

Session: 16610  
Designing Consumer-Grade Applications in  
the Enterprise Space

**A USER INTERFACE IS  
LIKE A JOKE. IF YOU  
HAVE TO EXPLAIN IT,  
IT'S NOT THAT GOOD.**



TechEd  
&& d-code

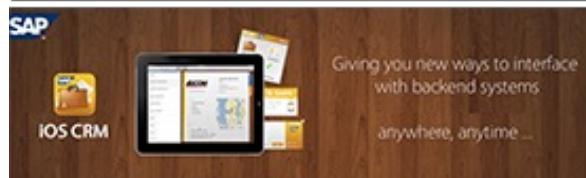
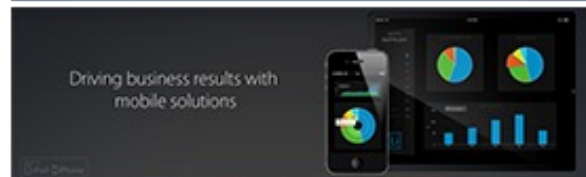


# Designing Consumer-Grade Applications in the Enterprise Space



Paul Aschmann  
Lithium Labs  
Session: 16610

- Paul Aschmann
- @paups
- [www.li-labs.com](http://www.li-labs.com)
  
- Over 40 mobile apps: SAP, non-SAP and consumer based
  
- Over 50k users
  
- Reviews include:
  - 🙄 Downloads and does not even open !!!!
  - 😊 Useful for looking up notes from your phone rather than a pc.





**We're glad you like the app!**

**Show your support by leaving us a positive review on the App Store.**

No thanks

[Review on the App Store](#)

- Customer
- Internal
  
- Exceptional Experience

# Why is it important?

Good development works, great design rewards.

## ROI Aspects

Increase:

- ease of use
- Speed of learning
- satisfaction
- trust in the system
- number of visits/referrals
- traffic/ audience size
- number of return visitors when appropriate (retain users)
- number of new visitors (attract users)
- number of visits from search

Reduce:

- costs
- number of user errors
- support costs
- training needed
- documentation costs

- Where are we today?
- What is design or enterprise consumerization?  
Vs.
- Why is it important?
- Design considerations/methodologies



Where are we today and how did we get here?



Today ...

Hide Overview | Hold | Check | Post | Help

Transfer Posting | Other | TF quality to unrest | 321

My Documents

- Purchase Orders
  - 300000320
  - 300000324
- Orders
  - Blank
- Reservations
  - Blank
- Material Documents
  - 4900038291
- Held Data
  - Blank

General

Document Date: 22.06.2009 | Material Slip: [ ]  
Posting Date: 24.07.2009 | Doc.Header Text: [ ]  
 Individual Slip with ... | GR/GI Slip No.: [ ]

Transfer Posting | Material | Quantity | Where | Batch

From | Dest

Material: Glycerin | Glycerin  
T-350 | T-350  
Plant: Berlin | Berlin | 1100 | 1100  
Stor. Loc.: Auslief.Lager | 0001 | Auslief.Lager | 0001  
Batch: T350A1 | T350A1  
Spec.Stock:

Unit of Entry: 1 | KG

Item OK | Line: 1

Line	S...	Mat. Short Text	O.	Qty in UnE	E..	Sloc	Batch	Valuation...	M.	Stock Type	Plnt
1	CO	Glycerin	<input checked="" type="checkbox"/>	1	KG	Auslief.Lager	T350A1		321	-	Berlin

Document is O.K. | SAP

Workflow  
Collaboration  
Transactional



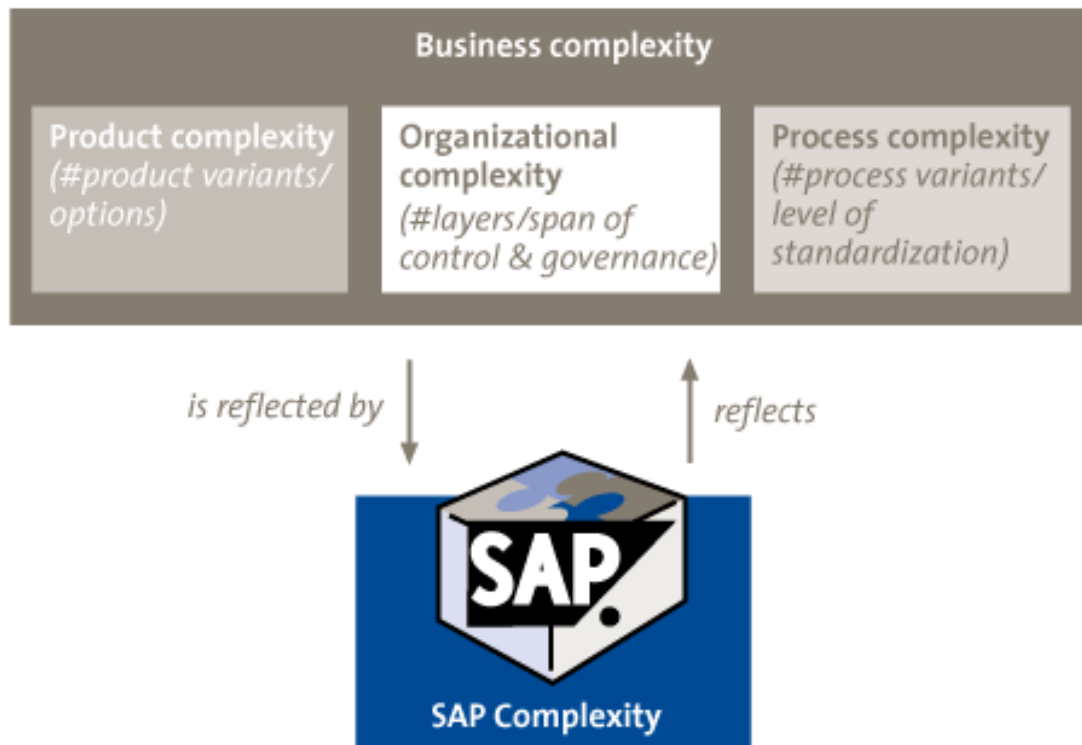
~~Feature based~~  
Action based

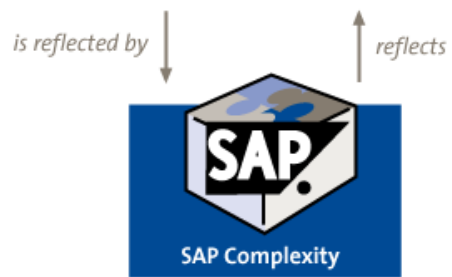
PRODUCTIVITY



# Why makes SAP this so complicated?

Posted by [Tobias Hofmann](#) in [SAP Enterprise Portal](#) on Mar 9, 2012 5:18:28 AM





bring  
your own  
device





# FARMVILLE

Because productivity is for losers.

**KVS Ravindra**

Help

Other TF quality to unrest 321

22.06.2009 Material Slip  
 24.07.2009 Doc.Header Text  
 Material Slip with GR/GI Slip No.

Material Quantity Where Batch

Dest

Glycerin	Glycerin
T-350	T-350
Berlin	Berlin
Auslef.Lager 0001	Auslef.Lager 0001
T350A1	T350A1

1 KG

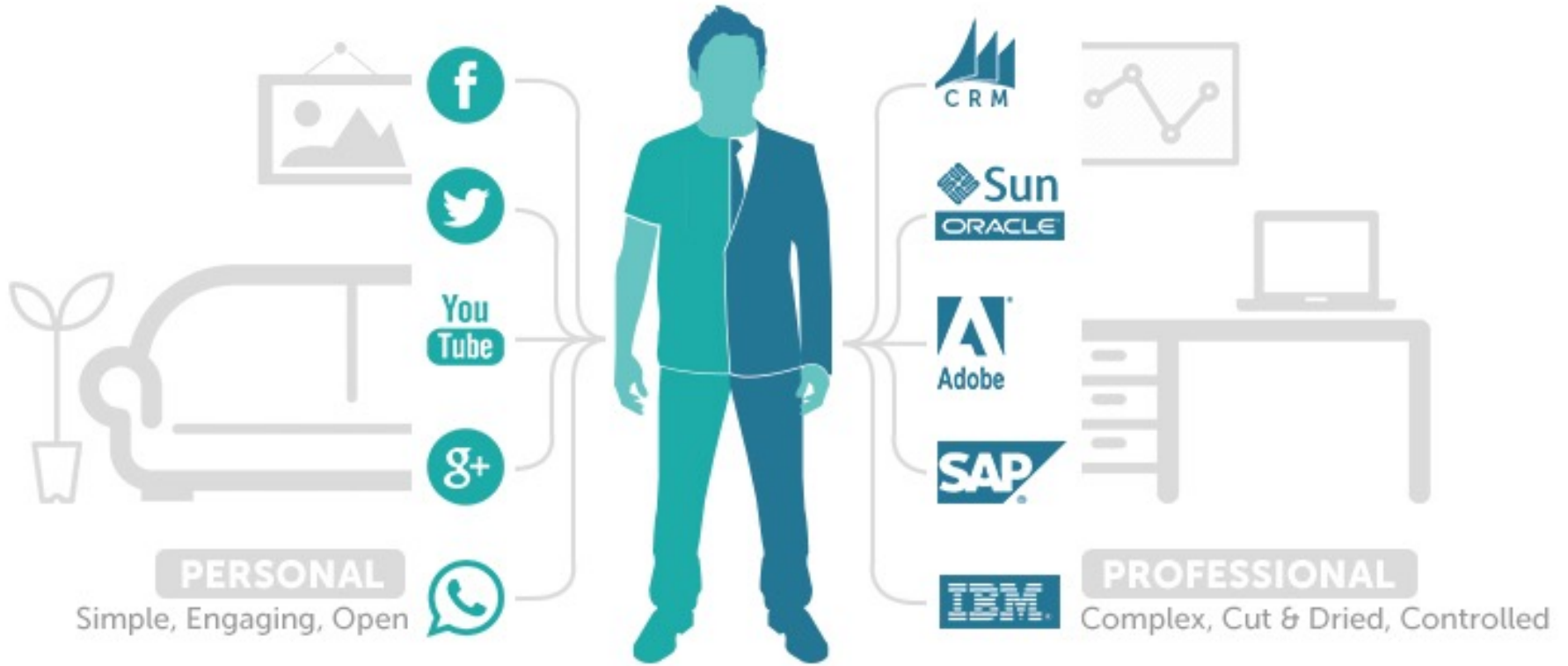
Line 1

Short Text	D.	Qty in UnE	E.	Sloc	Batch	Valuation...	M.	Stock Type	PInt
	<input checked="" type="checkbox"/>	1	KG	Auslef.Lager	T350A1		321	-	Berlin

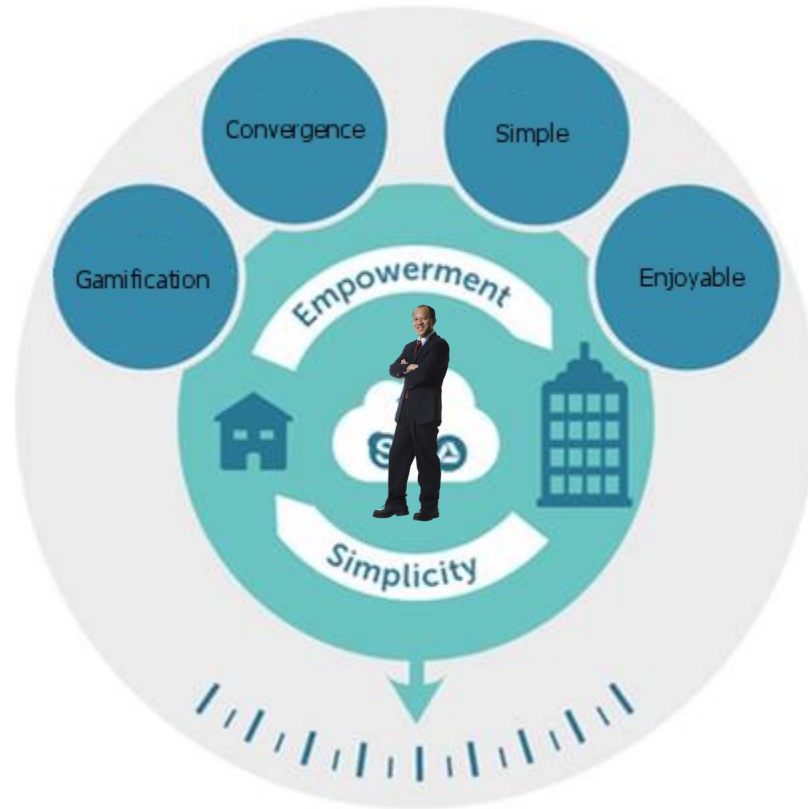
Delete Contents

SAP

# What is consumerization?



# What is design consumerization?



# Gamification (2010)

Industry: Wholesale Distributors  
Number of Employees: 42,000  
Revenue / Profitability: \$8.5 billion

Company Information

- One of the
- Global V
- Portfolio well as h

Introduction Video



**GREG JAMES**  
Chief Information Officer - Premier Wine Distributors

Progress You've

Paul Aschmann

Following: 163 Followers: 105

Bio Activity Content Connections Places Bookmarks Reputation

History  
Missions  
Expertise  
Ranking

3,247 Lifetime Points

Platinum Levels

- SCN SURVEY '13
- SAP HANA '13 Org
- SAP TECHED '13 Speaker
- SAP TECHED '13 LIVE
- SAP TECHED '13 LIVE
- SAP TECHED '13 LIVE
- SAP TECHED '13 Speaker
- SAP Inside Track 2013 Speaker

Me in 3  
Drag 3 badges from your earned badges above, and they will be displayed within your profile pop-up for others to see

- SAP TECHED '13 LIVE**
- SAP TECHED '13 Speaker**
- SAP Inside Track 2013 Speaker**

**SAP Netweaver Gateway T-Code Summary**  
Paul Aschmann completed Someone liked your blog post  
2 Points  
4 days ago  
in SAP Gateway

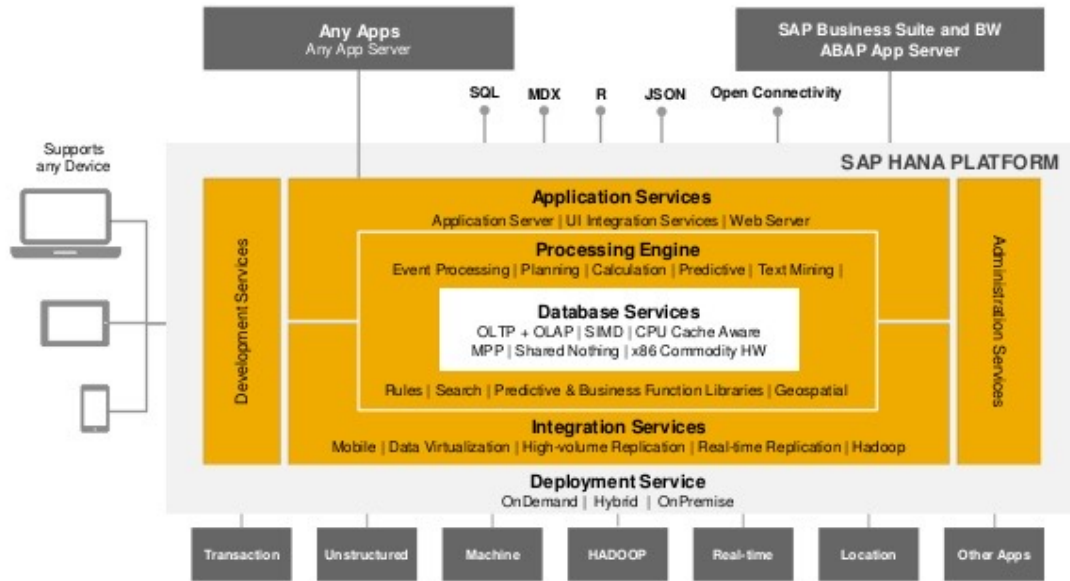
**SAP Netweaver Gateway T-Code Summary**  
Paul Aschmann completed Someone liked your blog post  
2 Points  
5 days ago  
in SAP Gateway

**Git <-> HANA - A free, open-source Github client for SAP HANA**  
Paul Aschmann completed Someone liked your blog post  
2 Points  
6 days ago  
in SAP HANA Developer Center

**metric² for iPhone and SAP HANA**  
Paul Aschmann completed Someone liked your blog post  
2 Points  
6 days ago  
in SAP HANA Developer Center

**Git <-> HANA - A free, open-source Github client for SAP HANA**





- Reduction of complexity
- HANA DB + App Server (XS Engine)



SAP Northwind on Gateway John Patterson | Personalize | Help

Home **Customers** Suppliers Products Orders


OVERVIEW LEADS MARKET INFORMATION COMPETITORS TARGET GROUPS

### Customers

Customer ID	Company Name	Contact Name
LAUGB	Laughing Bacchus Wine Cellars	Yoshi Tannamuri
LAZYK	Lazy K Kountry Store	John Steel
LEHMS	Lehmanns Marktstand	Renate Messner
LETSS	Let's Stop N Shop	Jaime Yorres
LILAS	LILA-Supermercado	Carlos González

[Show More](#)

### Customer



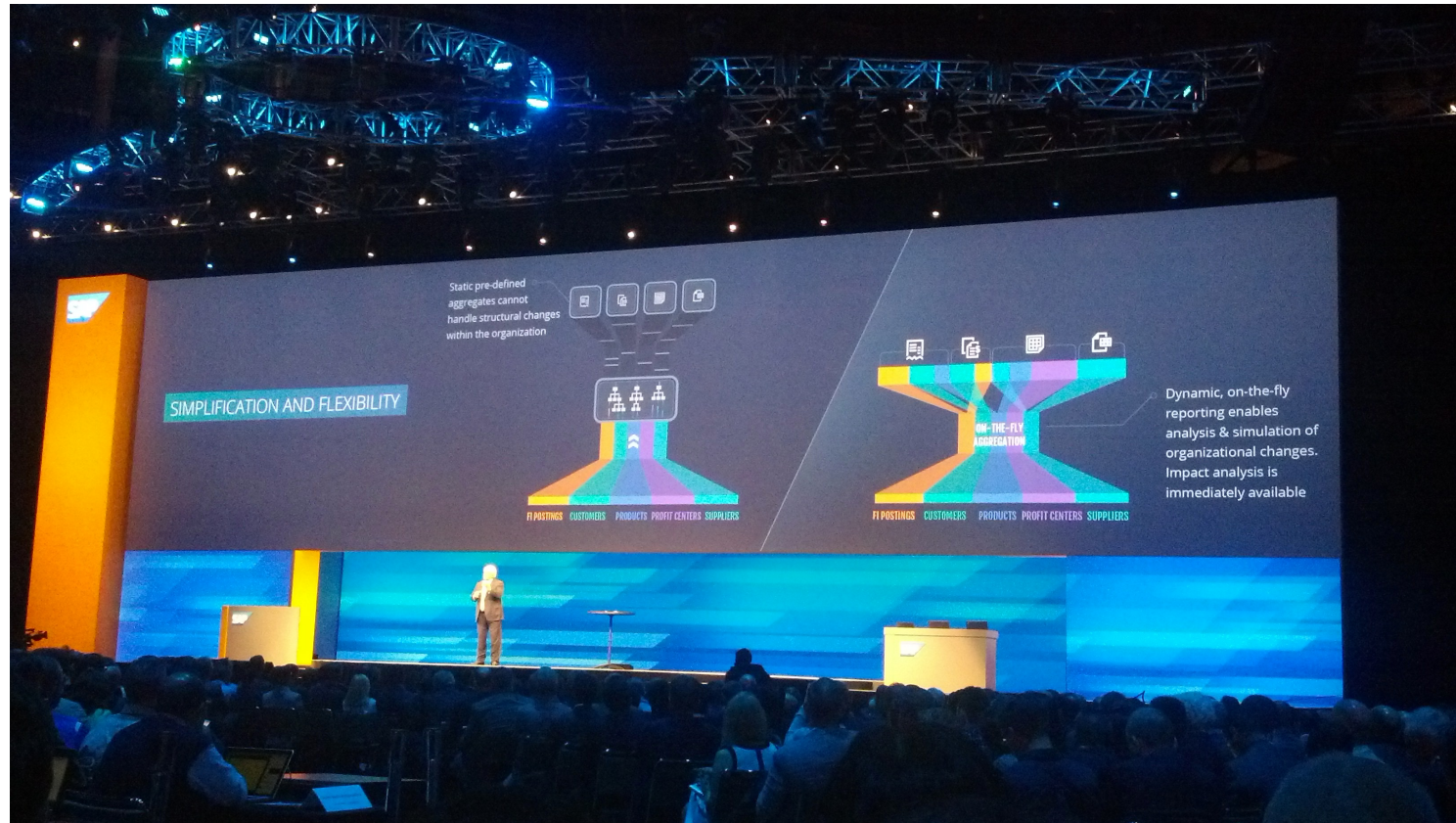
Company Name: LILA-Supermercado  
Contact Name: Carlos González  
Contact Title: Accounting Manager  
Address: Carrera 52 con Ave. Bolívar #65-98  
City: Barquisimeto  
Region: Lara  
Postal Code: 3508  
Country: Venezuela

### Orders

Customer ID	Order Number	EmployeeID	City	Country
LILAS	10283	00003	Barquisimeto	Venezuela
LILAS	10296	00006	Barquisimeto	Venezuela
LILAS	10330	00003	Barquisimeto	Venezuela
LILAS	10357	00001	Barquisimeto	Venezuela
LILAS	10381	00003	Barquisimeto	Venezuela

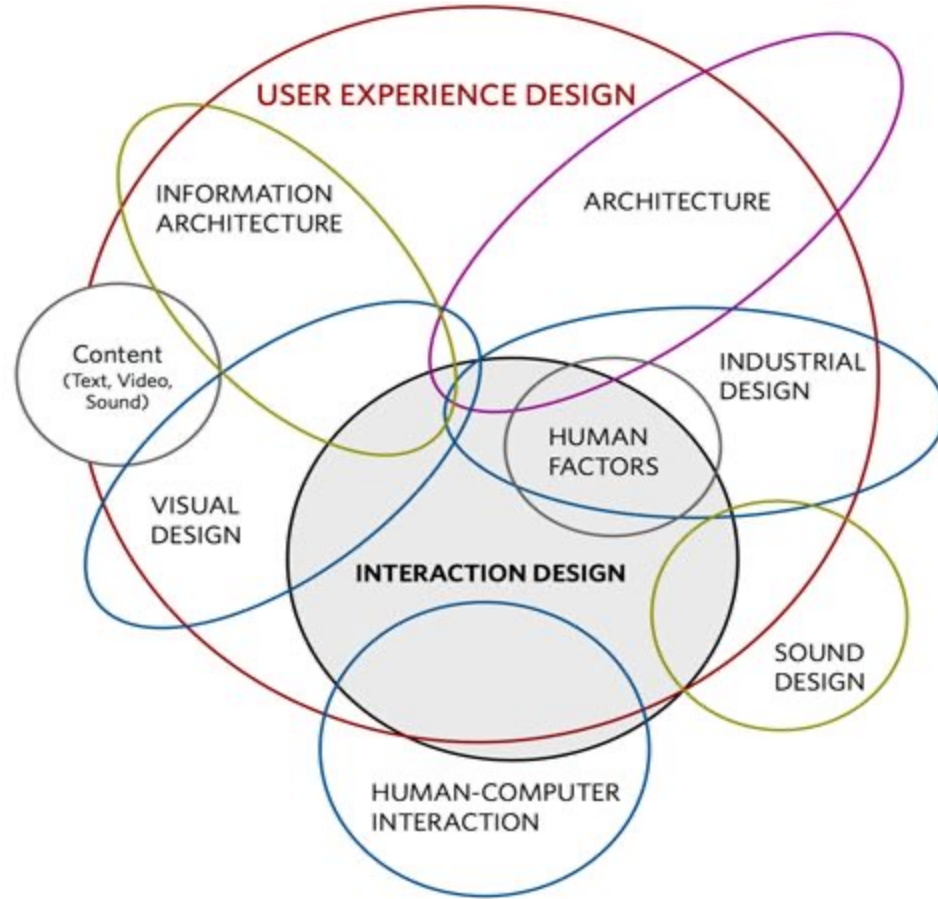
[Show More](#)

FEED PEOPLE NEWS

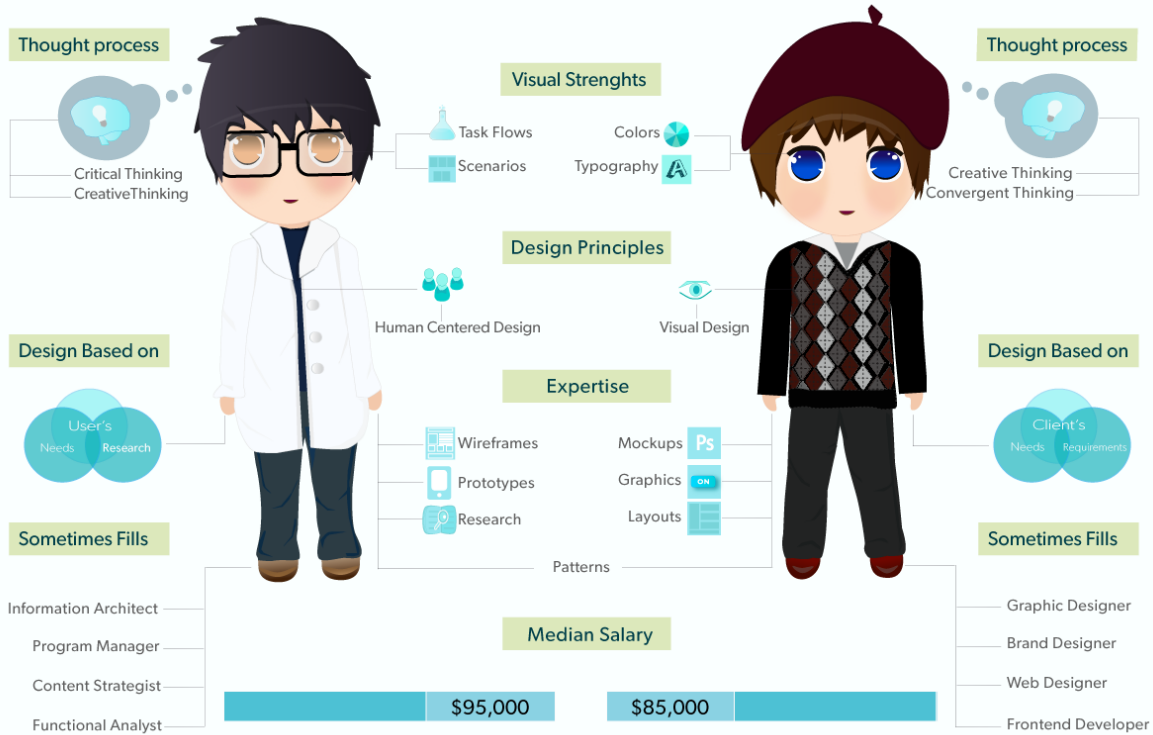


# UI vs UX

Vs.



# UX Designer VS UI Designer



Vs.

# Enterprise vs Consumer

The image displays two overlapping software windows. The primary window is the Workday user interface, which features a blue header with the 'workday' logo and a search bar. A left-hand navigation menu lists various options: All About Me, My Team, Workbench, My Workday 2.0, Home, Dashboards, Sitemap, Favorites, Audit, W:Drive, and Documentation. The main content area, titled 'Home', contains a grid of twelve circular icons representing different functional areas: My Team, Personal Information, Expenses, Pay, Financial Reporting, Spend Management, Benefits, Time Off, Directory, Favorites, Birthdays, and Development. The secondary window, partially visible on the right, is an SAP application window with a dark blue header containing 'Menu', 'Edit', 'Favorites', 'Extras', 'System', and 'Help'. The SAP window shows a list of items on the left and a large graphic of blue ripples on the right. The SAP status bar at the bottom right indicates 'SESSION\_MANAGER' and 'hs0009 INS'. A copyright notice at the bottom of the Workday window reads: '© 2014 Workday, Inc. All rights reserved. - Proprietary and Confidential - For Workday internal use only'.

# Examples



**Carrier** 10:52 PM 100%

**Profile** search for people

**Betty Liu**  
Director, Payroll Operations

Human Resources San Francisco  
Manager: Logan McNeil bliu@workday.net

**Timeline**

2011

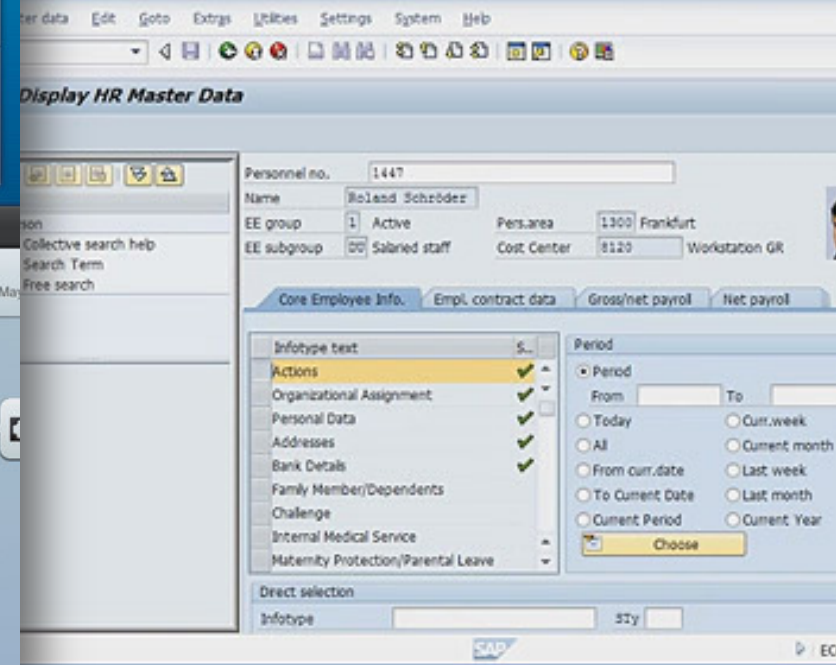
- 31 Jan **Bonus: \$6,540.82** Compensation
- 1 Jan **10 Year Anniversary** Milestones

2010

- 8 Dec **Birthday** Milestones
- 31 Oct **Bonus: \$5,189.26** Compensation
- 31 Jul **Bonus: \$4,394.54** Compensation
- 30 Apr **Bonus: \$4,220.51** Compensation

2012

- Jan 1 **10 Year Anniversary** Milestones
- Dec 8 **Birthday** Milestones



Personnel no. 1447  
Name Roland Schröder  
EE group Active Pers.area 1300 Frankfurt  
EE subgroup Salaried staff Cost Center 8120 Workstation GR

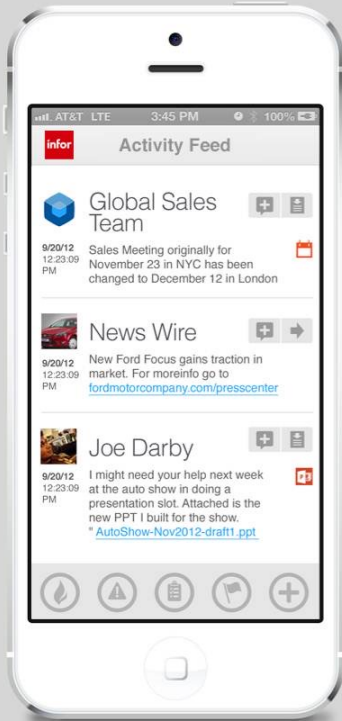
**Display HR Master Data**

Core Employee Info Empl. contract data Gross/net payroll Net payroll

Infotype text	S...	Period
Actions	✓	<input type="radio"/> Period
Organizational Assignment	✓	From To
Personal Data	✓	<input type="radio"/> Today <input type="radio"/> Curr.week
Addresses	✓	<input type="radio"/> All <input type="radio"/> Current month
Bank Details	✓	<input type="radio"/> From curr.date <input type="radio"/> Last week
Family Member/Dependents	✓	<input type="radio"/> To Current Date <input type="radio"/> Last month
Challenge	✓	<input type="radio"/> Current Period <input type="radio"/> Current Year
Internal Medical Service		<input type="button" value="Choose"/>
Maternity Protection/Parental Leave		

Direct selection  
Infotype 33y





## Inbound



Appointments

## Inventory

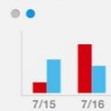


Physical Inventory

## Locations



## Outbound



Appointments



**A New Challenge Requires a New Approach**

## 5E's of Good User Experience:

- Effective
- Efficient
- Engaging
- Error tolerant
- Easy to learn

e<sup>5</sup>

## 5E's of Good User Experience:

- Effective
- Efficient
- Engaging
- Error tolerant
- Easy to learn




UCD  
User Centered Design



## 5E's of Good User Experience in the enterprise:

- Process Effective
- Efficient
- Engaging
- Error tolerant
- Easy to learn



BCD  
Business Centered Design

## 6 Key Principles to ensure design is user centric

- Understanding of Users, Tasks and Environments
- User Involvement
- Design = user-centered (Design Thinking)
- Iterative
- Design addresses UX
- Team approach

# SAP FIORI = Epitome of design consumerization

- Responsive
- Simple
- Enjoyable
- Converged



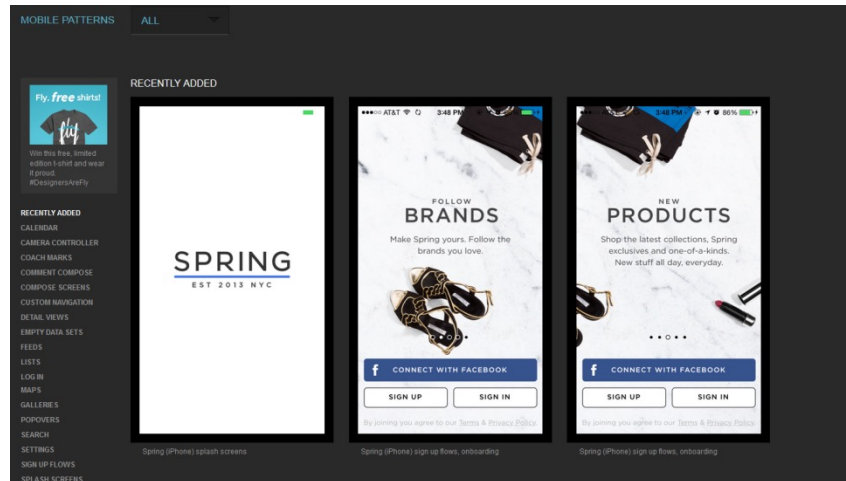
Avg. loaded head count per employee : \$ 120,000 per year  
Hours work per year : 40 h/week x 48 weeks = 1,920  
Hourly wage : \$120,000 / 1,920 = \$62.50  
Time spent on UX evaluation, analysis, etc. : 240 hours  
Total UX staff costs : \$15,000

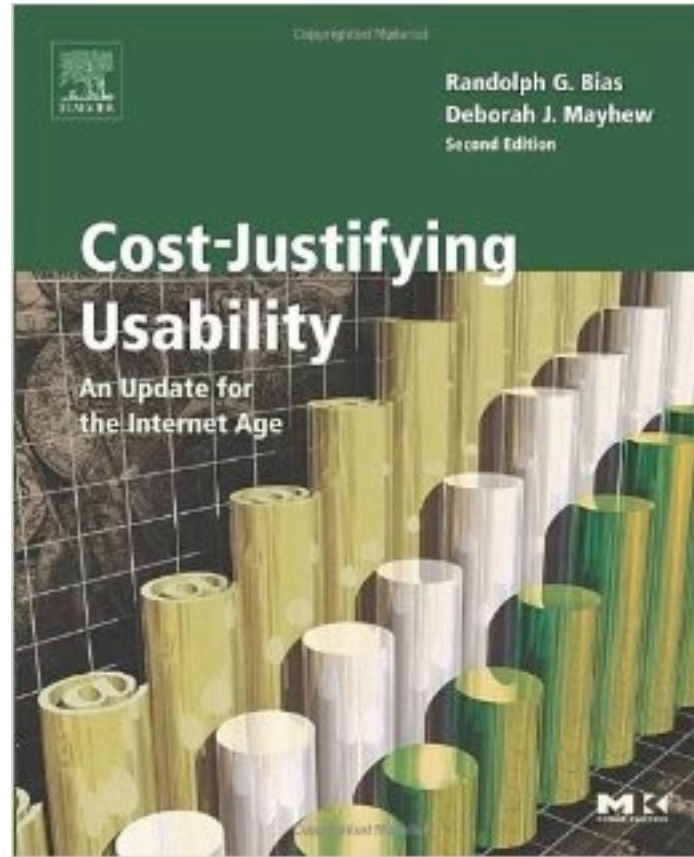
Support call : \$200 per call  
Support calls due to UX problems : 500 x \$200 = \$100,000

Task A Improved by 3 minutes, performed 5 times a day  
200 users perform task A : 200 x 3 x 5 = 50h per day  
Annual savings: 50h x \$62.50 x 230 = \$718,750



- Mobile app interaction patterns
- <http://www.mobile-patterns.com/>





- Design tips, ideas and inspiration
- <http://mashable.com>
- <http://www.dribbble.com>
- <http://www.behance.net>
- <http://www.graphicstock.com>

Please complete the session evaluation  
Session: 16610

