

User Experience with SAP Fiori

UX, UX Strategy & SAP Fiori

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UX General

What is User Experience?

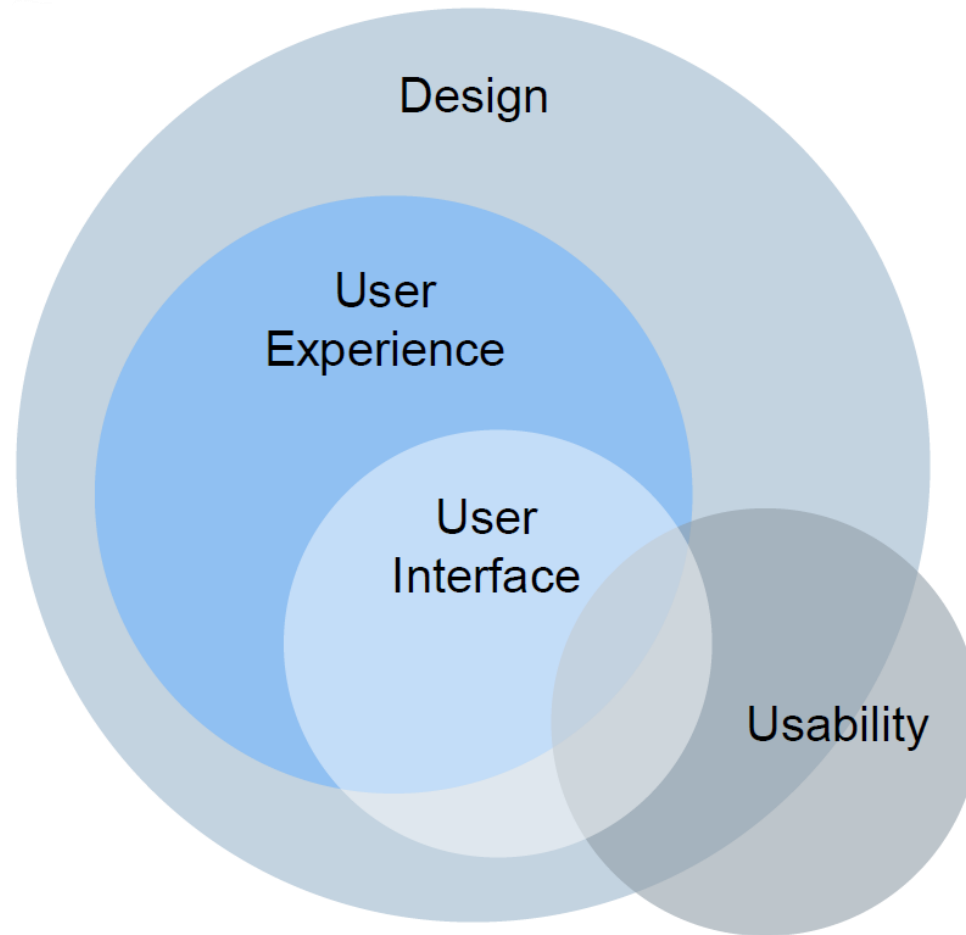
“User experience (UX) is a person's **emotions and attitudes** about using a particular product, system or service^[1].”

UX includes **all aspects** of the user's **interaction** with the product, not only the visual!

It's about how a user **experiences and feels** about a product, during every step.

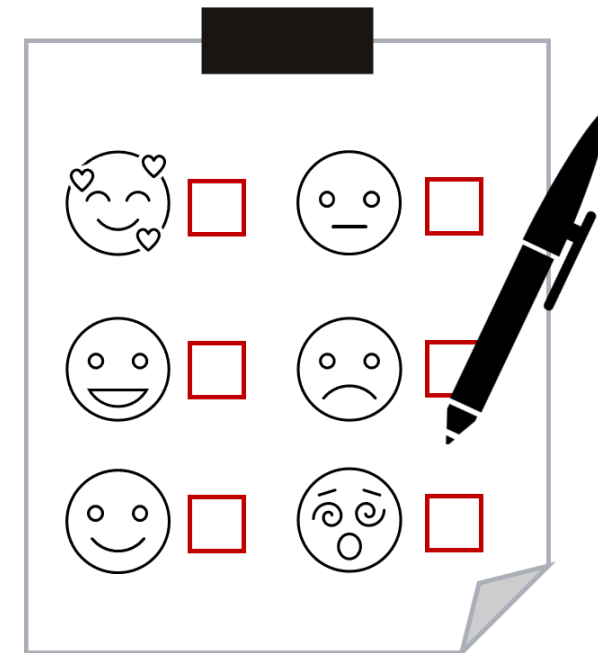
[1] Henceforth referred to as "product" only

UX Terminology



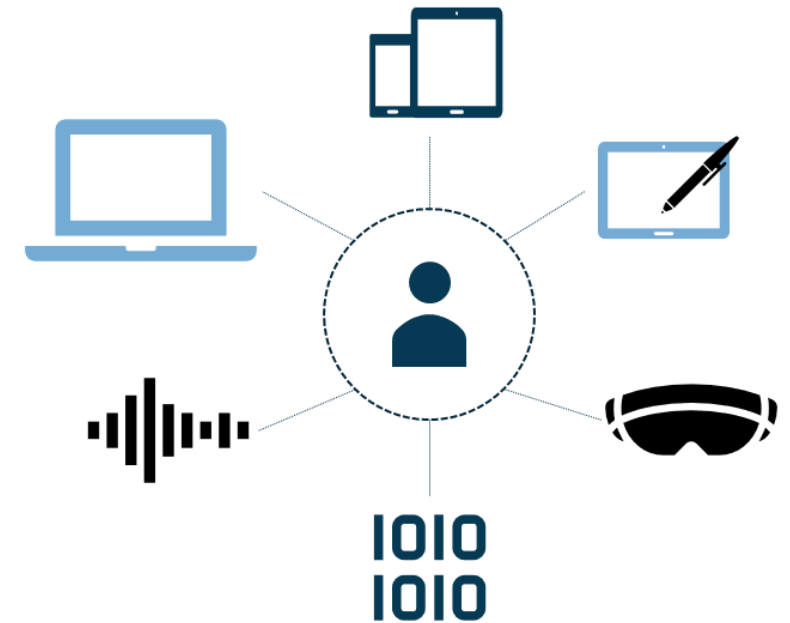
Why User Experience?

- There has been a **shift in mindset and technology**, because today, people are using apps daily and on all kinds of devices
- People are used to the **speed and simplicity of consumer apps**, and now expect the same from **business applications**
- People have **higher expectations** and will more quickly and easily respond with negative emotions to bad or complex user experience.



Why User Experience?

- Deliver a seamless digital experience for the whole business
- One User Experience is Key
- UX consistency...
 - increases adaptation of apps
 - improves business user productivity
 - decreases training time
 - improves data quality
 - enhances user satisfaction



Good user experience is more than just nice looks – there are many real business benefits

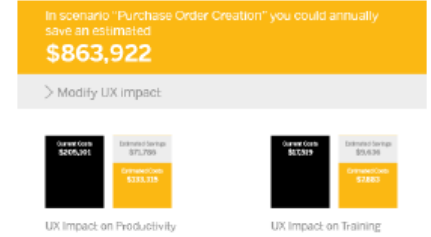
Monetary Value



Gain Productivity, Data Quality

Save Training Costs

Decrease Change Request, User Errors



[UX Value Calculator](#)

Human Value



Increase User Satisfaction, Customer Loyalty, Solution Adoption

Strengthen Relationship (IT and Business)

Example: Apple AirPods

- **Not** the best sounding earphones
- **But** solved all the major pain points like pairing, day-to-day operation, etc.
- \$6 billion in revenues in 2019
- 60% of wireless earbuds market

⇒ **User friendly > Technologically Superior**



Results of poor user experience

Poor user experience leads to...



Decreased adoption



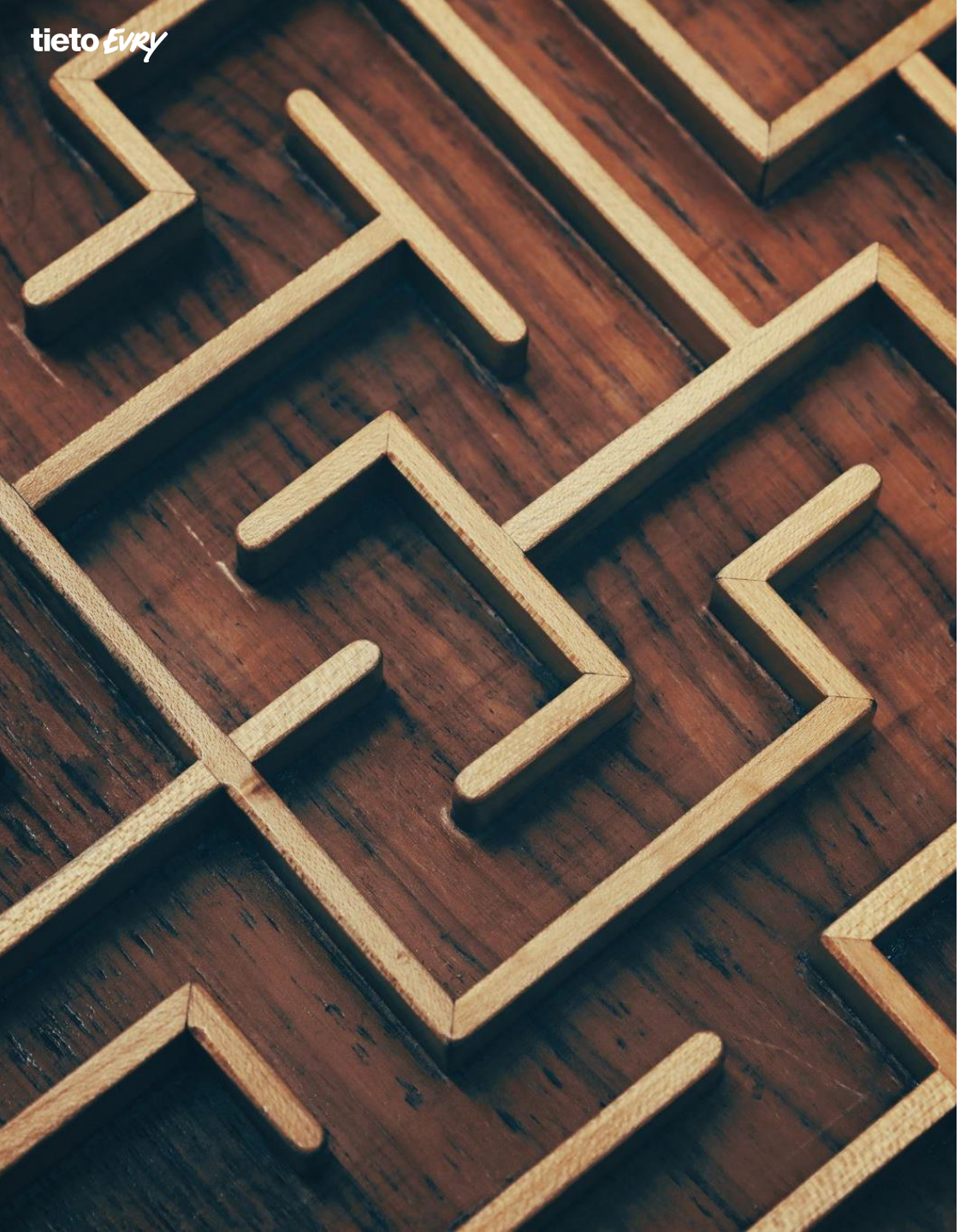
High support costs



Wasted development



Customer escalations



UX Strategy

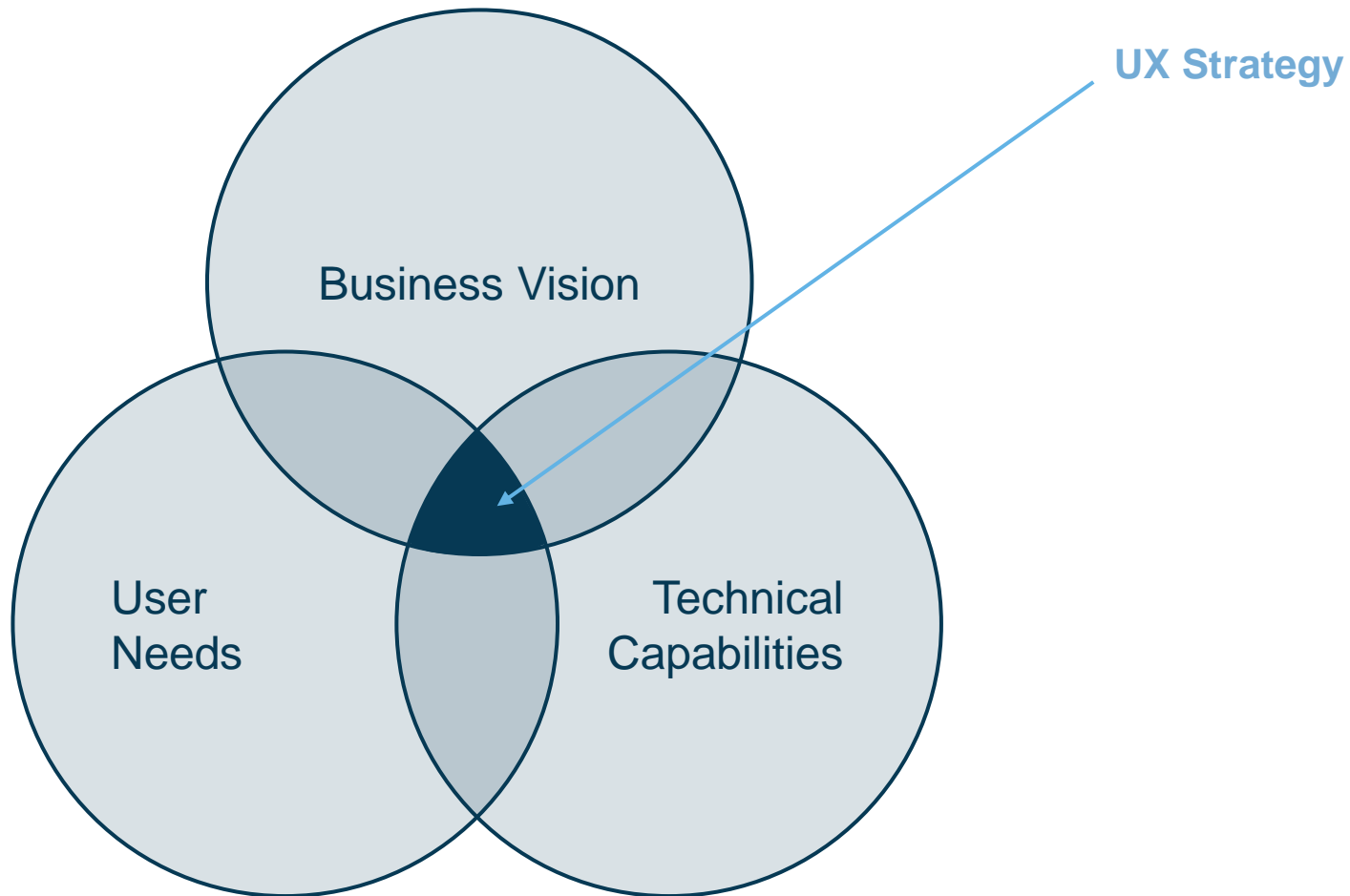
How-to User Experience?

“Sounds great, how do I get there?”

Define a UX Strategy which will help to drive the right decisions, for your vision and your users.

Ask your users, what they need.

Define your UX Strategy



UX Strategy Influencers



End User

IT Team

Process Owners

Management

Partner

Customer

Competitor

...



Internal Environment

Where are we now?

- Current landscape
- Budget
- Resources



Goals

Where do we want to move to?

- Paperless
- Automation
- Mobility
- etc.



External Environment

What is happening around us?

- SAP UX Strategy
- Trends
- Technology

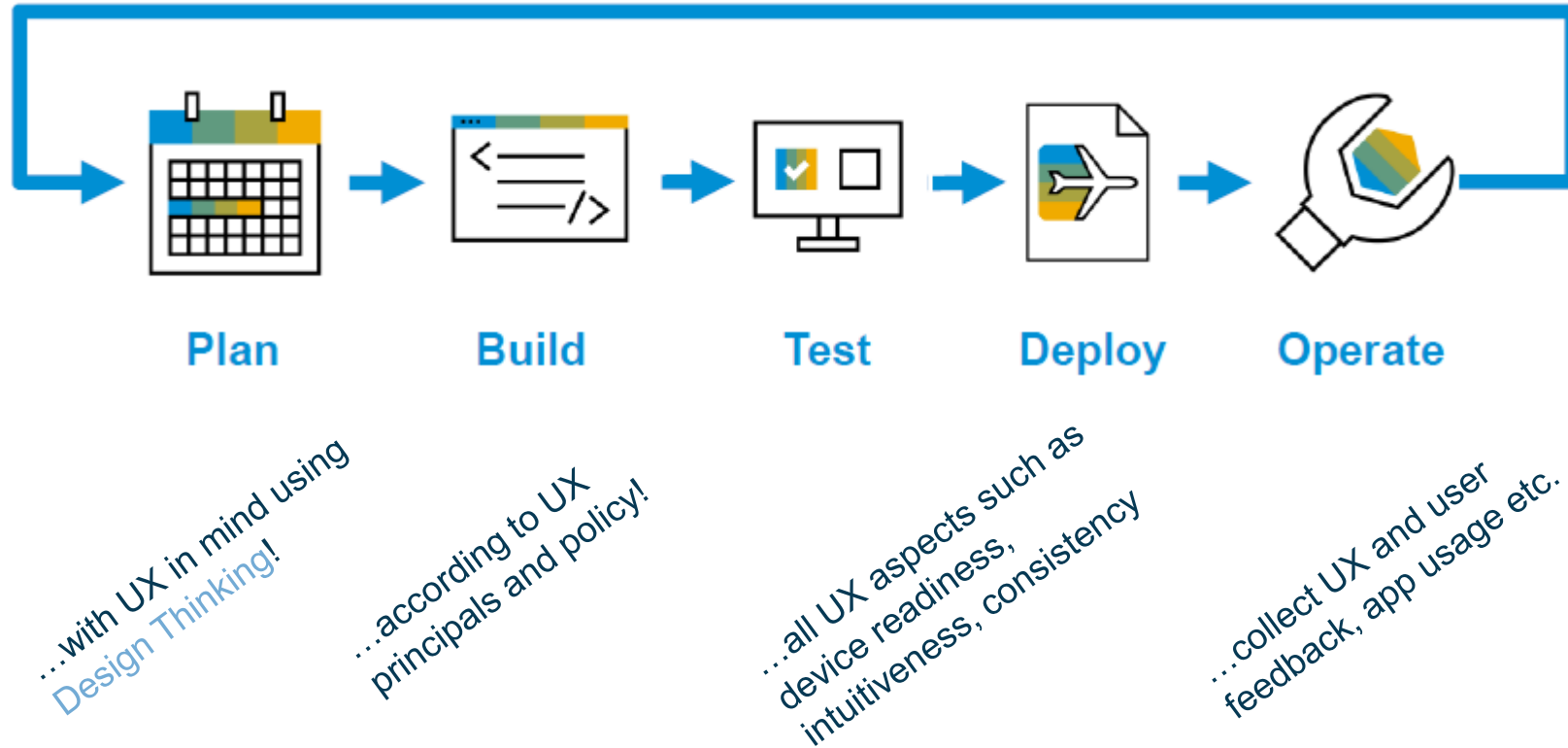


Strategic Hypothesis

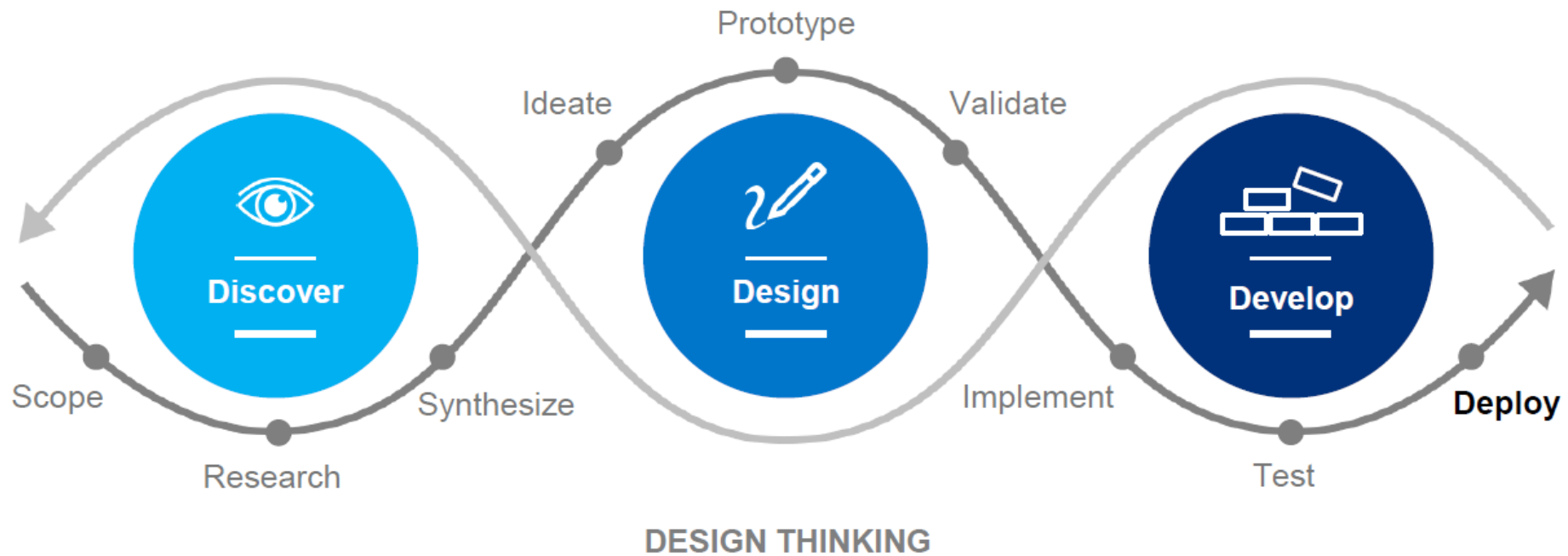
How do we get there?

- UX Consistency
- High-Level Roadmap
 - System Upgrade
 - Conversion
- etc.

Include UX everywhere



Design thinking is essential for good app design



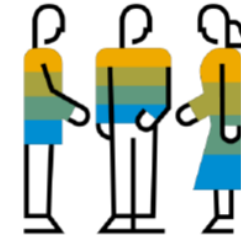
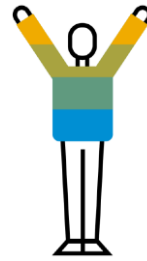
**Understand your
end users' needs**

Fail fast, fail early
Sketch out solutions,
get feedback, try again

**Start development
once user satisfaction
is confirmed**

Benefits of Design Thinking

- User-centric, for the user
- One shared vision
- Better collaboration: IT, Business, Processes, Partner...
- Better/instant knowledge sharing
- Ensure quality and satisfaction through feedback and validations
- Foster trust





SAP User Experience

SAP Fiori

“SAP Fiori is the target UX for all SAP products to fully support the Enterprise, running on any device.”

SAP Fiori – ONE UX for the Intelligent Enterprise

- SAP's vision is to deliver a seamless digital experience for businesses through SAP Fiori
- SAP Fiori is the best way to consume UX innovation and create business value
- SAP Fiori focuses on three key values:
 - Consistent
 - Intelligent
 - Integrated



SAP Fiori Values



Consistent

- UX consistency across products and technologies with a core set of UX aspects
 - Typography, Terminology, Iconography, Theming, Branding & Colors, Action & Controls
- Supporting user efficiency and satisfaction



Intelligent

- Provide solutions that help user achieve more and better results with less effort
 - Machine learning for ranking
 - Situation handling
- Automation of routine tasks
- Dynamic content on home pages

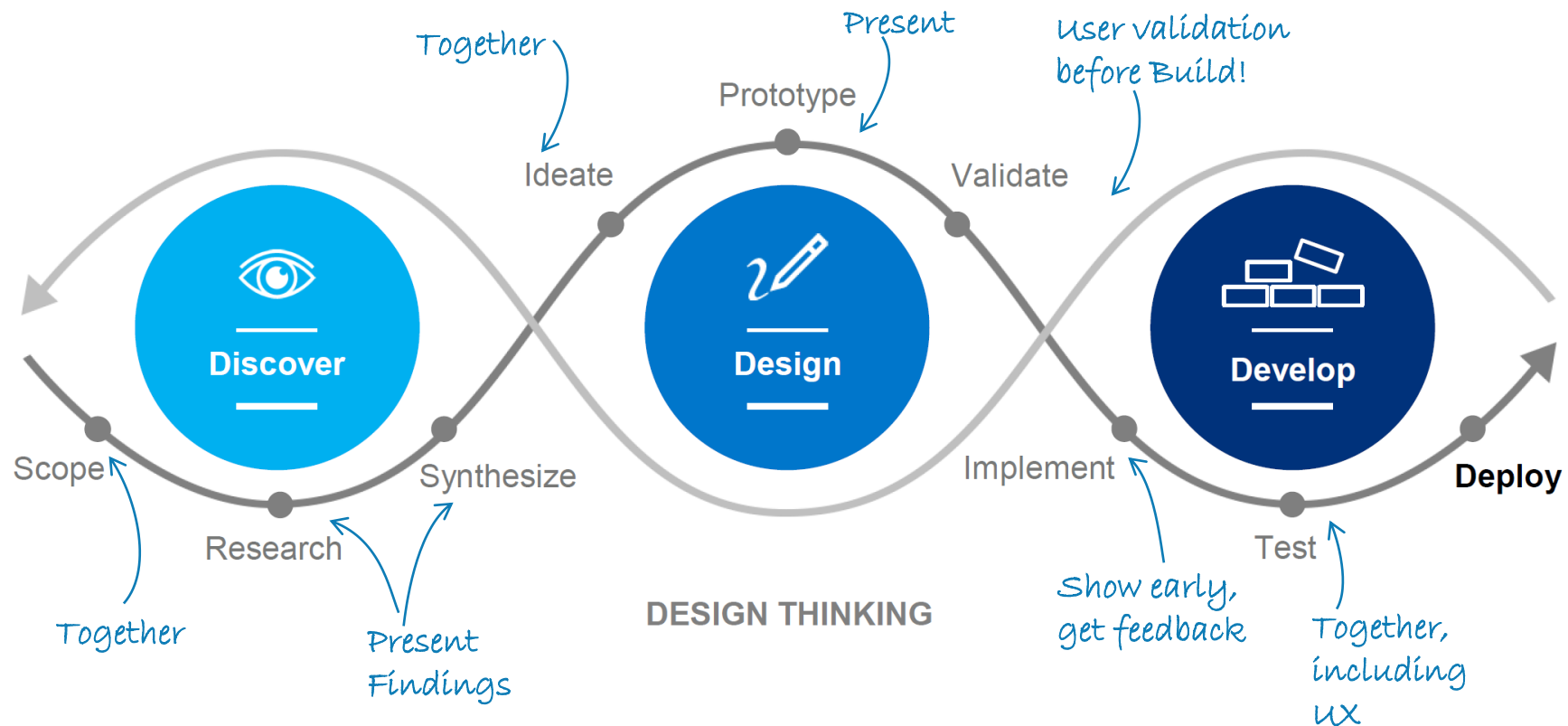


Integrated

- Central entry point for all products
 - Multi-system landscapes via Central Launchpad on SAP BTP
- Integration of content from different products into a single screen
- One central tasks list, notification list and search

SAP Fiori Practices

- Design-led through Design Thinking and [Design-Led Development Process](#)
- Put the user and user experience at the heart of the product lifecycle



SAP Fiori Design Languages

- [SAP Fiori Design Guidelines](#)



Web



Native Mobile

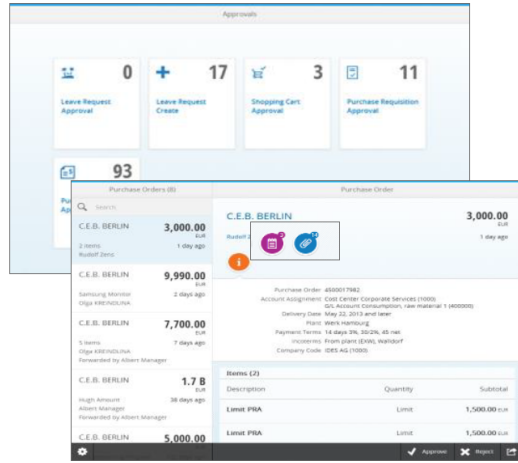
for iOS and Android



Conversational UX

Introducing SAP Fiori

The evolution of SAP Fiori



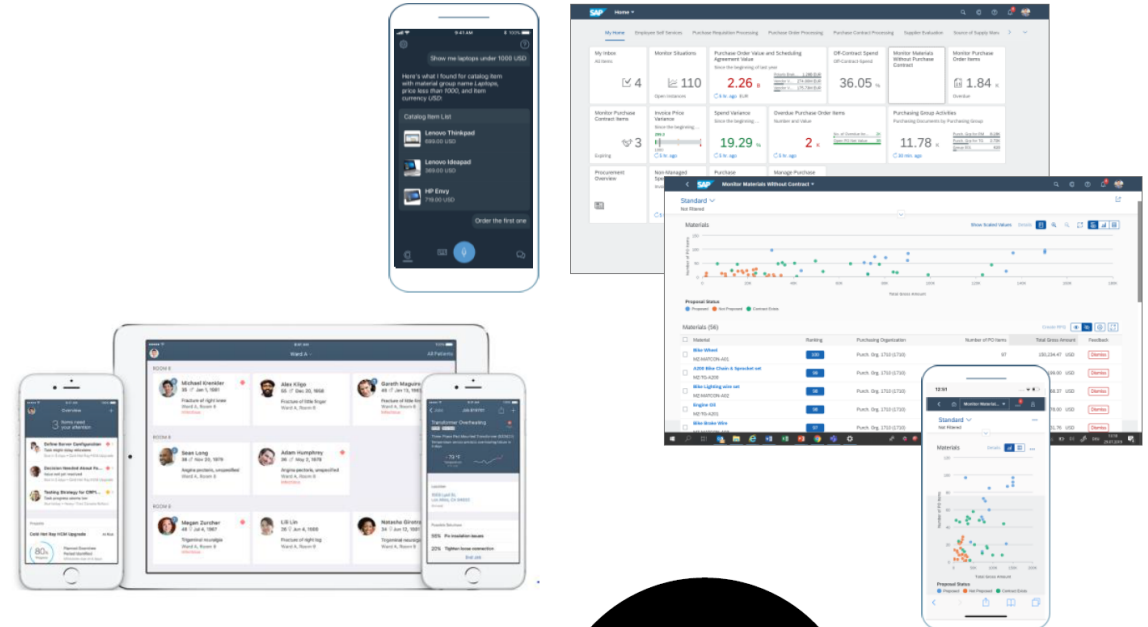
**SAP Fiori
2013**

**Casual User
Self-Services**



**SAP
Fiori 2.0
2016**

Power User



**SAP
Fiori 3
2019+**

**Mobile
iOS & Android**

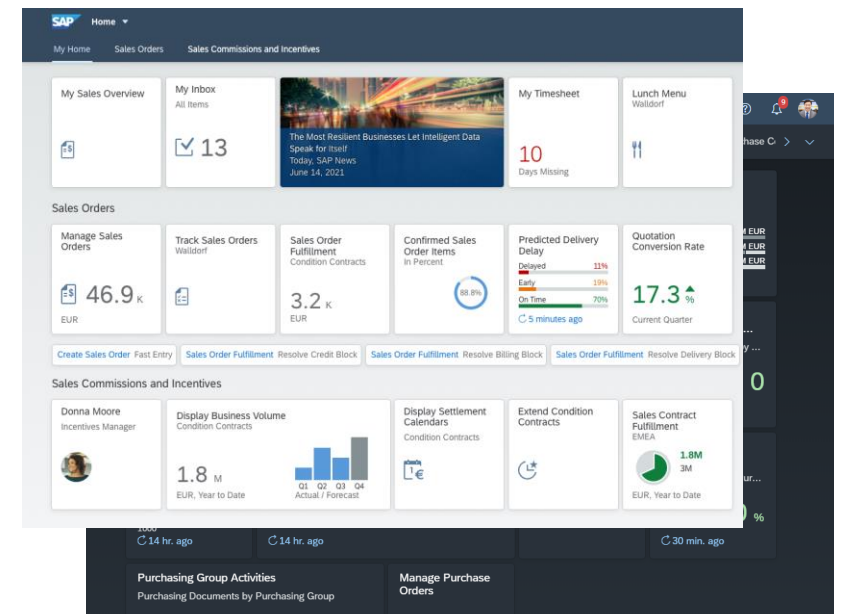
**First step
available
today**

**Consistent
Intelligent
Integrated**

This is the current state of planning and may be changed by SAP at any time without notice.

SAP Fiori 3 Innovations

- SAP delivers the SAP Fiori 3 innovations in a **stepwise approach** (rather than holding back and delaying)
- With SAP S/4HANA Cloud 1908, on-premise 1909, the very **first steps** become **available**
 - SAP Fiori Theme Quartz and Dark Quartz
 - SAP Fiori 3 Shell and Header Bar
 - UX Consistency across SAP Products
 - SAP Fiori 3 Spaces and Pages
 - Not available by default in both 1908/1909
 - Requires SP4 and frontend server 2020
 - Available by default from 2020 release



SAP Fiori RoadMap

- SAP Fiori keeps evolving
- Stay on track
 - [SAP Fiori | SAP Community](#)
 - Link to SAP Fiori RoadMap
 - [SAP Fiori Road map 2021Q2 \(ondemand.com\)](#)
 - Current link as of 2021 Q2



tieto *EVRY*

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