Seamless User Experience explained

Thomas Reiss, SAP
March 18, 2021

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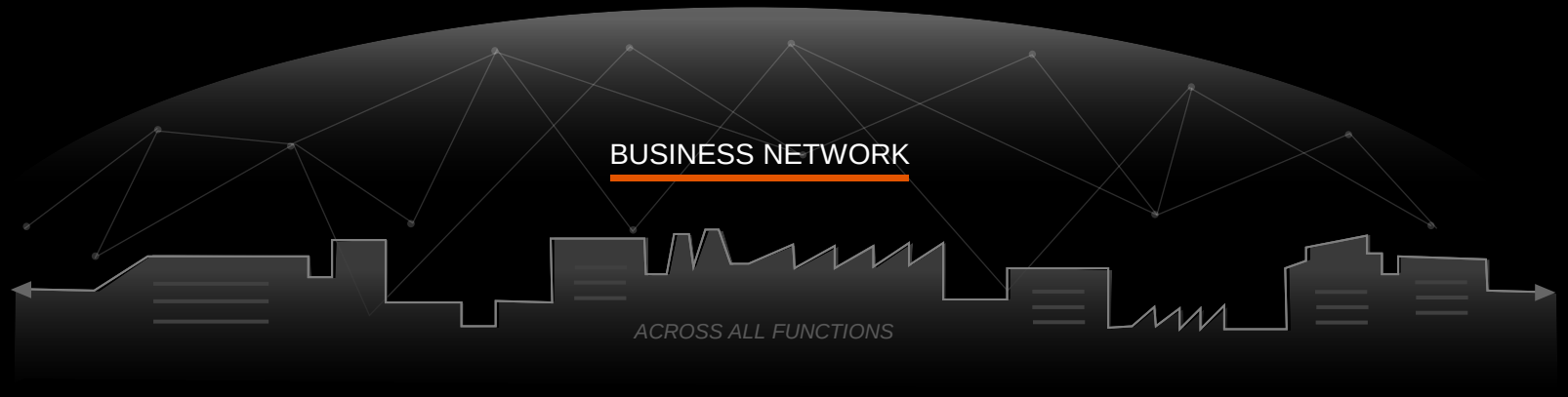
Intelligent Enterprise

EVOLVED VISION

BUSINESS PROCESS



EXPERIENCE MANAGEMENT

APPLICATIONS

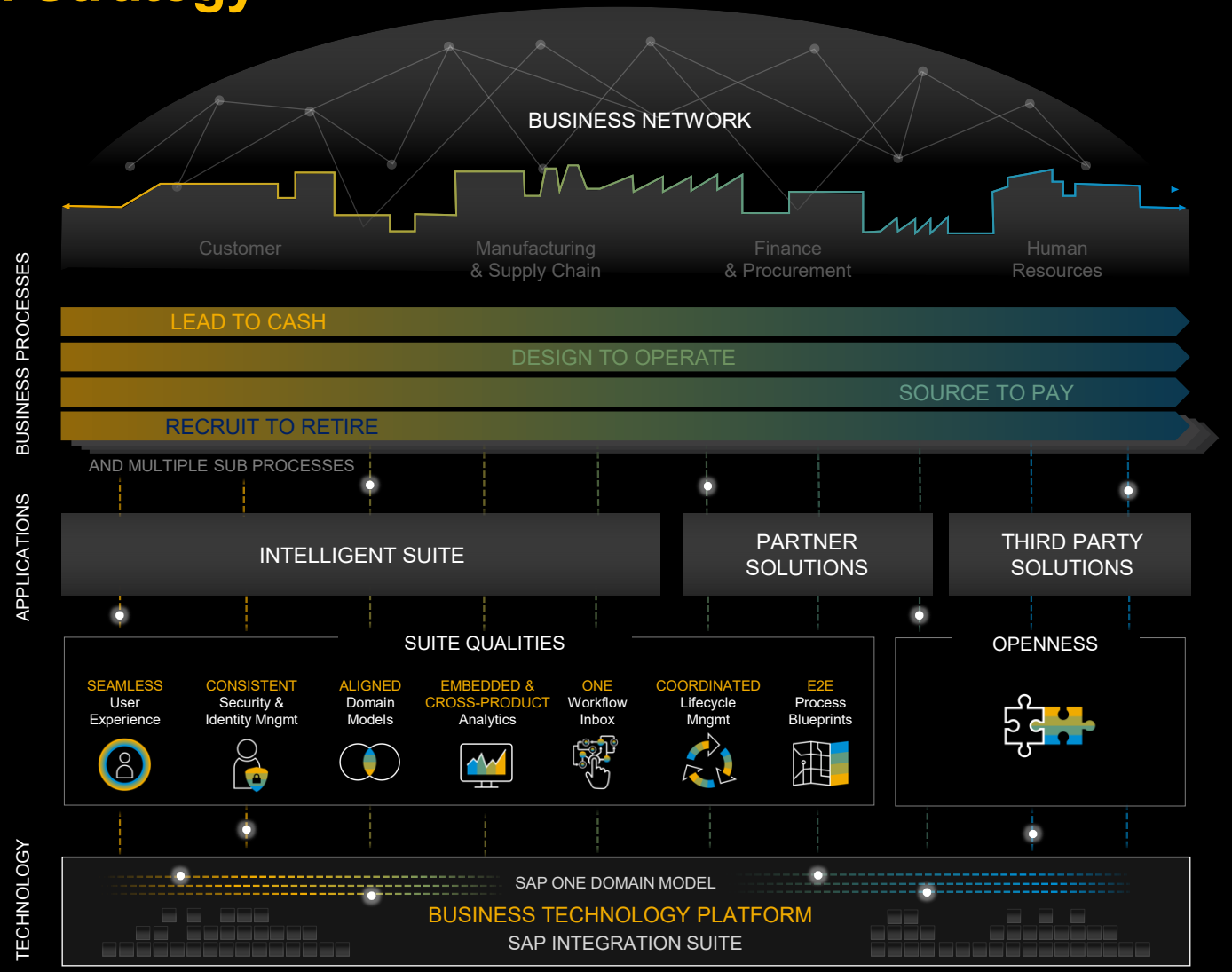
INTELLIGENT SUITE

INDUSTRY CLOUD

SUSTAINABILITY MANAGEMENT

TECHNOLOGY

Intelligent Enterprise
SAP Integration Strategy



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Seamless User Experience

What does Seamless mean?

Definition of *seamless*

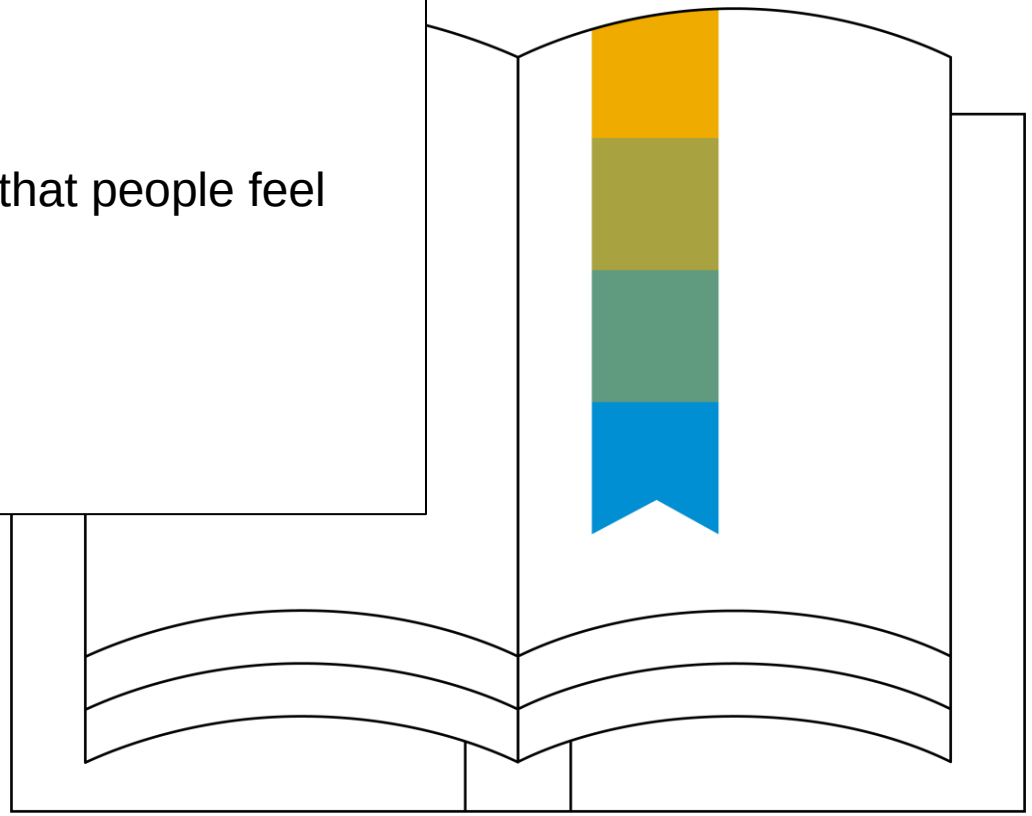
Without any seams joining two or more pieces of cloth

General meaning:

- transition without any sudden interruption, changes or difficulties
- without noticeable change from one area to the next

Example:

The software interacts in such a harmonious, *seamless* way that people feel as if they are using a single solution



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What does it take?

> “***Consistency is one of the most powerful usability principles: when things behave the same, users don’t have to worry about what will happen.***”
>
> Jacob Nielsen

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Consistency is the foundation

Background

Many products with their own UI stack

Users want a consistent user experience

Not an easy task

- Tens of thousands of screens
- Re-engineering entire UI stacks would be very time consuming

➔ Strategic priority

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SAP Fiori 3

SAP Fiori 3 evolves the SAP Fiori design system for all SAP products to fully support the Intelligent Suite, for consistency, intelligence and integration

Flexible, simple, and convenient, with machine intelligence guiding users to make their work easier

The first steps of our journey are available now

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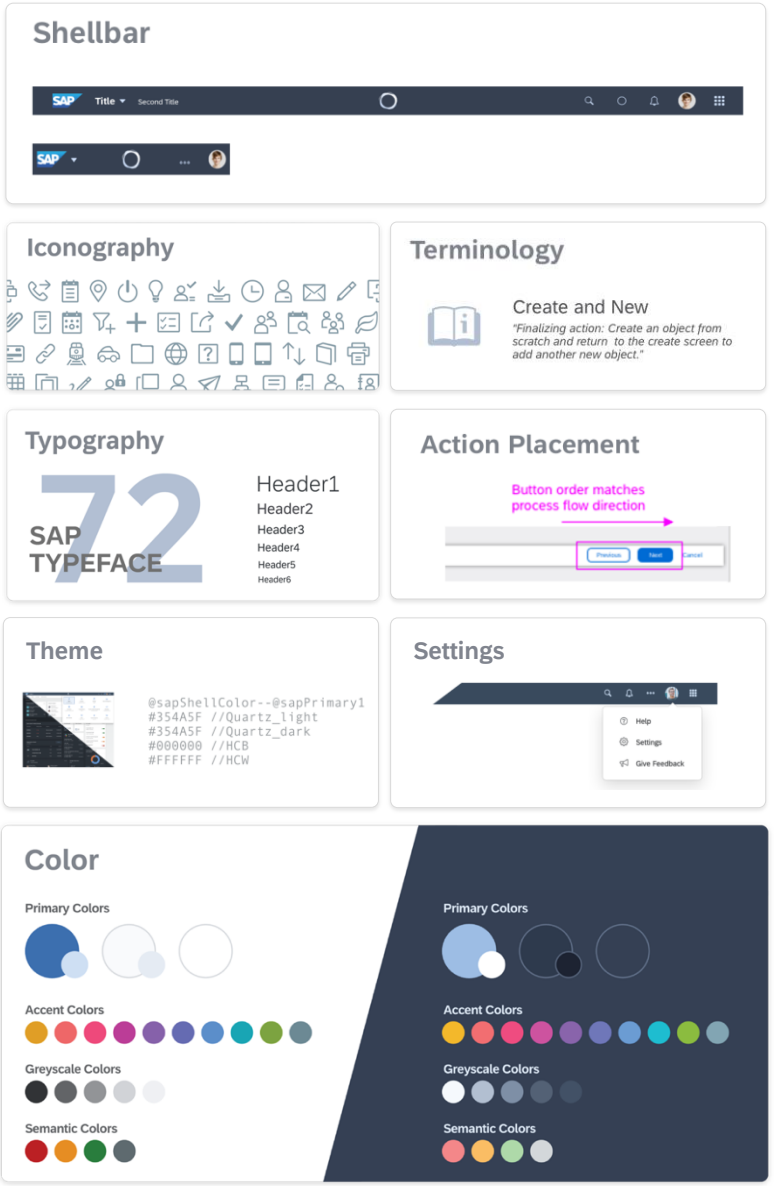
UX consistency

Across products and technologies

- Core set of UX aspects to be applied across all major SAP products
- Consistency of core visual aspects, such as color, iconography, typography, and the placement of actions
- Similar look and feel across SAP products

User efficiency and satisfaction

- Faster learning curve
- Increasing user efficiency
- Increasing user satisfaction



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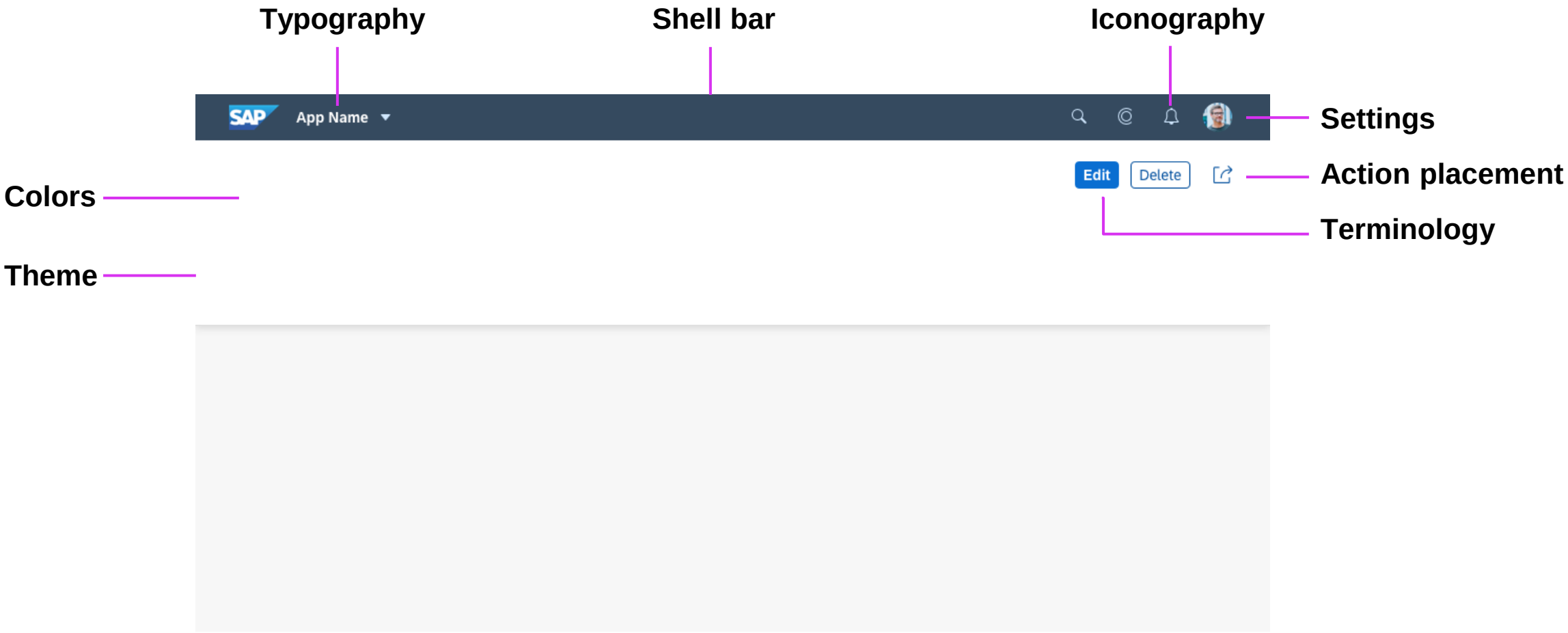
Core UX aspects for consistency



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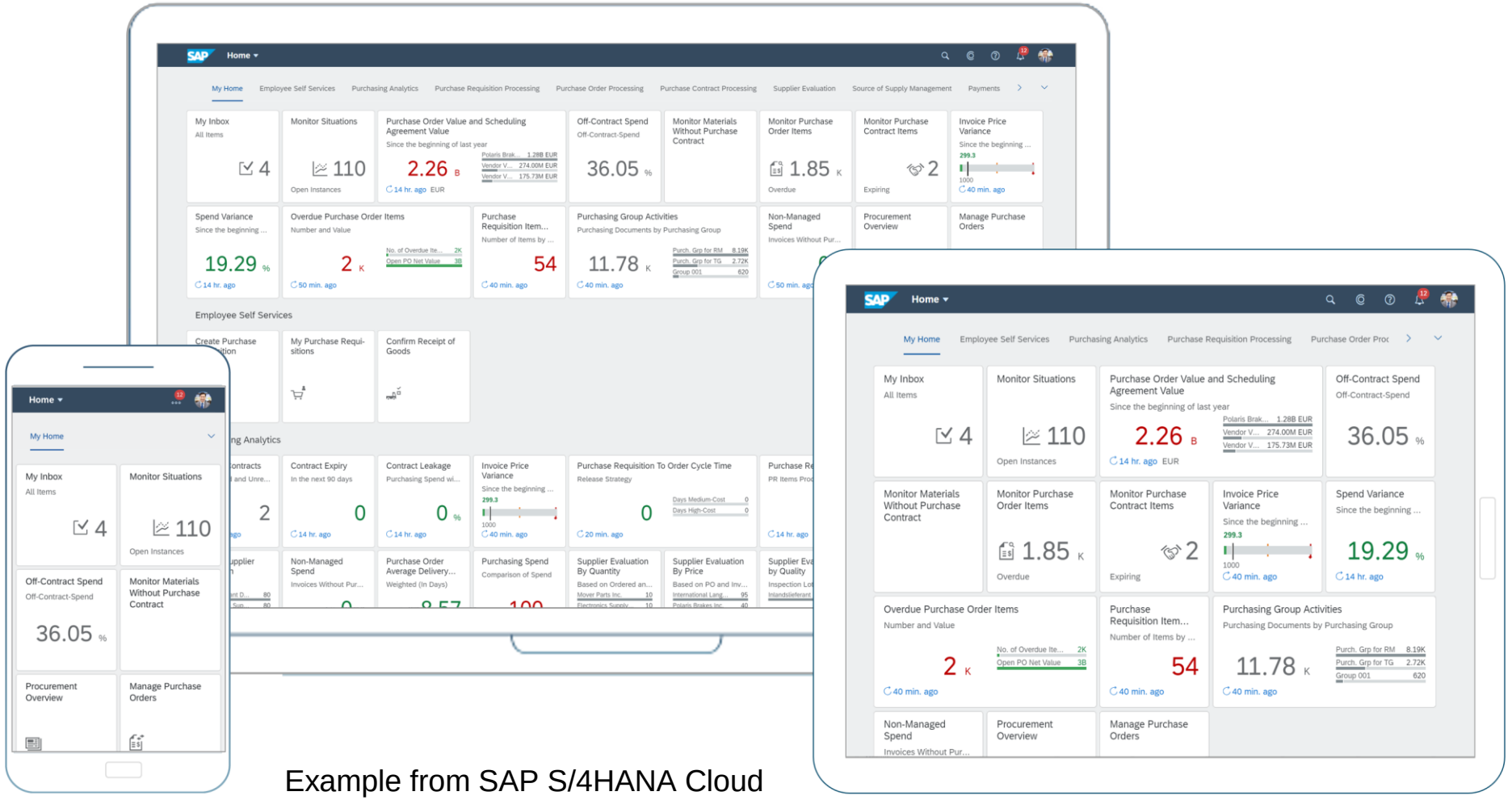
SAP Fiori 3 theme Quartz Light

Lighter and more neutral, to blend more into the background, giving application content the center stage



Example from SAP S/4HANA Cloud

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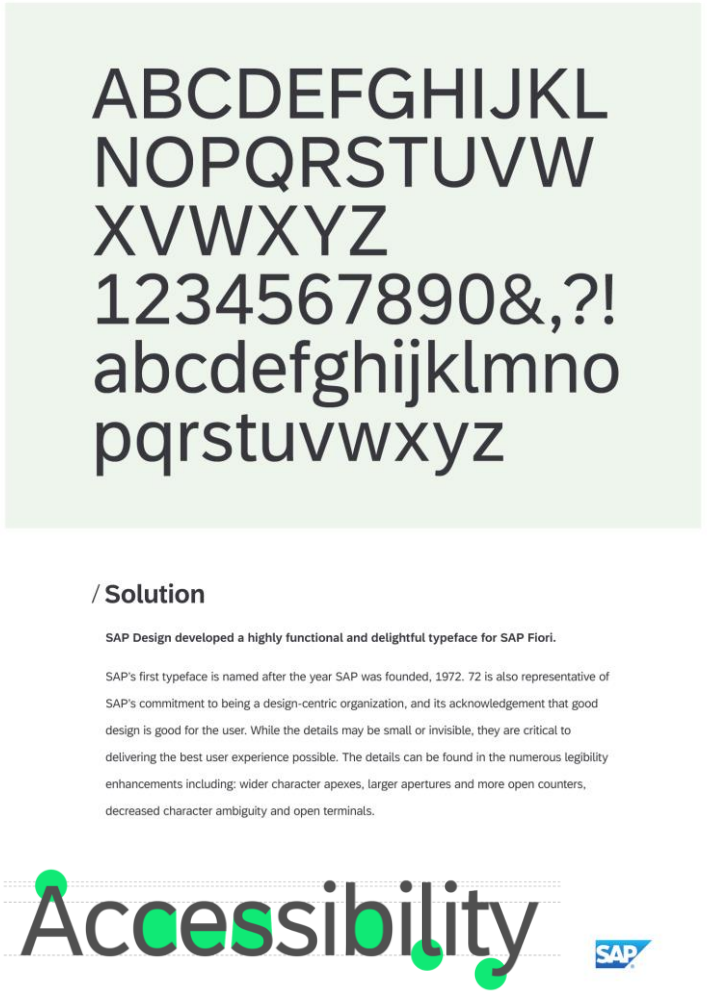
SAP Fiori 3: Font 72

reddot award 2017
winner

Part of the design language for all SAP products

For the best user experience:

- **Legibility** and **Accessibility**
- **Many font styles**
- **Rich character set**
- Supports Windows Glyph List (WGL4)



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Consistent shell header bar

Previous shell designs

SAP Ariba

SAP Fieldglass

SAP S/4HANA

Digital Supply Chain & Manufacturing

SAP Analytics Cloud

SAP Concur

SAP SuccessFactors

SAP Customer Experience (Sales)

SAP Customer Experience (Sales)

SAP Customer Experience (Sales)

SAP Customer Experience (Sales)

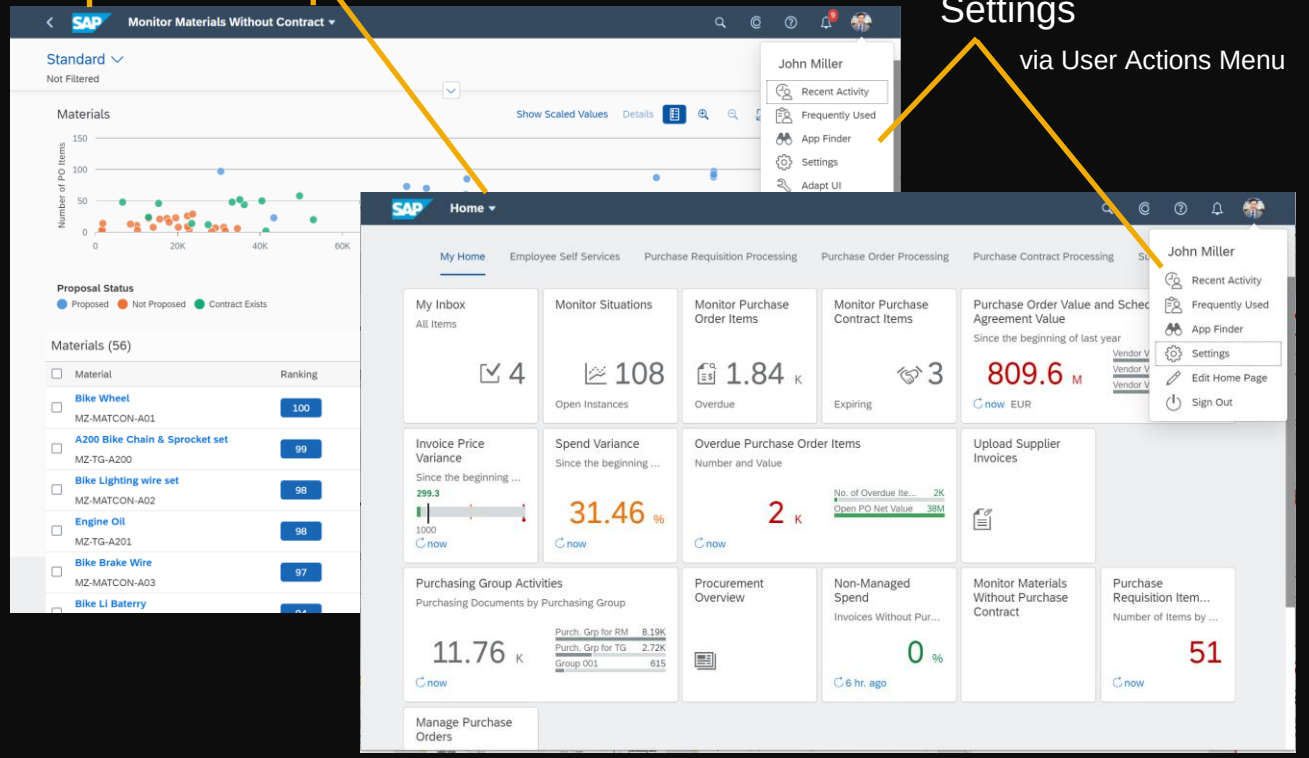
SAP Fiori 3

Logo replaces Home button

Navigation

Product specific actions

Settings via User Actions Menu



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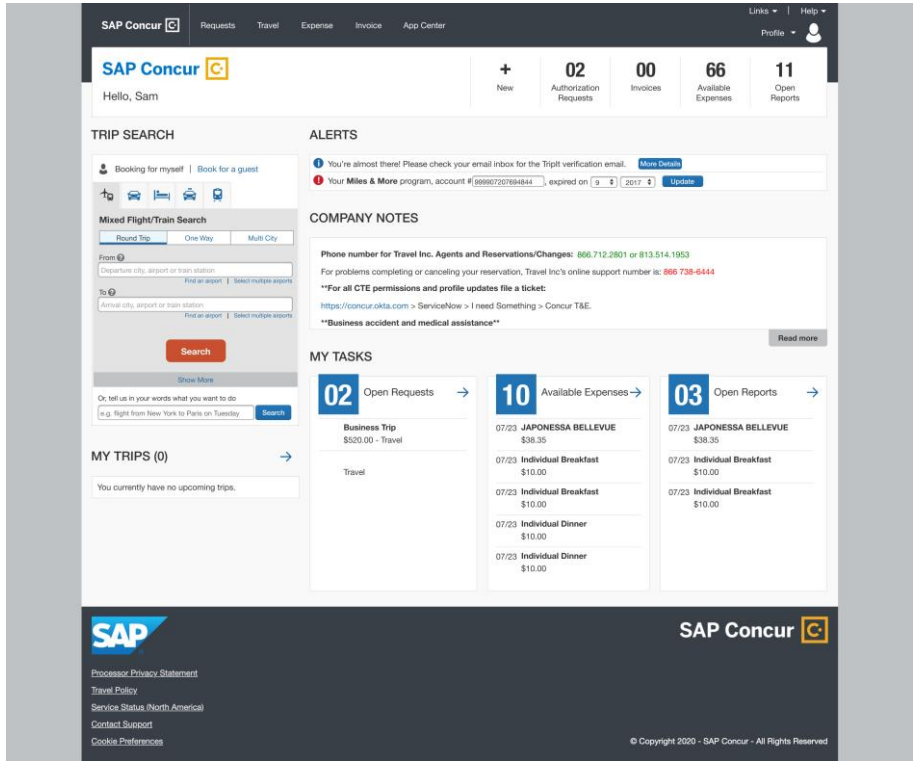
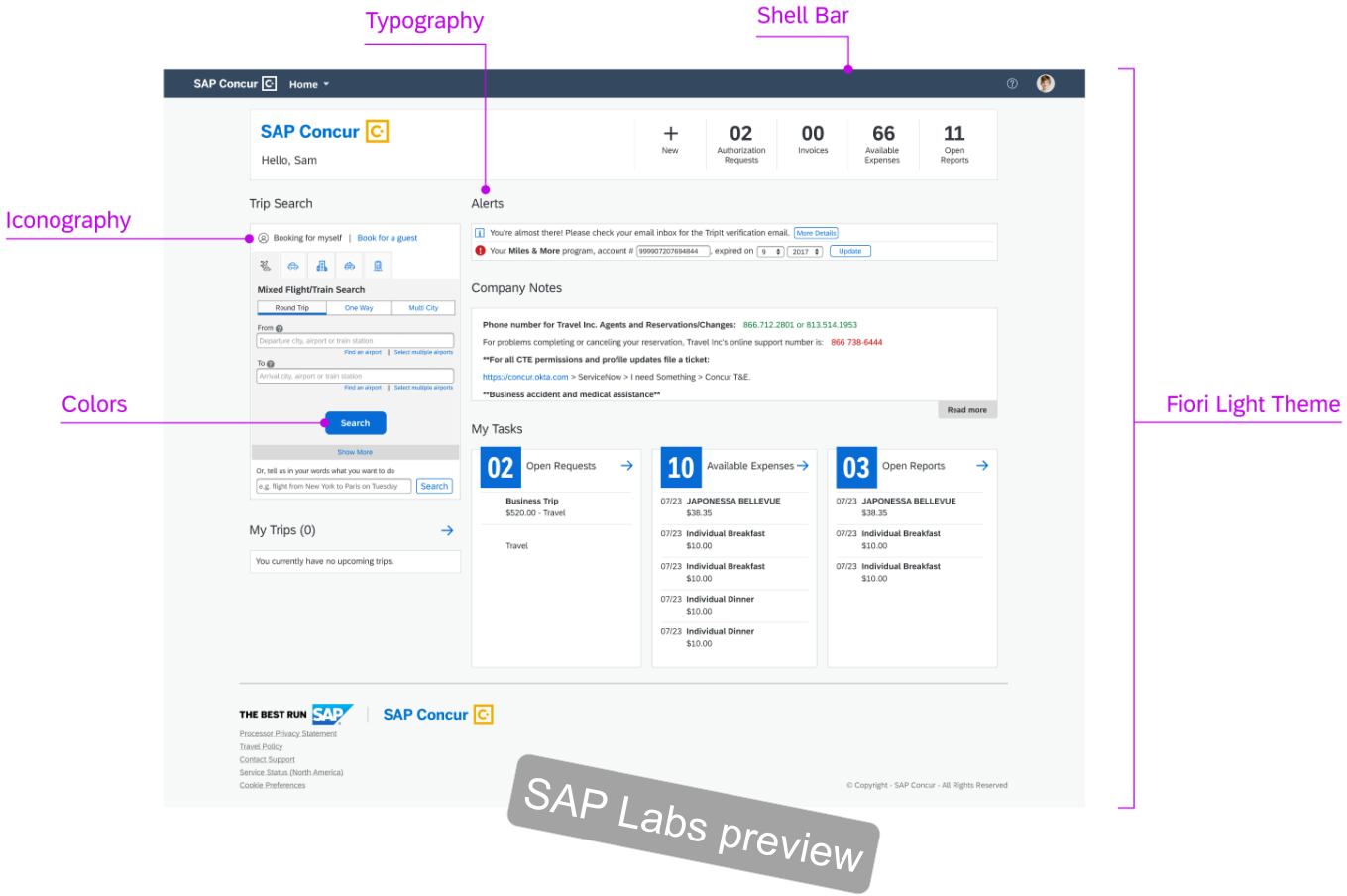
Examples in more detail

SAP Concur

SAP Concur – Home Screen





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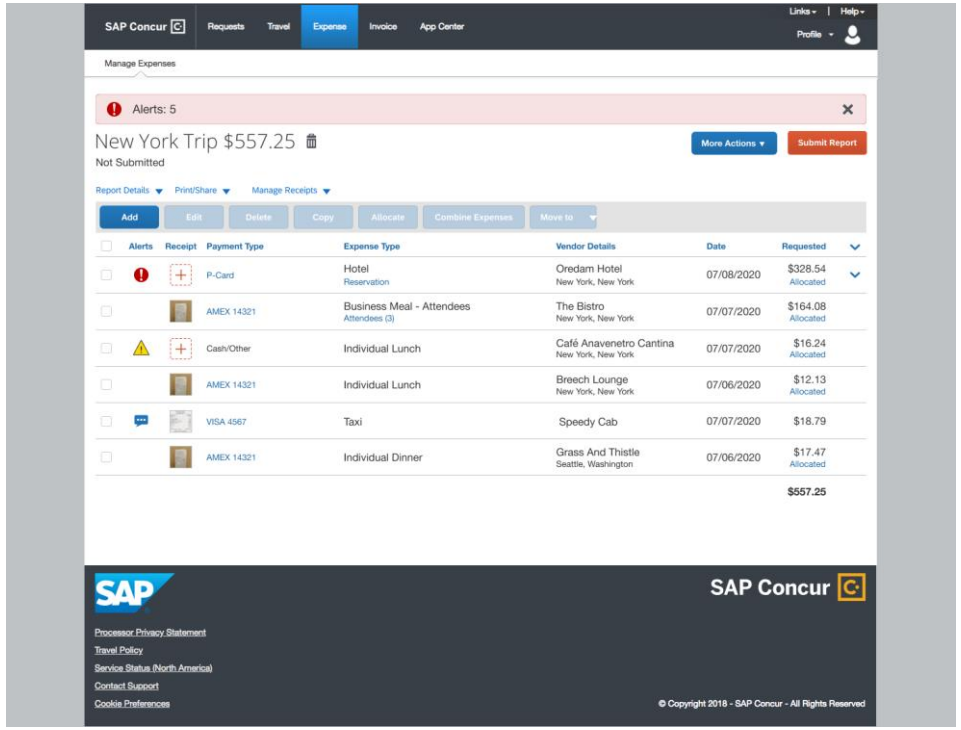
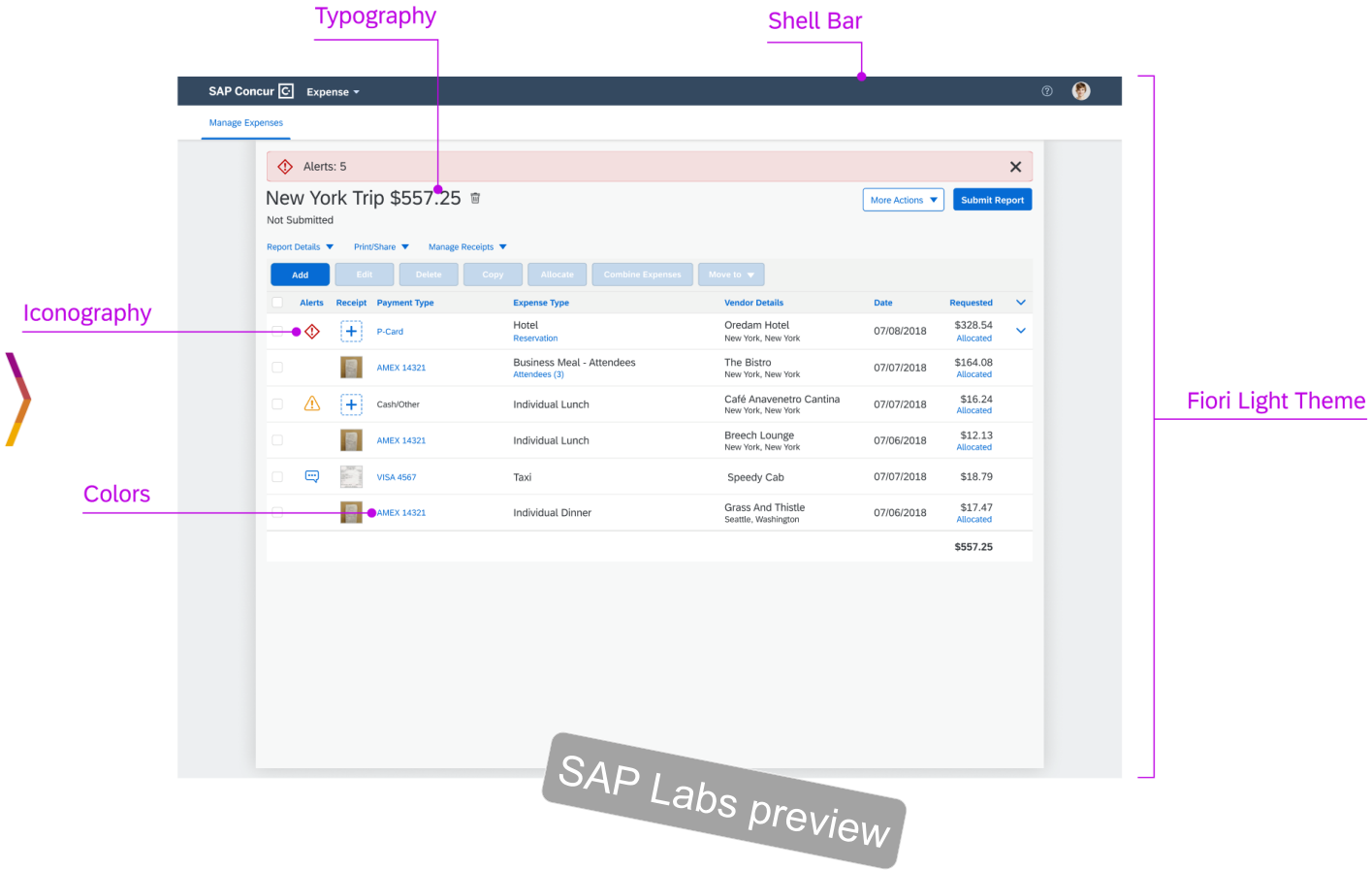
SAP Concur – Manage Expenses





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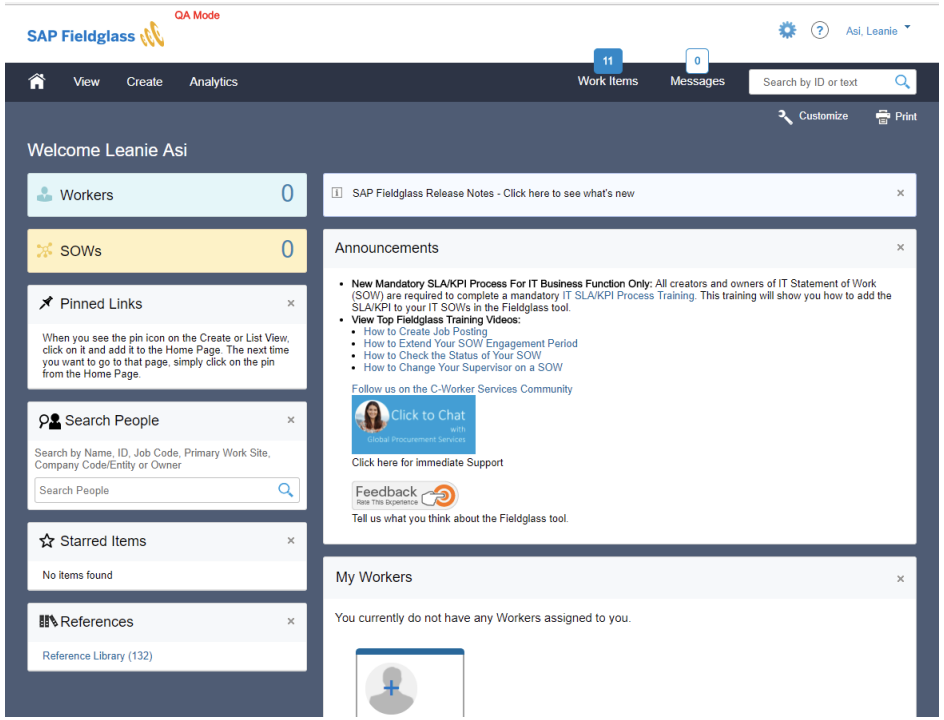
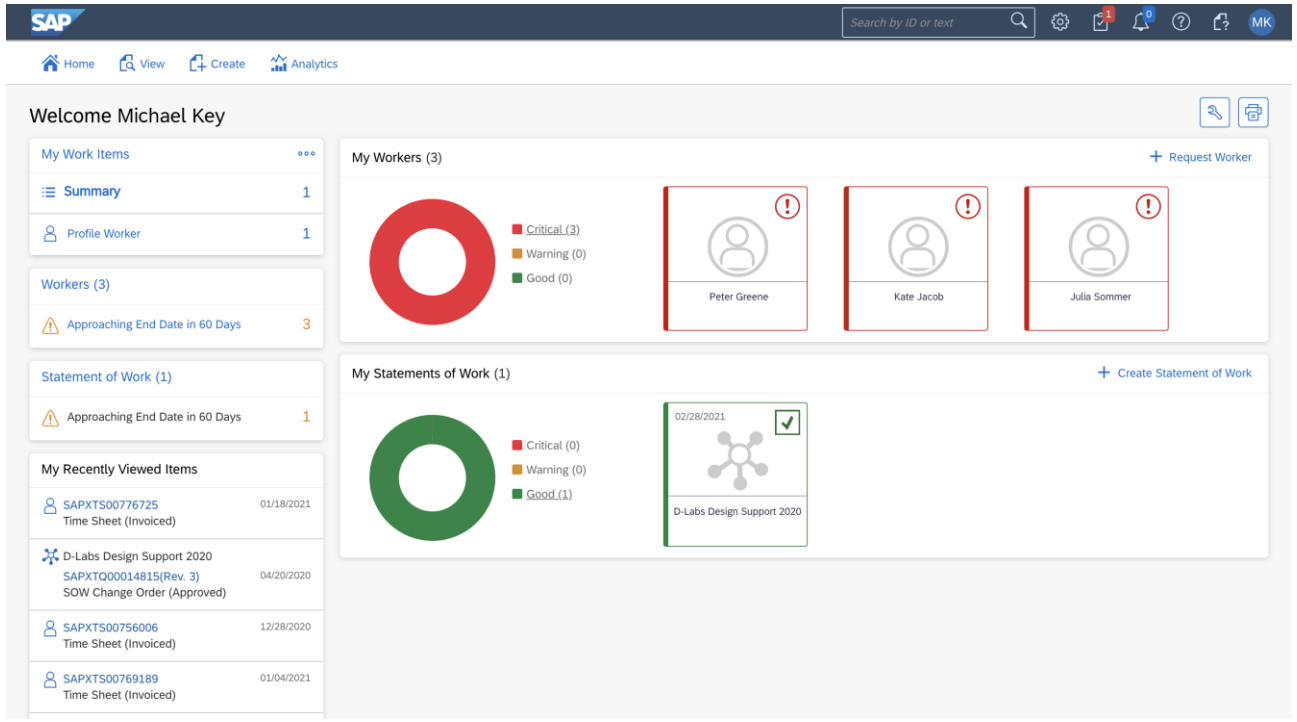
Examples in more detail

SAP Fieldglass

SAP Fieldglass - Home





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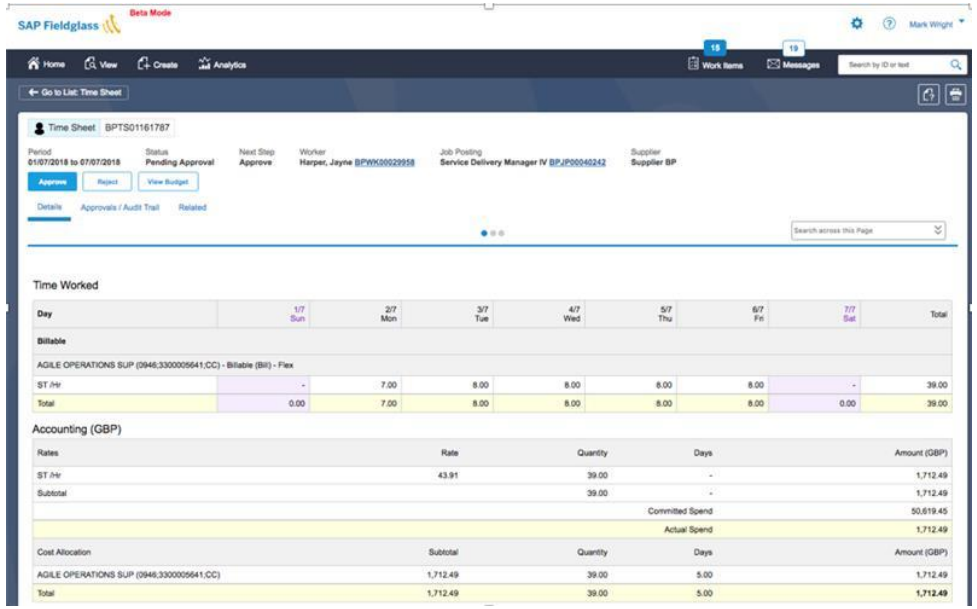
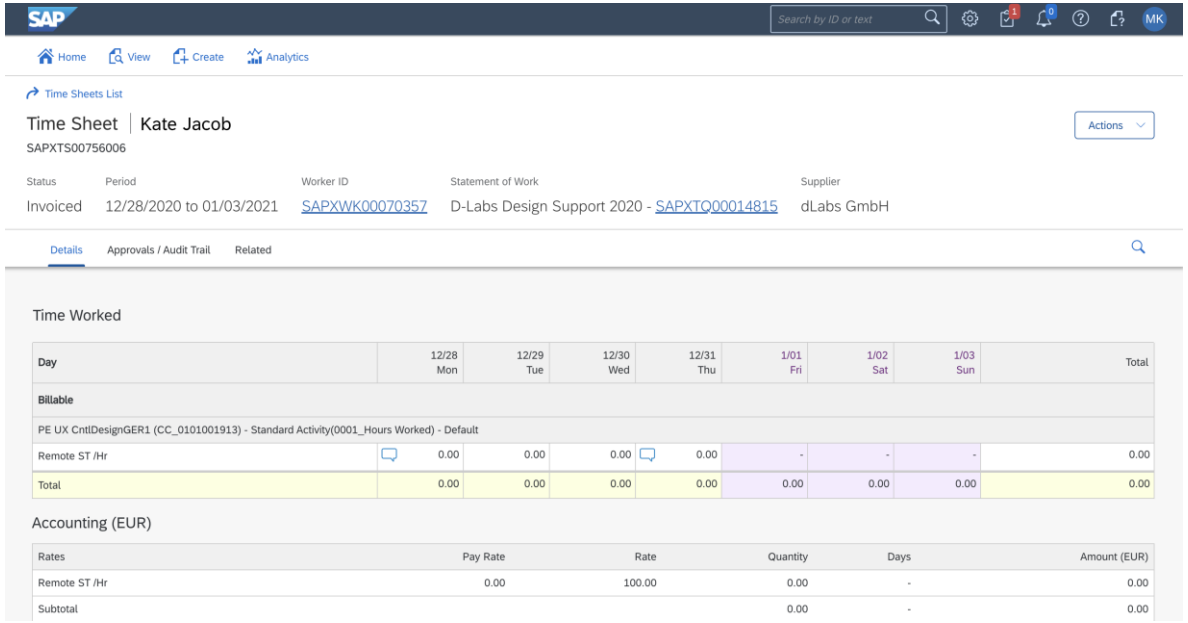
SAP Fieldglass - Timesheet





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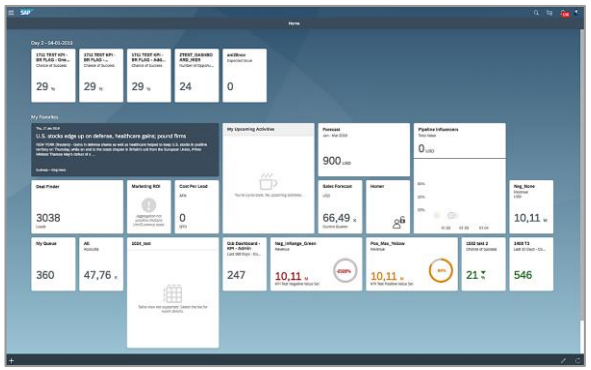
Examples in more detail

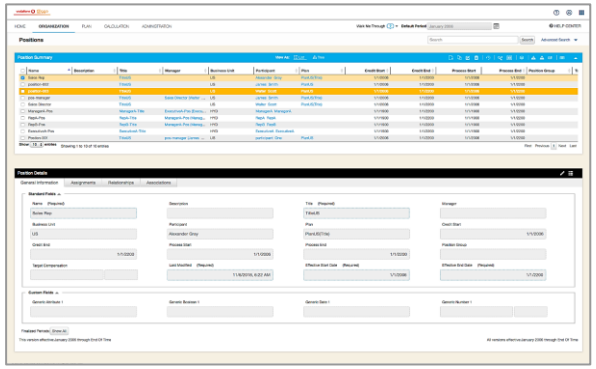
SAP Customer Experience

SAP Customer Experience

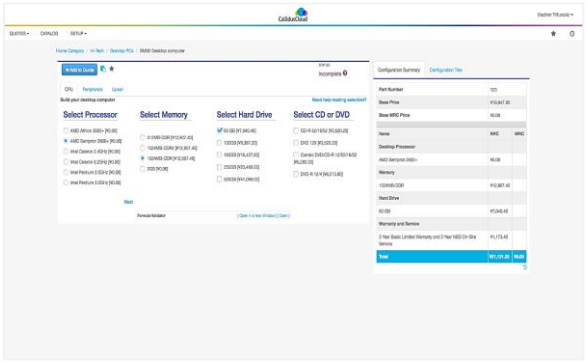
Sales Cloud – Home



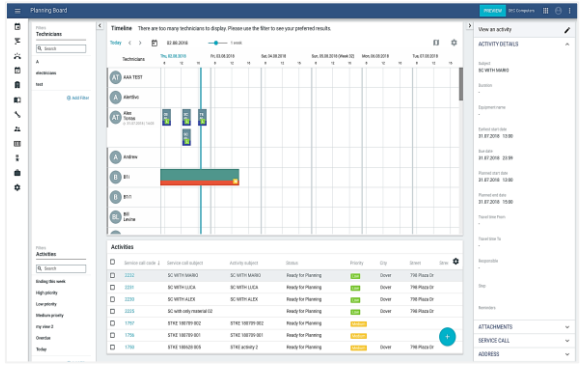
Sales Cloud Commissions – Positions

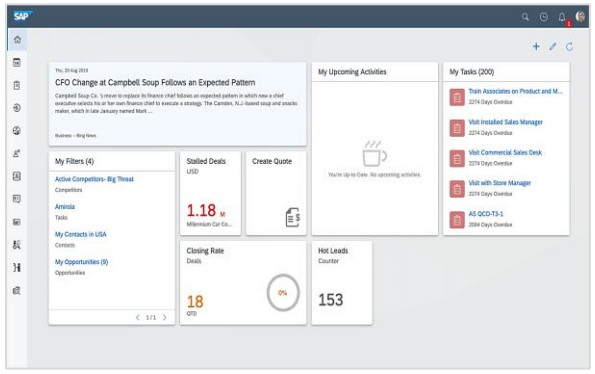


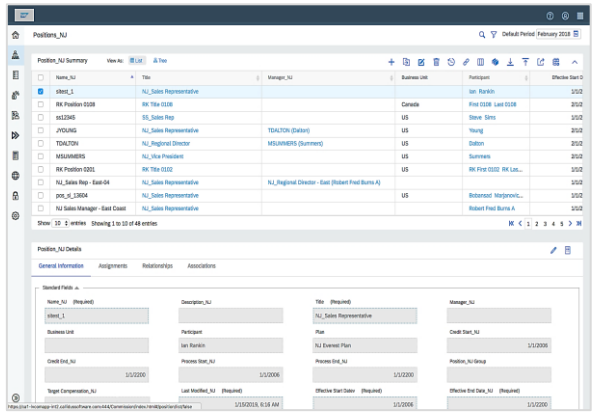
Sales Cloud CPQ – Configurator

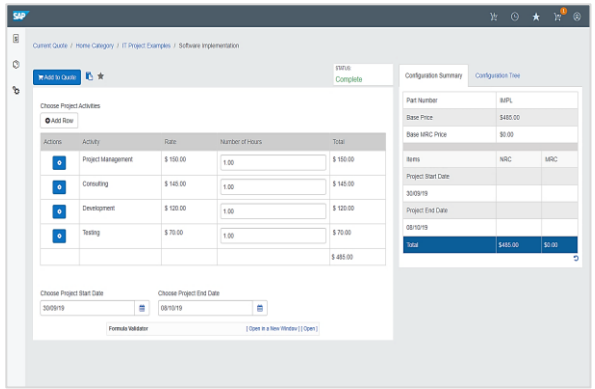


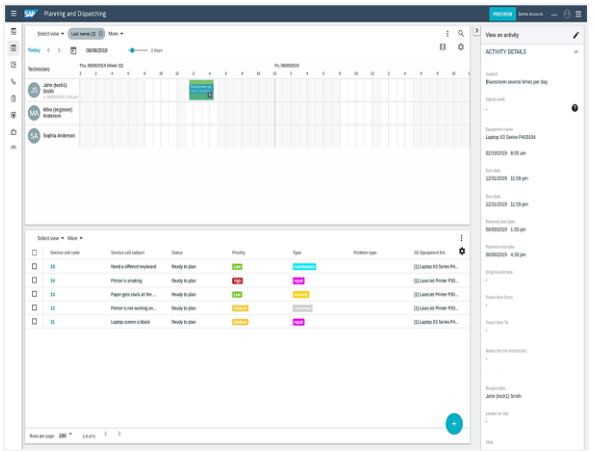
Service Cloud FSM – Planning & Dispatching











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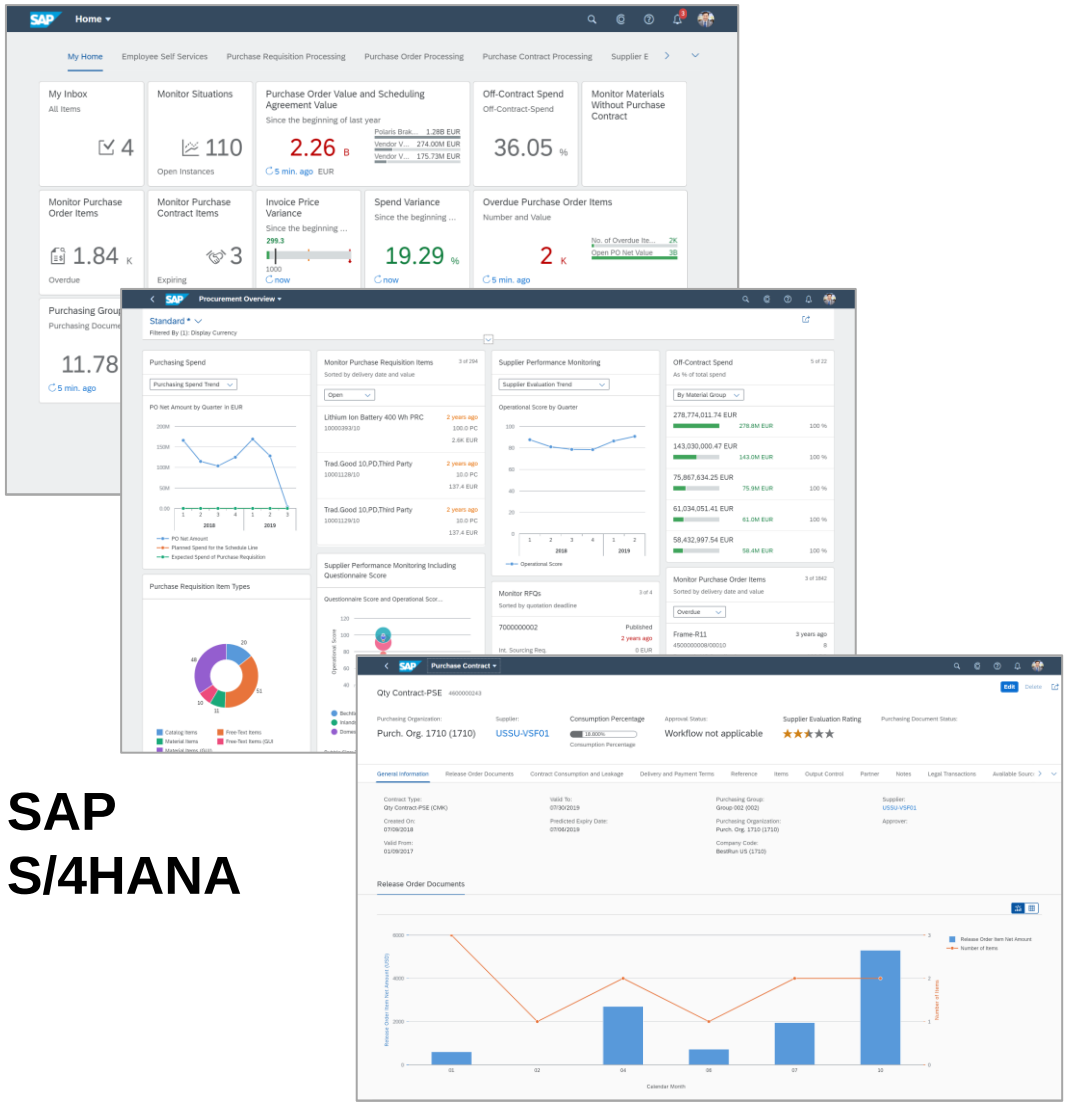
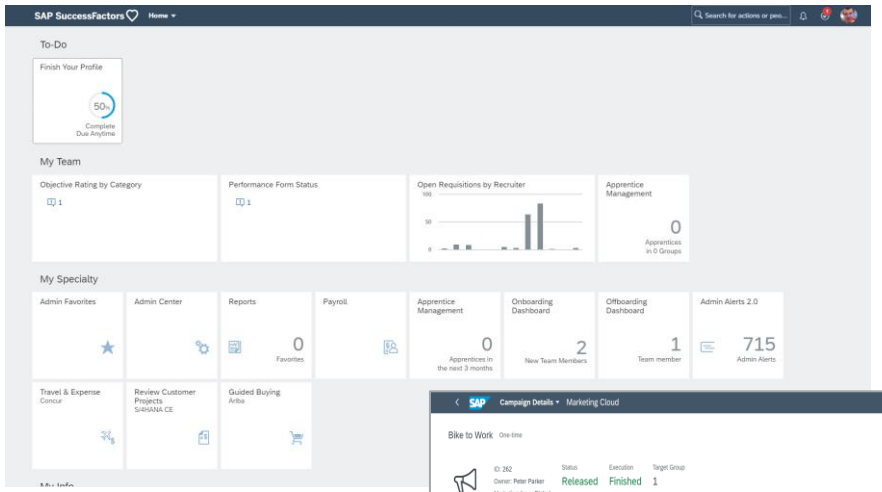
Outcome: consistency across products

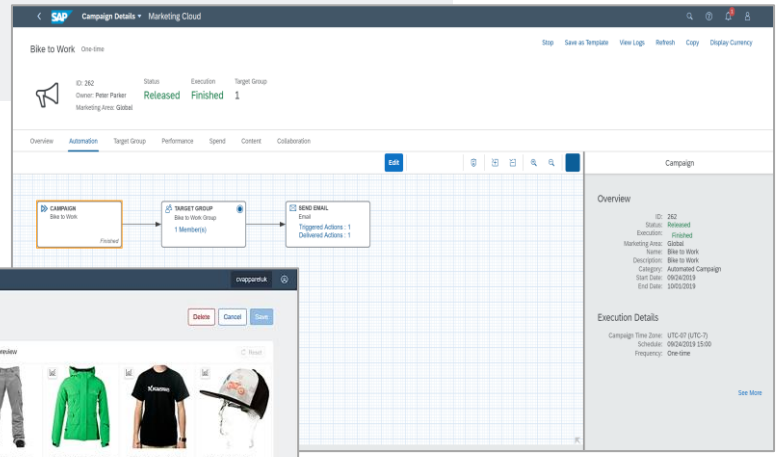
SAP Fiori 3: examples for consistency across SAP products



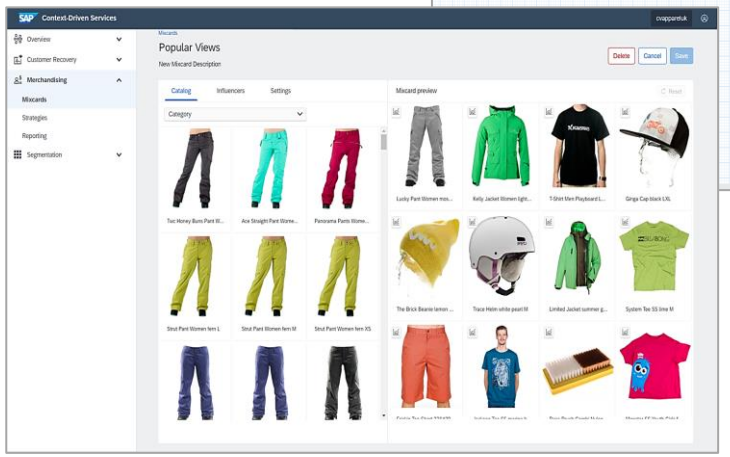
SAP S/4HANA



SAP SuccessFactors



SAP Marketing Cloud



SAP Commerce Cloud

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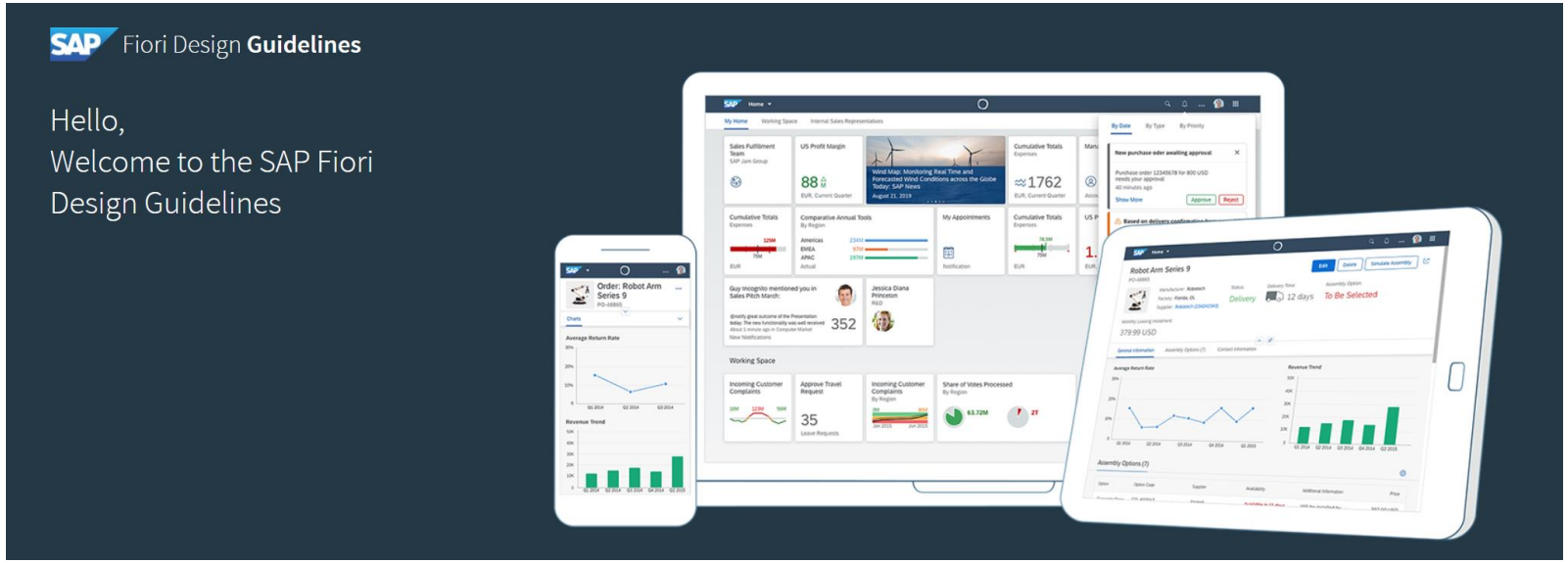
Consistency across devices

SAP Fiori design system applies design principles independent of technology



SAPUI5

iOS

Android

Other Technologies

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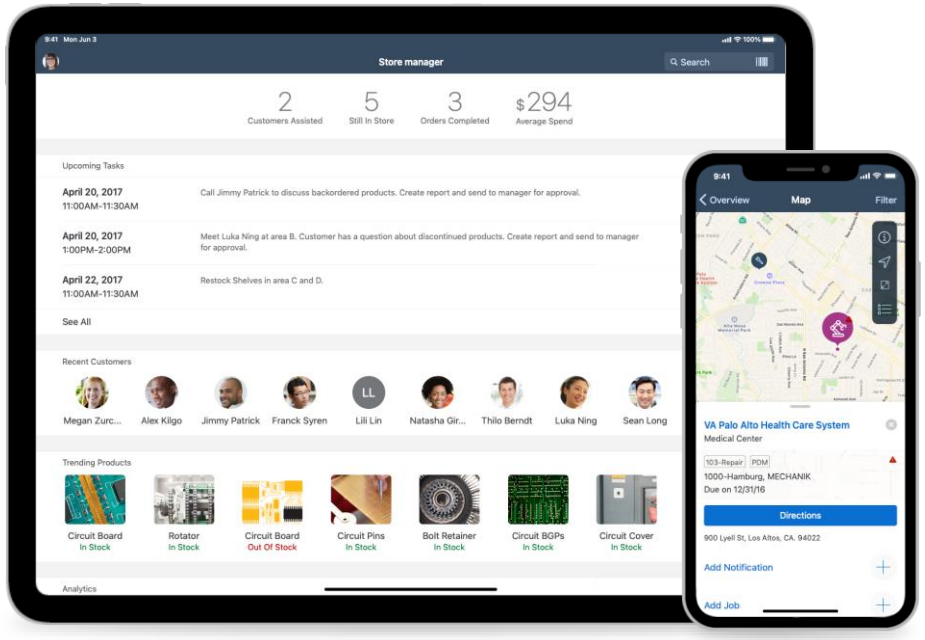
SAP Fiori for Mobile

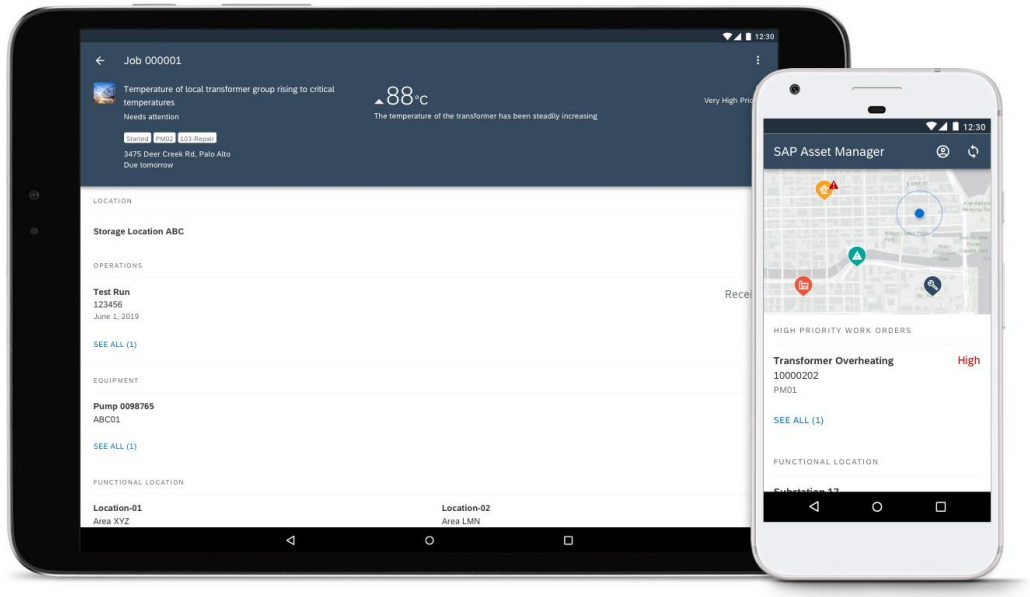
SAP Fiori for iOS



[Design Guidelines SAP Fiori for iOS]

[SAP BTP SDK for iOS]

SAP Fiori for Android



[Design Guidelines SAP Fiori for Android]

[SAP BTP SDK for Android]

[SAP Mobile Development Kit]
(code once for both)

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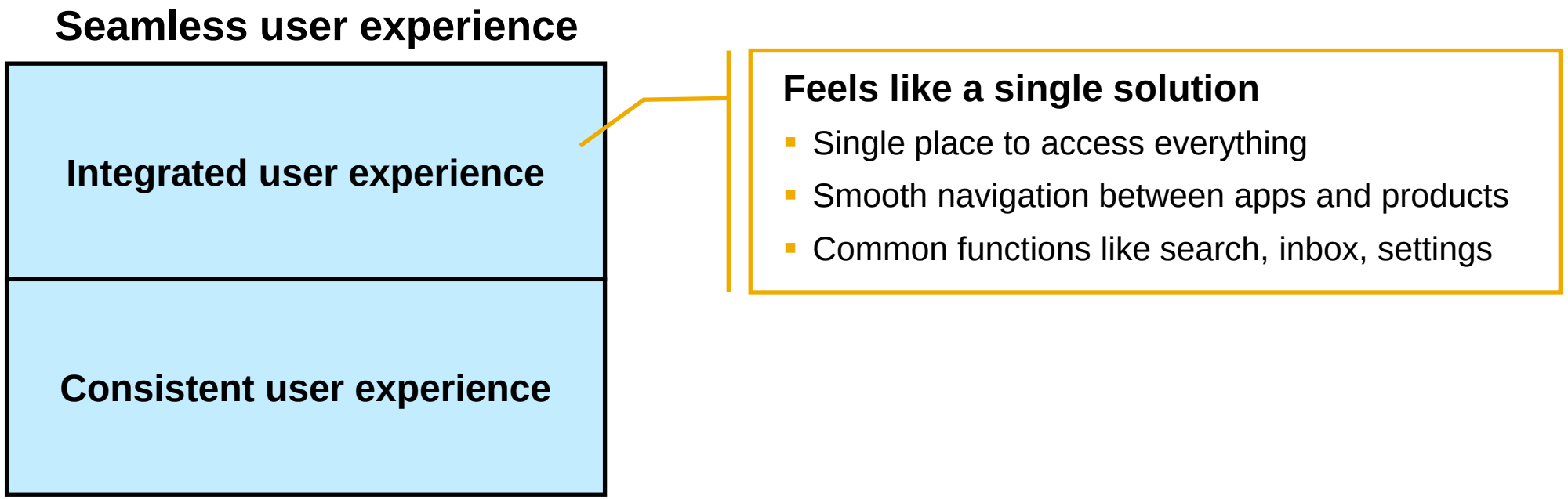
What else does Seamless UX require?

Seamless user experience is more than consistency

Consistency is the foundation

But users also want to feel as if they are using a single solution



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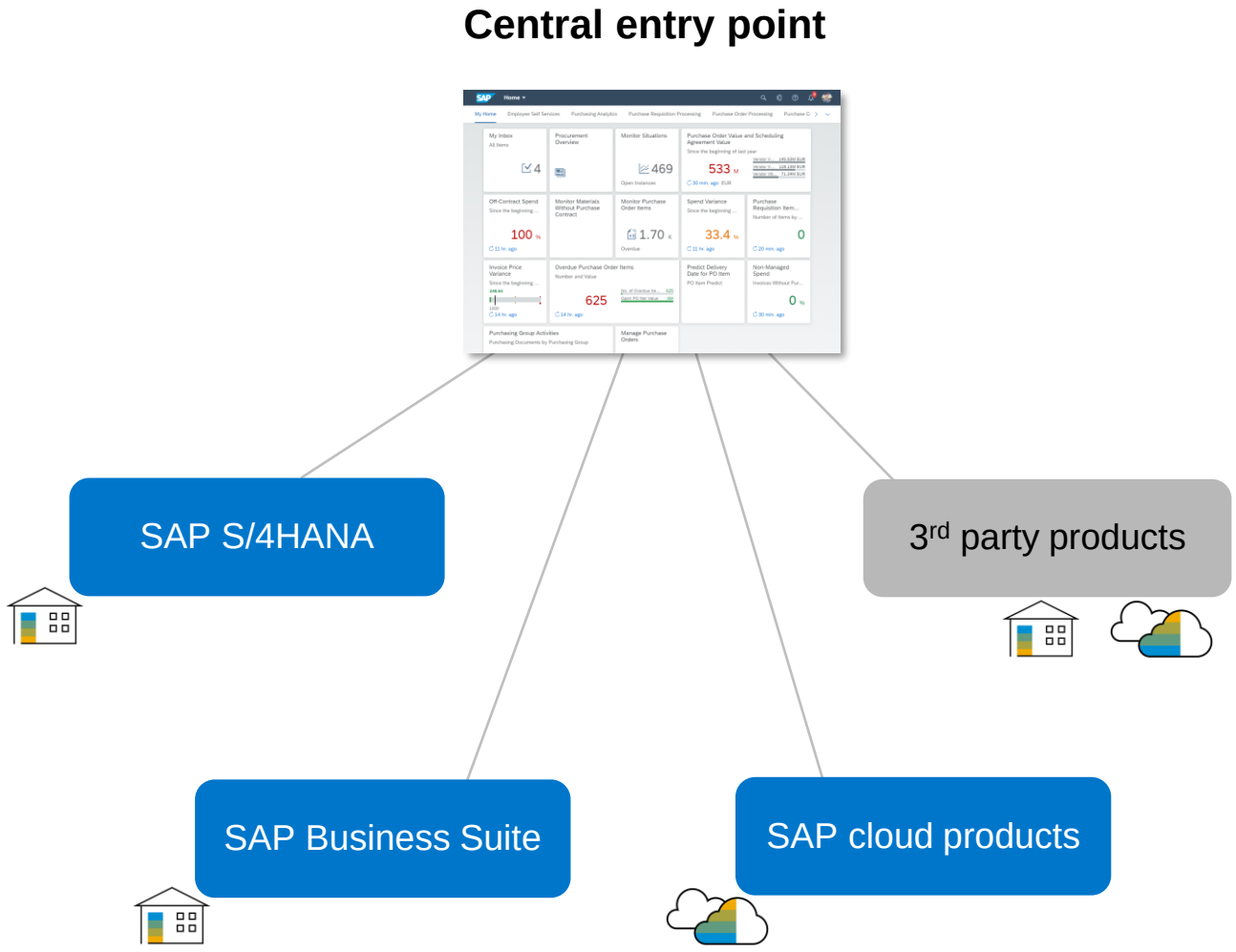
Top priority for many customers: central access

Many have multi-system landscapes

Require central access for users of multiple SAP on-premise systems



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First step available today for digital core

SAP Launchpad service available now

Content federation with:

- SAP S/4HANA 1809, 1909 and 2020

Manual integration with

- SAP Business Suite
- SAP Success Factors (individual deep links)
- 3rd party products

Planned content federation:

- Q2/21: SAP Business Suite
- Q3/21: SAP S/4HANA Cloud
- 2022: 3rd-party content providers
- Road map: https://roadmaps.sap.com

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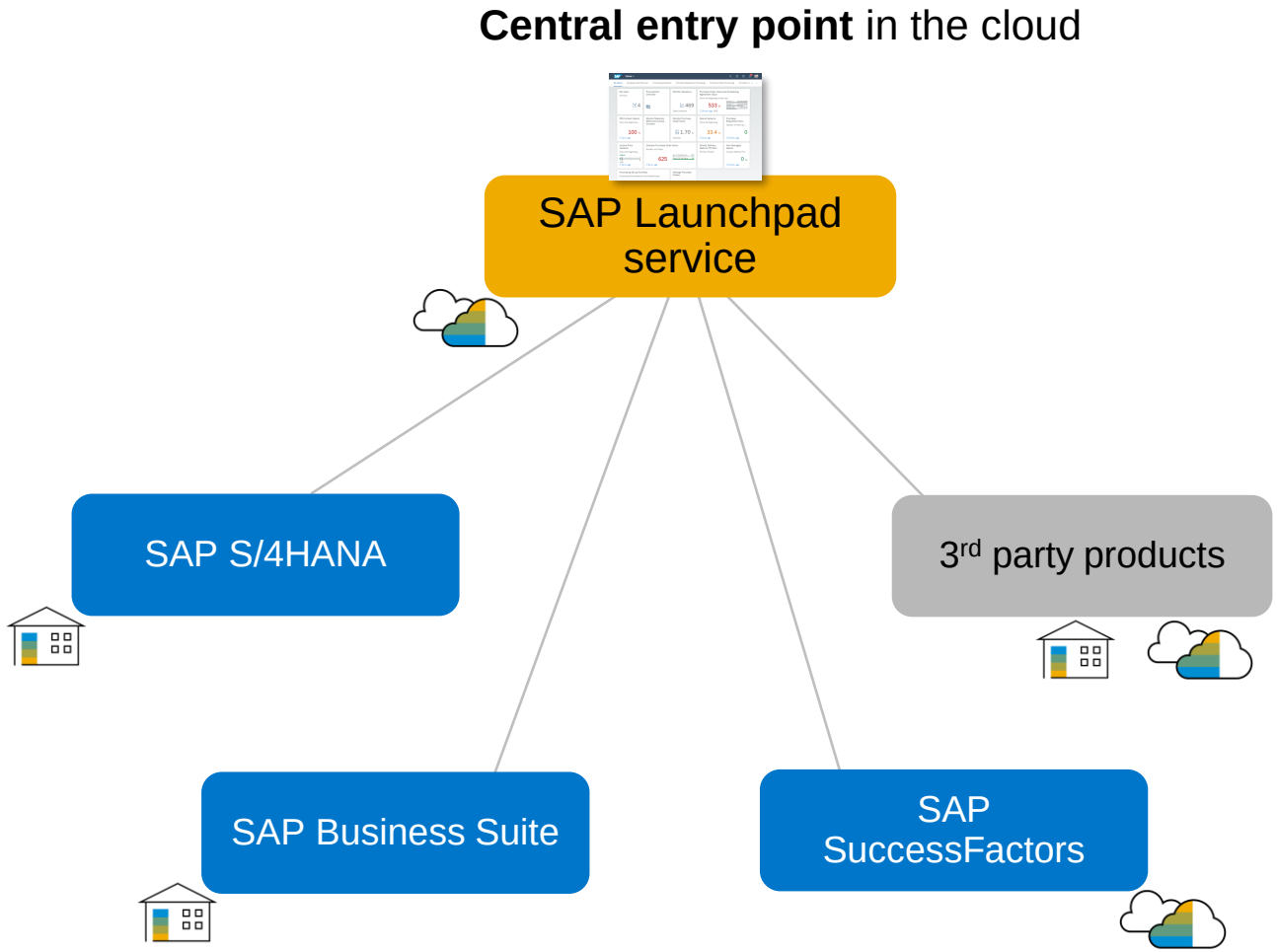

Content federation for SAP S/4HANA via SAP Fiori front-end server 2020 for S/4HANA

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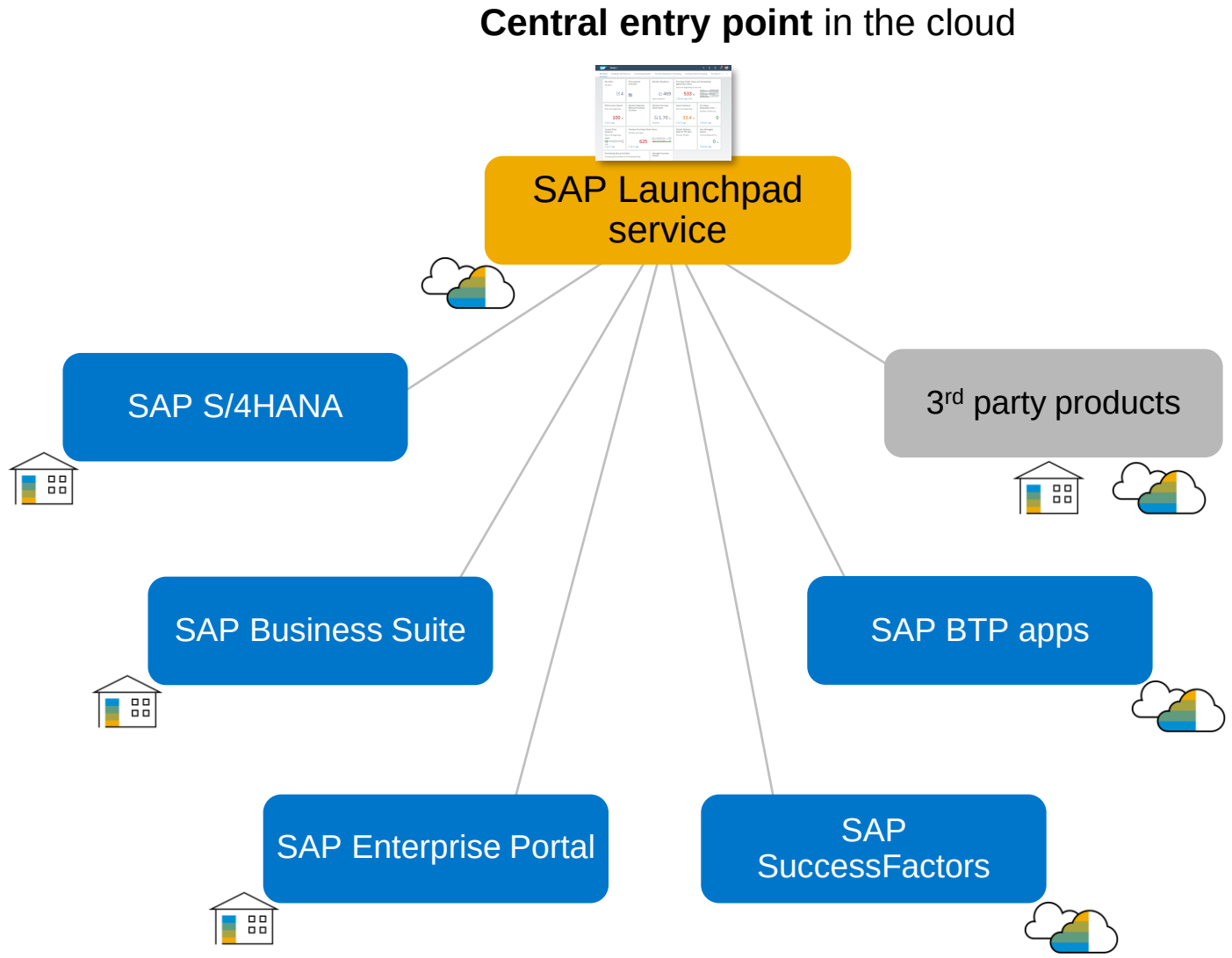
First step available today goes further

Further content federation available:

- SAP Fiori apps running on SAP Business Technology Platform (BTP) (Cloud Foundry)
- SAP Enterprise Portal



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Target: Integrated user experience

Planned innovations

Integrating content from different products into a seamless experience

- Increase efficiency via integrated cross-product navigation
- SAP Task Center collects items from different systems for efficient processing - user's tasks all in one place
- Notifications across devices inform users of changes as they occur so they can respond immediately

Central home for employee

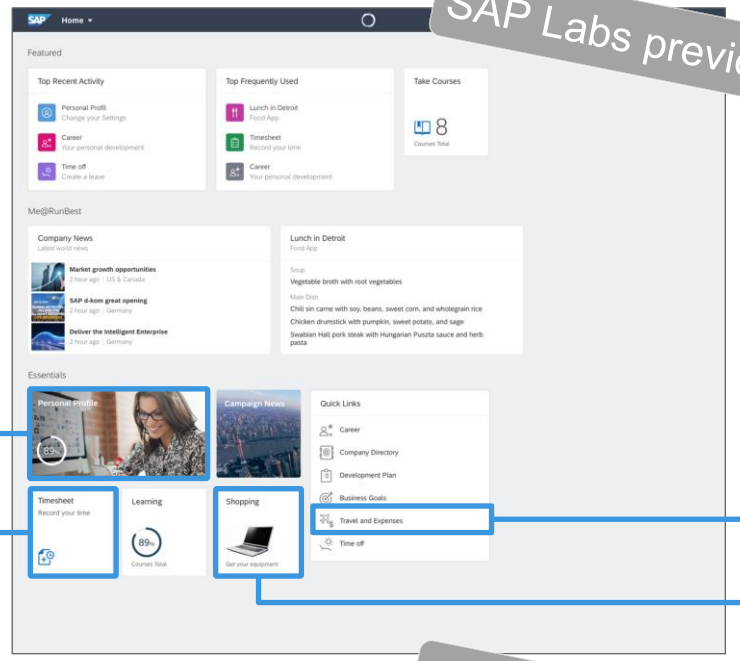
SAP SuccessFactors

SAP S/4HANA Cloud

SAP Concur

SAP Ariba

SAP Labs preview



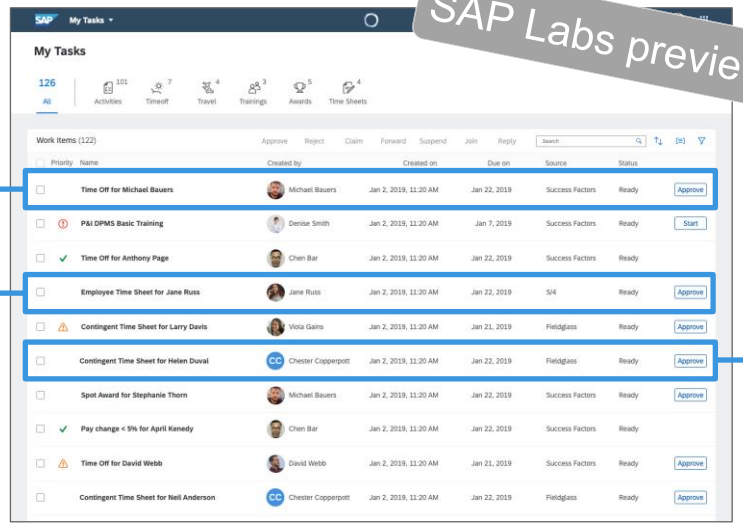
SAP Task Center

SAP SuccessFactors

SAP S/4HANA Cloud

SAP Fieldglass

SAP Labs preview



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Key take aways

Key take aways about seamless user experience

1. Seamless means people feel as if they are using a single solution
2. Consistency is the foundation: provided by the intelligent suite, starting in 2020
3. Seamless UX also needs integration: SAP Launchpad service started in 2020
4. A seamless user experience is our vision for the intelligent suite

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Questions?

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Learn more

General information on SAP User Experience

- SAP Fiori product page get an overview
- SAP Fiori topic page in the SAP community
  links to detailed information and blogs, e.g.
  design guidelines, road map, documentation, rapid development with SAP Fiori elements

Additional information for this presentation

- openSAP course “SAP Fiori overview”
- SAP Fiori road map and webinar
- SAP Fiori design guidelines
- Blog post: Major next steps of SAP Fiori 3 available for SAP S/4HANA on-premise – spaces, central entry point, and more

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Thank you.

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