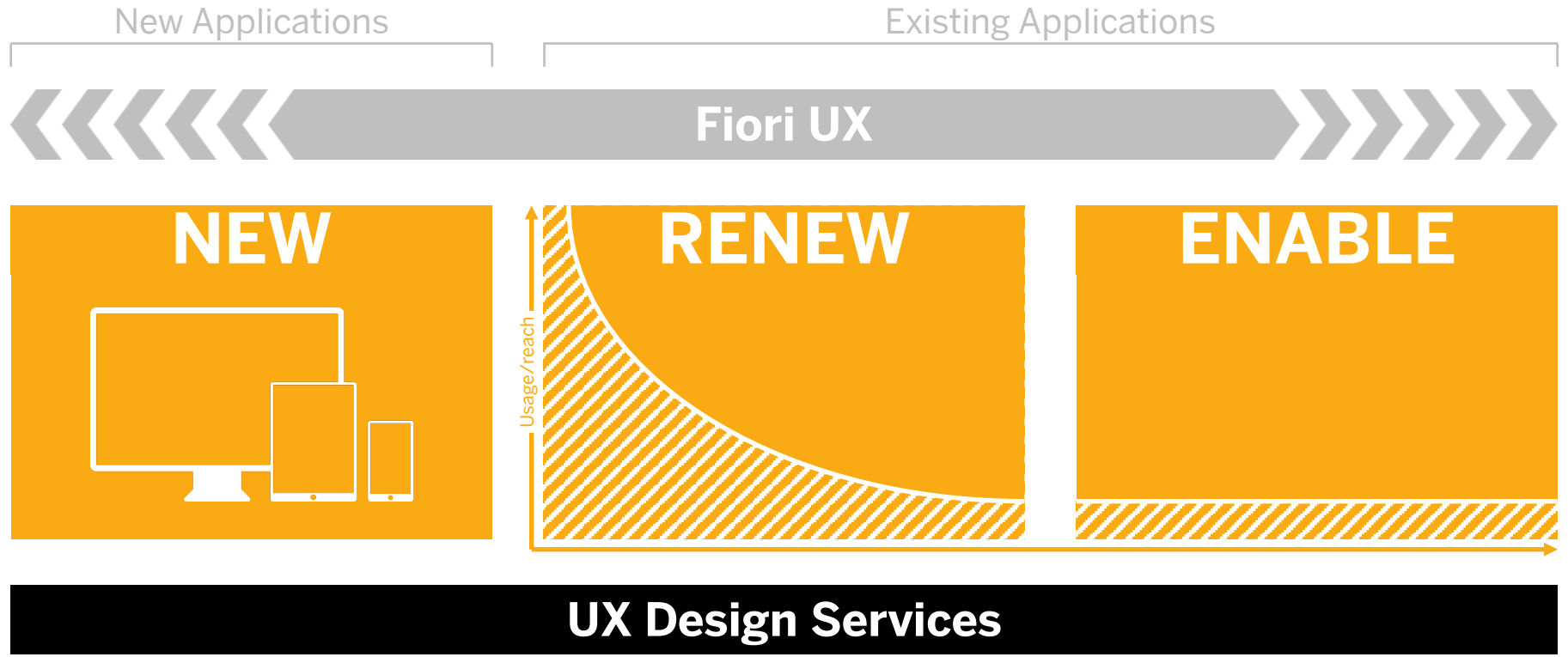# User Experience **Design Services** by SAP

Customer
Overview

Disclaimer

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The SAP User Experience Strategy - Evolution

New Applications

Existing Applications

Fiori UX

NEW

RENEW

ENABLE

Usage/reach

UX Design Services

The Value of User Experience

Monetary Value

Gain Productivity

Save Training Costs

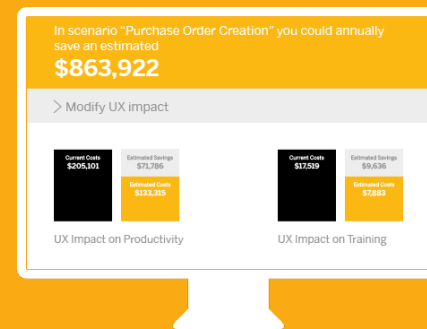**Decrease User Errors**

Decrease Change Requests

Human Value

Increase User Satisfaction

Increase Customer Loyalty

Increase Solution Adoption
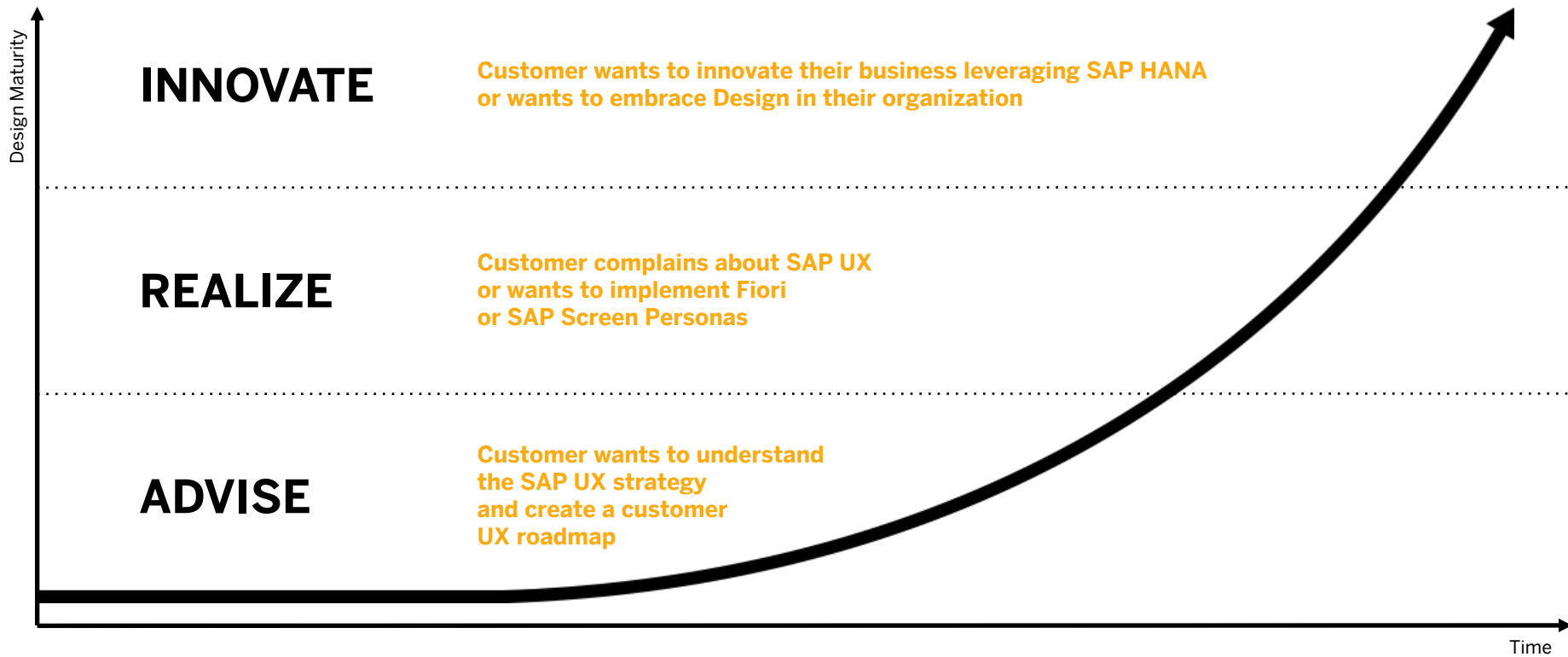
Strengthen Relationship (IT and Business)

In scenario "Purchase Order Creation" you could annually save an estimated

$863,922

⟩ Modify UX impact

Current Costs $205,101
Estimated Savings $71,786
Estimated Costs $133,315

Current Costs $17,519
Estimated Savings $9,636
Estimated Costs $7,883

UX Impact on Productivity

UX Impact on Training

UX Value Calculator

Launch

http://experience.sap.com/designservices

UX
Design Services
Portfolio

What is available

SAP's UX Design Services

Customer Offering

Design Maturity

INNOVATE

Customer wants to innovate their business leveraging SAP HANA
or wants to embrace Design in their organization

REALIZE

Customer complains about SAP UX
or wants to implement Fiori
or SAP Screen Personas

ADVISE

Customer wants to understand
the SAP UX strategy
and create a customer
UX roadmap

Time

SAP's Support for a Successful Journey

Customer Offering

Design Maturity (vertical axis)

Time (horizontal axis)

INNOVATE
- Design Thinking for Business Innovation
- Design Service for User Experience
- Develop Custom Solution
- Empower Customer with Design

REALIZE
- RDS of SAP Fiori Apps
- RDS of SAP Screen Personas
- Optimize Existing Solution

ADVISE
- UX Advisory for Business, Technology & Strategy
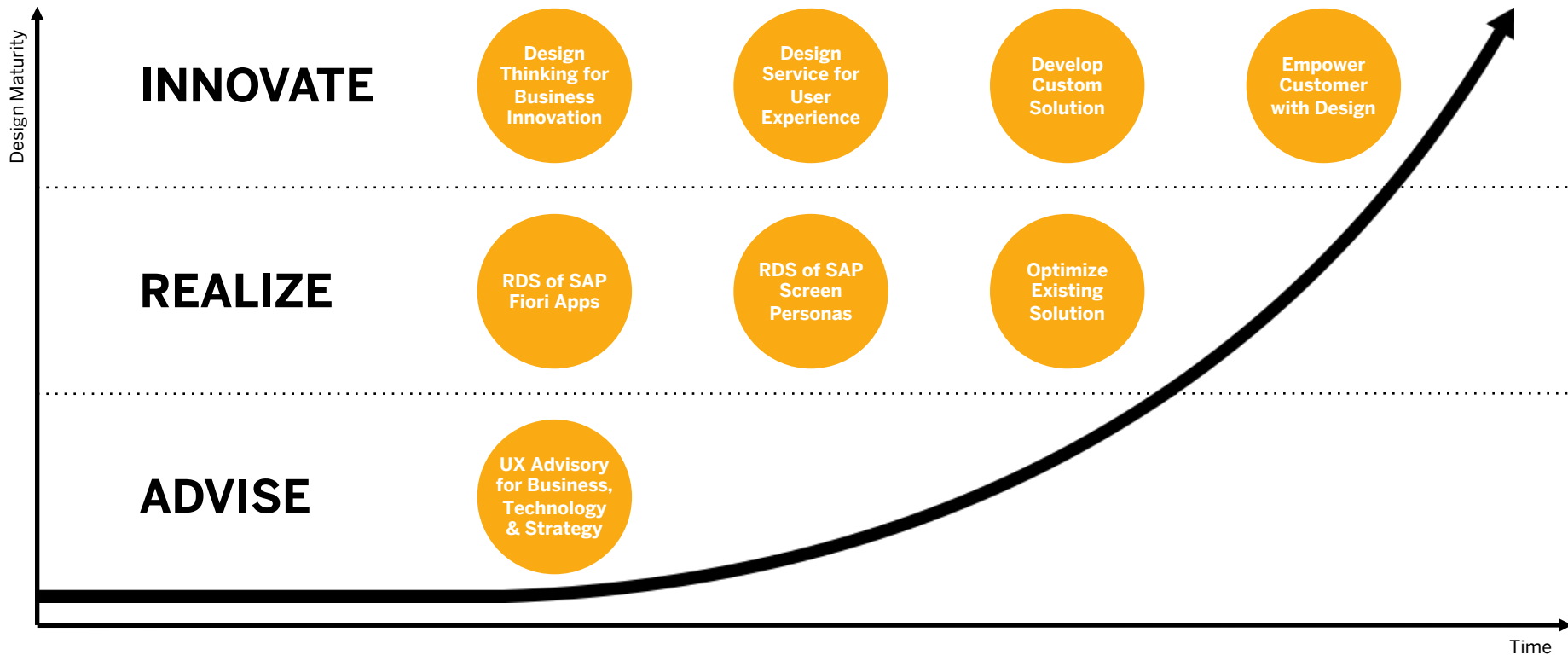
UX Design Services
Overview

	Service	Scope	Duration (depends on scope)
ADVISE	UX advisory for Business, Technology and Strategy	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	RDS of SAP Fiori Apps	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.) Further information about <u>UX Adoption Services Kits for Fiori and SAP Screen Personas</u>	5-28 weeks
	RDS of SAP Screen Personas		5-10 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
INNOVATE	Design Thinking for Business Innovation	Business transformation service for approaching IT/Business related challenges by leveraging Design Thinking as an innovation approach.	1-2 weeks
	Design Service for User Experience	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.	4-10 weeks
	Develop Custom Solution	Design and develop a proof-of-concept or custom-specific solution using SAP UI technologies.	4-12 weeks
	Empower Customer with Design	People + Process + Space are the key ingredients for design innovation. We provide trainings and enable you to drive the mindset change to become an innovative design driven organization / company.	2-16 weeks

UX
Design Services
Details

Appendix

SAP's UX Design Services at a Glance
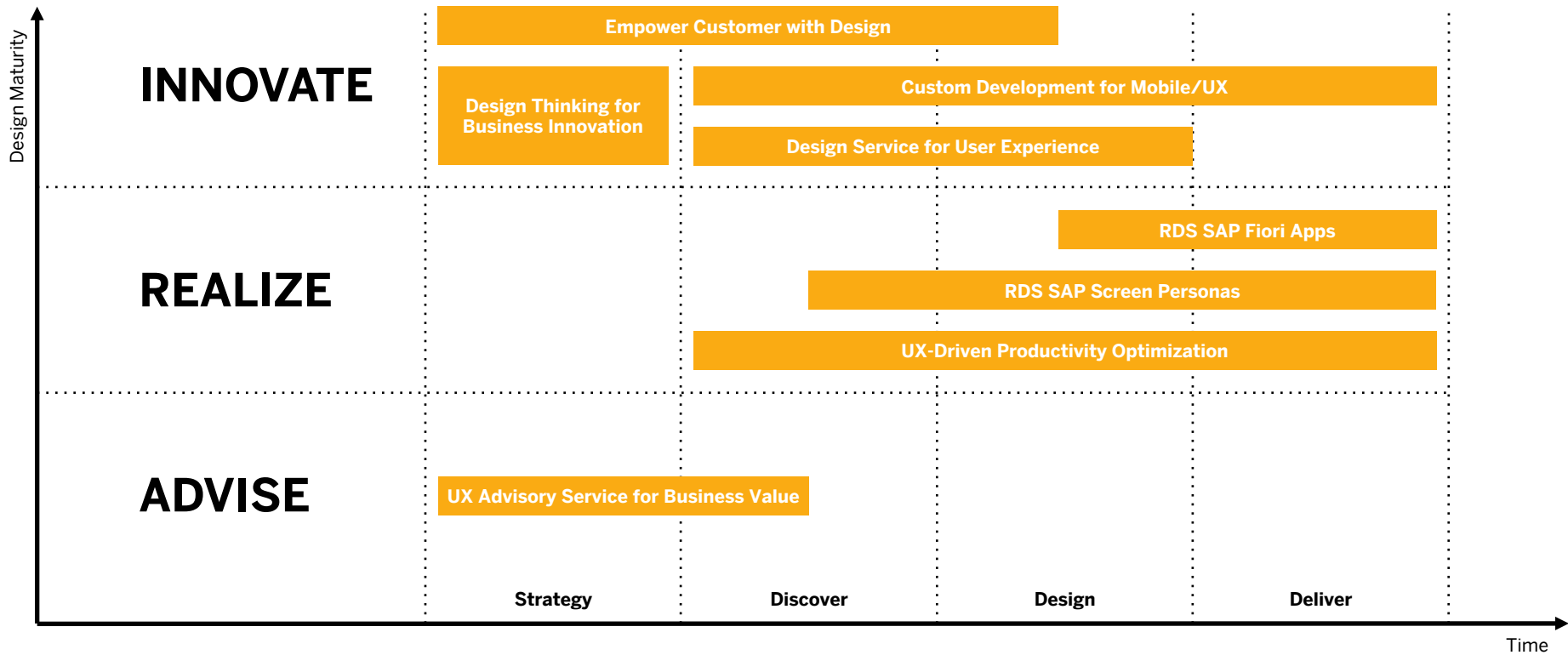
ADVISE

UX Advisory Service for Business Value

- ● Strategy
- ○ Discover
- ○ Design
- ○ Deliver

Customer Motivation

- Customer wants to invest in UX and asks for guidance
- Understand the value of SAP Fiori and SAP Screen Personas from customer point of view
- Customer wants to understand the value of user experience and create a customer UX roadmap

What we do

- Discover and assess user experience opportunities
- Identify short & long-term benefits
- UX-driven recommendations for architecture, technology, and implementation

Delivery

- Explain SAP UX strategy and map to customer needs
- Recommendation for improvements based on a quantitative (system usage data) and qualitative data (for example, end user survey)
- High-level customer-specific UX roadmap

More Information

Size	Duration (weeks)
S	2
M	2-6
L	8+

References / Testimonials
- DEL
- Gameforge
- Sharks
- Shell

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designservices@sap.com

▶ UX at a glance

▶ Service Overview

RDS SAP Fiori Apps

Strategy

Discover

Design

● Deliver

Customer Motivation

- Implement an "out of the box" standard Fiori app
- Looking for a device-independent solution
- Transactions are too complex for occasional/new users
- Customer wants simplified, specific, task-oriented, and standard Fiori apps
- Achieve short-term ROI without disruption and huge testing efforts

What we do

- System landscape check
- Technical setup for Fiori infrastructure (incl. NW Gateway/UI5 Add-on)
- Implement first Fiori standard apps (on any DB/SAP HANA)
- Implement additional Fiori standard apps
- Enhance standard Fiori apps with SAP Web IDE

Delivery

- Installation and system configuration
- Design workshop if larger adjustments are required
- Implemented Fiori app(s) and go-live

More Information

Size	Duration (weeks)
5 Apps / 1 Tier / POC connected to 1 back-end	5
5 Apps / 3 Tier / Go-Live connected to 1 back-end	13
15 Apps / 3 Tier / Go-Live connected to 3 back-ends	28

References / Testimonials
- Kraft
- Vilore

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▶ UX at a glance

▶ Service Overview

RDS SAP Screen Personas

- ○ Strategy
- ● Discover
- ● Design
- ● Deliver

Customer Motivation

- Transactions are too complex for occasional/new users
- Simplify a specific SAP GUI transaction without changing the backend
- Achieve short-term ROI without disruption and huge testing efforts

What we do

- End user observation
  (understanding the needs)
- Designing and prototyping the new task and process-oriented screen layout
- System landscape check
- Set up and use SAP Screen Personas tool
- Implement validated solution in SAP Screen Personas and use it in productive environment
- Enable the customer to build their own solutions

Delivery

- Installation check and configuration
- Design workshop:
- Iterate with a unified team on potential solutions
- Design and validate prototype
- Implemented solution
- Go-Live option

More Information

Size	Duration (weeks)
Starter Pack / POC	4
Standard Pack / POC	6
Standard Pack / Go-Live	10

References / Testimonials
- Shell

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▶ UX at a glance

▶ Service Overview

UX-Driven Productivity Optimization

- ○ Strategy
- ● Discover
- ● Design
- ● Deliver

Customer Motivation

- Concrete use case to improve the user experience of an existing SAP solution

What we do

- Verify and analyze existing UX issues
- Elaborate and illustrate options for an optimized solution
- Implement the selected solution option

Delivery

- Discovery report, incl. summary of UX requirements and validated low-fidelity prototype(s)
- Solution proposal, incl. suggested UI design, recommendation for target UI technology and rough effort estimation
- Realization of the optimized solution

More Information

Size	Duration (weeks)
S	3
M	8
L	10+

References / Testimonials
- KMD

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▶ UX at a glance

▶ Service Overview

INNOVATE

Design Thinking Workshop for Business Innovation

- ● Strategy
- ○ Discover
- ○ Design
- ○ Deliver

▶ UX at a glance

▶ Service Overview

Customer Motivation

- Discover new business opportunities in general
- Develop a future company strategy for products, IT, and so on
- How to get innovation into their company
- Practice Design Thinking and learn about the benefits and values

What we do

- Develop business innovation powered by Design Thinking
- Experience a Design Thinking workshop led by a professional design coach using creative methods
- Work on given business challenges and discover potential opportunities
- Involve all stakeholders and target users in the guided iterative process
- Use the interdisciplinary setup to generate new unexpected ideas and solutions

Delivery

- Common understanding on the challenge and the potential solution corridor
- Experience and understanding of the capabilities of Design Thinking
- Get guidance for next activities and steps

More Information

Size	Duration (weeks)
Customer-specific challenge	1

References / Testimonials
- DEL
- Gameforge
- Sharks

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Design Service for User Experience

- Strategy
- **Discover**
- **Design**
- Deliver

Customer Motivation

- Customer wants to identify their innovation potential
- Customer wants to get a design proposal for a new innovation or UX improvement
- Customer wants to understand the real pain points of their end users
- Concrete use case to improve UX

What we do

- Identify innovation opportunities based on end user observation/interviews
- Design innovative customer solution proposal, using Design Thinking methodology
- Provide a realizable design proposal

Delivery

- Documentation of end user observation/ interviews
- Design Thinking/participatory Design Workshop with end users and SAP experts to design the potential solution
- Wireframe prototypes for early end user validation
- Interactive prototype with visual design as input for implementation specification
- Foundation for implementation effort estimation

More Information

Size	Duration (weeks)
S	2-4
M	4-6
L	6-10+

References / Testimonials
- apaxo
- CHIO
- DEL
- ebay
- Kraft
- NCT
- Siemens
- Sybase
- Vilore
- TIGF

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▶ UX at a glance

▶ Service Overview

Custom Development for Mobile/UX

- ○ Strategy
- ● Discover
- ● Design
- ● Deliver

Customer Motivation

- Customer wants to have a new custom-specific and state-of-the-art mobile and/or UX solution for productive usage
- Concrete use case to improve UX
- Increase user adoption, satisfaction, and reduce training costs

What we do

- Identify innovation and efficiency opportunities based on end user observation/interviews
- Design innovative customer solution, using Design Thinking methodology
- Provide a realizable design proposal (including architecture & technology)
- Proof-of-concept within "Sprint 0" engagement possible
- Implement newly-designed application for productive usage

Delivery

- Documentation of end user observation/interviews in product backlog
- Design Thinking/participatory Design Workshop with end users and SAP experts to design the potential solution
- Wireframe prototypes for early end user validation
- Interactive prototype with visual design as input for implementation specification
- ISO-certified development methodology for delivery
- Integrated/developed end-to-end solution – ready for productive use – support possible

More Information

Size	Duration (weeks)
S	8+
M	14+
L	24+

References / Testimonials
- CHIO
- Kraft
- Sybase

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designservices@sap.com

▶ UX at a glance

▶ Service Overview

Empower Customer with Design

- ● Strategy
- ● Discover
- ● Design
- ○ Deliver

Customer Motivation

- Customer wants to get recognized as a design-driven, innovative business company and increase their competitive advantage
- Customer wants to establish a creative working environment to inspire and collaborate internally (IT & business) or externally
- Customer wants to institutionalize design in their organization and setup a design team
- Customer wants to innovate with their partners and suppliers in a new creative way
- Customer wants to train their employees to use proven design methods such as Design Thinking

What we do

- Establish a collaborative working model to foster your innovation culture within an agile environment
- Support in setting up an interdisciplinary team to combine design thinking & design execution skills
- Design a creative space, specify a corresponding business model, and define how to run and operate the space
- Conduct up-skilling to enable the customer to drive the design approach independently (optional long term coaching available)

Delivery

- Customer-specific innovation strategy and execution roadmap
- Support stakeholder management to get the buy-in on all levels for establishing a design driven mindset change
- Customer-specific procedure model for the setting-up an interdisciplinary design team and enable it for execution.
- Business & operational model for the creative space.
- Hands-on experience and material of an established productive design team of SAP

More Information

Size	Duration (weeks)
Advice & Strategy	2-4
People	4-x
Process	6-x
Space	4-x

References / Testimonials
- Unilever

Contact
DCC@sap.com

▶ UX at a glance

▶ Service Overview

Website   Email   Twitter   YouTube   Facebook   LinkedIn