openSAP

TOUCH IOT WITH SAP LEONARDO
PROTOTYPE CHALLENGE

TEMPLATE FOR
SUBMISSION REQUIREMENTS

Template Description
This is a template that can be used for the Prototype Challenge included as part of the openSAP course “Touch IoT with SAP Leonardo.”
Story
Make a case and tell your story.

How to write a Story?

Try to follow the Design Thinking process presented in week 3, refine your initial idea for your Internet of Things (IoT) prototype, and always keep in the back of your mind these two questions:

- “What am I trying to accomplish with this IoT prototype?”
- “Can I explain clearly the context and need for this IoT prototype in two minutes or with just a few paragraphs?”

Write out the story behind your IoT prototype and try to keep it to three paragraphs or less, definitely less than one page of text. Consider answering questions such as:

- “What industry or group of customers will this IoT prototype serve specifically?”
- “How will it be optimized to appeal to its users?”

Get Feedback

To the extent possible, consider sharing this short story with one or more friends who are unfamiliar with the specifics of this industry and who are also unfamiliar with IoT. Get their feedback and refine your story so that it’s more easily understood without any prerequisite knowledge. It should be a self-contained narrative free from esoteric references or unexplained acronyms. If this initial story is coherent and easy to understand, it will effectively set the stage for additional details captured in the next part of your IoT prototype’s story: the persona.

Try to write your story here:
Imagine being a customer in the large fashion store like H&M or a department store. You walk in and see an item you like, however cannot find your size. You walk up to the employee and they say there are three pieces somewhere around but do not know where they are?

If there were sensors attached to the piece (which are already used in most department stores for security reasons) it could have been a lot easier to locate the item. However, that is not the only information that could be discovered by attaching the sensor – you could find out how many times the item was tried on and on average how many times items are bought straight after being tried on or take a long time to find the lucky person?
What are personas?

Personas are fictional characters based on real data to represent user types. They are extremely useful when considering goals, desires, and limitations of your IoT prototype’s users and can help guide design decisions. Personas put a personal human face on otherwise abstract data you have about your users. Once you have completed your IoT prototype’s introductory story, you should try to engage potential users of your IoT prototype to understand their use case reality.

How to create a persona?

Try to document as much information as you can about your persona. What are the characteristics of the users who will use this IoT prototype? What are their tasks in their job? Who do they work with? What are their goals in the context of the scenario covered by the IoT prototype? What do they want to achieve? What are their main needs and pain points? Based on these insights, create a persona for your IoT prototype and keep in mind the following question: Does my persona clearly and credibly represents my IoT prototype’s target users?

Templates

Please find below a filled out template for you to get an idea on how to create a persona. We also have provided an empty version of that same template. Please have in mind that you don’t have to use our template! We also want to encourage you to come up with your own approach for sharing details about your persona, if you prefer.
Persona Template – filled out

**SALLY**
The Specialist

“I like to get things done quickly since I am on the move all the time, dealing with a million things.”

**About**
- 40, married, 7 years of facility specialist experience.
- Being the person who makes the energy consumption decisions, I have to keep the balance between improving the energy efficiency and our working comfort.
- Very mobile, moving from building to building during the day
- I work with the Chief Facility Engineer, Technicians, and Admins

**Responsibilities**
- I am responsible for office and data center buildings.
- I am responsible for multiple projects per week and each project is tied to a specific building.
- I spend more than half of my time in the office, but I also do work in my office, on the computer.
- I enter time once a week on a project by project basis.

**Main Goals**
- Being the person who makes the energy consumption decision, I have to keep the balance between improving the energy efficiency and our working comfort.
- Better management of actual time spent in each building.

**Needs**
- I always need the project building number to record time. It can become hard to locate.
- I need to know the amount of time spent on a project. Currently I take notes on paper.
- I need the ability to record time instantly since I am away from my desk most of the time.

**Pain Points**
- Can’t record time quickly on the go.
- The timesheet entry is very complex, and very time consuming.
- Need to see the weekly view of complete and incomplete entries.
- Need the ability to bulk enter.
Persona Template – empty

Angela
Retail employee

Assisting customers to make purchases is my goal, however it’s difficult when things are everywhere

About

- 23 years old, 8 years retail experience
- Works in the change rooms as well as on the floor
- Fashion industry

Responsibilities

- Assist customers with choosing the right clothing items
- Locate the clothing items that are in the wrong places
- Fold and count clothing items
- Prepare reports at the end of the day

Main Goals

- Optimise the purchasing experience for customers
- Spend less time looking for items
- Understand why some items are tried on many times but are never purchased

Needs

- An easy application that will demonstrate location of each item inside the store

Pain Points

- Currently it’s very time consuming to locate the items and if the customer is in a hurry they leave the store dissatisfied
How do Point of View (PoV) statements help you?
Once you have created your persona, you may have found a long list of needs. If you design for all those needs, you’ll end up with an overly complicated solution! We recommend you focus and address each separately, by creating a Point of View (PoV) for each important need of the persona.

Let’s have a look at how to create a Point of View (PoV):
1) Write down the user and his/her need. You will get that information from your filled out persona template.
2) Write down the why/insight associated with the need.

Here are some tips:
Focus on the stories that keep you up at night. If you’re stuck, extract a POV from your favorite idea. Then go further. Use emphatic language. Don’t design for everyone; choose one need, one insight.

Example:
Point of View
As a [Mother] I need a way to [Personal/Use] prepare vegetables my children will eat [Need] so that their nutritional needs are met [Why/Insight]
Now try it on your own:

**Point of View**

As a retail employee

I need a way to know where each item is in the store

so that I can help my customers in a more efficient manner
UX Journey
Describe Actions, Mindset, Feelings and Touch points

Actions
What actions and activities does the Persona take while going through the journey to achieve their goal?

Mindset
What is on the Persona’s mind while taking the actions of their journey?

Feelings
How does the Persona feel each step of the journey? In the template you can color code the different bars. If all 4 bars are colored the persona is super happy, whereas if the persona is upset only one bar is colored.

Touch Points
What touch points does the Persona have? Those can be, for example, tools, channels, devices, conversations, and so on.
User Experience Journey Template – Example: Getting coffee from a coffee shop
<table>
<thead>
<tr>
<th>ACTIONS</th>
<th>Enter store</th>
<th>Look for items to try</th>
<th>No size available</th>
<th>Look for employee</th>
<th>Ask employee</th>
<th>Wait 5 mins</th>
<th>Try the item</th>
<th>Return item or buy item</th>
<th>Leave the store</th>
</tr>
</thead>
<tbody>
<tr>
<td>MINDSET</td>
<td>Its so busy here!</td>
<td>Agghh annoying need to look for somebody</td>
<td>They are always running everywhere but not helping</td>
<td>Oh yeah that looks nice but now I am late for a meeting</td>
<td>Have to wait in another line!</td>
<td>At least got something</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FEELING</td>
<td>😊</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOUCH POINTS</td>
<td>Clothing racks</td>
<td>Employee</td>
<td>Employee</td>
<td>Dress</td>
<td>Cashier Credit card</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

© SAP SE or an SAP affiliate company. All rights reserved.
Prototype
Prototype screens for an IoT application to solve your PoV

Goal of Prototype Challenge
As part of the Prototype Challenge, you are required to submit a mockup or set of mockups. While the minimum requirement is that you submit only one mockup, it is recommended that you submit at least two mockups so as to illustrate more effectively the user experience (e.g., the first mockup could represent the screen that the user is presented with initially, and the second mockup could illustrate a possible scenario of what happens based on interaction with the first screen).

Mockup Guidelines
Your mockup or set of mockups can be hand-sketched or can be created in other ways (for example, using BUILD). The choice is yours. We have provided you SAP Connected Goods templates via BUILD (available here) as well as via PowerPoint (available here). The filled-out templates are based on two different use cases: coffee machines and coolers. You are welcome to use those use cases for your IoT prototype or come up with a completely new use case for SAP Connected Goods. However, please have in mind that, if you pick one of the provided use cases (coffee machines or coolers), you have to change at least 50 percent of the building blocks on the device object page in order to be eligible for full points.