



# Seamless User Experience **explained**

Thomas Reiss, SAP  
March 18, 2021

PUBLIC

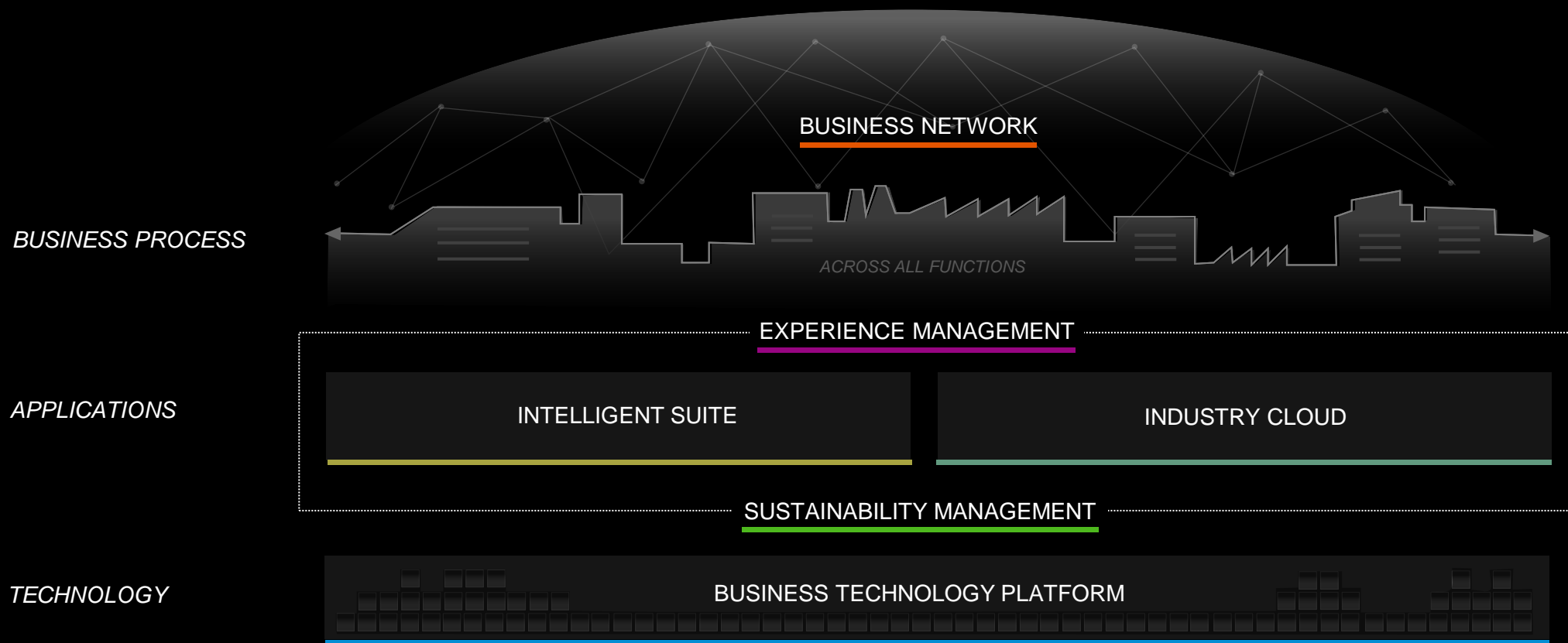
# Legal disclaimer

The information in this presentation is confidential and proprietary to SAP and may not be disclosed without the permission of SAP. This presentation is not subject to your license agreement or any other service or subscription agreement with SAP. SAP has no obligation to pursue any course of business outlined in this document or any related presentation, or to develop or release any functionality mentioned therein. This document, or any related presentation, and SAP's strategy and possible future developments, products, and platforms, directions, and functionality are all subject to change and may be changed by SAP at any time for any reason without notice. The information in this document is not a commitment, promise, or legal obligation to deliver any material, code, or functionality. This document is provided without a warranty of any kind, either express or implied, including but not limited to the implied warranties of merchantability, fitness for a particular purpose, or noninfringement. This document is for informational purposes and may not be incorporated into a contract. SAP assumes no responsibility for errors or omissions in this document, except if such damages were caused by SAP's willful misconduct or gross negligence.

All forward-looking statements are subject to various risks and uncertainties that could cause actual results to differ materially from expectations. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of their dates, and they should not be relied upon in making purchasing decisions.

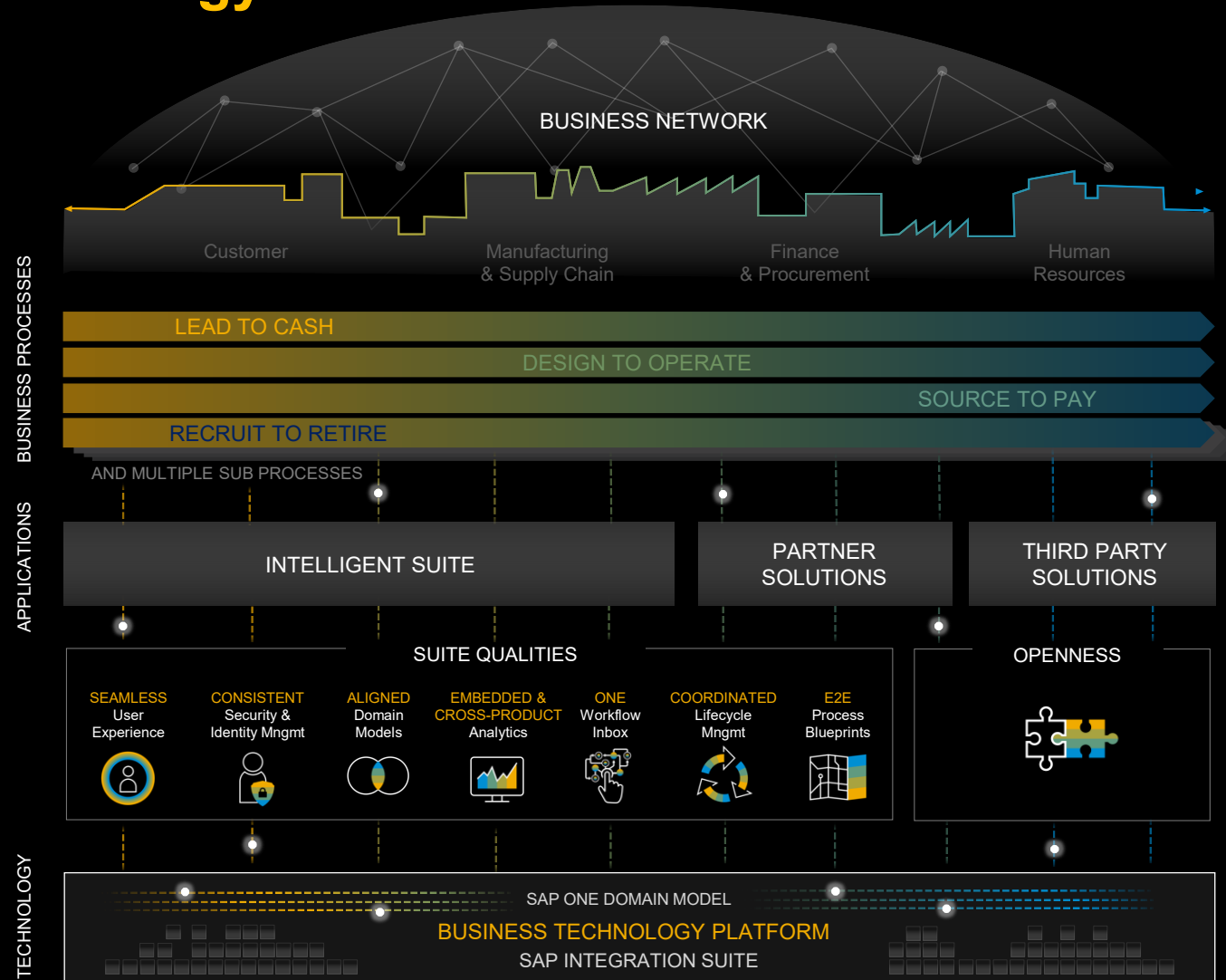
# Intelligent Enterprise

## EVOLVED VISION



# Intelligent Enterprise

## SAP Integration Strategy



# Seamless User Experience

**What does Seamless mean?**

# Definition of *seamless*

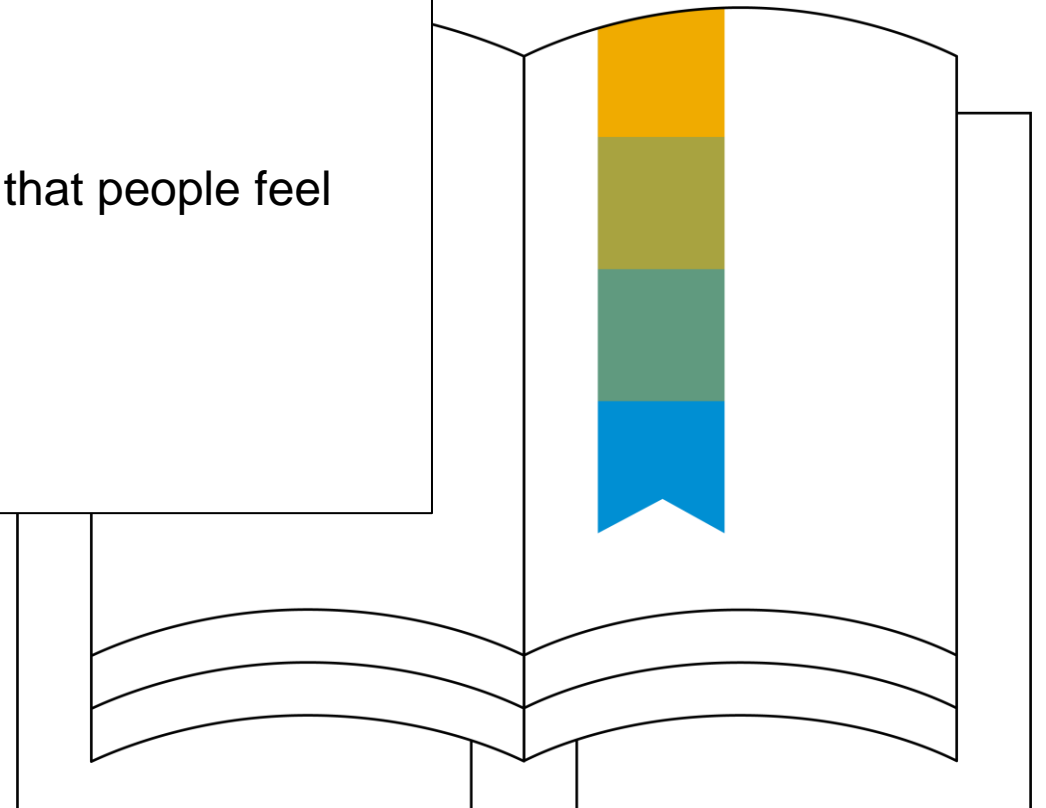
Without any seams joining two or more pieces of cloth

## 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



**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

**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

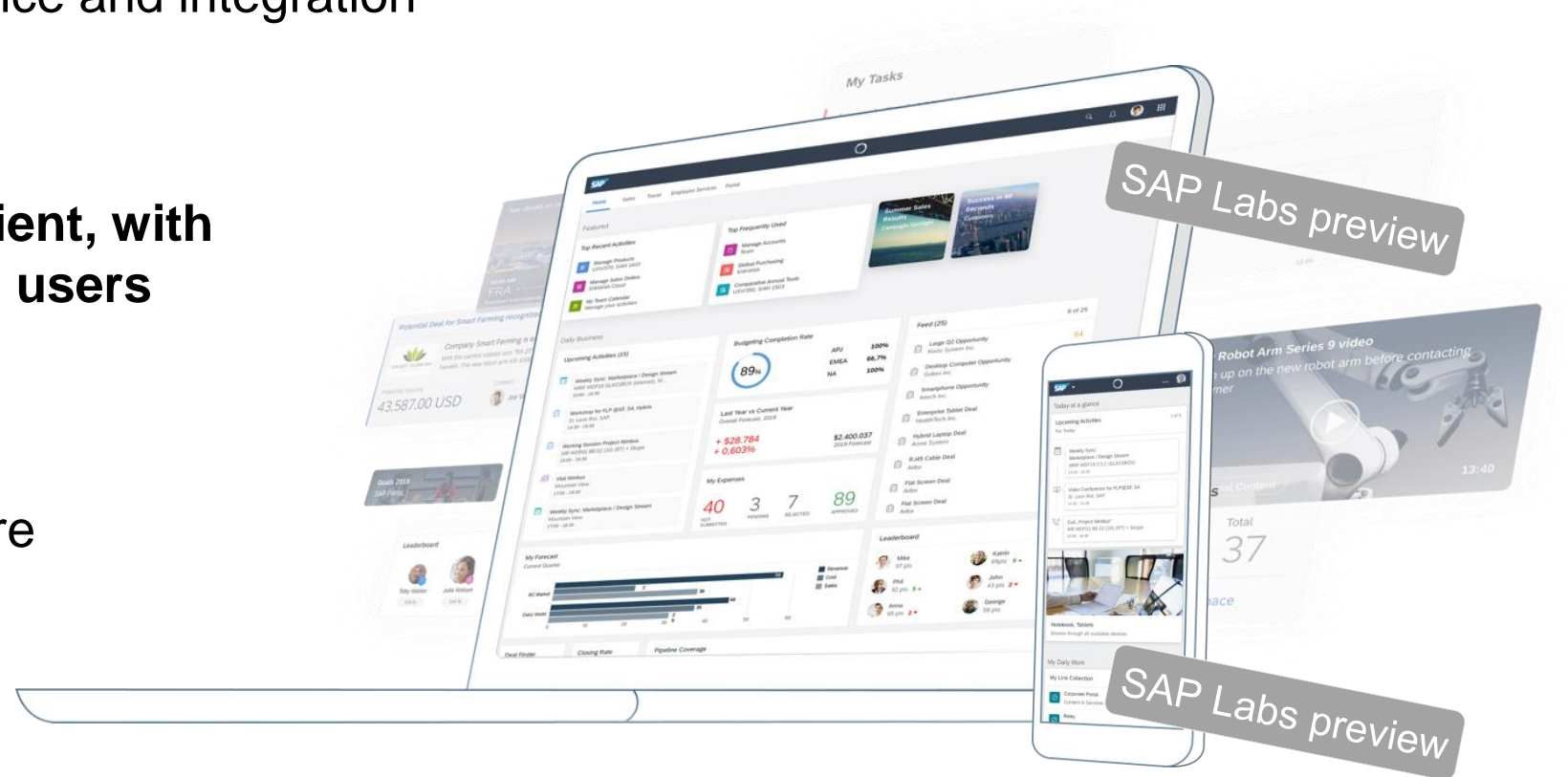


# SAP Fiori 3

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



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

# 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

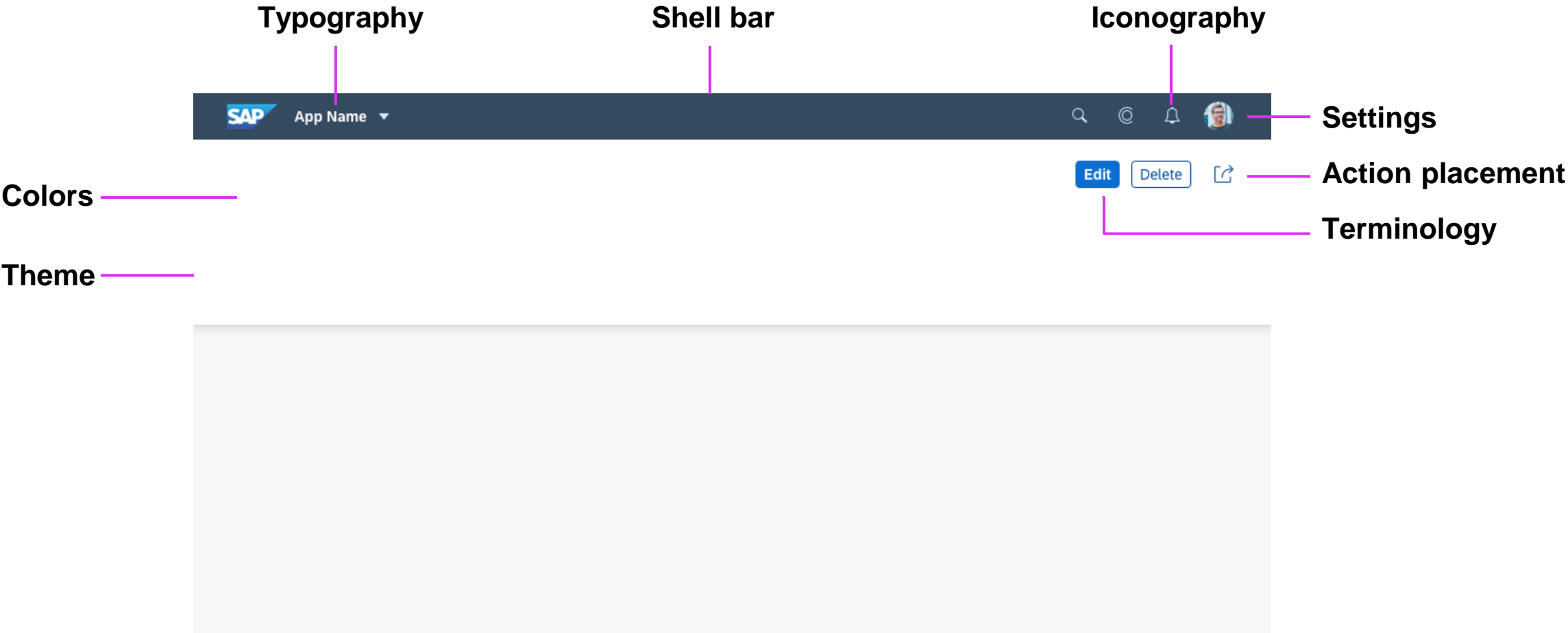


## User efficiency and satisfaction

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

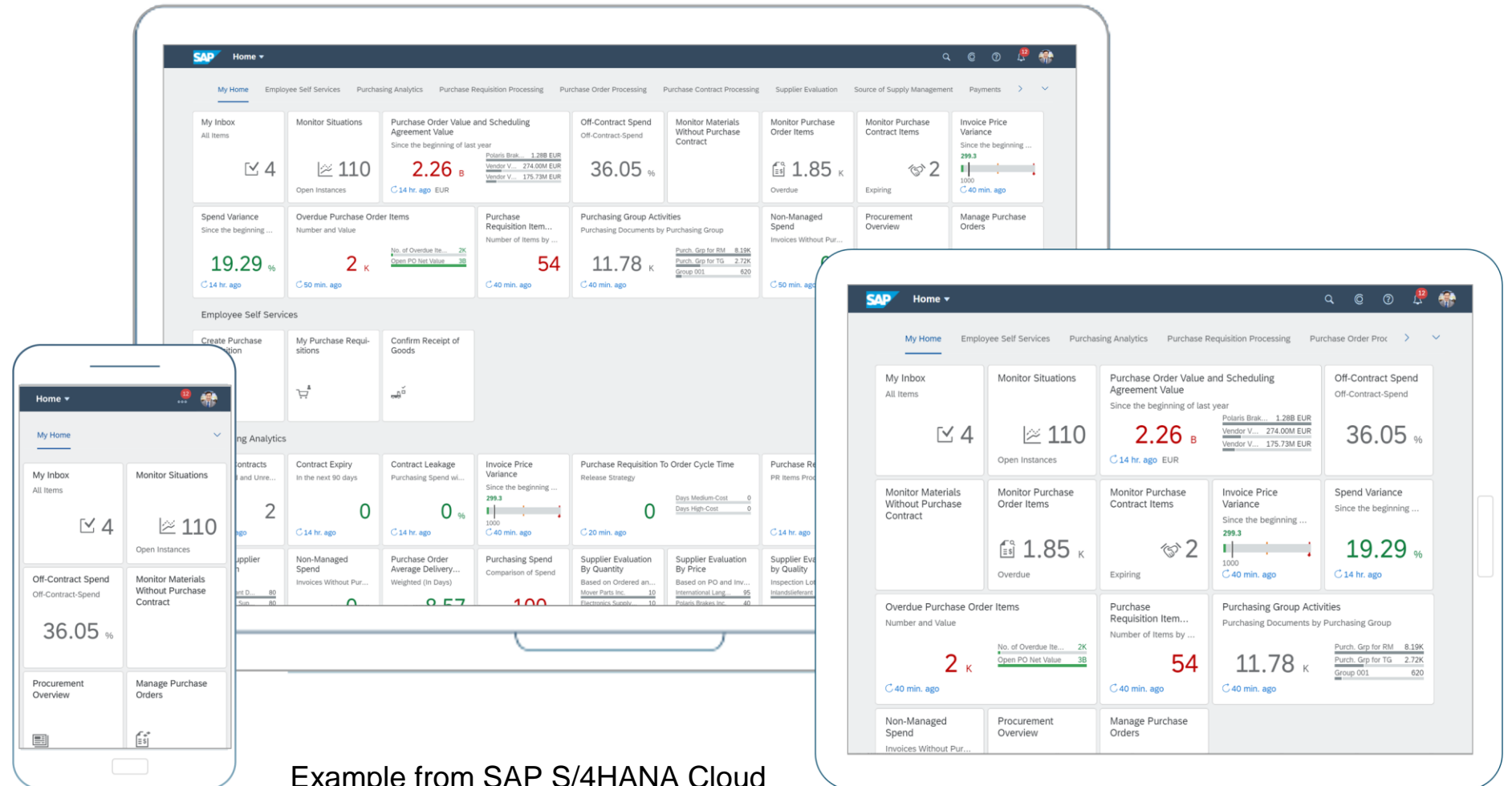


# Core UX aspects for consistency



# 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

# 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)



## / Solution

SAP Design developed a highly functional and delightful typeface for SAP Fiori.

SAP's first typeface is named after the year SAP was founded, 1972. 72 is also representative of SAP's commitment to being a design-centric organization, and its acknowledgement that good design is good for the user. While the details may be small or invisible, they are critical to delivering the best user experience possible. The details can be found in the numerous legibility enhancements including: wider character apices, larger apertures and more open counters, decreased character ambiguity and open terminals.



# Consistent shell header bar

## Previous shell designs

SAP Ariba



SAP Fieldglass



SAP S/4HANA



Digital Supply Chain  
& Manufacturing



SAP Analytics Cloud



SAP Concur



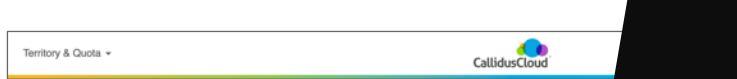
SAP SuccessFactors



SAP Customer  
Experience (Sales)



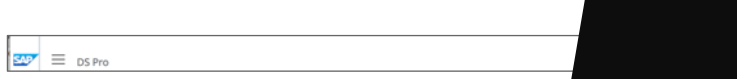
SAP Customer  
Experience (Sales)



SAP Customer  
Experience (Sales)



SAP Customer  
Experience (Sales)



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

© 2021 SAP SE or an SAP affiliate company. All rights reserved. | PUBLIC

## SAP Fiori 3

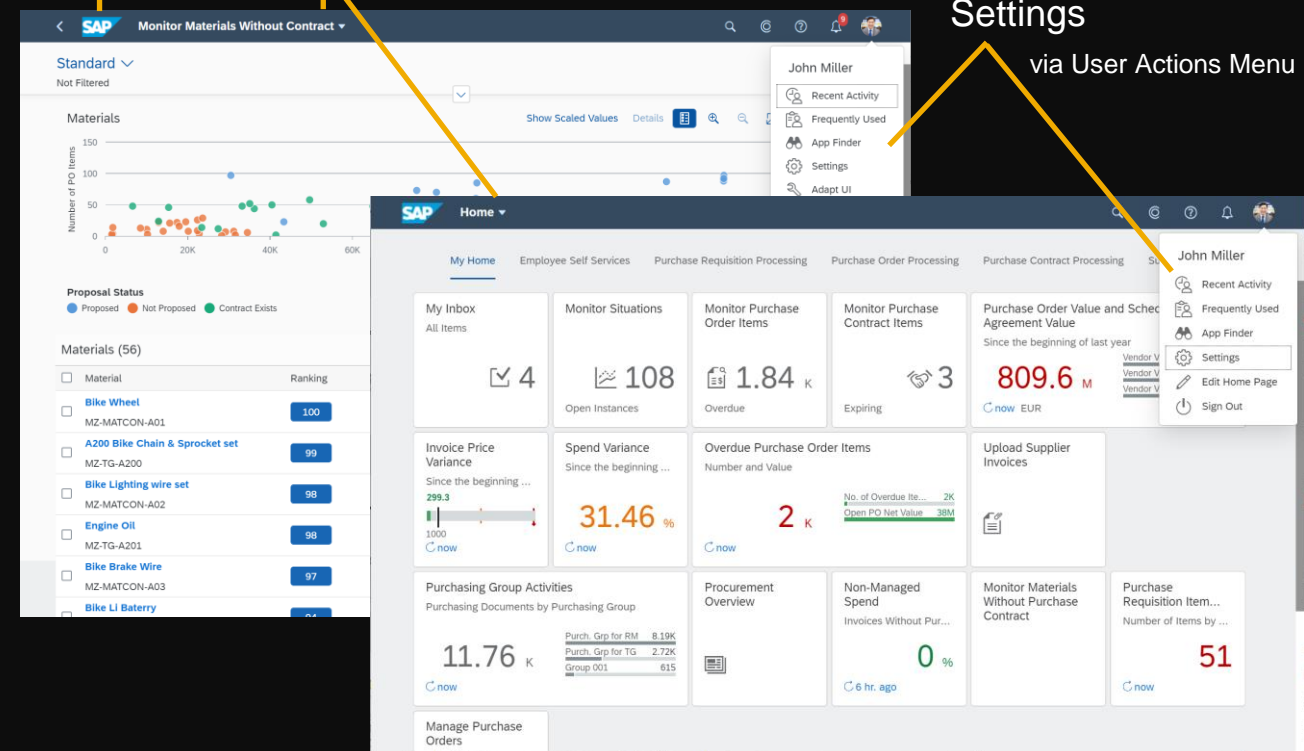
Logo replaces  
Home button

Navigation

Product specific actions

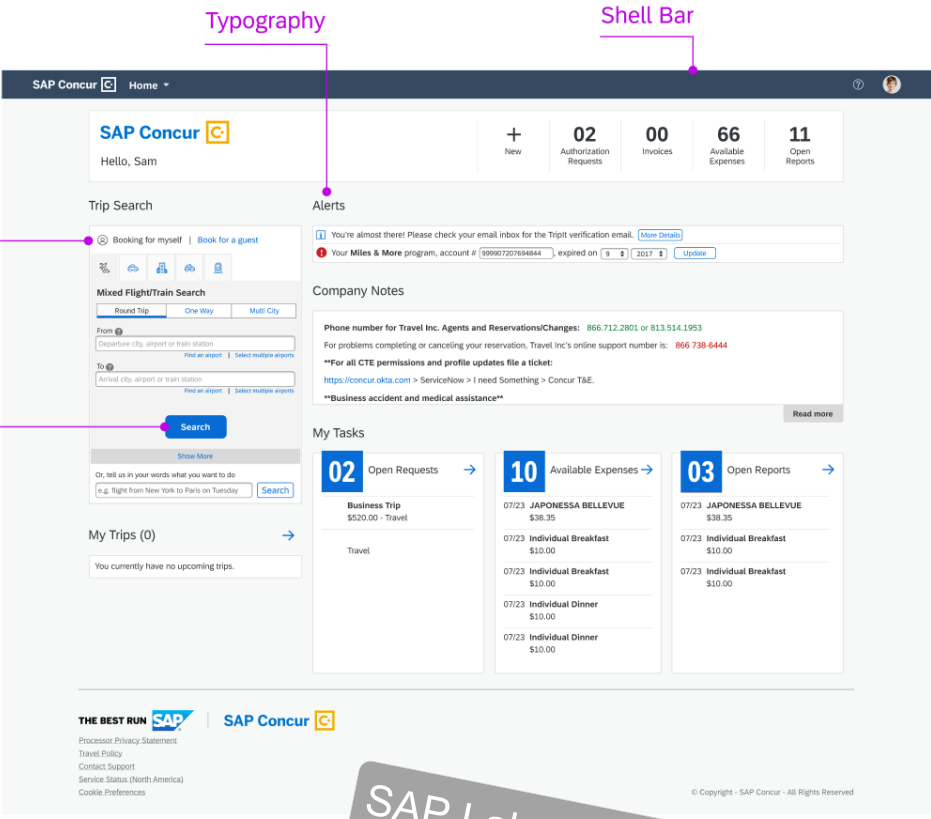
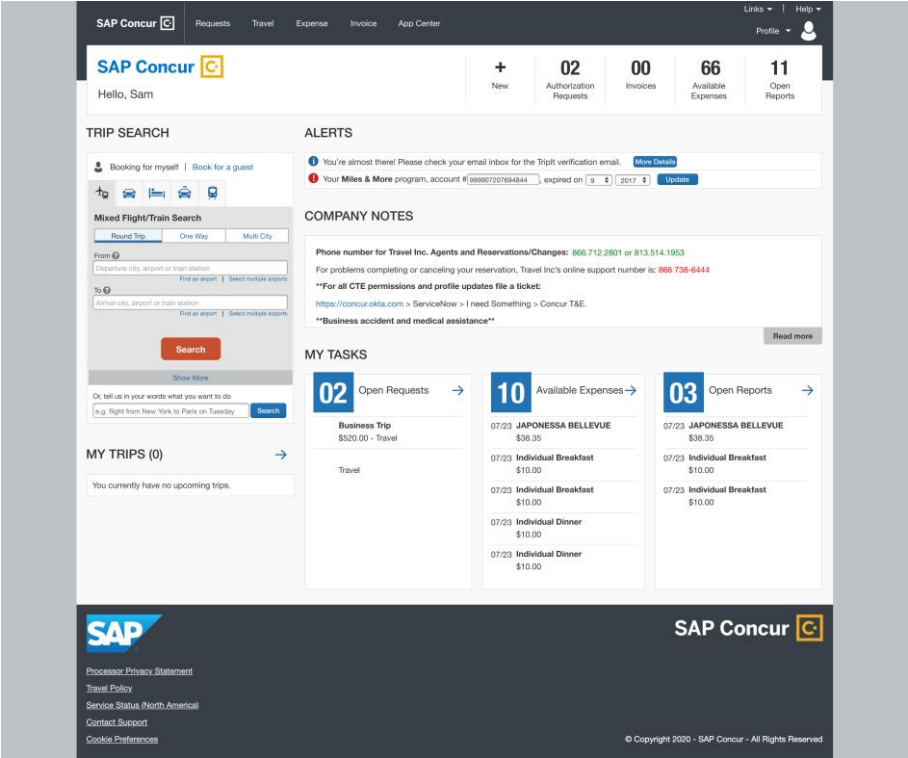
Settings

via User Actions Menu

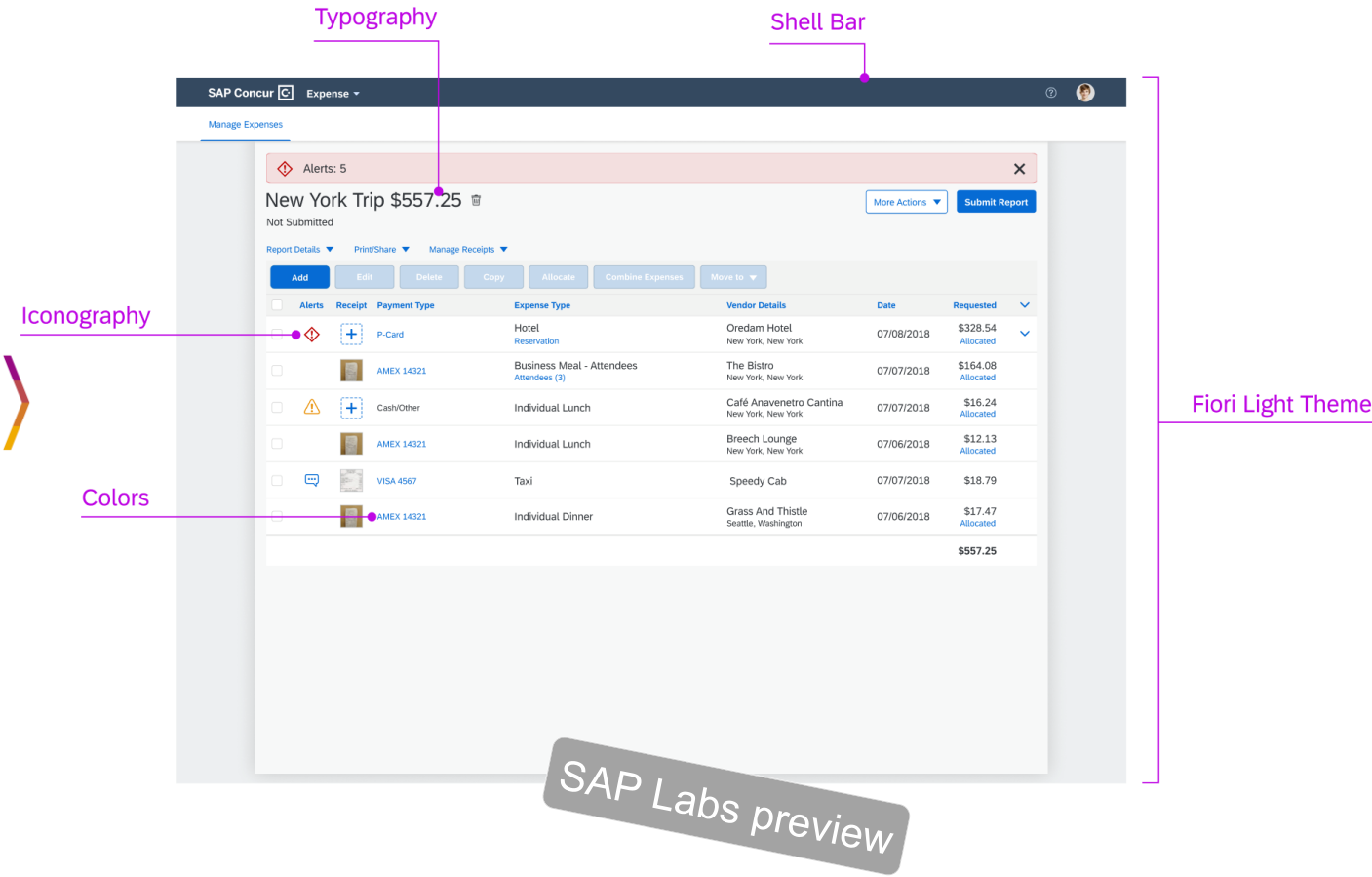
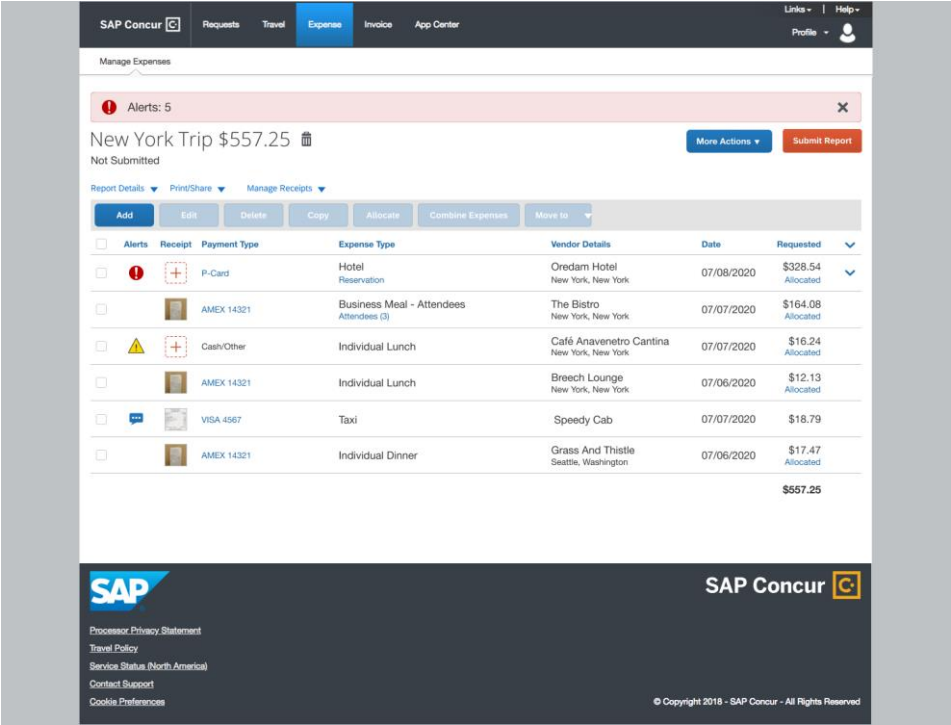


**Examples in more detail**  
**SAP Concur**

# SAP Concur – Home Screen



# SAP Concur – Manage Expenses



# **Examples in more detail**

## **SAP Fieldglass**

# SAP Fieldglass - Home

SAP Fieldglass

QA Mode

Asi, Leanie

ViewCreateAnalytics

Work Items11Messages0

Search by ID or text

CustomizePrint

Welcome Leanie Asi

Workers0

SOWs0

Pinned Links

Search People

Starred Items

References

SAP Fieldglass Release Notes - Click here to see what's new

Announcements

My Workers



SAP

Search by ID or text

HomeViewCreateAnalytics

10

MK

Welcome Michael Key

My Work Items

Workers (3)

Statement of Work (1)

My Recently Viewed Items

My Workers (3)

My Statements of Work (1)

# SAP Fieldglass - Timesheet

**SAP Fieldglass** Beta Mode

Home View Create Analytics

Work Items Messages Search by ID or text

Go to List Time Sheet

**Time Sheet** BPTS01161787

Period: 6/10/2018 to 6/10/2018 Status: Pending Approval Next Step: Approve Worker: Harper, Joyce BPXK00002958 Job Posting: Service Delivery Manager IV BPJP00000242 Supplier: Supplier BP

Approve Reject View Budget

Details Approvals / Audit Trail Related

Search across this page

**Time Worked**

Day	1/7 Sun	2/7 Mon	3/7 Tue	4/7 Wed	5/7 Thu	6/7 Fri	7/7 Sat	Total
Billable								
AGILE OPERATIONS SUP (09463300005641.CC) - Billable (Bill) - Flex								
ST /hr	-	7.00	8.00	8.00	8.00	8.00	-	39.00
Total	0.00	7.00	8.00	8.00	8.00	8.00	0.00	39.00

**Accounting (GBP)**

Rates	Rate	Quantity	Days	Amount (GBP)
ST /hr	43.91	39.00	-	1,712.49
Subtotal		39.00	-	1,712.49
			Committed Spend	50,619.45
			Actual Spend	1,712.49
Cost Allocation	Subtotal	Quantity	Days	Amount (GBP)
AGILE OPERATIONS SUP (09463300005641.CC)	1,712.49	39.00	5.00	1,712.49
Total	1,712.49	39.00	5.00	1,712.49



**SAP** Search by ID or text

Home View Create Analytics

Time Sheets List

**Time Sheet** | Kate Jacob

SAPXTS00756006

Actions

Status Period Worker ID Statement of Work Supplier

Invoiced 12/28/2020 to 01/03/2021 [SAPXWK00070357](#) D-Labs Design Support 2020 - [SAPXTO00014815](#) dLabs GmbH

Details Approvals / Audit Trail Related

**Time Worked**

Day	12/28 Mon	12/29 Tue	12/30 Wed	12/31 Thu	1/01 Fri	1/02 Sat	1/03 Sun	Total
Billable								
PE UX CntlDesignGER1 (CC_0101001913) - Standard Activity(0001_Hours Worked) - Default								
Remote ST /hr	0.00	0.00	0.00	0.00	-	-	-	0.00
Total	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

**Accounting (EUR)**

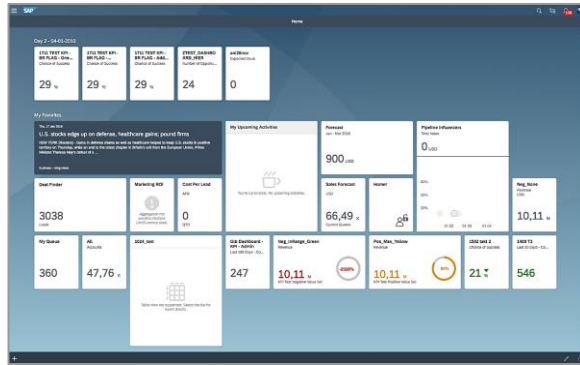
Rates	Pay Rate	Rate	Quantity	Days	Amount (EUR)
Remote ST /hr	0.00	100.00	0.00	-	0.00
Subtotal			0.00	-	0.00

# **Examples in more detail**

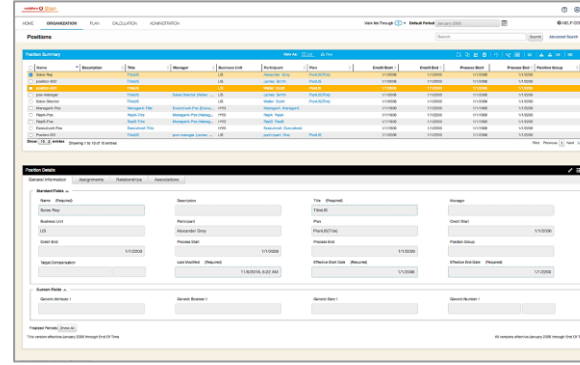
## **SAP Customer Experience**

# SAP Customer Experience

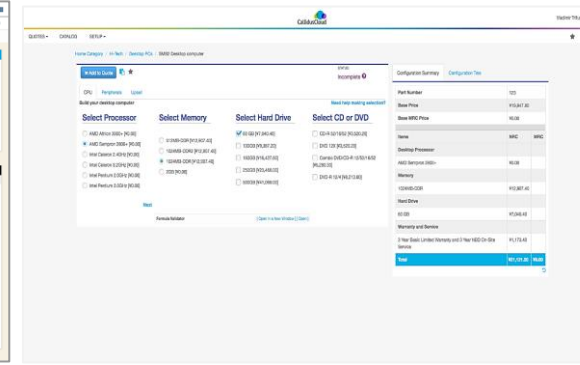
Sales Cloud – Home



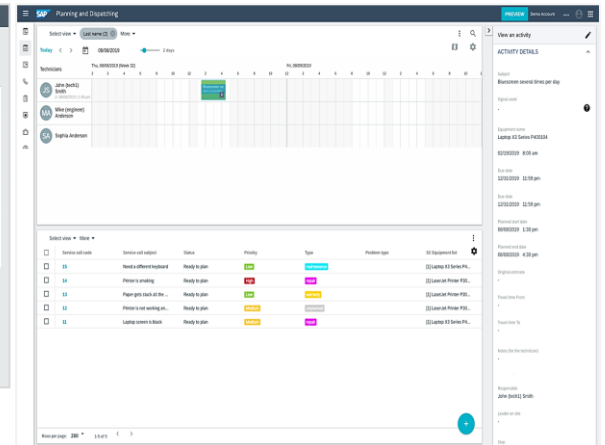
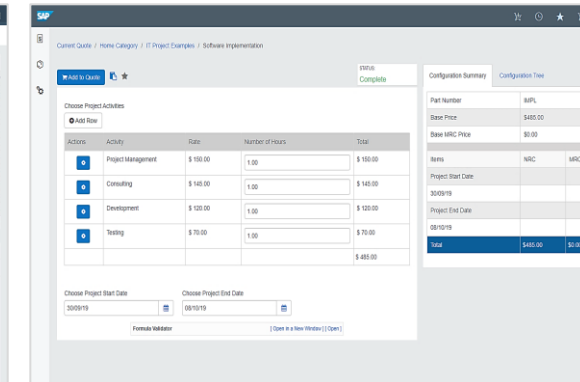
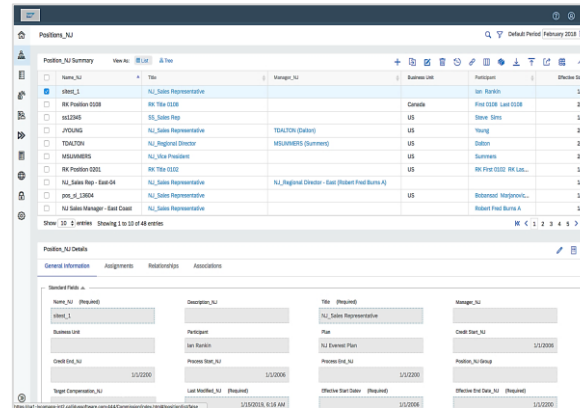
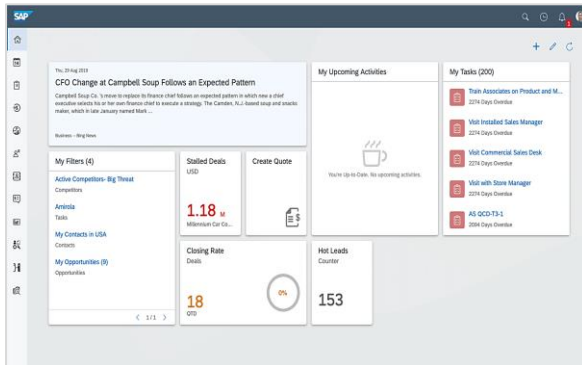
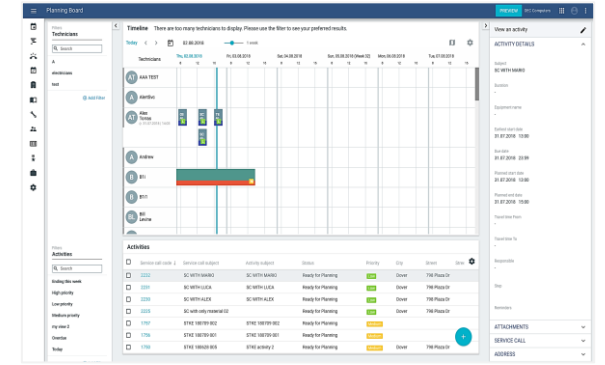
## Sales Cloud Commissions – Positions



## Sales Cloud CPQ – Configurator

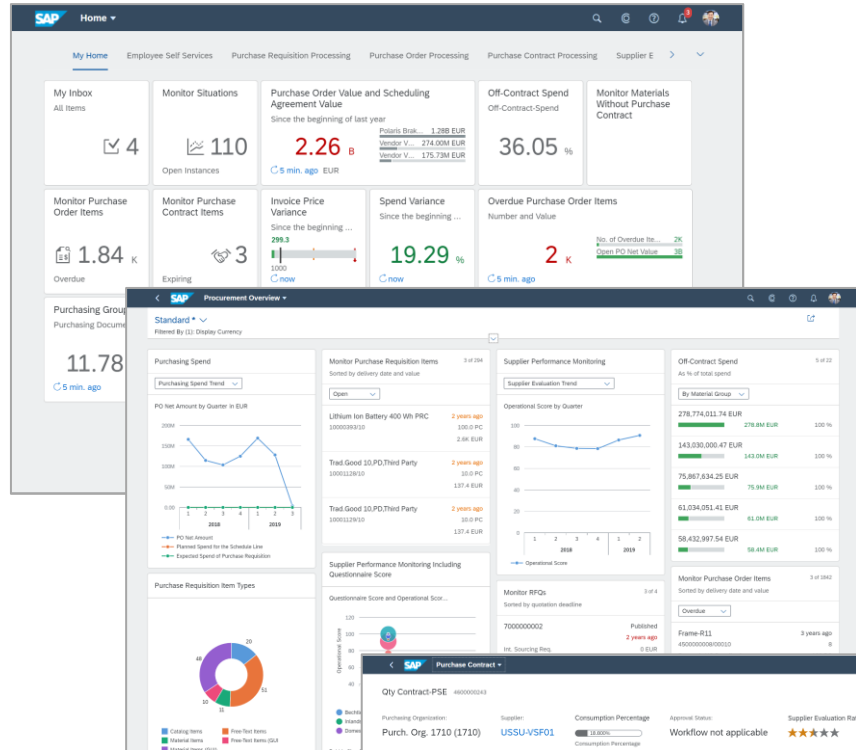


## Service Cloud FSM – Planning & Dispatching

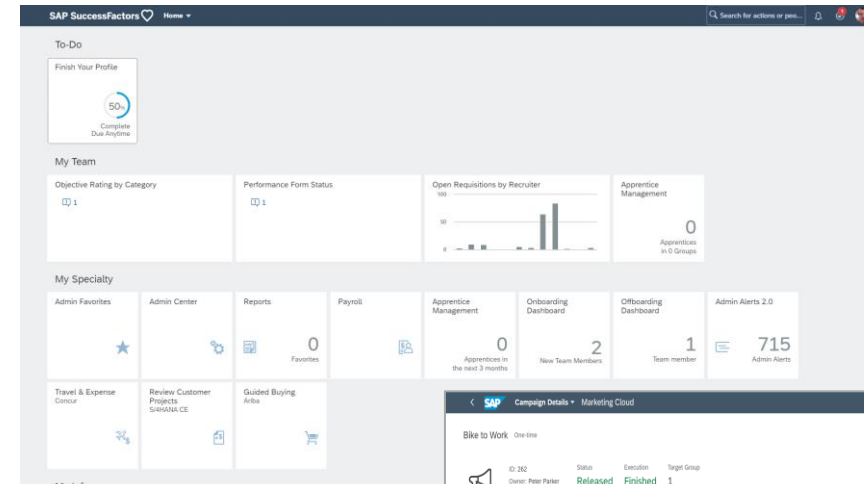
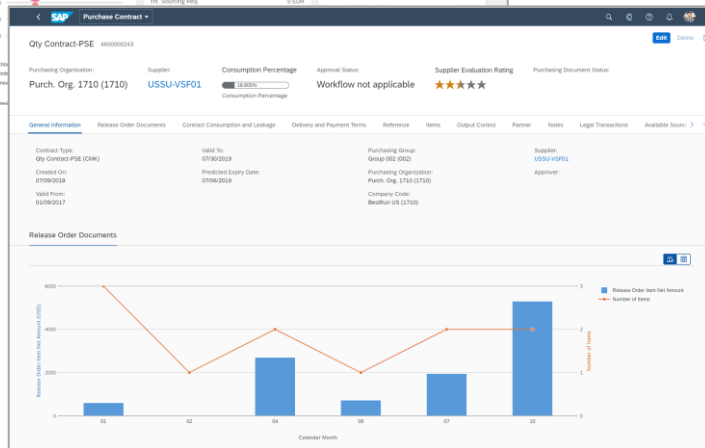


**Outcome: consistency across products**

# SAP Fiori 3: examples for consistency across SAP products

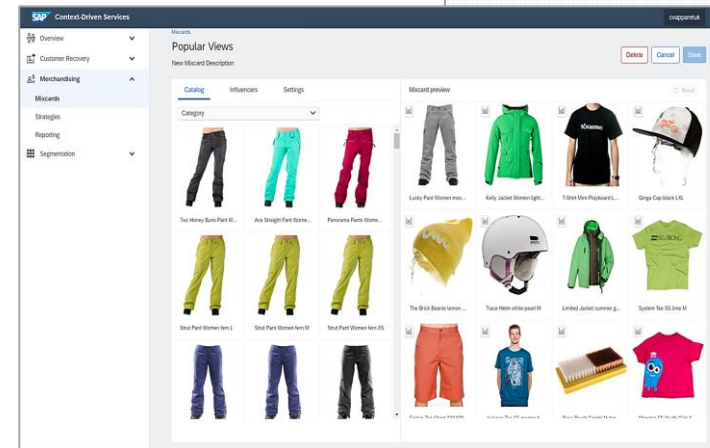
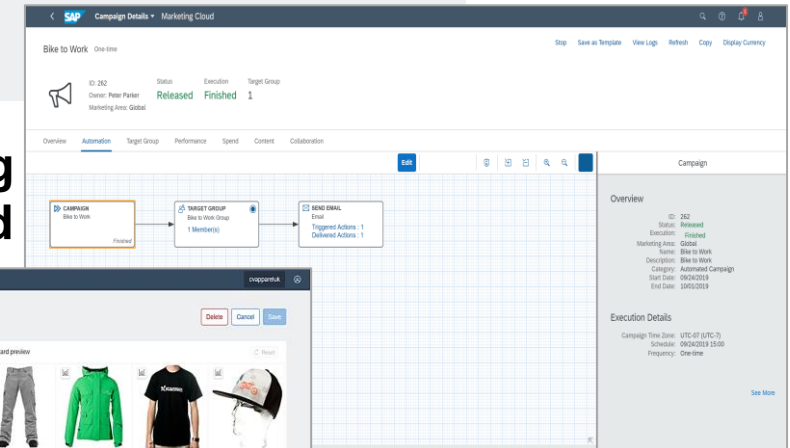


SAP  
S/4HANA



SAP  
SuccessFactors

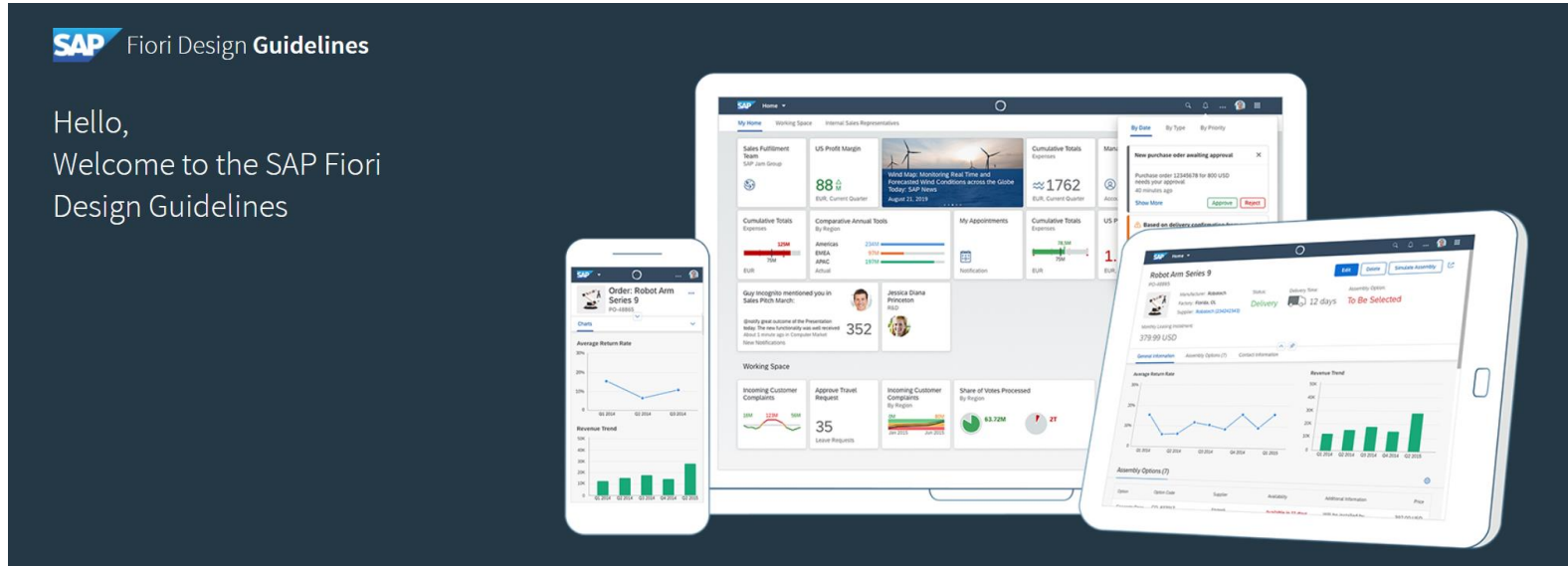
SAP Marketing  
Cloud



SAP Commerce  
Cloud

**Consistency across devices**

# SAP Fiori design system applies design principles independent of technology



SAPUI5



iOS



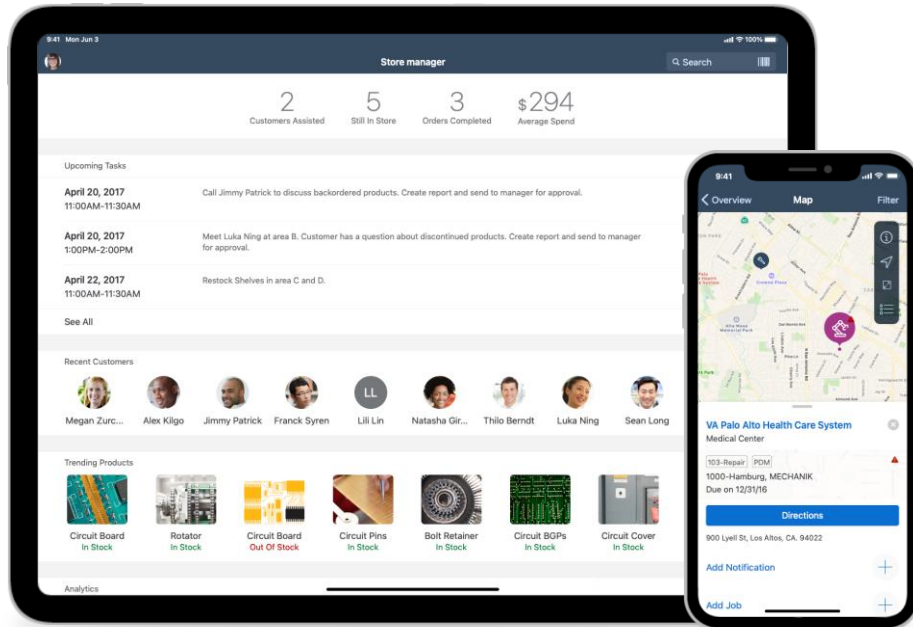
Android



Other Technologies

# SAP Fiori for Mobile

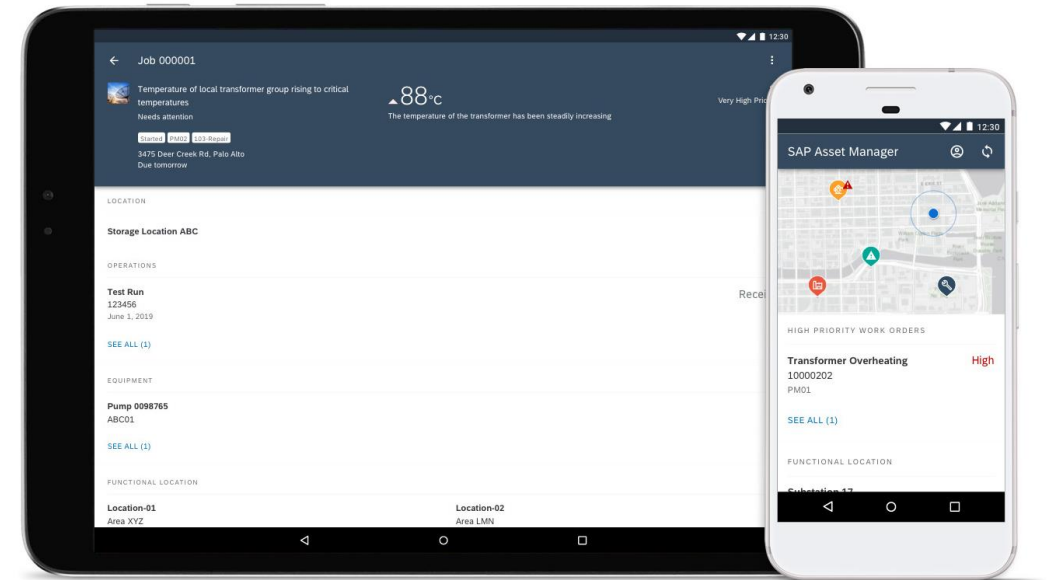
## SAP Fiori for iOS



[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)

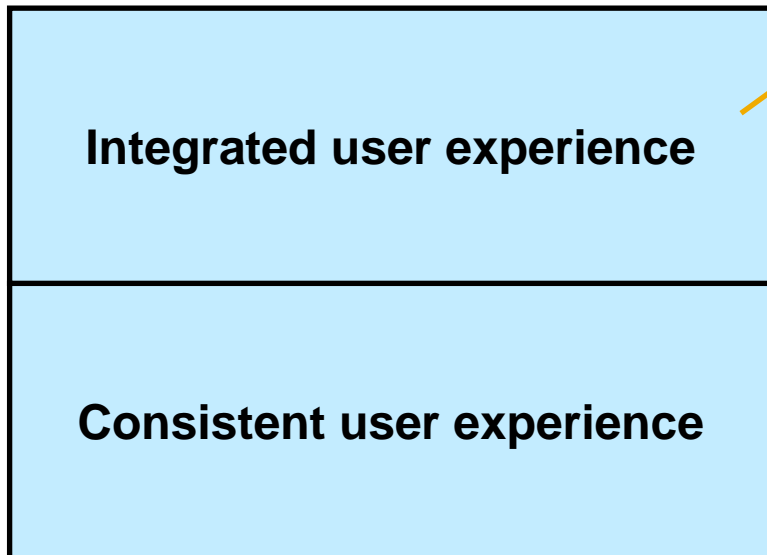
**What else does Seamless UX require?**

# 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

## Seamless user experience



### Feels like a single solution

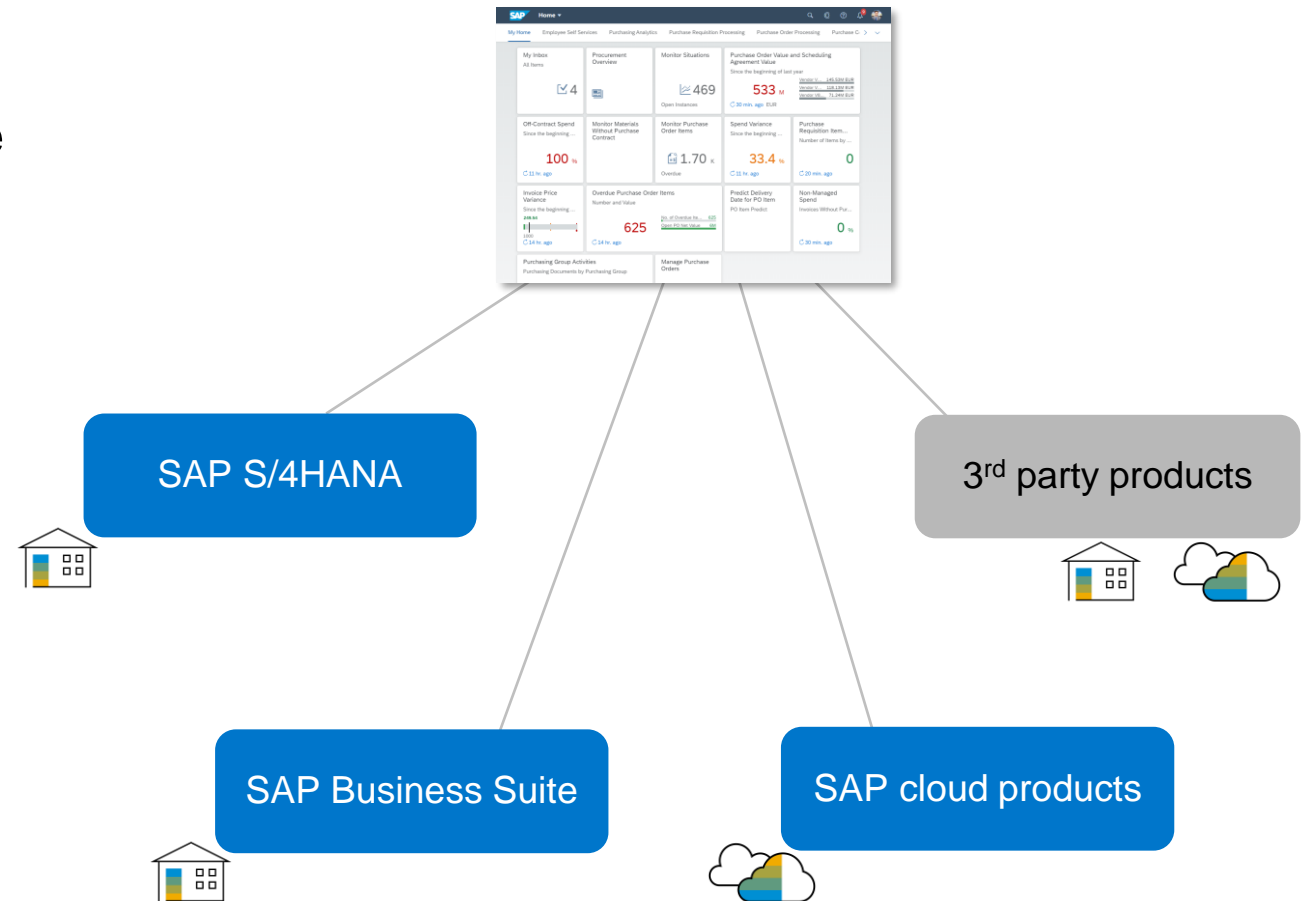
- Single place to access everything
- Smooth navigation between apps and products
- Common functions like search, inbox, settings

# Top priority for many customers: central access

Many have multi-system landscapes

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

## Central entry point



# 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

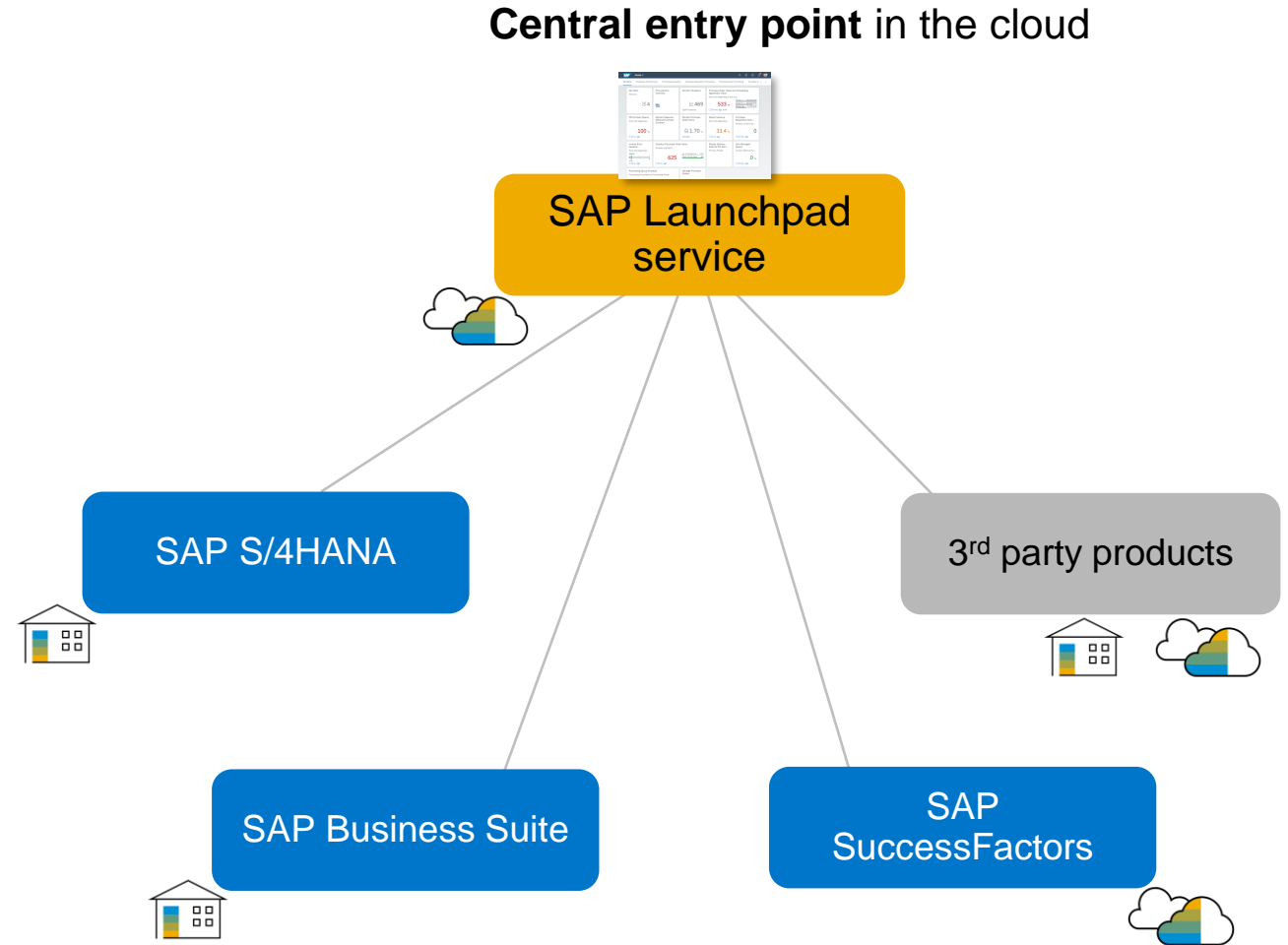
- SAP Business Suite
- SAP Success Factors (individual deep links)
- 3<sup>rd</sup> party products

Planned content federation:

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

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

© 2021 SAP SE or an SAP affiliate company. All rights reserved. | PUBLIC

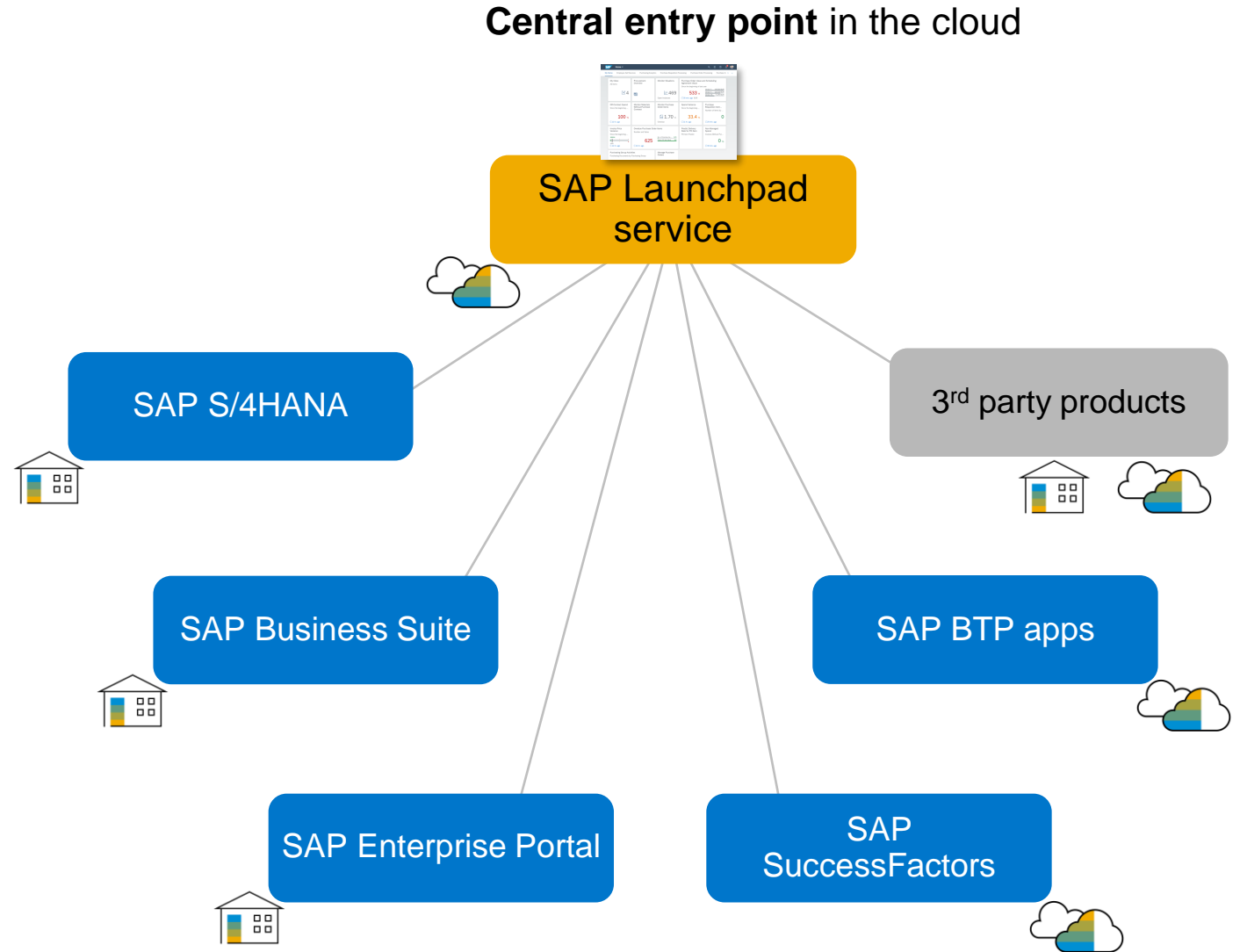


Content federation for SAP S/4HANA via SAP Fiori front-end server 2020 for S/4HANA

# 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



# Target: Integrated user experience

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

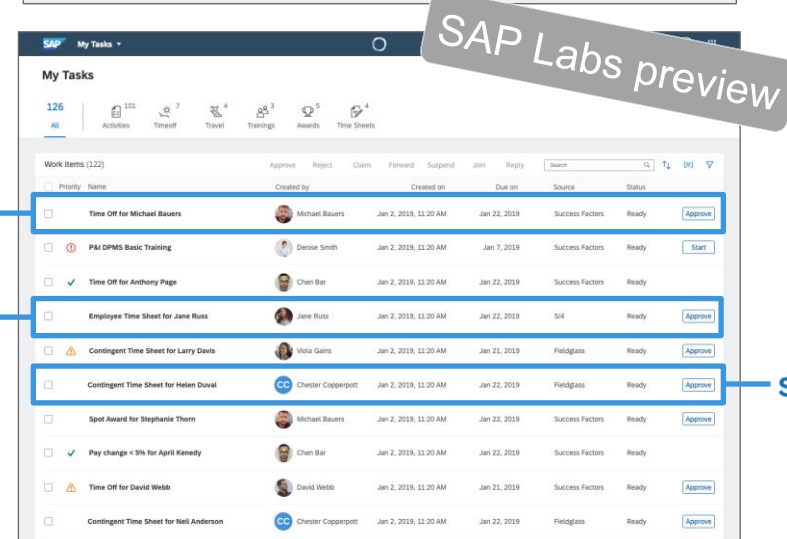
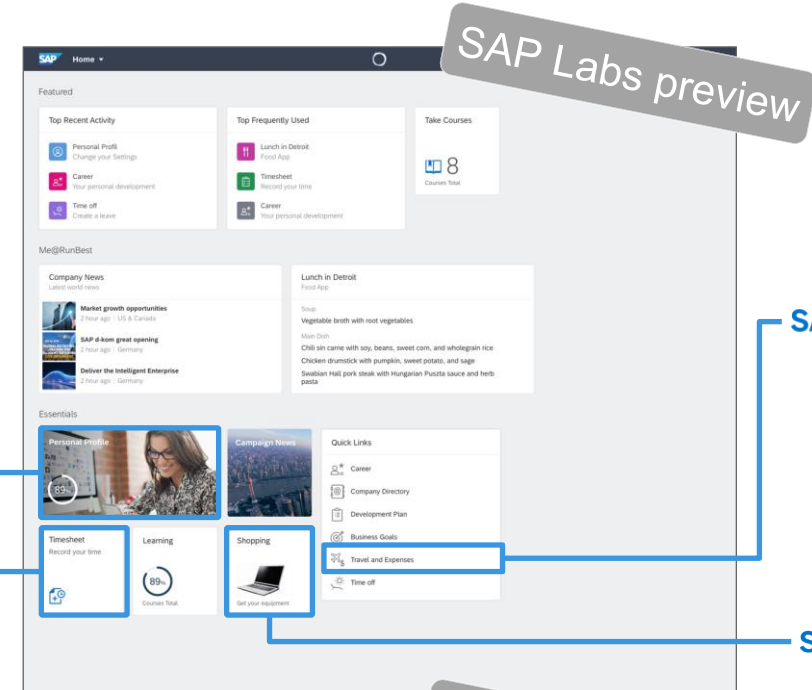
SAP SuccessFactors

SAP S/4HANA Cloud

## SAP Task Center

SAP SuccessFactors

SAP S/4HANA Cloud



# 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

# Questions?

# 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](#)



# Thank you.

Contact information:

**Dr. Thomas Reiss**

Vice President, SAP User Experience Product Management

SAP SE

[thomas.reiss@sap.com](mailto:thomas.reiss@sap.com)

Follow us



[www.sap.com/contactsap](http://www.sap.com/contactsap)

© 2021 SAP SE or an SAP affiliate company. All rights reserved.

No part of this publication may be reproduced or transmitted in any form or for any purpose without the express permission of SAP SE or an SAP affiliate company.

The information contained herein may be changed without prior notice. Some software products marketed by SAP SE and its distributors contain proprietary software components of other software vendors. National product specifications may vary.

These materials are provided by SAP SE or an SAP affiliate company for informational purposes only, without representation or warranty of any kind, and SAP or its affiliated companies shall not be liable for errors or omissions with respect to the materials. The only warranties for SAP or SAP affiliate company products and services are those that are set forth in the express warranty statements accompanying such products and services, if any. Nothing herein should be construed as constituting an additional warranty.

In particular, SAP SE or its affiliated companies have no obligation to pursue any course of business outlined in this document or any related presentation, or to develop or release any functionality mentioned therein. This document, or any related presentation, and SAP SE's or its affiliated companies' strategy and possible future developments, products, and/or platforms, directions, and functionality are all subject to change and may be changed by SAP SE or its affiliated companies at any time for any reason without notice. The information in this document is not a commitment, promise, or legal obligation to deliver any material, code, or functionality. All forward-looking statements are subject to various risks and uncertainties that could cause actual results to differ materially from expectations. Readers are cautioned not to place undue reliance on these forward-looking statements, and they should not be relied upon in making purchasing decisions.

SAP and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP SE (or an SAP affiliate company) in Germany and other countries. All other product and service names mentioned are the trademarks of their respective companies.

See [www.sap.com/copyright](http://www.sap.com/copyright) for additional trademark information and notices.