

**Deloitte.**



## **The Design Thinking Approach**

Boosting User Experience with  
SAP Fiori®, Screen Personas  
and SAPUI5

# The Future of User Experience & SAP® S/4HANA Technology Options

## Boost your business by enhancing user experience

User experience is moving further into the focus as more and more business users have come to expect a customer-grade user experience when using enterprise (mobile) applications. The classical GUI is no longer the only user interface option when it comes to SAP® software. Alternative client solutions such as SAP Fiori, SAP Screen Personas and SAPUI5 are in the centre of attention. Current ERP implementation projects should benefit from the new user experience possibilities in any case. However it is worth investigating user experience improvement options also when it comes to existing installations.

If you are planning to benefit from SAP's user experience solutions Deloitte is your proven partner in providing expert advice. We will help you succeed with taking the shift towards "Design Thinking".

The unique Deloitte approach to user experience connects design thinking, persona-based visualization techniques and technical knowledge on the SAP tools SAP Fiori, SAP Screen Personas and SAPUI5 into the

## The Deloitte UX Approach connects Design Thinking and technical Knowledge

user experience design. A modern user interface needs to be more than just an interactive screen in order to be effective. It needs to be useful, attractive and ensure end user adoption.

### SAP S/4HANA S/4HANA User Interface and Technology Options

SAP S/4HANA is delivered including SAP's new user interface options. Our Deloitte teams focus on the following three technology options during user experience projects.

#### SAP Fiori

SAP Fiori is the key product in SAP's user experience strategy and applies modern design principles for a completely reimagined user experience. It provides a common, personalized, and simple user experience across various devices. SAP Fiori is based on

SAPUI5 and hence natively supports desktops as well as mobile devices. The SAP Fiori apps are easy to deploy and increase efficiency and productivity. Until now, SAP has published nearly 800 SAP Fiori apps which can be used out of the box.

#### SAP Screen Personas

SAP Screen Personas is part of the SAP user experience initiative and provides a simple, drag-and-drop approach to modifying SAP GUI screens to make them more usable and visually appealing.

#### SAPUI5

SAPUI5 is an application framework based on HTML5, CSS and JavaScript for the development of user interfaces for platform-independent business applications.

# Design Thinking – The Deloitte Approach

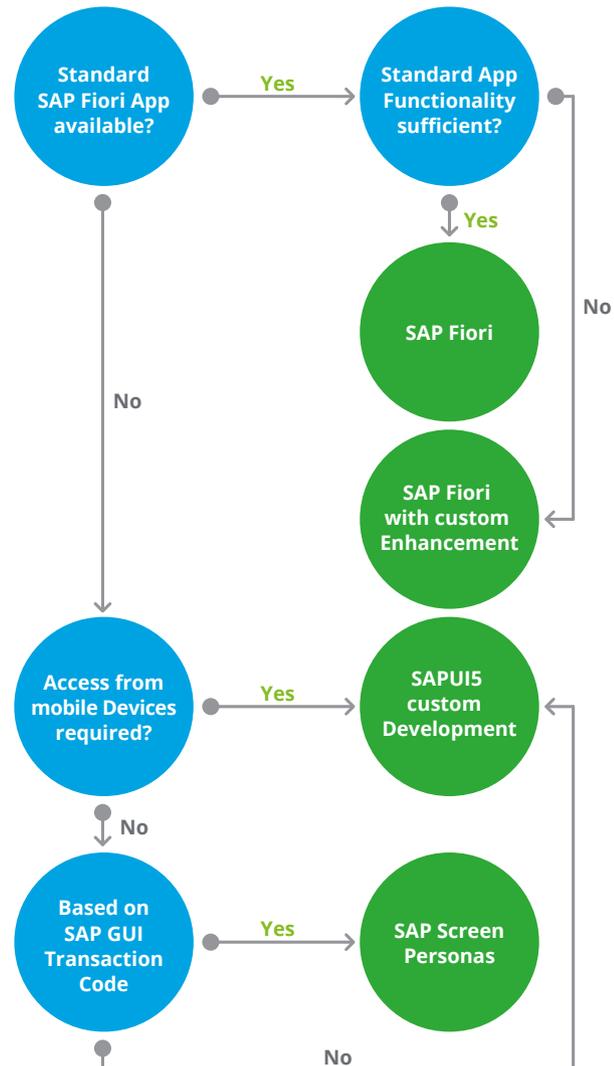
## Comparison of the solutions SAP Fiori, SAP Screen Personas and SAPUI5

SAP Fiori, SAP Screen Personas and SAPUI5 are complementary UI technologies.

How can a decision be formed between these solutions? The following diagram supports the decision making process.

The selection of a particular UI technology should be based on the individual use case. Deloitte helps you identify the right approach for your specific situation and use case.

Together with the Design Thinking approach, expert knowledge and live demos of the different solutions Deloitte is a valuable partner for your project.



## End user involvement is crucial for UI design



### **Our approach for the design of user interfaces**

With a team of experienced designers and deep technical expertise, Deloitte designs and implements user interfaces for SAP software solutions. Using these, customers benefit from a boost in end user productivity, reduced training costs and increased acceptance of SAP software solutions among employees.

For the design of user interfaces, we heavily rely on end user involvement. Design Thinking and User Experience workshops are thus an essential part of the Deloitte approach to User Experience. The latter comprises several steps.

After the requirements analysis and the creation of an information architecture, technical experts evaluate the UI technology to be used. Interactive mock-ups provide a first impression of the application. The final visual design forms the basis for user acceptance tests regarding the user interface. The latter is then developed as part of the application implementation project.

Deloitte experts also support usability testing activities with the help of neuroscientific technologies such as Eye-Tracking, EEG, Facial Coding, and Galvanic Skin Response.

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