SAP’s UX Strategy

SAP User Experiences

Current Situation

~200,000 screens built by SAP, partners and customers

80% of these screens are still SAPGUI screens

SAPGUI as the MOST WIDELY adopted UI technology

PERCEPTION of SAP usability is largely based on SAPGUI
SAP’s UX Strategy

SAP User Experience Strategy

NEW & RENEW
SAPUI5
Floorplan Manager
AppDesigner
MOBILITY

ENABLE
SAP Screen Personas
AppDesigner
SAPUI5
Floorplan Manager

Portal
NWBC

usage/reach

number of
use scenarios

top use
core use
customer value use scenarios

core use
customer value use scenarios
number of use scenarios
What is SAP Screen Personas?
Seeing is believing
Why customers use SAP Screen Personas

- Business User Productivity
- User Satisfaction
- Cost of Personalization
- Training Time
Further Information…

SAP Screen Personas Product Page
http://wiki.sdn.sap.com/wiki/display/Img/SAPScreenPersonas

Fact Sheet

PowerPoint Presentation
http://www.slideshare.net/peterspielvogel/sap-screen-personas-overview-december-2012-15542219

FAQ Blog Post on SCN

Demo Video
http://www.sapvirtualevents.com/teched/sessiondetails.aspx?sId=3454
Questions?

Thank you for your attention!
Thank you!

Contact:

Niko Müller
Solutions & Services Sales
SAP (Schweiz) AG
phone: +41 79 128 38 89
mail: niko.mueller@sap.com