

From UX Design To Business Design

The new reality

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Photo by Pamela Saunders on Unsplash
Whistler, Canada



Why didn't Sony invent the iPod?

DVD
VIDEO

MILES DAVIS

LIVE IN MUNICH

Pioneer

NETFLIX

MILES DAVIS & KEITH JARRETT THE 1971 BERLIN CONCERT

Copenhagen & Rome 1969

DAVE BRUBECK M-36

25th CENTURY JAZZ MASTERS
NORMAN GRANZ JAZZ IN MONTRÉAL COUNT BASIE JAM '75 PRESENTED BY DAVID MELLETT ONE NIGHT WITH

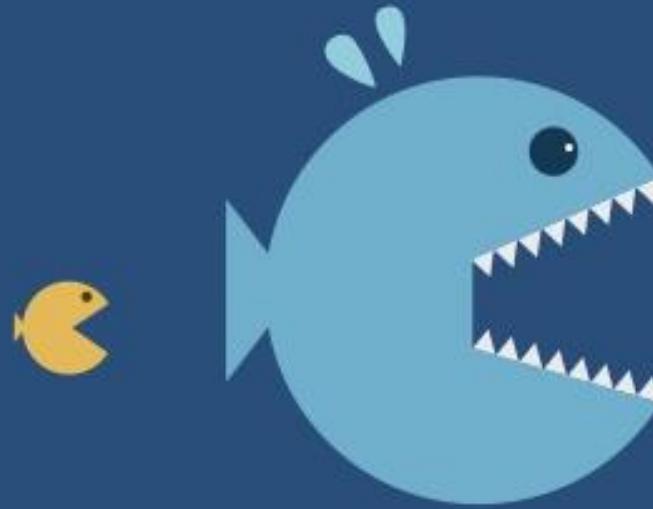
Dave Koz Off The Beaten Path Live In Trinidad

EE 39055-8 DVD VIDEO

ONE NIGHT WITH blue note



airbnb



“In the new world, it is not the big fish which eats the small fish, it’s the fast fish which eats the slow fish”

Klaus Schwab
Founder and Executive Chairman, World Economic Forum

Insight #1

Cloud Computing

Internet of Things

Artificial Intelligence

AR / VR

Social Network

Quantum Computing

Big Data

Machine Learning

Blockchain

Technology as enabler of disruption.

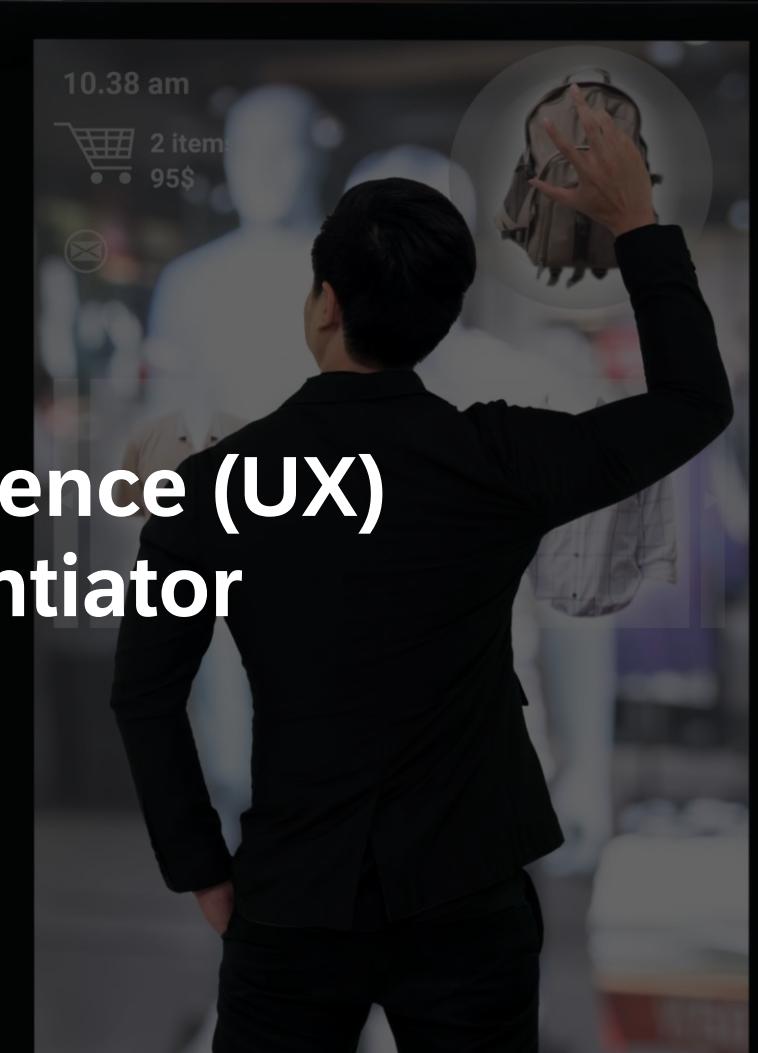
Insight #2

Superior end-to-end Customer Experience

70%

of CEOs see user experience (UX)
as a competitive differentiator

Source: UserZoom Survey



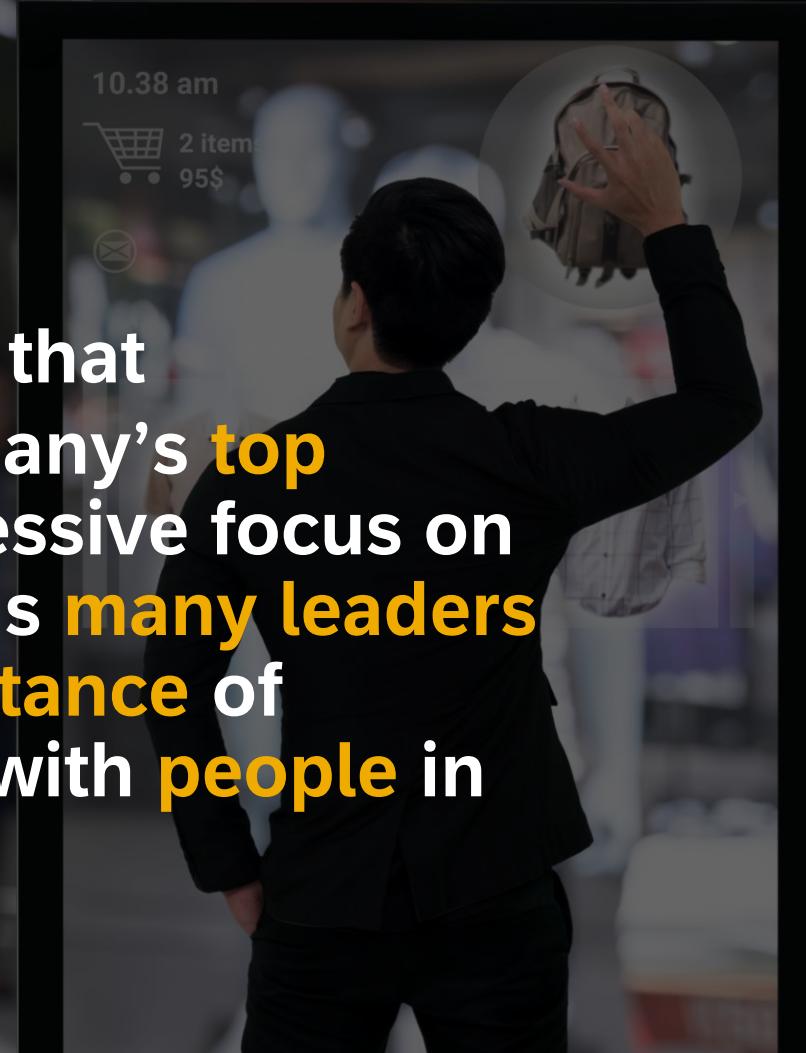
Insight #3

Innovation Culture

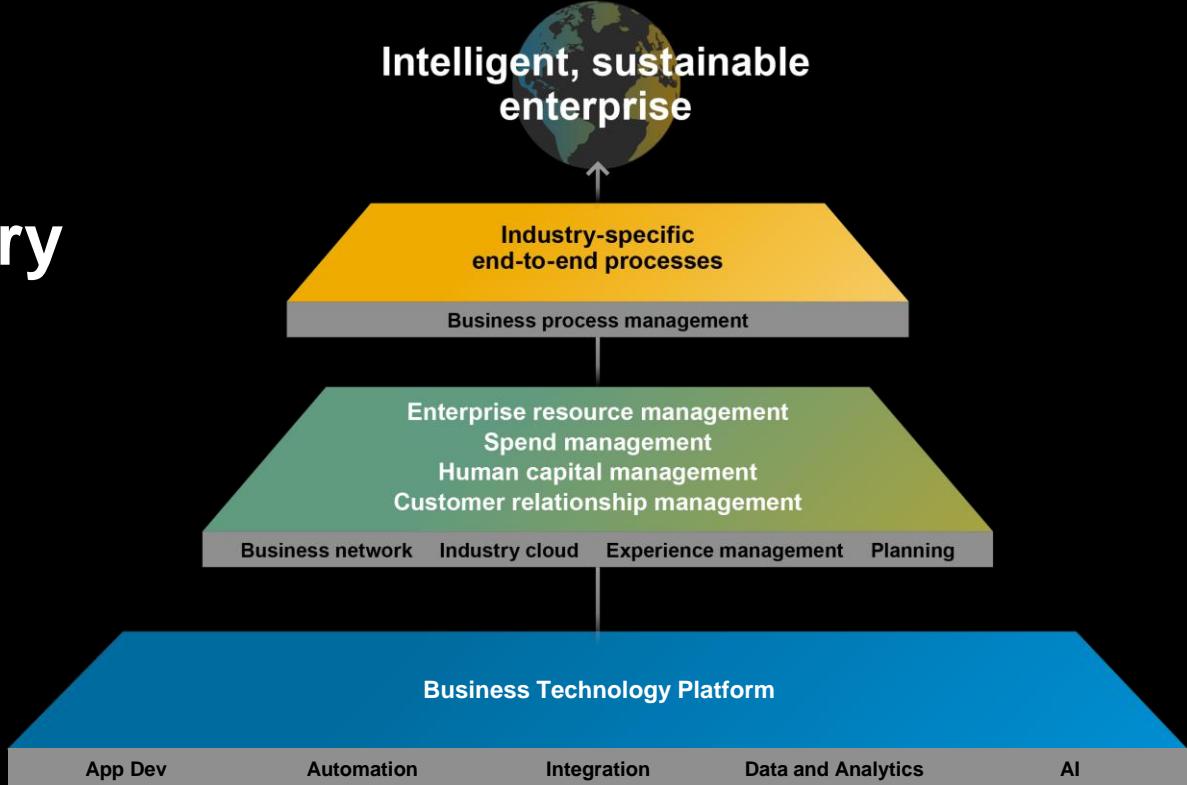
85%

of business leaders report that **digitalization** is their company's **top priority**. All too often, excessive focus on the technology itself means **many leaders simply overlook the importance of planning and preparation with people in mind.**

Source: [THE PEOPLE BUSINESS](#)



SAP enables every enterprise to become an intelligent, sustainable enterprise



Success Criteria





Innovation = Creativity x Execution

A woman with long dark hair, wearing a white top, stands at a podium in a conference room. She is smiling and speaking into a microphone. Behind her is a whiteboard and a projector screen. In the background, several people are seated at tables, listening attentively. The room has wooden walls and a high ceiling.

Innovation = Creativity x Execution

Problem Solving:

We're all good at this but it often leads to **incremental innovations**

A photograph of several children outdoors, focused on one girl in the center who is blowing bubbles. She is wearing a grey tank top and orange pants. Other children are visible in the background, some also blowing bubbles. The scene is bright and suggests a fun, creative environment.

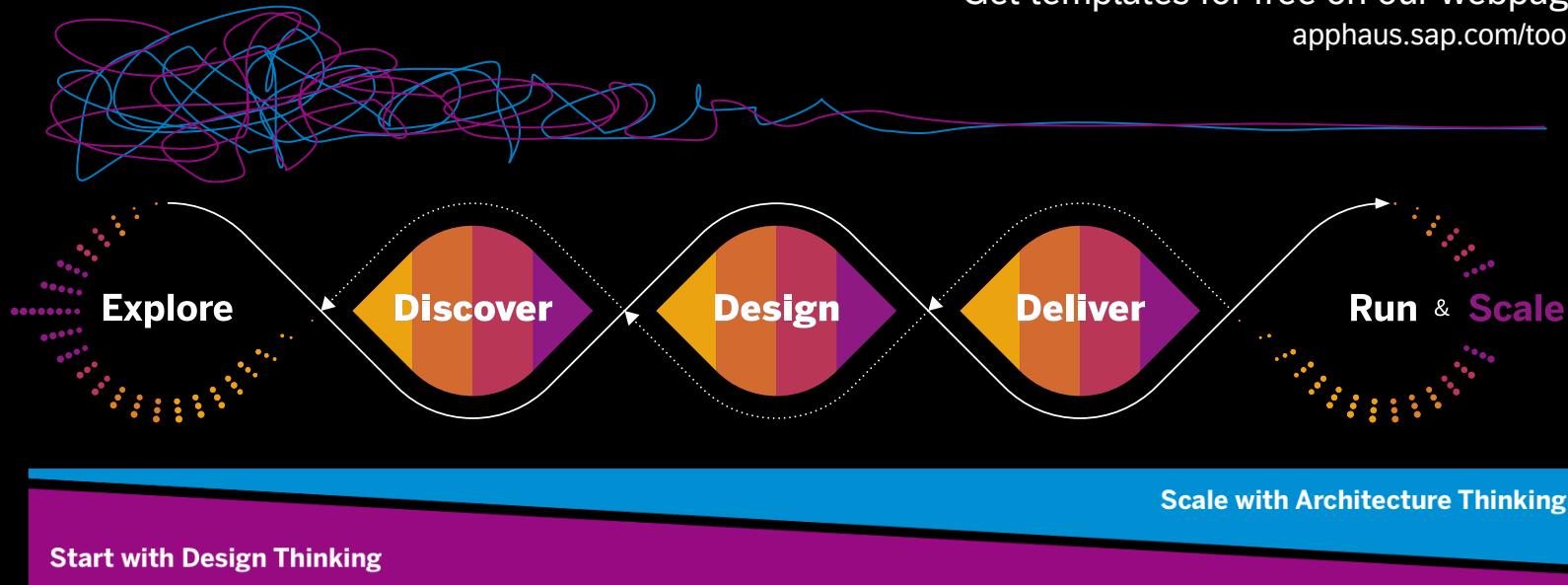
Innovation = Creativity x Execution

Problem Finding:

Identifying the problem worth solving is what often leads
to **breakthrough innovation**

Lead innovation with SAP's Human-Centered Approach to Innovation

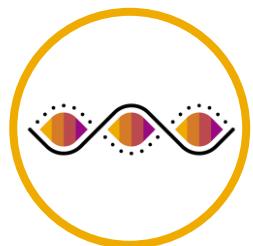
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Design Thinking + Design Doing = Business Outcome

SAP's Human-Centered Approach to Innovation helps companies to deliver innovation in a systematic, efficient and effective way

Five Key Enablers of SAP's Human-Centered Approach to Innovation



Process

Applying SAP's Human-Centered Approach to Innovation



People

Multi-disciplinary project teams



Place

Fostering Creativity & Collaboration



Leadership

Implementing new ways of working and leadership



Technology

Leveraging SAP Business Technology Platform

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A big avalanche is coming with the Intelligent Enterprise



Photo by Nicolas Cool on Unsplash

There has never been a better time for Designers!



Photo by Joshua Reddekopp on Unsplash
Revelstoke Mountain Resort, Revelstoke, Canada

But there is Uncertainty





Gary Knox Bennett, Chair-915, 2006.
The Fuller Craft Museum in Brockton



Charles & Ray Eames - Daw Plastic Chair
Most sold Design Chairs

What we Preach

What we Do



Visual Design
Search term

UX Design
Search term

Design Thinking
Search term

[Add comparison](#)

Worldwide ▾

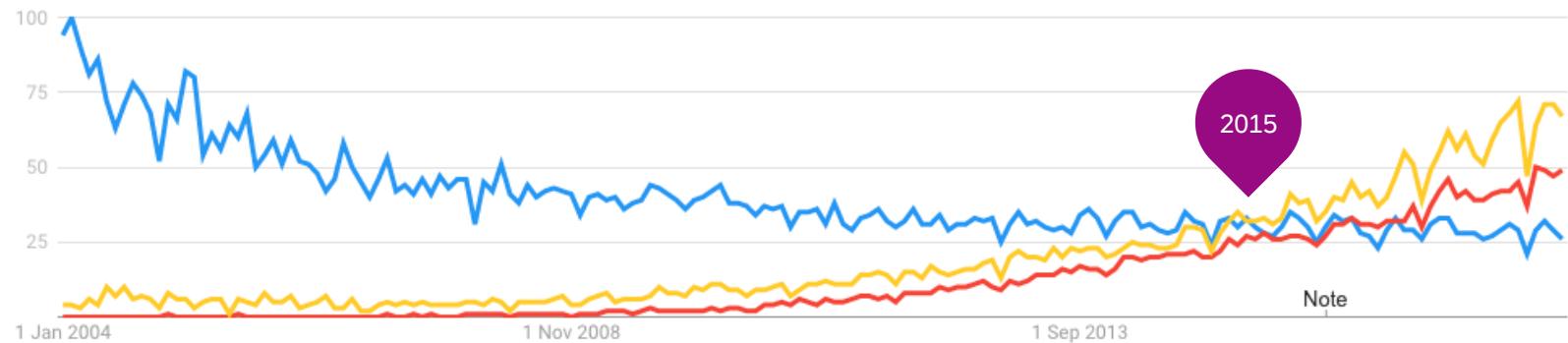
2004 - present ▾

All categories ▾

Web Search ▾

Interest over time [?](#)

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Design Silos

Design Thinking

Problem Finding
Co-Creation
Business Model Innovation

Design Doing

User Research
Interaction Design
Visual Design

The Design Shift



Be prepared for the change

Design Thinking

Problem Finding
Co-Creation
Business Model Innovation

Design Thinking + Doing

Design Doing

User Research
Interaction Design
Visual Design

The New Reality

Design
Thinking + Doing

Business
Designer

Business
Thinking

Architectural
Thinking



Royal Greenland

Documenting sustainable fishing with user-friendly iOS

TRIFORK.





Explore

Identify Royal Greenland's top use cases.





Discover

Observe the needs of fishermen.

Understand how they register their catch and meet legal requirements.

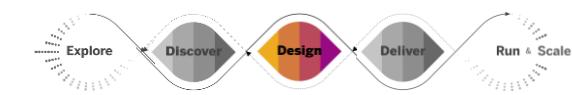




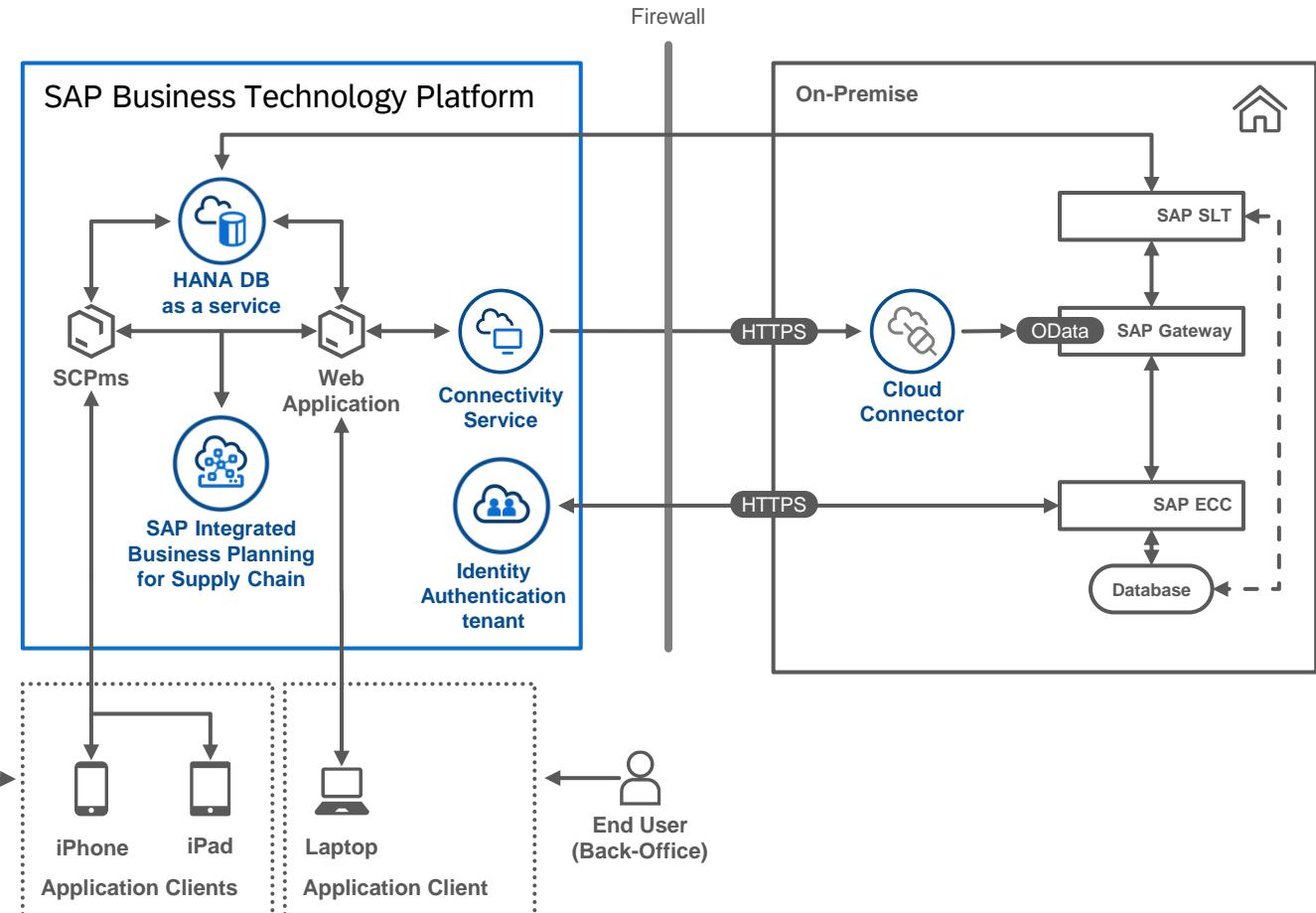
Design

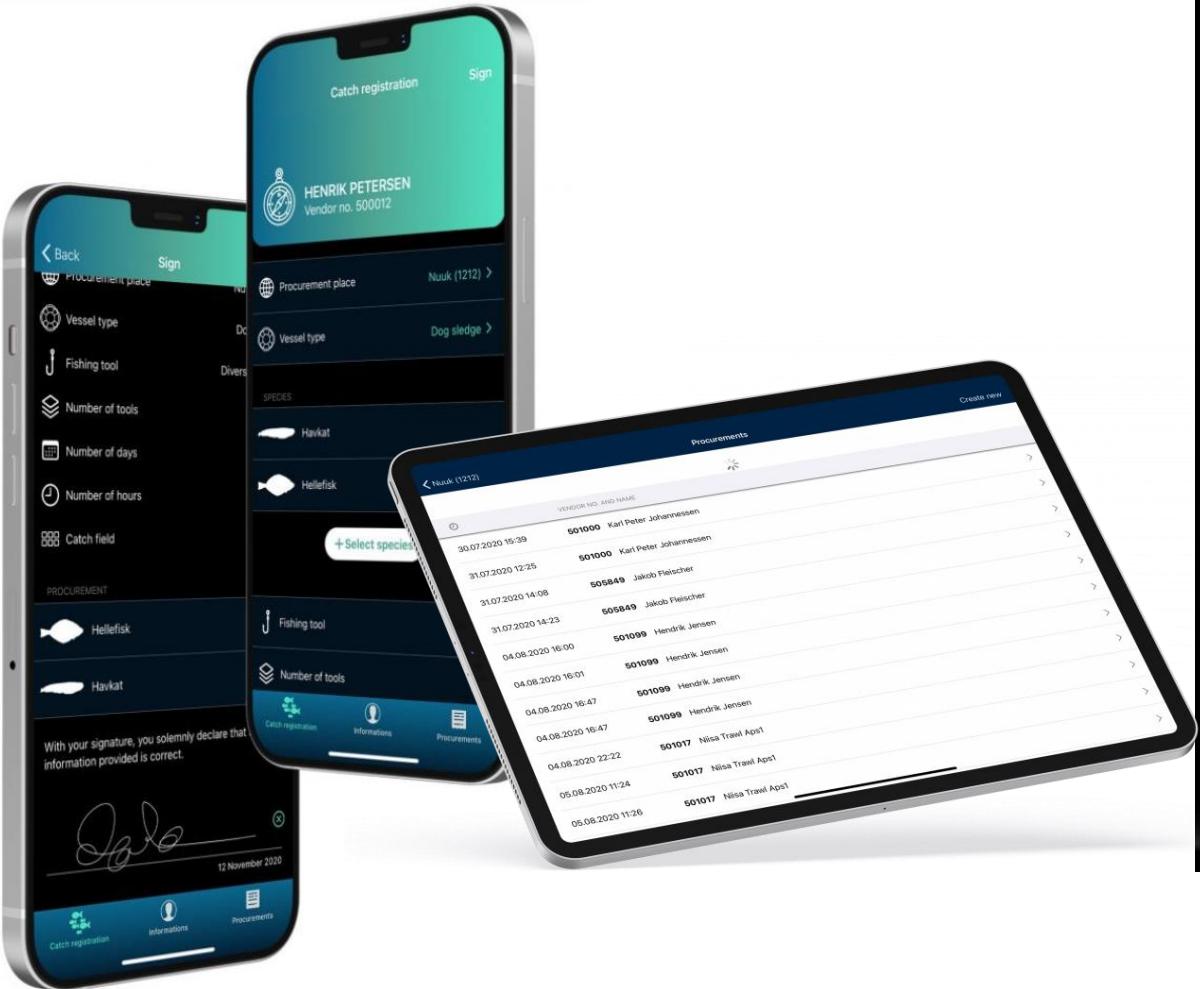
Build close collaboration and loyalty with local fishermen.

Royal Greenland designed a digital solution that solidifies their supplier relationship with the local fishers and streamlines its procurement process.



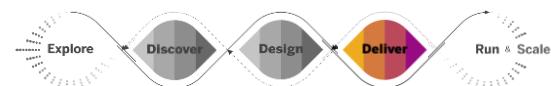
Application Realization Diagram (Architecture Thinking)





Deliver

Royal Greenland has created a digital solution that transforms pen and paper processes into purely digital transactions. The solution is a highly intuitive and user-friendly iOS based native app for iPhone that enables fishermen to submit their catch data fast and easy, even with limited smartphone experience through an extended use of pictograms.



Royal Greenland's Feedback and Benefits (Business Thinking)



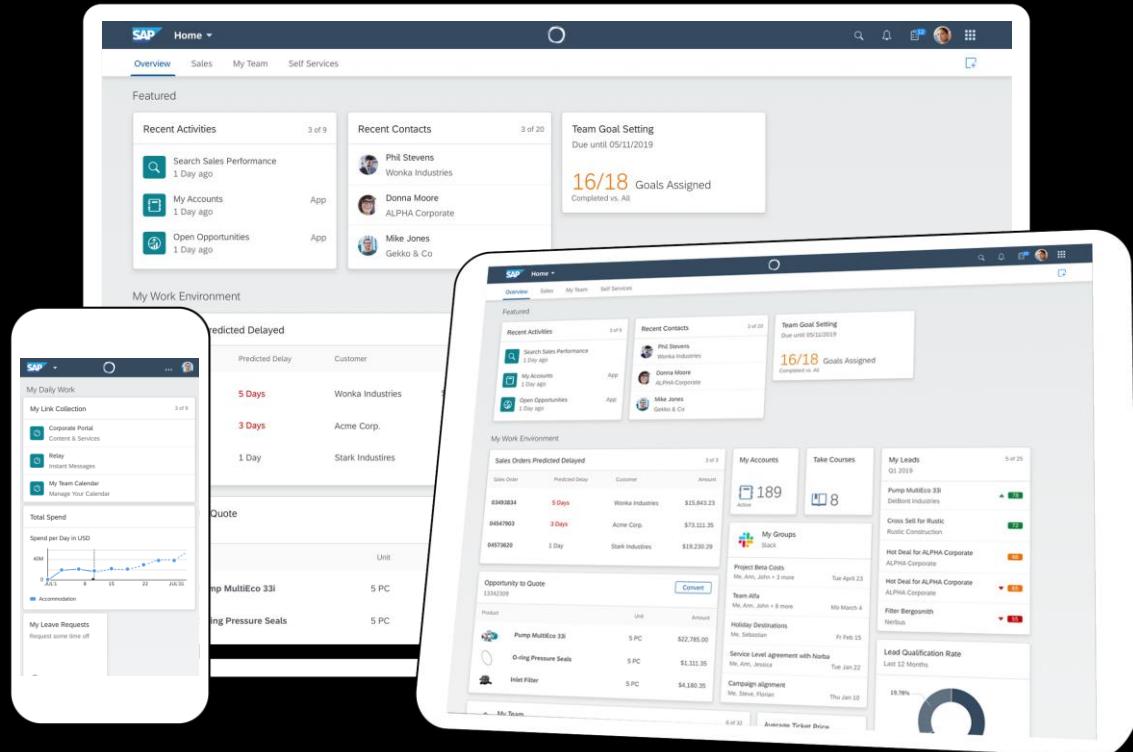
- **2.200** fishermen with access to the technology
- **70,000** purchase orders converted from paper to digital process
- **4B** DKK worth of fish annually
- **0 hours** of training required for fishermen



Rolls-Royce Power Systems (MTU)

Business Model Innovation / Innovation Culture

SAP Fiori is the User Experience for the enterprise



Designer 2.0



Photo by Joshua Earle on Unsplash
Zermatt, Switzerland

Designer as Connector



Business
Professional

Tech Expert

Business
Professional

Tips for Success #1

Learn New Skills



User
Research



Business



Interaction
Design



Technology



Visual
Design

Tips for Success #2

Think Beyond the Screen

touch

speak

see

listen

smell

taste

think



Tips for Success #3

Practice Clear Communication



Tips for Success #4

Tell A Story, Know Your Audience.



Tips for Success #5

Be a Catalyst for Culture Change



Check out our free Innovation Toolkit with more than 50 methods and tools

apphaus.sap.com/tools

Methods

Practice Human-Centered Innovation Step by Step

Find Method...

All Methods

Framework

✓ Process

Explore
Discover
Design
Deliver

People
Place
Leadership
Technology

Objective

Understand Your Business
Understand People
Generate Ideas
Prototype Solutions

Mindset

Design Thinking
Architecture Thinking

Process: SAP's Human-Centered Approach to Innovation



SAP's Human-Centered Approach to Innovation is an end-to-end process that supports the entire innovation lifecycle: from the generation of novel business ideas to the development and delivery of high value solutions. Here you will find methods to apply SAP's Human-Centered Approach to Innovation at every stage of your project.

40 Methods



Leporello

We created a simple, yet colorful playing field that enables facilitators to walk customers through an idealized design process – the Design Thinking Leporello.



Scenes

A tool to create visual stories about product and service ideas fast, collaboratively and iteratively, no drawing skills required.



Dot Dot Bot

A collaborative tool for anyone who wants to build a chatbot to solve a challenge but doesn't know where to begin.

Process People Leadership

Explore >

Process Design Prototype Solutions

Explore >

Process Design Technology

Explore >

A woman with long, light-colored hair is shown from the side, looking down at a whiteboard. She is wearing a dark top and a green bracelet on her right wrist. The whiteboard behind her is covered with numerous colorful sticky notes. The lighting is bright, and the overall atmosphere is one of a creative workspace.

“For more than seven years, the SAP AppHaus has been a true role model for a creative space to drive innovation.

Only few innovation teams are capable to survive and thrive over such a long period of time.”

Harriet Kasper

Researcher & Consultant, Fraunhofer IAO

SAP AppHaus Network 2022

- **22** AppHaus Locations
(5 run by SAP, 17 by Partners)
- **12,000+** employees at partners
- hosted **3,300+** workshops
- **81,000+** visitors
- executed **1000+** customer projects
- produced **250+** customer stories
- **125.000+** live end users in 2022
- won **40** awards & recognitions



A photograph of two climbers on a steep, snow-covered mountain peak. One climber is in the foreground, reaching up to help the other. Both are wearing blue jackets and yellow backpacks. The sky is clear and blue.

Our Vision

Human Centered Innovation

In All Customer Engagements

There has never been a better time for Designers!



Thank You!

apphaus.sap.com

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 andreas.hauser@sap.com



Photo by Johannes Waibel on Unsplash