



# Simplify & Personalize User Experience (SAP UX)

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In this mad rat race of digital and touch screen interfaces, the most promising component one gets attracted to, is the User Experience. Talking about, Consumer's User Experience – it is a new, profound paradigm to look upon by the enterprises as most of the end users are happily enjoying SAP GUI within its own platform. In order to gauge the User Experience requirements, SAP proactively collates the feedback from their customer baseline all the time.

To know more about customer/user comments, take a quick glimpse at their valuable, one liner remarks that are listed down

- Makes simple things more simpler
- Eliminates wastage of time
- Roles specific data views
- Understands user preferences
- Customizes the needs and wants of the user

On a ground level, this whitepaper primarily focusses on SAP User Experience (UX) strategy followed by an overview to one of the latest offerings in SAP User Experience (UX), i.e., SAP Fiori.

### Objective

The User Experience (UX) strategy imparts a huge, prominent impact on several, different areas such as: Productivity, Solution Accuracy, Training, and not to forget the most essential component, i.e., Data Quality. These above factors directly or indirectly in return, spell their strong influence on the financial performance, workflow of an organization, and also on the ability to cope up with the upcoming competition present around us.

A Gartner research report highlights on user response to SAP GUI with the following statistics:

- 65% of the Expert Users rated the SAP UI as good or very good
- 69% of Business Leaders and 80% of Casual Users rated the SAP UI as poor or not good

Intuitive User Experience is what your customers need.

Based on the Gartner's statistical study, it is easy to conclude that: SAP targets at one of the most challenging aspect, i.e., offering an interactive and friendly User Experience to their customers which is not just confined to good looking interface screens but also, catering towards the key criteria's, like: Task effectiveness, Task efficiency and User satisfaction, shaping it up as the best platform ever used.

SAP UX strategy implements the core principles of design thinking that helps in enhancing the User Experience furthermore. Added to this, SAP Fiori also adopts an easy-to-use software approach with a clear segregation of entities in the UX implementation at the workplace so that it can maximize on some extra savings.

### Design Framework

SAP (UX) strategy has a basic framework in place which needs to be followed sincerely as it is being implemented:

New : Provide consumer-grade UX for new applications

Renew : Renew existing applications by improving the UX for the most commonly-used business scenarios.

Enable : Enable customers with tools to improve the SAP user experience.

### Design Innovation

To sync up with upcoming requisitions, SAP User Experience (UX) aims to execute new ideas and techniques for their in-house products. A distinctive feature entailing of design thinking is an innovative methodology in terms of Product development.

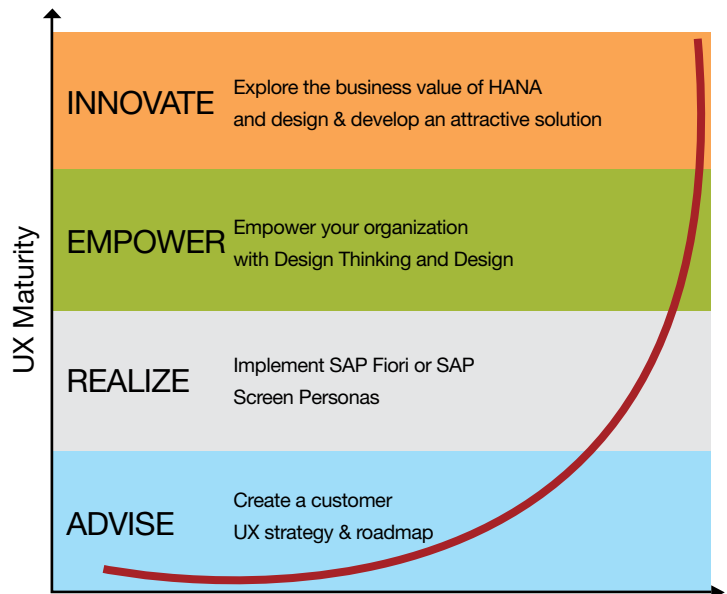
The UX designing process is categorized in three phases: Discover, Design and Deliver. Discover phase touches upon the basic business aspects, spanning across - identifying the end users/target audience, noting down their work pattern and lastly, figuring out their challenges they face on a daily basis. The Design phase comprises of creating UI mockups, collating users' feedback and incorporating them. The Deliver step involves implementing the solution and conducting user acceptance tests (UAT).

On a prima facie level, to make this easy - all these stages and processes run in a chronological fashion and become iterative by nature, wherein repeatedly, we define the Business Scope, perform 360 degree research, Synthesize, Ideate, Prototype, Validate, Implement, Test and then Deploy.

The SAP (UX) strategy completely dwells upon the concept of Design Innovation, comprising of mixed bag of elements, like: People (desirability), Business (viability) and Technology (feasibility).

As SAP Fiori has got some great user experience stories to share, it also possess a wide array of results focusing on these segments, namely - gain in productivity, increase in user satisfaction, solution adoption as well as rise in customer loyalty. It also aids in reduction of user errors, projects low cost in training and strengthens the relationship between IT and Business arena.

Design innovation is one of the crucial parts of building a good SAP UX strategy which helps you to implement new ideas.



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## What is SAP Fiori?

SAP Fiori is a collection of apps that runs seamlessly on all these devices- be it a Desktop, Tablet or else a Smartphone, thereby sharing a simple and hassle free experience for frequently used SAP software functions.



SAP Fiori and its versatility is what you want.

Traditionally, the enterprise software helps in supporting a variety of transactions which are typically driven by the needs of the underlying database structure rather than the needs of the users. Hence, dense clusters of features which are cluttered all over the screen are available to assist a huge array of use cases, contributing to cognitive overload for users.

To overcome this unwanted load, SAP's new design model SAP Fiori acts like a catalyst which helps in changing this workflow pattern and also it shares its priority wrt their users and their goals. It embraces a 1-1-3 approach: one-user, one-use case, three-screens—all supported by the real-time analytics and in-memory database platform, i.e., SAP HANA.

To run SAP Fiori, the back end systems should at least have SAP ECC 6.0 SPS 15 as a mandate requirement. SAP ECC 6.0 SPS 15 proposes higher stability with minimal supervision for maintenance support activities, For example, the extended maintenance for ECC 5.0 ended in 2013, giving a wider window for ECC 6.0 to penetrate.

SAP ECC 6.0 SPS 15 resolves compatibility issue for some of the apps that run on SAP Fiori. For example,HR apps are only compatible with SAP ECC 6.0 while customers running an older ECC version need to switch over to another version, i.e., ECC 6.0 SPS 15 before implementing and configuring Fiori applications.

## Design:

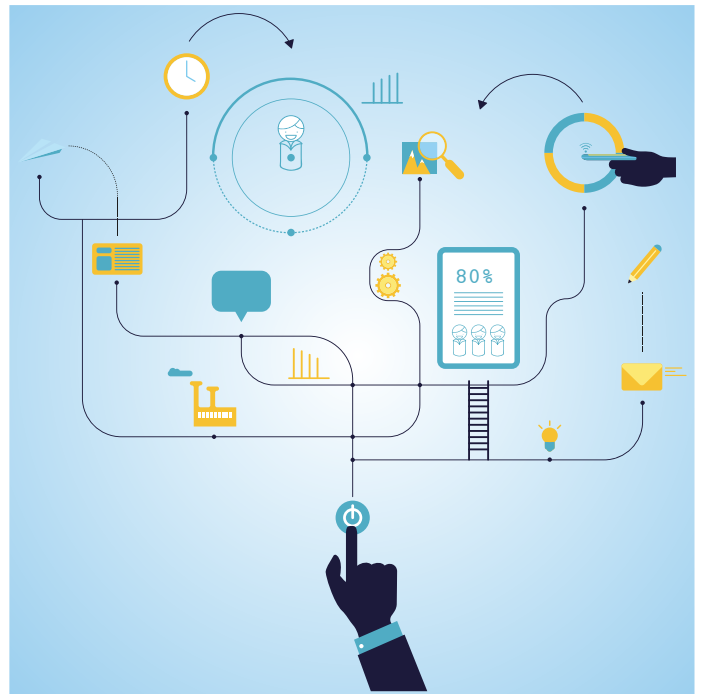
The backbone of SAP UX strategy as a whole, relies upon the concept of Design Innovation inclusive of these techno functional parameters, such as; Design, Concept and Technology. Within Design, we have - Visual Design, Information Architecture and Interaction Patterns.

**Visual Design:** Visual design emphasizes on striking a perfect balance between the user and the application's usability. It not only elevates the usability factor for the end user by avoiding a monotonous or visually chaotic design but also maintains a correct harmony between unity and variety, legibility, and visual appeal. This can only be achieved by having a strong foothold in the basic principles of design, deep understanding of the goal and intent of the software application. Therefore, the UI gets a new life resulting in delightful user experience if the designing is done well, and if it's not, then eventually it might even annoy or distract the user in due course.

**Information Architecture:** Information Architecture is a framework which helps in determining the navigational structure of an application or a website so that the user can perform his/her desired action with ease. As the application designing follows a stringent protocol, it allows the Information Architecture to concentrate only on the required data and it's sequential screen flow.

Thinking in terms of what the user intends to achieve using these applications, the access to an app either from a Mobile / PDA or else Desktop is possible now.

**Interaction Patterns:** Interaction design patterns find an absolute way to describe solutions addressing common usability or accessibility problems pertaining to a specific context. It also documents interaction models which in turn enables the user for easy navigation through its interactive interface and also helps them in accomplishing their assigned task.



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## Concept:

**Role-Based:** SAP Fiori is designed to cater one's business needs and helps in drawing out broad insights on the multifaceted roles of today's workforce. It is capable of providing the right information at the right time and reflects the way you actually work upon.

**Delightful:** SAP Fiori simplifies the assigned task by making the end user to work smarter. It also enriches the user to simply do their job from their comfort zone.

**Coherent:** Be it a Sales Order fulfillment/ reviewing your latest KPIs or else managing leave requests - SAP Fiori adheres to a consistent interaction and visual design language. Across all the SAP enterprise platforms, the user can enjoy the same intuitive as well as consistent user experience without compromising on the UI.

**Simple:** With SAP Fiori, the back end user can complete his/her job intuitively as well as quickly. Based on priority, relevancy of the tasks and activities, the user can define and personalize their focus in SAP Fiori. By default, the essential functions in SAP Fiori are user friendly in nature.

**Responsive:** Irrespective of location and regardless of the device type - SAP Fiori licenses the end user with a flexibility feature to adopt whatever they wish to. Responsive, being a core fragment in designing plays a very significant role that enables the user to run all the applications on any device, such as: Desktop, Tablet, Smartphone and any hybrid devices.

## Technology:

**User Interface:** User interface (UI) is a conjunction that bridges up the gap between the user (human) and the system (machine) to perform a specific task. In simple words, it is basically a human to machine interaction through the interface screen either by a set of commands or else menu program.

**Business Logic:** The main roots of this business logic remains intact on SAP backend systems where the user can either send or receive the data as well as create/update the document. With pre-defined SAP Fiori apps, it is quite easy for the user to simply plug in these actions into the current SAP environment with some minimal steps.

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**Adaptive design of apps:** Ideally, the design approach followed for apps is a mobile first design method. Although, it's a cumbersome process but still, it does give an extra room for the device-specific use cases to avail some on targeted support.

As seen below, the right side window displays Product details on a Desktop/Tablet whereas the left window pane reveals information on a mobile, Making its visual format to look different.

Products	
Product	Price
<b>Deskjet Super Highspeed</b> KTZ-12012.V2	<b>117.19 EUR</b>
Supplier: <b>Supplier A</b>	
Dimensions: 87 x 45 x 39 cm	
Weight: <b>100 g</b>	
<b>Flat Medium</b> 870394932	<b>639.19 EUR</b>
Supplier: <b>Supplier B</b>	
Dimensions: 102 x 13 x 54 cm	

*The responsive table with its responsive behavior is able to collapse columns into rows*

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Deskjet Super Highspeed KTZ-12012.V2	Supplier A	87 x 45 x 39 cm	<b>100 g</b>	<b>117.19 EUR</b>
Flat Medium 870394932	Supplier B	102 x 13 x 54 cm	<b>1000 g</b>	<b>639.19 EUR</b>
Flat S 18094030.1	Supplier C	88 x 13 x 40 cm	<b>1001 g</b>	<b>399.00 EUR</b>

*The responsive table with its responsive behavior is able to collapse columns into rows*

## Unified UX direction for all SAP Software:

SAP Fiori UX is the new face for all applications and UI technologies. It is a dynamic user experience for SAP professionals enabling a responsive, personalized, and satisfying experience across devices.

For entire gamut of SAP applications and UI technologies, the front end would be SAP Fiori UX – which is the new user experience for SAP software to enable a responsive, personalized, and satisfying experience across all the devices.

## SAP Fiori App types:

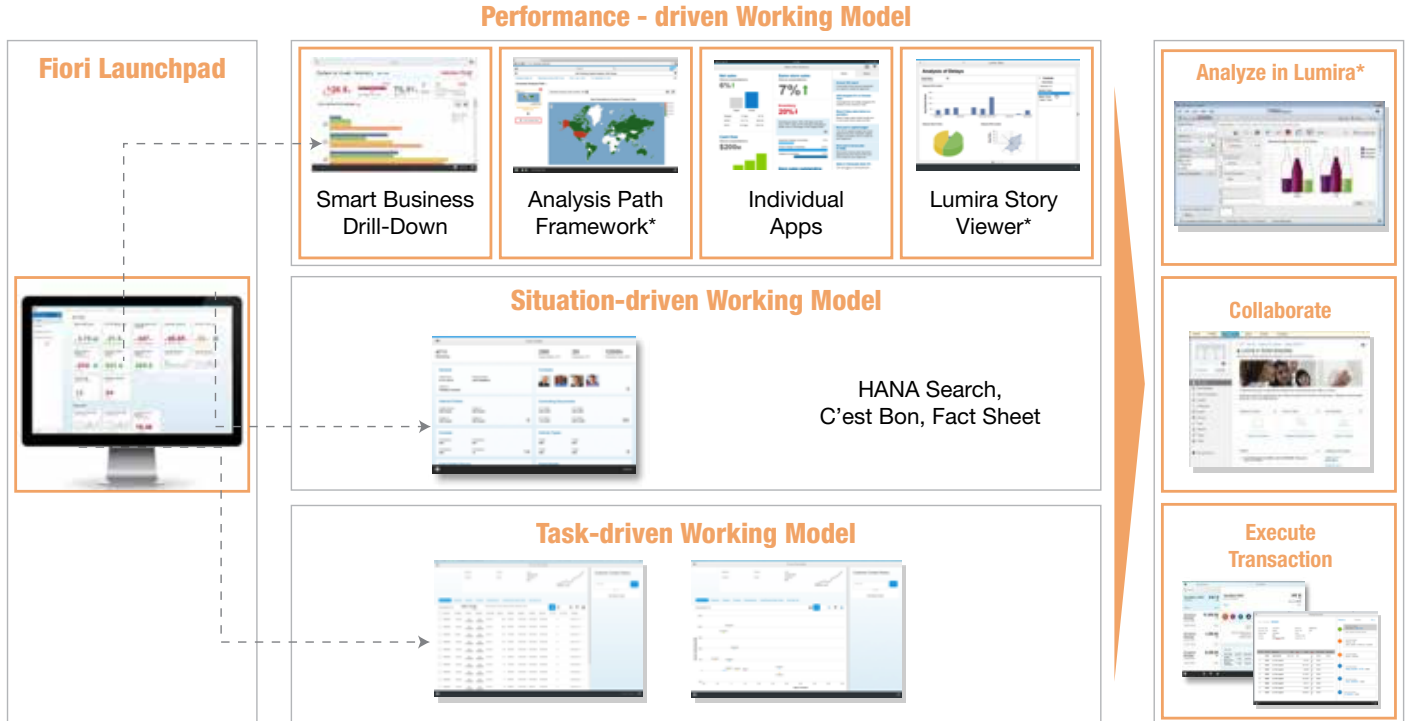
**Transactional:** Transactional Apps leverages the user to access a task based activity which is further supported by a clear and well instructed guided navigation. Some of these tasks form an integral part of our daily routine, such as: creating, changing or approving processes. The user can run these jobs on SAP HANA or any other database as well.

**Analytical:** Analytical Apps provides insights using visual overview of a dedicated topic for in depth KPI related analysis. It functions exclusively on SAP HANA.

**Factsheet:** Factsheet Apps helps the user to perform a search function or else explore other options. Essential information about objects and contextual navigation between related objects is being viewed using the same. Factsheet Apps run only on SAP HANA, just like Analytical Apps.

New working models combine different types of apps to demonstrate SAP Business Suite's high potential value which in turn is powered by SAP HANA. Here, real-time insights are clubbed with analytics and transactional follow-up activities so that the decision making process and execution happens quickly. Added to this, scenario specific content (KPI-definition, roles) and drill-down applications/reports reflect under the same KPI repository and services that are present in SAP Fiori.

The below representation of SAP Smart Business Cockpit projects on SAP Fiori apps that are designed to run on any device - be it a Desktop, Tablet or any hybrid device for that matter.



## SAP Fiori Launchpad:

SAP Fiori Launchpad is a personalized, role-based, and contextual aggregation point for business applications and analytics in real time. A simple and intuitive SAP Fiori platform helps in designing this Launchpad while supporting other established UI technologies in parallel to it. Also, it is capable to run on multiple devices, using responsive web design and can be easily deployed on varied platforms.

In a nutshell, the Launchpad provides a catalog of grouped tiles offering direct access to apps and saved variants within the apps. The positioning as well as the grouping of tiles can be customized by the user.

The tiles are dynamic and surface a variety of content including relevant news, KPIs, and various systems statuses. Icons help contextualize the data and offer a visual shorthand for specific content types. Depending on the role, the user can choose from a wide array of ready-to-use tiles from the tile catalog as part of the launchpad personalization. Within the launchpad, there are assorted number of services available which administers user for navigation, personalization, single sign-on, and search. All these features are readily accessible for the user based on his scope of work and authorizations.

SAP Fiori Launchpad is a role based, personalized, real-time, and contextual aggregation point for business applications and analytics.

Each Fiori App follows a template for display purposes. There are two types of plans available insert comma one being the Master-Detail floor plans and the other is Full Screen Floorplan. Each of them include header and footer toolbars focused on providing navigation, search, and app-specific actions. Full Screen also supports the Fiori Launchpad or homepage in totality.



**Master-Detail Floorplan:** The Master-Detail is a cornerstone of enterprise UI patterns imposing a very clear navigation structure across data—and Fiori leverages this familiar pattern. The header area is reserved for navigation functions while the footer is used for triggering actions and personalization. The left pane is reserved for the master list and right pane for detail drill down.

**Full Screen Floorplan:** In Full-screen Floorplan, there is a typical table pattern with flexible sorting and filtering functions. Filtered table content can also be saved as a variant to a user's home screen as a tile.

### SAP Fiori - UI Theme Designer

Basically, the SAP UI Theme Designer is a browser-based tool which liberates the end user to customize their themes. Here, with the help of pre-defined theme templates, the user can easily incorporate the changes in real time. For example, you can change the color scheme, or insert company's logo and see the changes in live preview window while the UI is being designed.

### Benefits

- Apply corporate identity
- Reduce visual breaks for end users
- Increase theming/branding efficiency

### SAP Fiori UX Scenario – Clear incoming payments

Most of the times, the customer payments are processed automatically. Very rarely, a manual payment transaction takes place, only, if one is unable to find any open items that matches against the payment column. In such a scenario, the Accounts Receivable (AR) accountant would establish a contact with the customer for payment clarification, match the amount to the correct open item and then clear the payment accordingly. This activity is supported by SAP GUI as well as SAP Fiori but as a matter of fact, SAP Fiori returns the request faster as compared to SAP GUI – which makes it a better choice for the user to opt for.

For better understanding and reference purpose, the findings are listed below:

	SAP GUI	SAP Fiori
Duration in minutes	2:25	1.07
Clicks	49	22
Screen Changes	26	1
Fields Filled	9	3

SAP Fiori is also financially very easy to manage.

## Conclusion

### Increases Productivity

- Employees can finish their task at any given point of time from anywhere.
- Managers can streamline processes which eventually impacts business results.
- Apps are logical, consistent and easy to use.
- Mass Approvals feature accelerates bulk handling
- Helps in improving employee's satisfaction by addressing their business needs in a timely manner

### Improve Time to Value

- Faster implementation
- Predictable implementation timeline
- Better quality assurance/reliability
- Standards-based, flexible software framework
- Instant roll out capabilities on different devices

### Lower Risk

- Implementation aligned to business value and feasibility
- Validation and testing by SAP
- Supportability by SAP
- Future-proof investment
- Continuous innovation

### Reduce TCO

- Reduce customization and integration complexity via SAP Fiori toolkit
- Rapid-deployment offerings
- Incur low maintenance costs
- Reuse of skill sets
- Reduce in learning effort as well as cost due to Intuitive usage

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## Reference

- [www.sap.com](http://www.sap.com)
- [scn.sap.com](http://scn.sap.com)



### Suraj Shetty

Suraj is currently working as Tech Lead for SBI account. He's been strongly associated with Mphasis for more than 12 years and has shared a significant contribution in onsite role before returning to India. He is also an active participant in SAP Internal Training and Tools & Accelerators development.

### About Mphasis

Mphasis (BSE: 526299; NSE: MPHASIS) applies next-generation technology to help enterprises transform businesses globally. Customer centricity is foundational to Mphasis and is reflected in the Mphasis' Front2Back™ Transformation approach. Front2Back™ uses the exponential power of cloud and cognitive to provide hyper-personalized ( $C = X2C^2 = 1$ ) digital experience to clients and their end customers. Mphasis' Service Transformation approach helps 'shrink the core' through the application of digital technologies across legacy environments within an enterprise, enabling businesses to stay ahead in a changing world. Mphasis' core reference architectures and tools, speed and innovation with domain expertise and specialization are key to building strong relationships with marquee clients. To know more, please visit [www.mphasis.com](http://www.mphasis.com)

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