

## 1. Story:

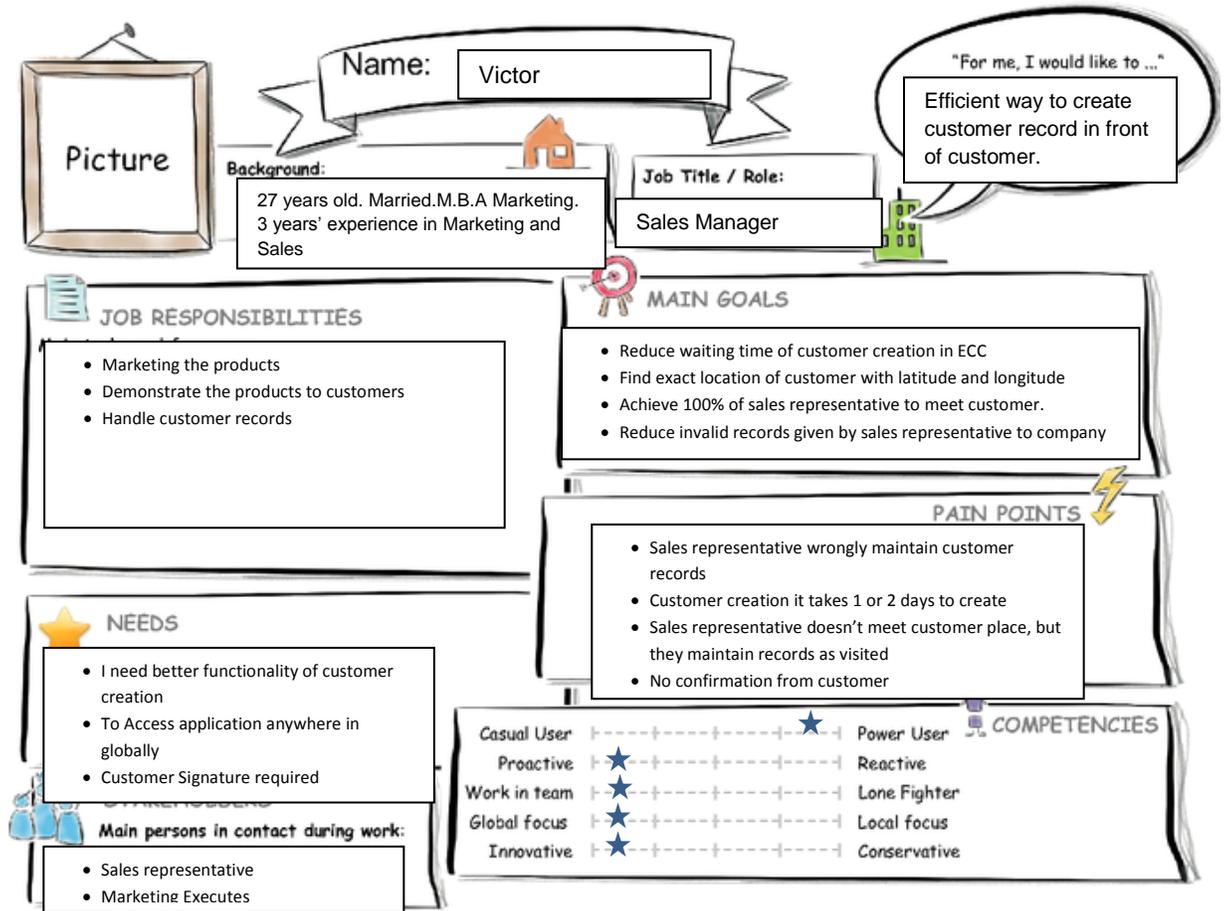
Sales representatives to meet the customer location and they demonstrate the company products. If customer has impressed, the representative takes all the information like address, contact person, contact no etc., later he/she create at customer master and inform into to customer with respective customer number. This process will take probably 1 or 2 days.

Meanwhile, other company competitors will approach same customer. May or may not be possible to lose 1 customer. These problems overcome by this Fiori app. Which helps to sales representative, immediately create all customer details with help of geo mapping and updating into ECC. Even one more advantage also is there, the company confirm that, the sales representative directly meet the customer location. Because we have record of geo latitude and longitude points. So the sales representative didn't say any wrong information to the company.

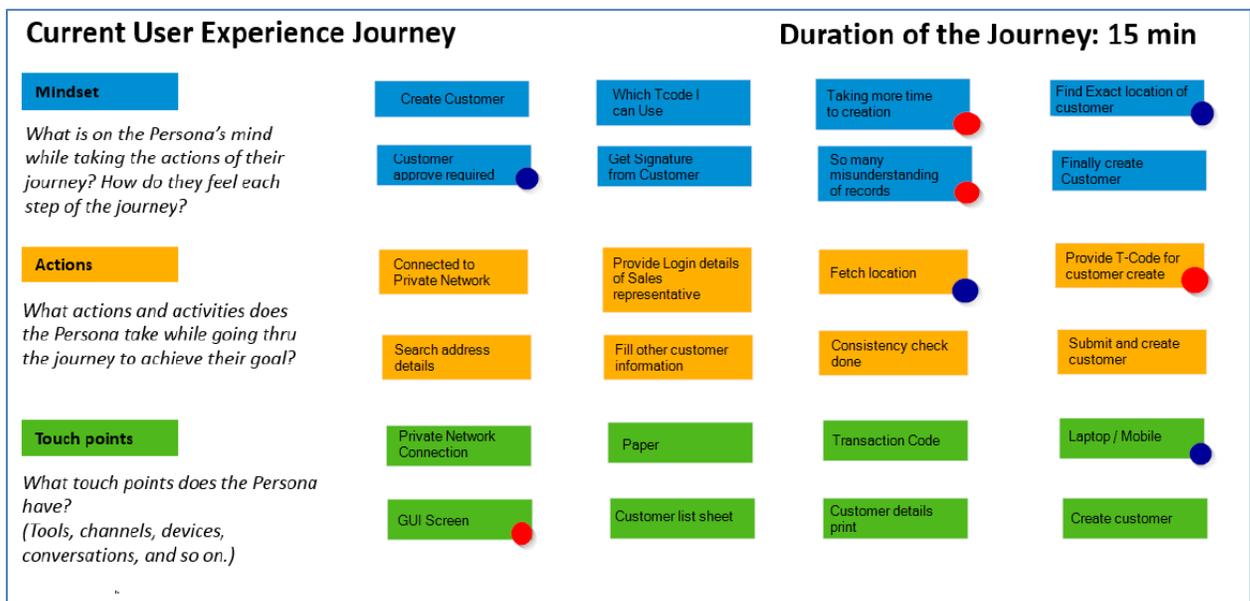
Finally, Company - Sales Representative - Customer all are comes in more Transparent system.

- **Segmentation:** This app for create customer master with valid information
- **Targeting** : Mainly this app use by Sales representative peoples
- **Positioning** : This app provide 100% accurate information about customer contact details and simple UI elements helps to better user experience.

## 2. Persona



## 3. User Experience Journey



#### 4. Point of View

##### USER:

Mr. Victor needs to access it from anywhere and using mobile or tab etc.  
Reduce time to create customer master.

##### NEEDS A WAY TO:

He no need to remember tcodes, sales area details etc. everything available on fiori app.

##### SURPRISINGLY / BECAUSE / BUT / SO THAT

Mr. Victor writes down all the information about customer in note paper and taking to time to create record in ECC system.

#### 5. Mockup

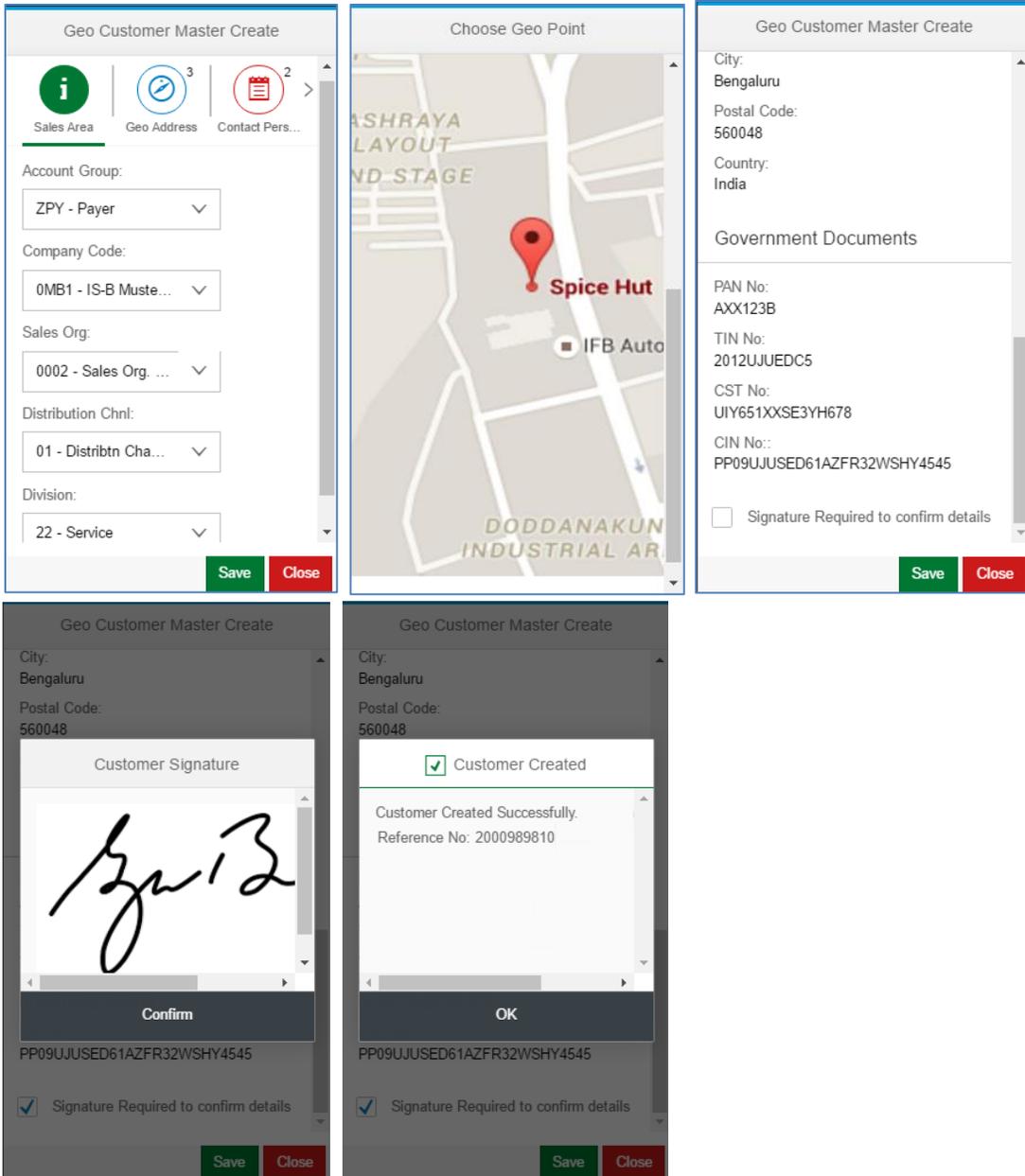
##### 1<sup>st</sup> Mockup – Present Screen

The image displays two screenshots of SAP customer master data entry screens. The left screenshot, titled "Customer Create: Initial Screen", shows a form with fields for "Account group" (a dropdown menu), "Customer" (a search field), "Company code", "Sales area" (with sub-fields for Sales Organization, Distribution Channel, and Division), and "Reference" (with sub-fields for Customer, Company code, Sales organization, Distribution channel, and Reference division). The right screenshot, titled "Change Customer: General Data", shows a form with fields for "Name", "Title", "Search Terms", "Street Address" (with sub-fields for Street 2, Street 3, and Street/House number), "Postal Code/City", "Country", "Region", and "Time zone".

##### 2<sup>nd</sup> Mockup – Proposed Screen

##### Publish Link:

[https://standard.experiencesplash.com:443/api/projects/ad49ae0fc90daa600bad132f/prototype/snapshot/latest/index.html#/1458196674257\\_S0](https://standard.experiencesplash.com:443/api/projects/ad49ae0fc90daa600bad132f/prototype/snapshot/latest/index.html#/1458196674257_S0)



## 6. Study

Link:

<https://standard.experiencesplash.com/home/projects/ad49ae0fc90daa600bad132f/research/participant/6ba877bbe601346d0bad973f>

## 7. YouTube link for Development Challenge

<https://youtu.be/maKGGK6veso>