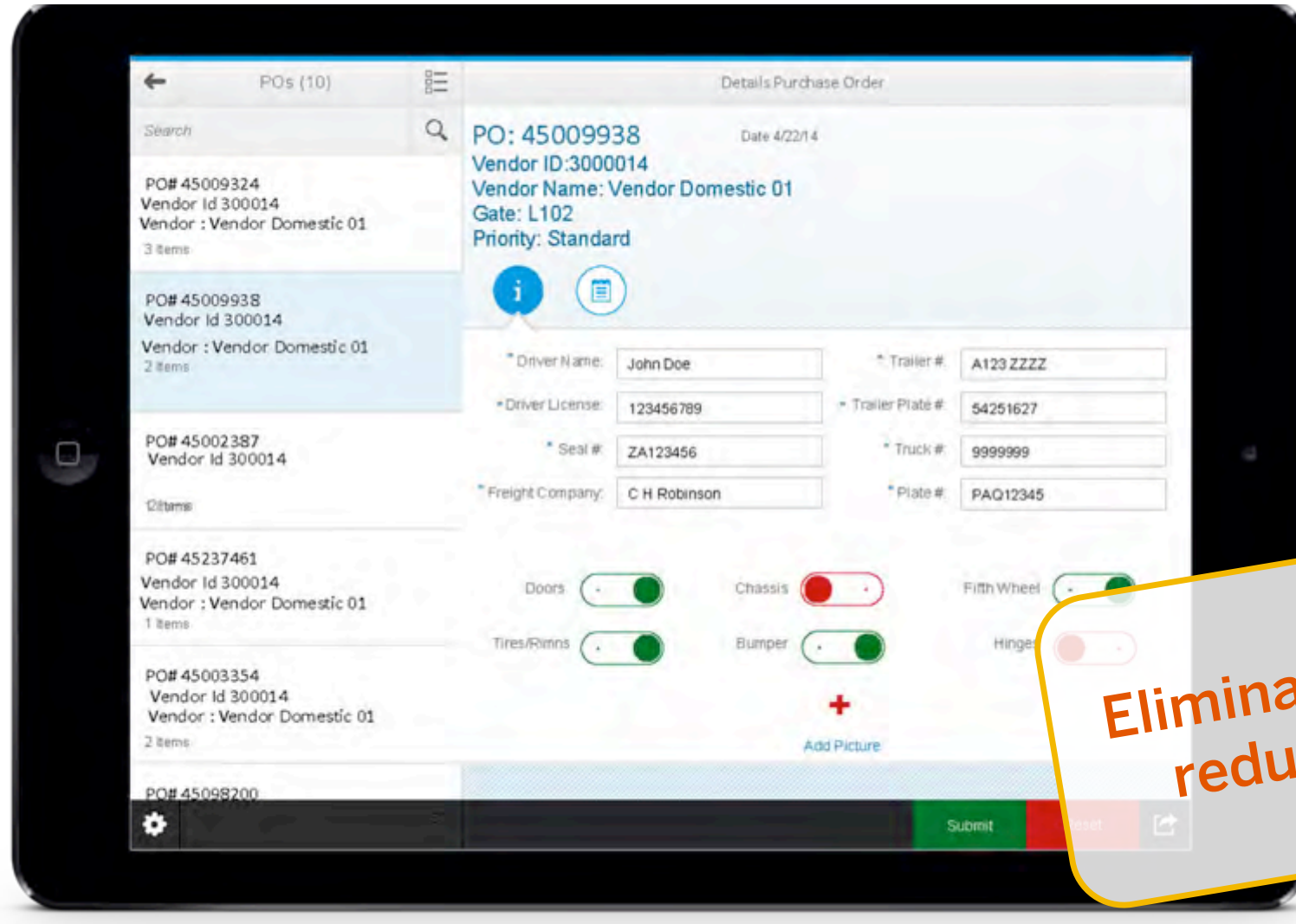


3 screens  
~ 26 Clicks

Productivity increase of more than 40%

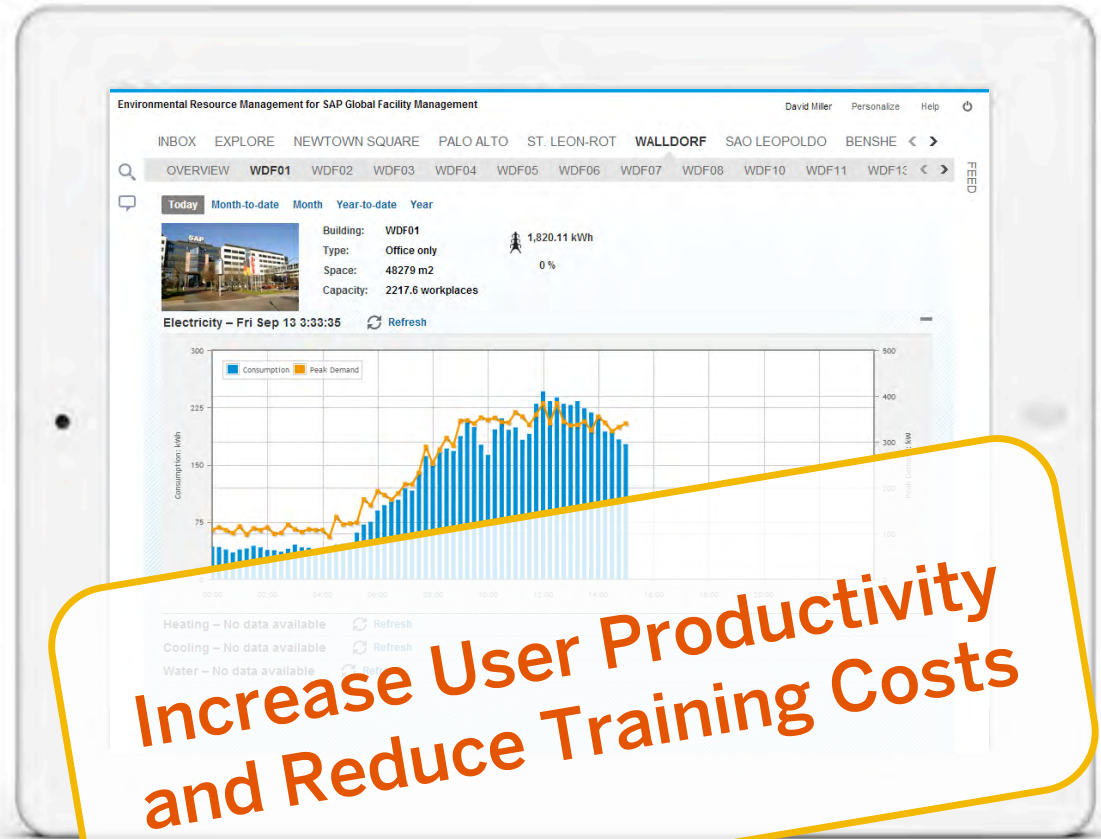
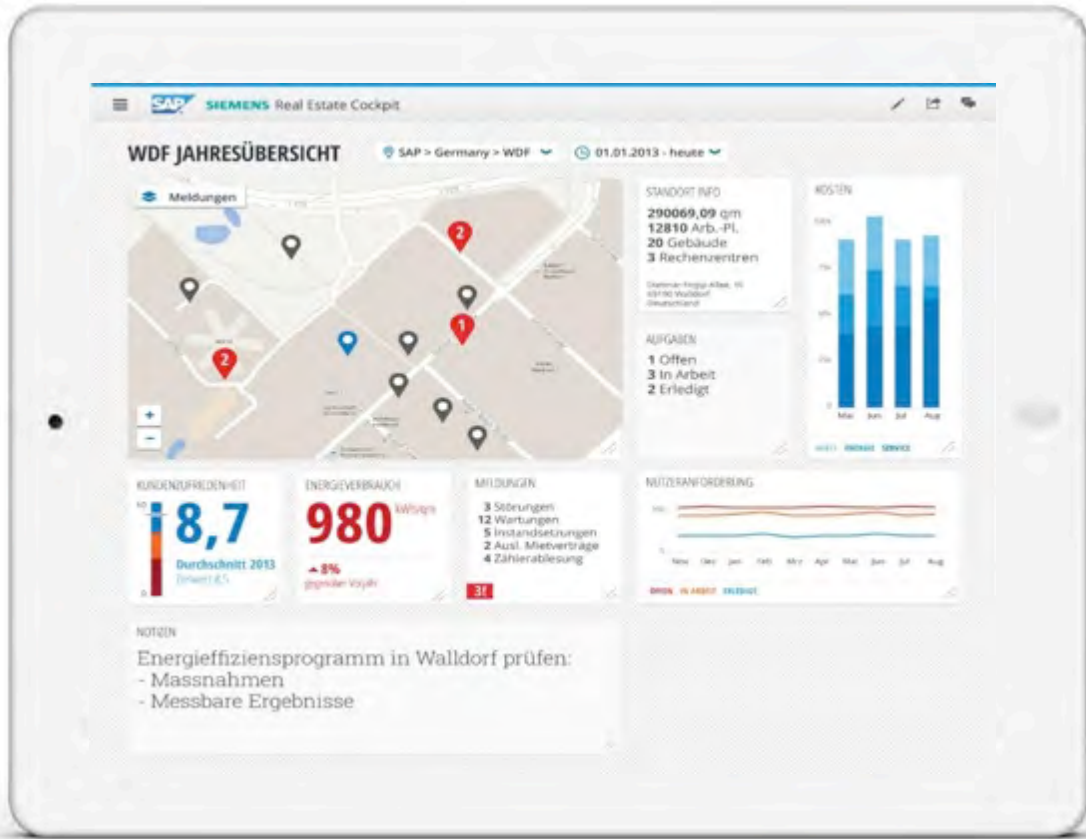


# Showcase: Receiving Process Simplification at Vilore



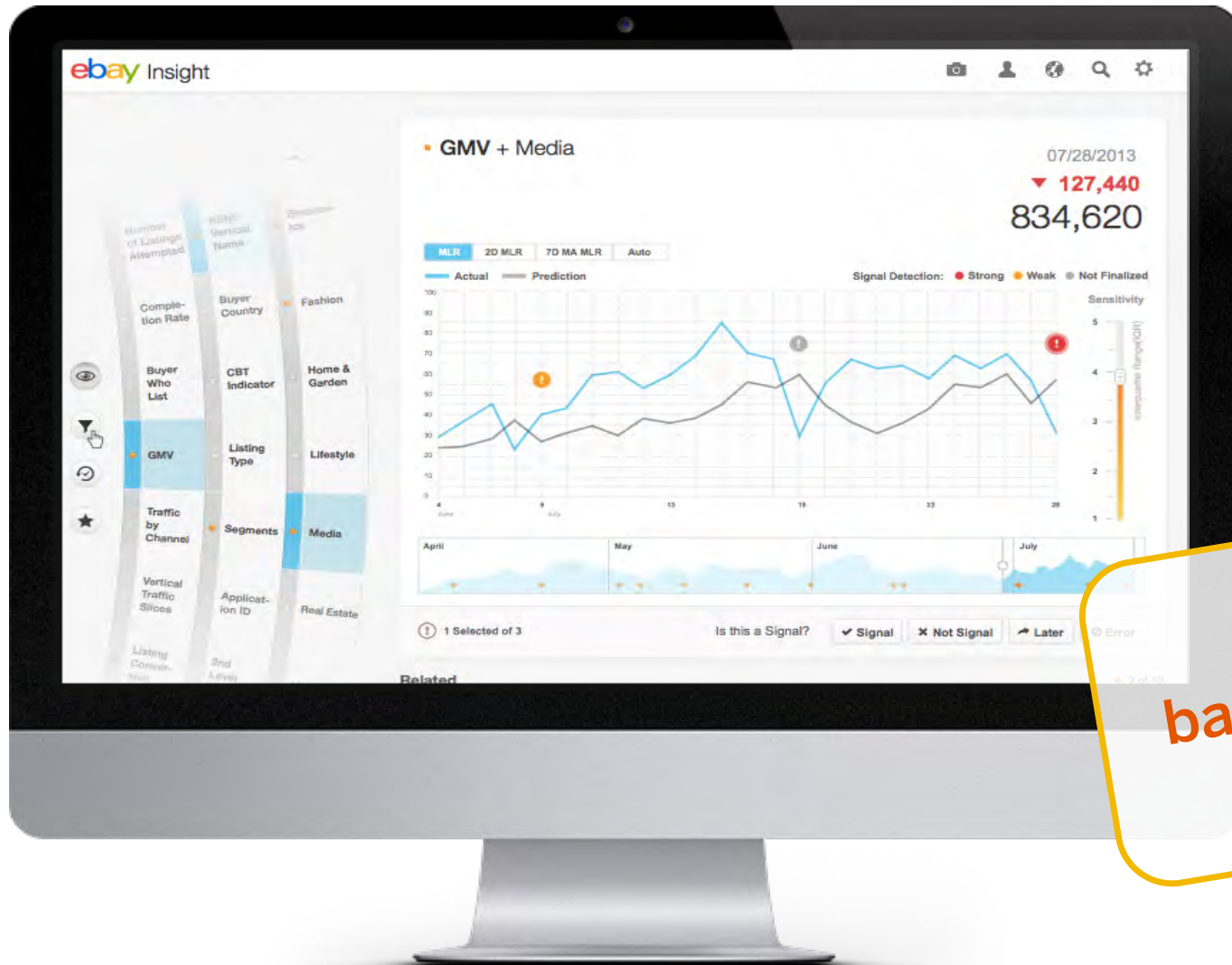
**Eliminate duplicated steps and  
reduce manual paper work**

# Showcase: Real Estate Cockpit at Siemens



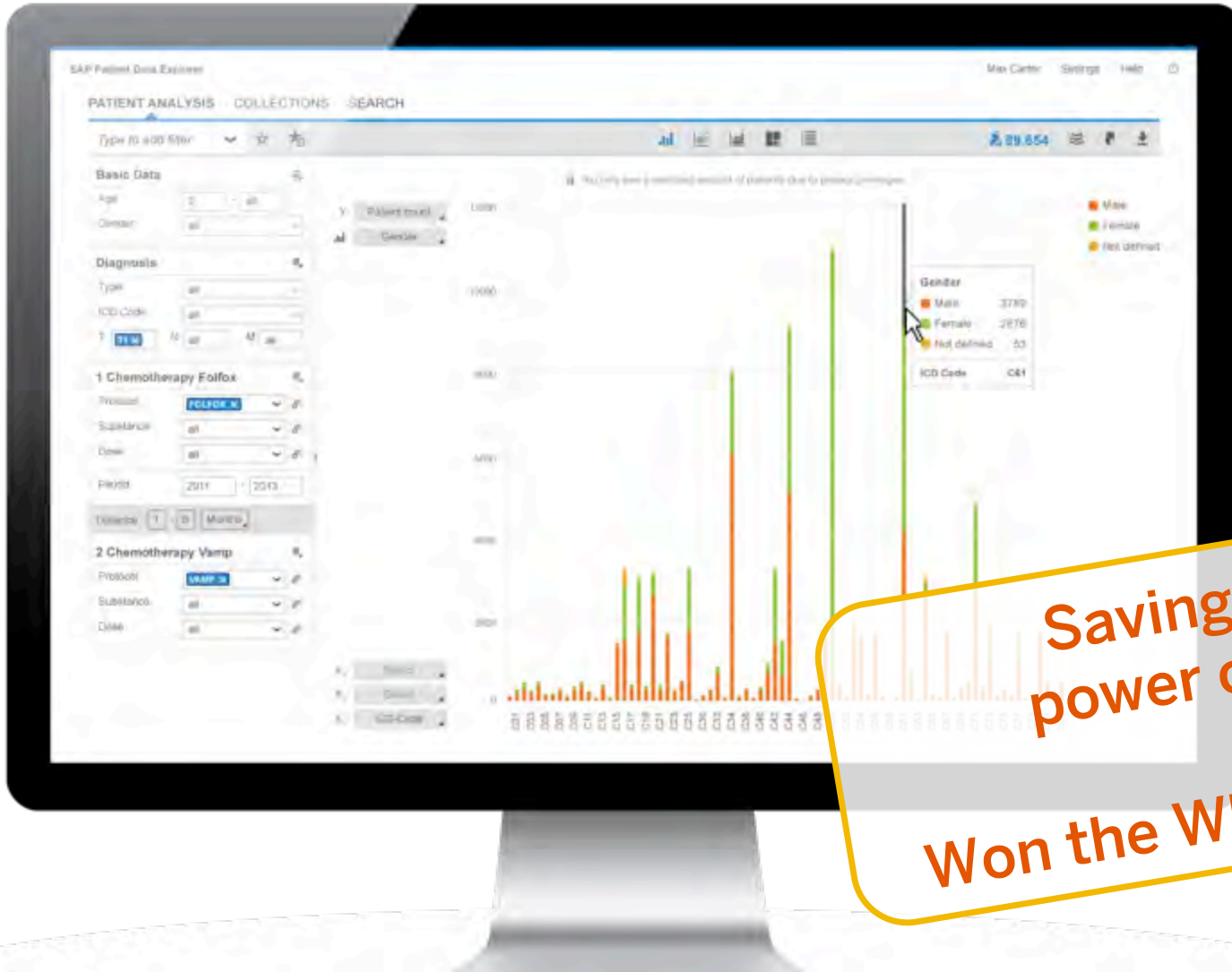
**Increase User Productivity  
and Reduce Training Costs**

# 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



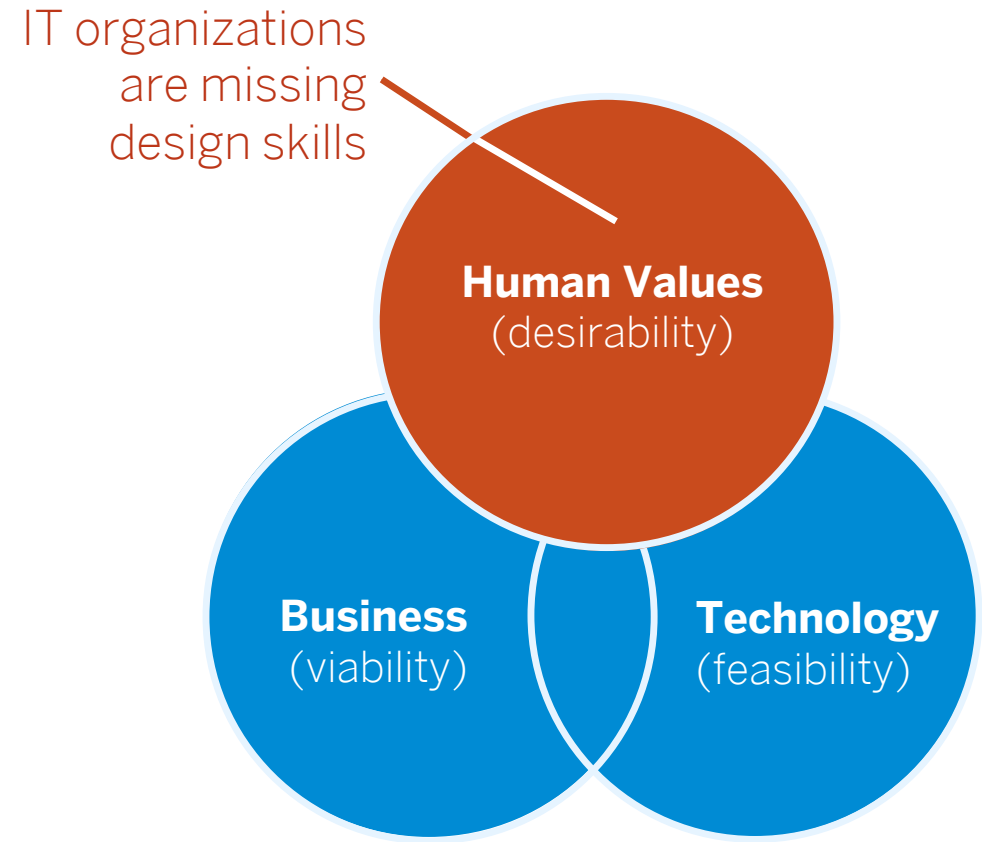
Won GOLD award in the category of enterprise experience at the 2014 UX Awards

# 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





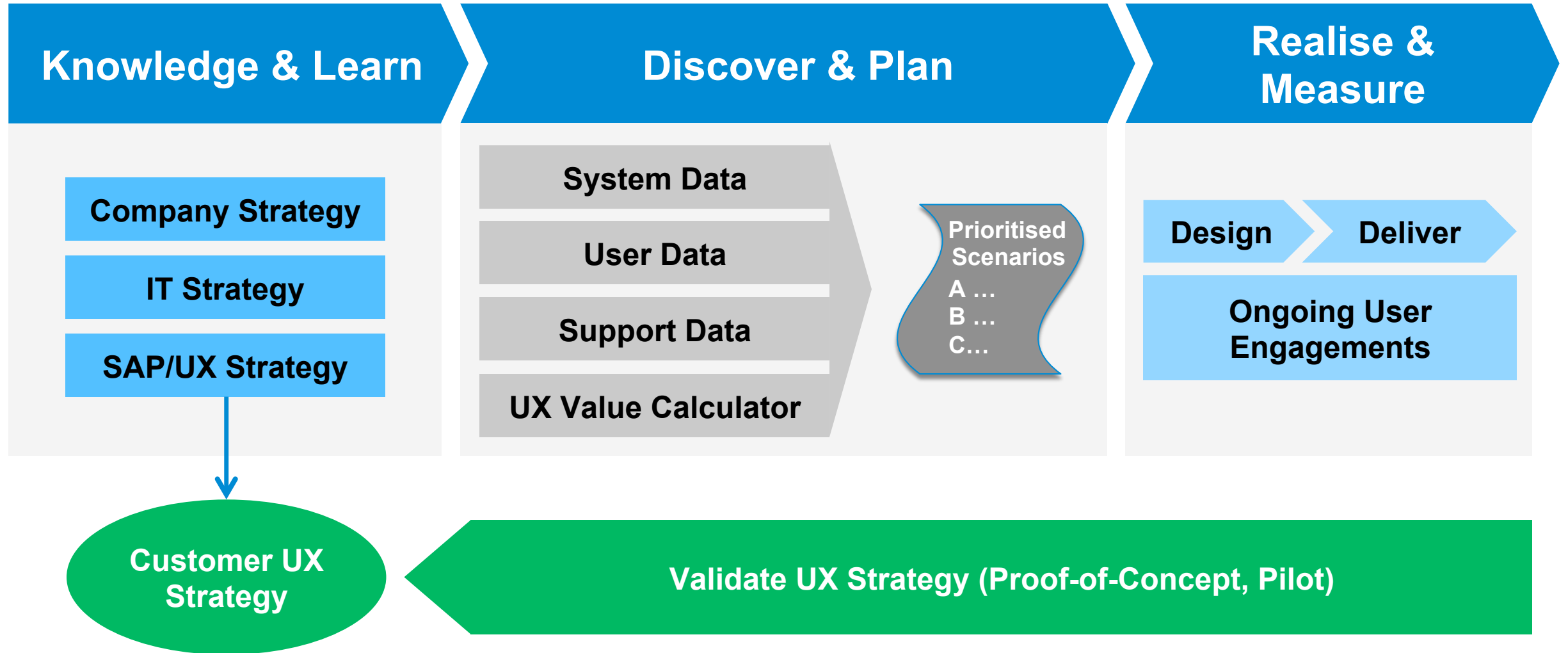
# Required Design Skills

- **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

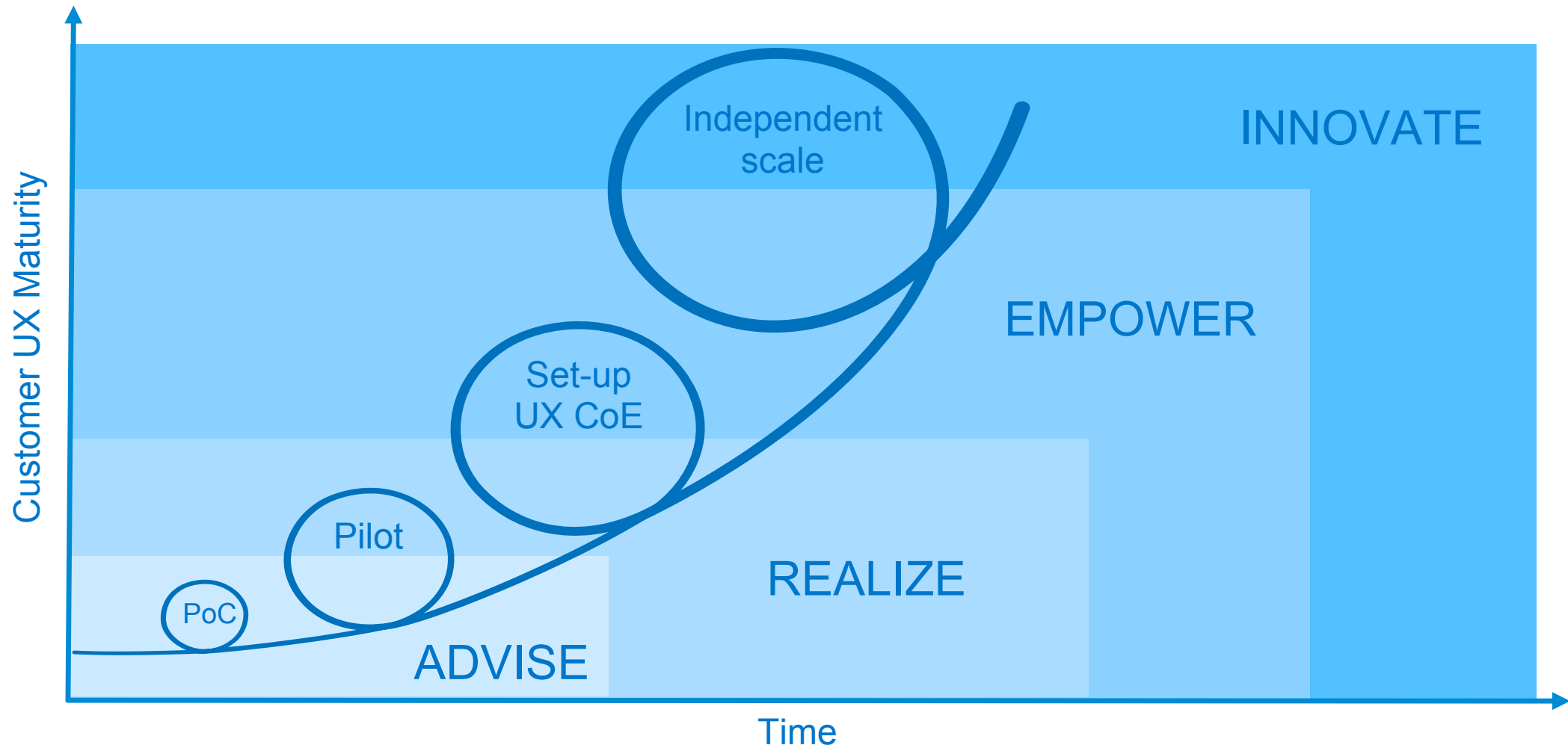


Engage with **REAL** Users!

# The Way to a Customer UX Strategy

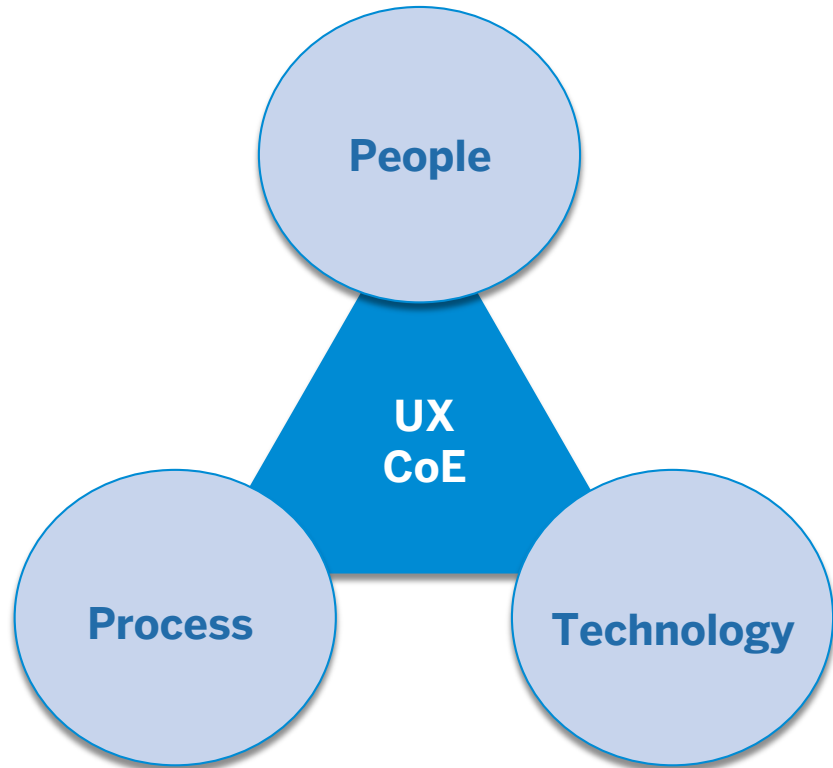


# User Experience is a Journey



# Customers start hiring design skills in their IT organizations

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## 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

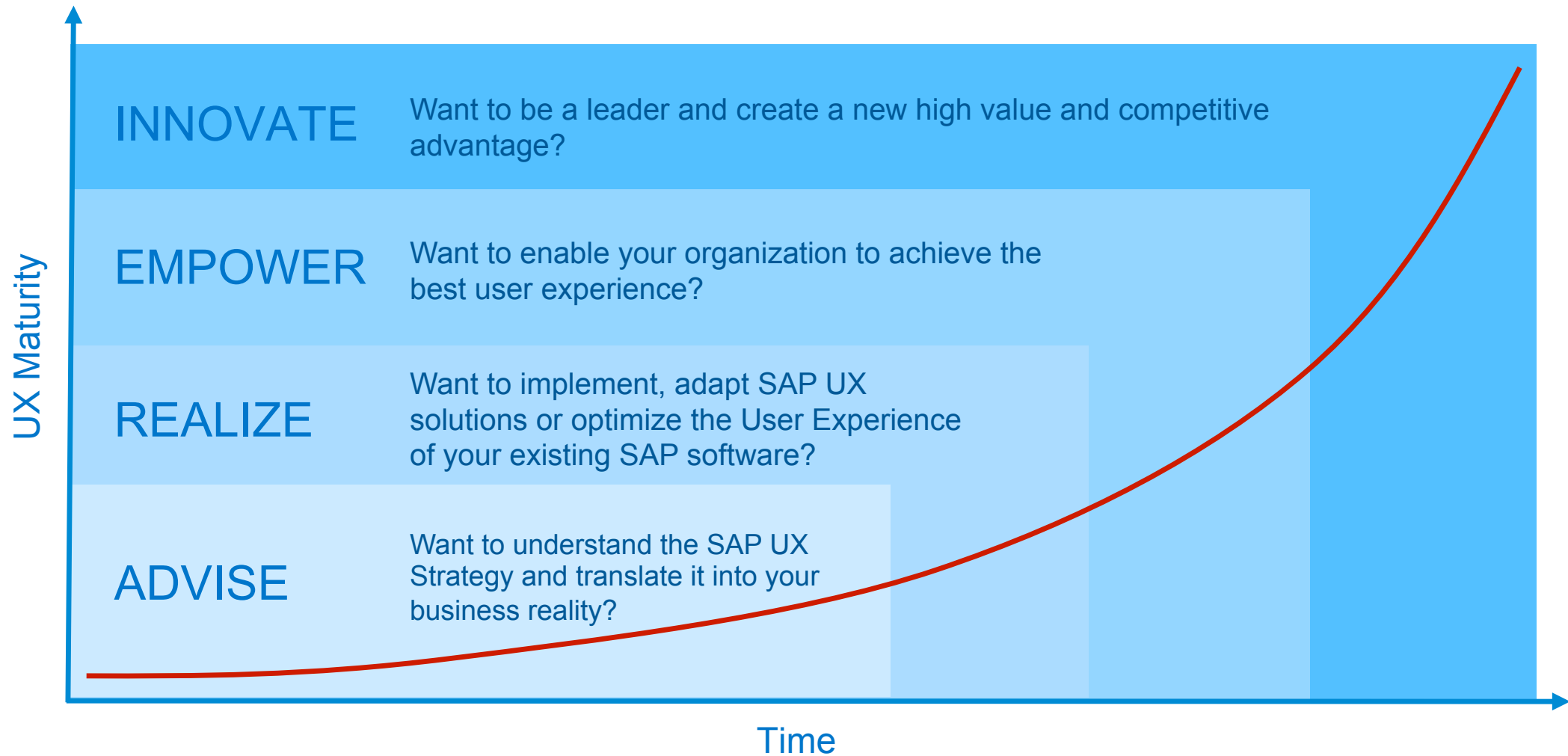
UX Design Service

Portfolio

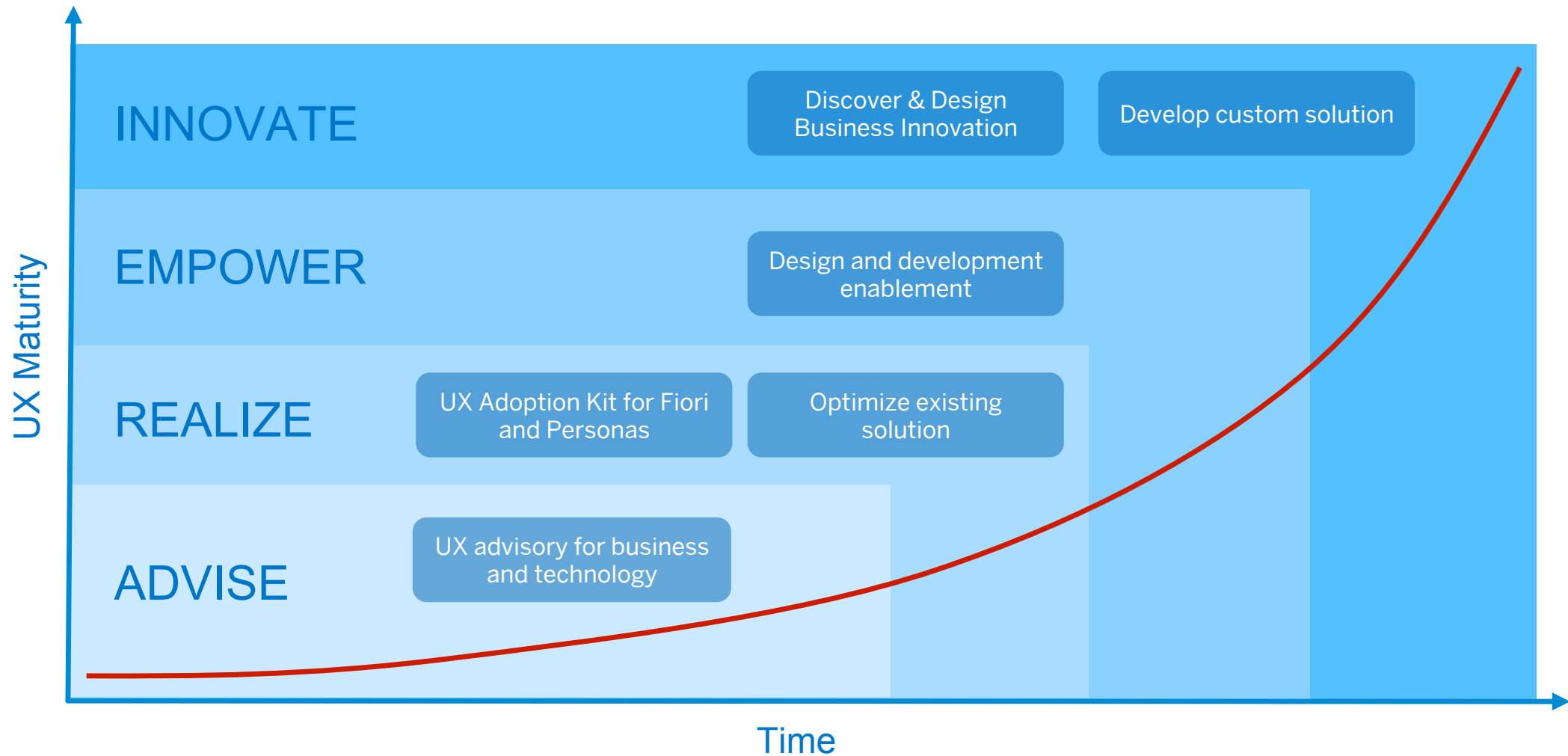
What is available

# SAP's UX Design Services

## Business needs



# SAP's UX Design Services Offering





# SAP's UX Design Services Offering

## Overview

Service		Scope	Duration (depends on scope)
Advise	UX advisory for business and technology	Develop customer UX roadmap aligned with SAP's UX strategy. Analyze customer UX use cases, identify business value and deliver implementation roadmap.	1 - 9 weeks
Realize	UX Adoption Kits for Fiori and Personas	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)	5 – 15 weeks
	Optimize existing solution	Identify, analyze and prioritize user issues with an existing SAP solution and provide possible solutions to optimize user productivity and satisfaction	2 – 10 weeks
Empower	Design and development enablement	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.	1 - 8 weeks
Innovate	Discover & Design Business Innovation	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	2 - 10 weeks
	Develop custom solution	Design and develop a proof-of-concept or custom specific solution using SAP UI technologies.	4 – 12 weeks

# Design Thinking with SAP

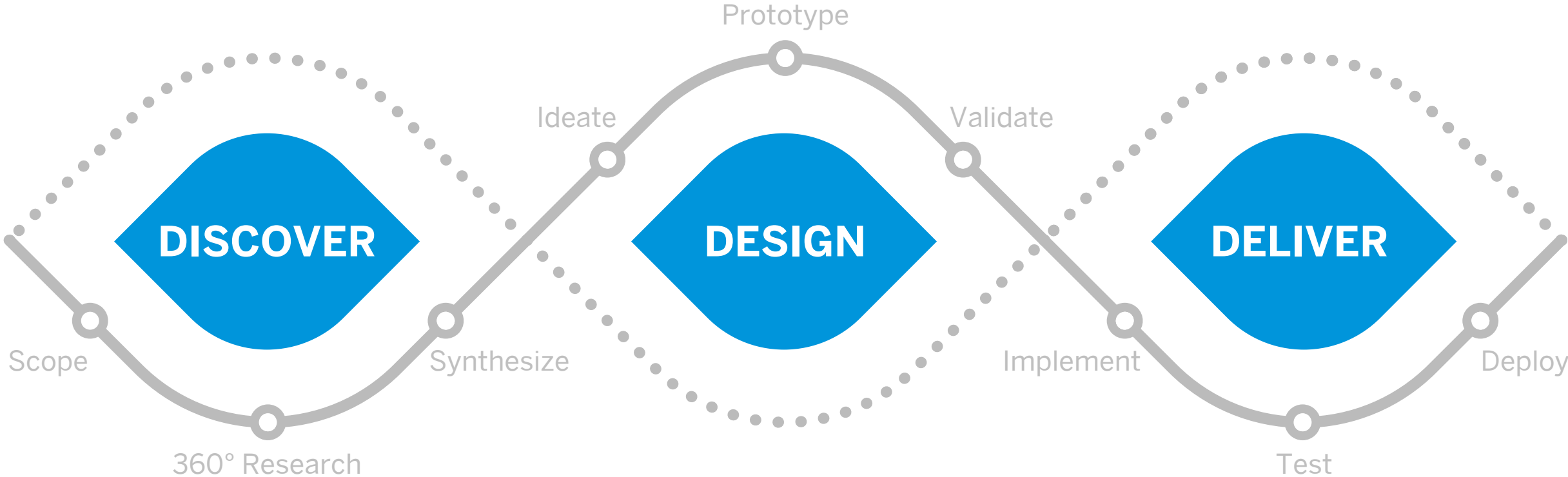
People+Process+Space = **Innovation Culture**



# Interdisciplinary Team



# Design is a Process



# Flexible and Creative Space



Recommendations  
For your success

# Our Recommendations

## Base on Learnings from 300+ customer projects

### Organization

### User Needs

### Process

### Tools & Technology

Top Management attention needed  
– IT & Lines of Businesses

Engage with end users to improve the relationship between IT and business units

Understand the needs of your end users first!

Access **true** end users, no proxies

Leverage “Usage Analysis” to find out where to start

Visualize requirements before you implement → less subsequent change requests

Understand the capabilities of SAP technologies and tools

Calculate the value of UX → “UX Value Calculator”

Involve key stakeholders in UX Center of Excellence discussions

Experience how to engage with users (learning by doing)

Take your time!  
It is a change process – methodology and mindset

Start with POC's to show fast value

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



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**Thank You**

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