



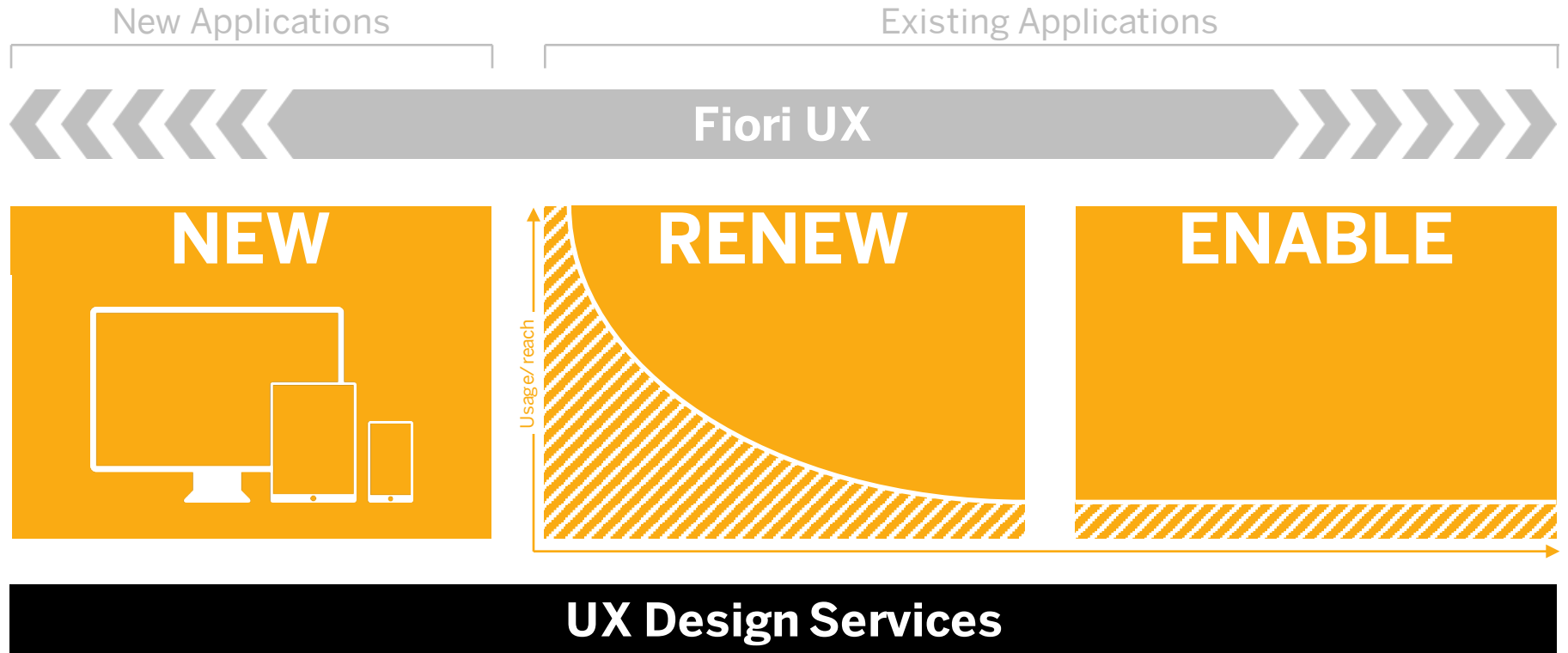
User Experience Design Services by SAP

Customer
Overview

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The SAP User Experience Strategy - Evolution



The Value of User Experience

Monetary Value

**Gain
Productivity**

**Save
Training
Costs**

**Decrease
User
Errors**

**Decrease
Change
Requests**

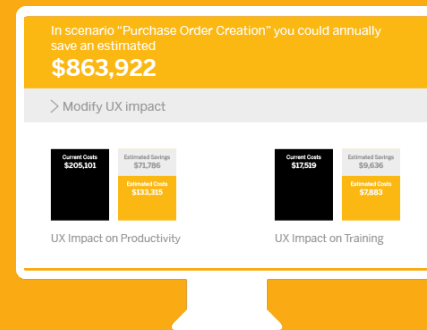
Human Value

**Increase
User
Satisfaction**

**Increase
Customer
Loyalty**

**Increase
Solution
Adoption**

**Strengthen
Relationship
(IT and Business)**



UX Value Calculator

Launch

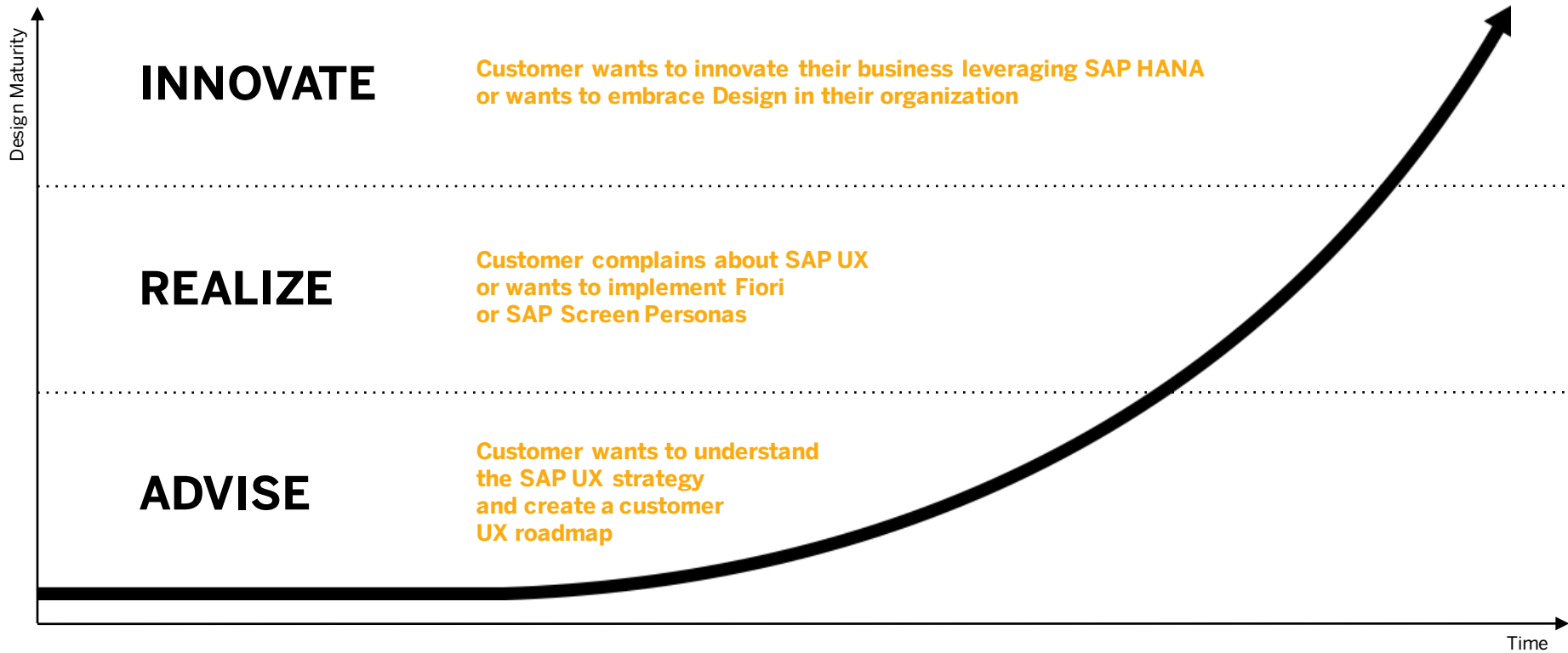


UX
Design Services
Portfolio

What is available

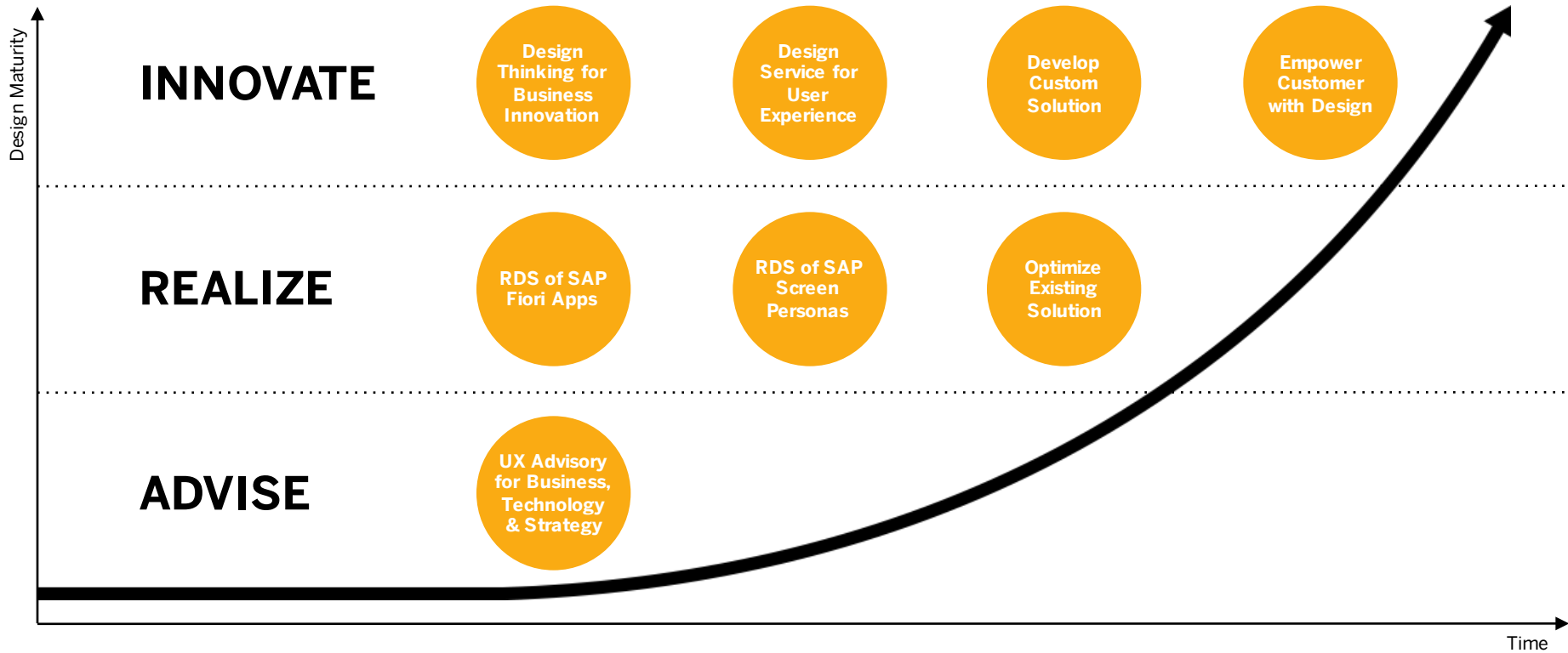
SAP's UX Design Services

Customer Offering



SAP's Support for a Successful Journey

Customer Offering



UX Design Services

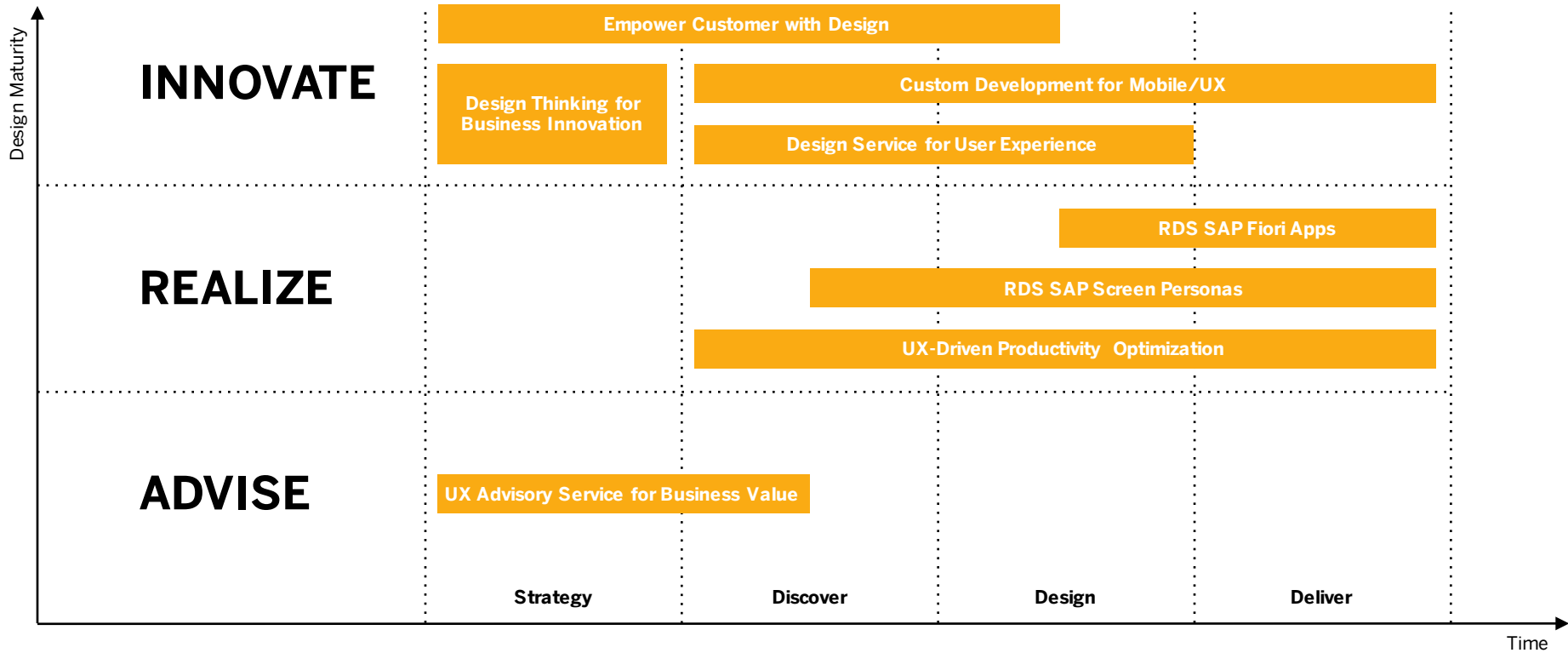
Overview

	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
	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.)	5-28 weeks
REALIZE	RDS of SAP Screen Personas	Further information about UX Adoption Services Kits for Fiori and 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

▶ [UX at a glance](#)

▶ [Service Overview](#)

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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RDS SAP Fiori Apps

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

- ▶ [UX at a glance](#)
- ▶ [Service Overview](#)

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](#)
- [Vifore](#)

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RDS SAP Screen Personas

- Strategy
- Discover
- Design
- Deliver

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- ▶ [Service Overview](#)

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-Driven Productivity Optimization

- Strategy
- Discover
- Design
- Deliver

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- ▶ [Service Overview](#)

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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Design Thinking Workshop for Business Innovation

- Strategy
- Discover
- Design
- Deliver

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- ▶ [Service Overview](#)

Customer Motivation

- Discover new business opportunities in general
- Develop a future company strategy for products, IT, and soon
- 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

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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](#)
- [CHIQ](#)
- [DEL](#)
- [ebay](#)
- [Kraft](#)
- [NCT](#)
- [Siemens](#)
- [Sybase](#)
- [Vilore](#)
- [TIGF](#)

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Custom Development for Mobile/UX

- Strategy
- Discover
- Design
- Deliver

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- ▶ [Service Overview](#)

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 "Sprint0" 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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Empower Customer with Design

- Strategy
- Discover
- Design
- Deliver

- ▶ [UX at a glance](#)
- ▶ [Service Overview](#)

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](#)

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