

openSAP course Build Your Own SAP Fiori App in the Cloud – 2016 Edition

Develop Challenge Submission

Create a Persona

1. “Design Thinking” Story

ABAP developers are challenging their skills on a new type of development environment building applications which are going to run on different platform and devices. Additionally, developers have to face the paradigm shift from transaction based solution design to role based task oriented app design.

For software developers building SAP Fiori apps on new SAP Hana platform, SAP is providing new tools and UX best practices.

All these new platforms, tools and principles might confuse developers which might result various number of apps built missing the basic design principles finally resulting with customer dissatisfaction.

Design Thinking Tool app provides the methods, templates and guidelines for developers to ensure that they build their apps imagined by “Design Thinking” principles.

This app will force programmers to reimagine the customer needs by building the story, visualize user role by creating the persona, build the user experience journey to ensure all required user actions are considered during the app design.

The app will help the programmer with the new tools SAP Splash and Build as well.

Segmentation:

The main segmentation of this app is the software companies and solution partners.

Targeting:

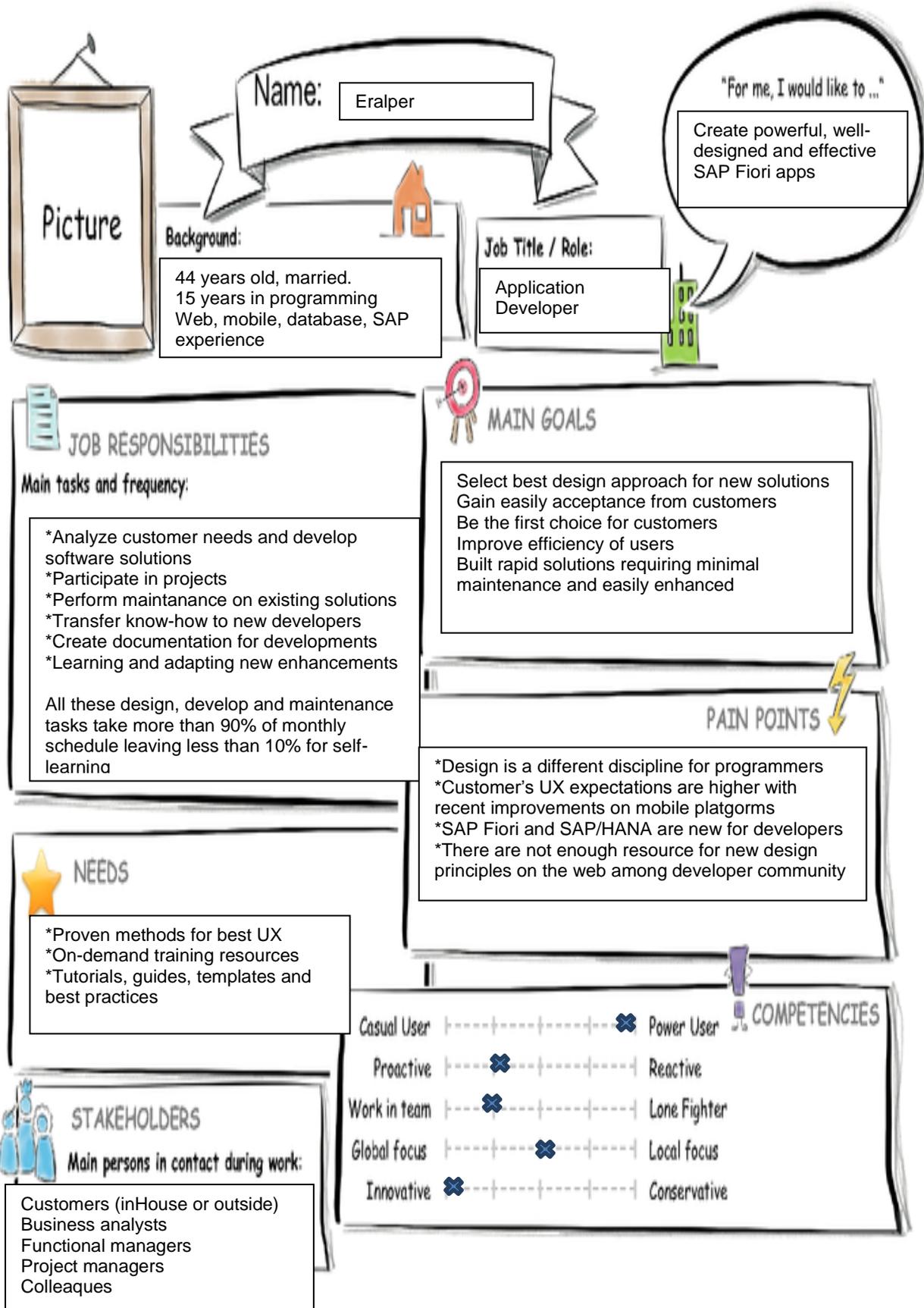
In fact, this app targets software programmers and enterprise companies from various industry groups which have developers in their IT department’s payroll for building Fiori apps for in-house use of for their customers.

Positioning:

Since the coverage of the app is built for the “Design Thinking” principles, this positions the app to be useful especially for companies switching from custom SAP solutions to SAP/Hana solutions.



2. Persona



3. Point of View

Eralper, the ABAP programmer new to Fiori App development needs a way to **easily follow the principles of Design Thinking** during this projects so that he can **create better SAP Fiori apps and provide the best user experience** for his customers

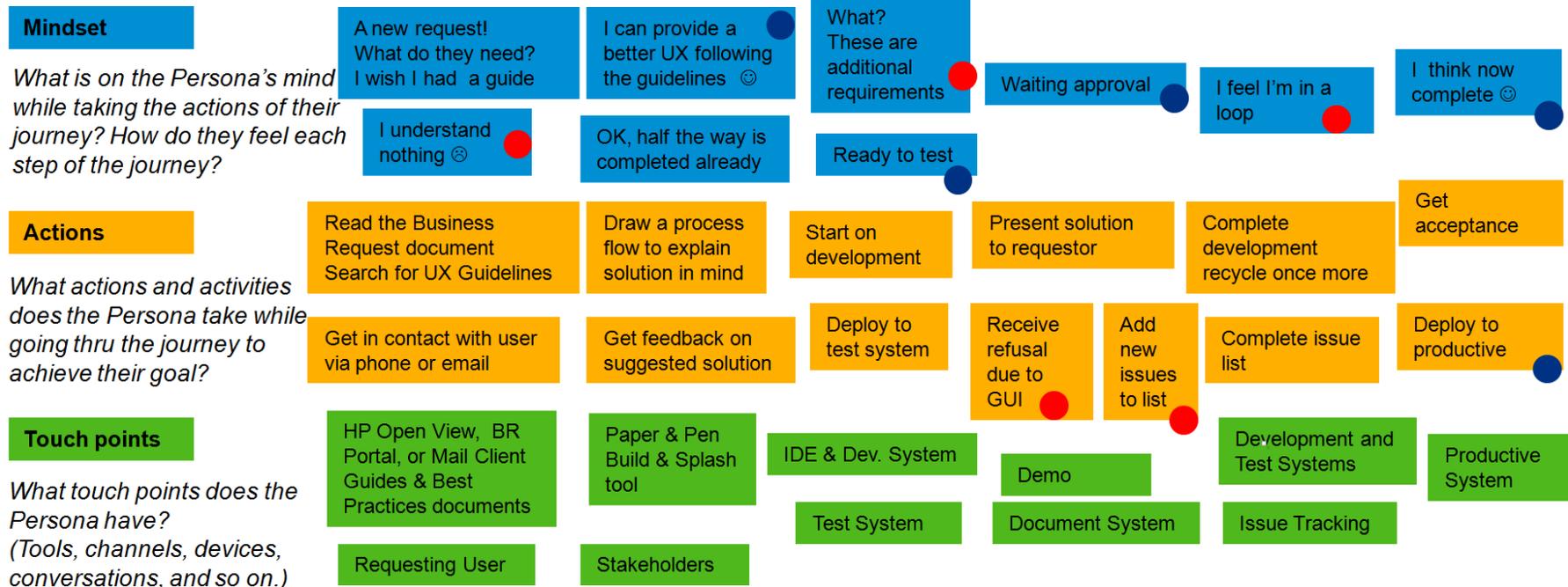
4. User Experience Journey

Introduction to Design Thinking

User Experience Journey 3

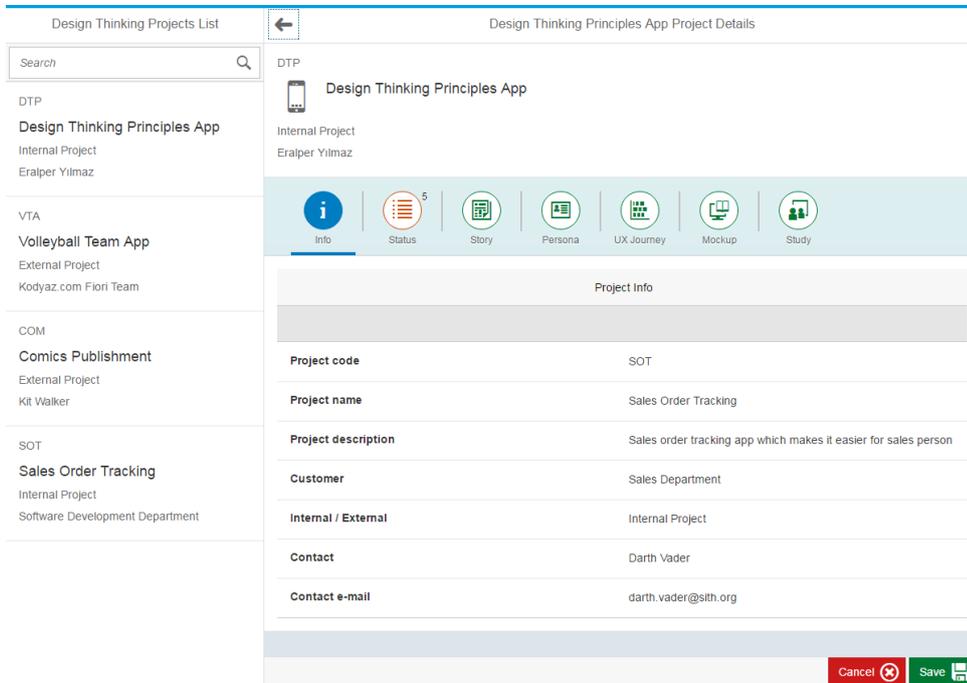
Current User Experience Journey

Duration of the Journey: 10 days



5. Mockup

Mockup screen for master-detail view of Design Thinking Principles app



Story tab for providing Story, segmentation, targeting of selected design project

The 'Story' tab is active in the navigation bar. Below the navigation bar, there are two questions:

- What am I trying to accomplish with this app?
- Explain clearly the context and need for this app

Below these questions are input fields for 'Story', 'Segmentation', 'Targeting', 'Positioning', and 'Point of View'. The 'Story' field contains the following text:

For software developers building SAP Fiori apps on new SAP Hana platform, SAP is providing new tools and UX best practices. All these new platforms, tools and principles might confuse developers which might result various number of apps built missing the basic design principles finally resulting with customer dissatisfaction. Fiori App Design Checklist app provides the methods, templates and guidelines for developers to ensure that they build their apps imagined by "Design Thinking" principles.

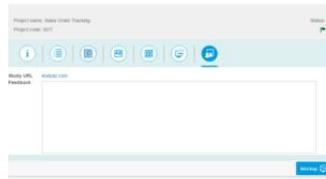
The 'Targeting' field contains the following text:

This app targets software programmers and enterprise companies from various industry groups which have developers in their IT department

Mockup tab screen view where project mockups are uploaded and displayed

Project Mockup Screens

Study tab mockup screen

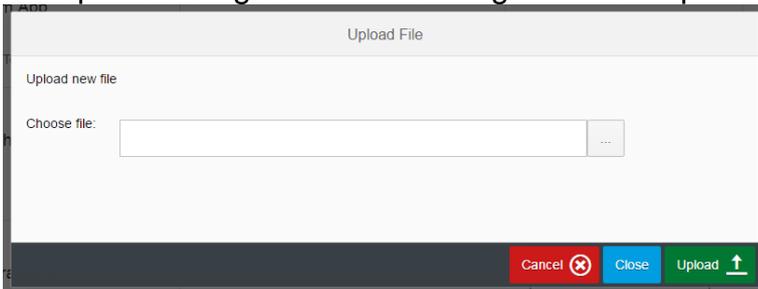


Persona tab mockup screen



Upload new Mockup ↑

File upload dialog screen for adding new Mockup images to the project



User Experience Journey tab mockup with upload button



Design Thinking Principles Status

Product

- Story
- Persona
- Point of View
- User Experience Journey
- Mockup
- Study
- Complete Project

Status tab mockup where basic steps for Design Thinking principles are listed as a checklist enabling the users to track the guidelines for creating the best UX

6. Study

Here is the **study link** published:

<https://standard.experiencesplash.com/home/projects/bcb779e249c64fe60bb17aed/research/participant/06a055a5ce77d7720bb3cf2d>

Additionally for whom wants to preview the application without fulfilling the task requested can use the link:

[https://standard.experiencesplash.com:443/api/projects/bcb779e249c64fe60bb17aed/prototype/snapshot/latest/index.html#/1458481138417_S0/ProjectSet\('1'\)](https://standard.experiencesplash.com:443/api/projects/bcb779e249c64fe60bb17aed/prototype/snapshot/latest/index.html#/1458481138417_S0/ProjectSet('1'))

7. YouTube Link

Here is the **YouTube link** for video demonstrating Design Thinking Principles app developed using SAP Web IDE using master detail template.

<https://youtu.be/IEodALJSBHE>