

# THE UX IMPERATIVE

Prioritising User Experience to unlock  
your SAP solution's full potential

**MASTERING SAP**  
A SAPinsider Company



**aplo**...

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Maria and her team help businesses level up their Digital Experiences.



LESS SHIT

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Head of IT Solution Delivery, Dan is responsible for the management and delivery of SA Power Networks technology portfolio of work.



# UX (USER EXPERIENCE)

User experience is the impression and perception that users (customers or employees) have when interacting with a product or service.



# Why does UX matter now more than ever?

# LET'S TALK ABOUT CAPITAL INVESTMENTS

Imagine for a minute you were tasked with implementing some plant equipment to improve the efficiency of your business...



# IT GOES WITHOUT SAYING, RIGHT NOW, BUSINESSES NEED TO DO MORE WITH LESS

Expect every business case you submit over the next few years to be heavily scrutinised. The goal for many businesses in the coming years will be to bunker down and sweat their existing assets.



# WHAT ARE BUSINESSES ASKING US FOR?

Businesses know that *prioritising and investing in frictionless experiences gives them a competitive edge, builds stronger customer relationships, and helps drive sustainable growth.*

# RISK MITIGATION

Cannot afford the million/billion dollar disaster projects of the past.

Projects must deliver.

# PROCUREMENT ADVICE

Can the product really stack up to the sales promises.

What are its capabilities.

How far can we stretch solution fit.

What build accelerators exist e.g. design systems.

# SCOPE PRESERVATION

Value is the focus.

There may not be another round of investment for some time.

# PROOF OF VALUE

Benefits realisation plans are not enough.

Measures are sought demonstrating measurable business advancement.

So, why does UX matter  
now more than ever?

①

# WITHOUT UX, YOU'RE GUESSING

No amount of training or change management will compensate for lack of UX.

If your requirements are still coming from “as-is” and “to-be” without framing the opportunity through research, you may not be advancing your business’s position.

Research, prototype, test, refine, BEFORE build.

②

## EMPLOYEE EXPERIENCE IS THE NEW CUSTOMER EXPERIENCE

Whether a customer has a positive or negative experience with your business, an employee is always there in the equation.



# 3

## GO-LIVE IS NOT THE END

Go-live is the beginning.

Any successful product business knows that continual product innovation based on user insights is what keeps their product valuable to its users.

Don't let your solutions wither on the vine. Plan for ongoing investment to ensure your solution remains relevant to the business.

SAP invest millions in  
UX every year, so why  
do I need UX?

# OUR DESIGN JOURNEY

STAGES OF  
UX MATURITY

1. ABSENT

2. LIMITED

3. EMERGENT

4. STRUCTURED

5. INTEGRATED

6. USER-DRIVEN

Technology led design

**2014**

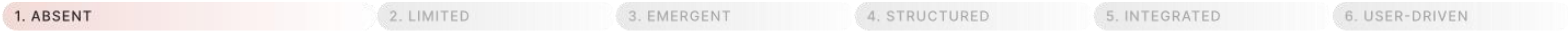
Toes in the water, 6  
custom applications

**2015-2020**

Ramp-up adoption of  
standard and custom  
transactional apps

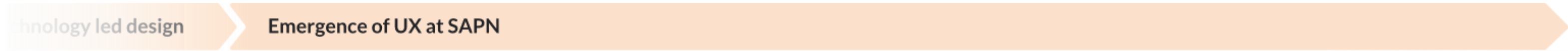
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STAGES OF UX MATURITY



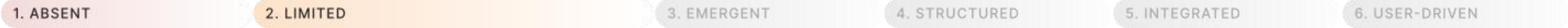
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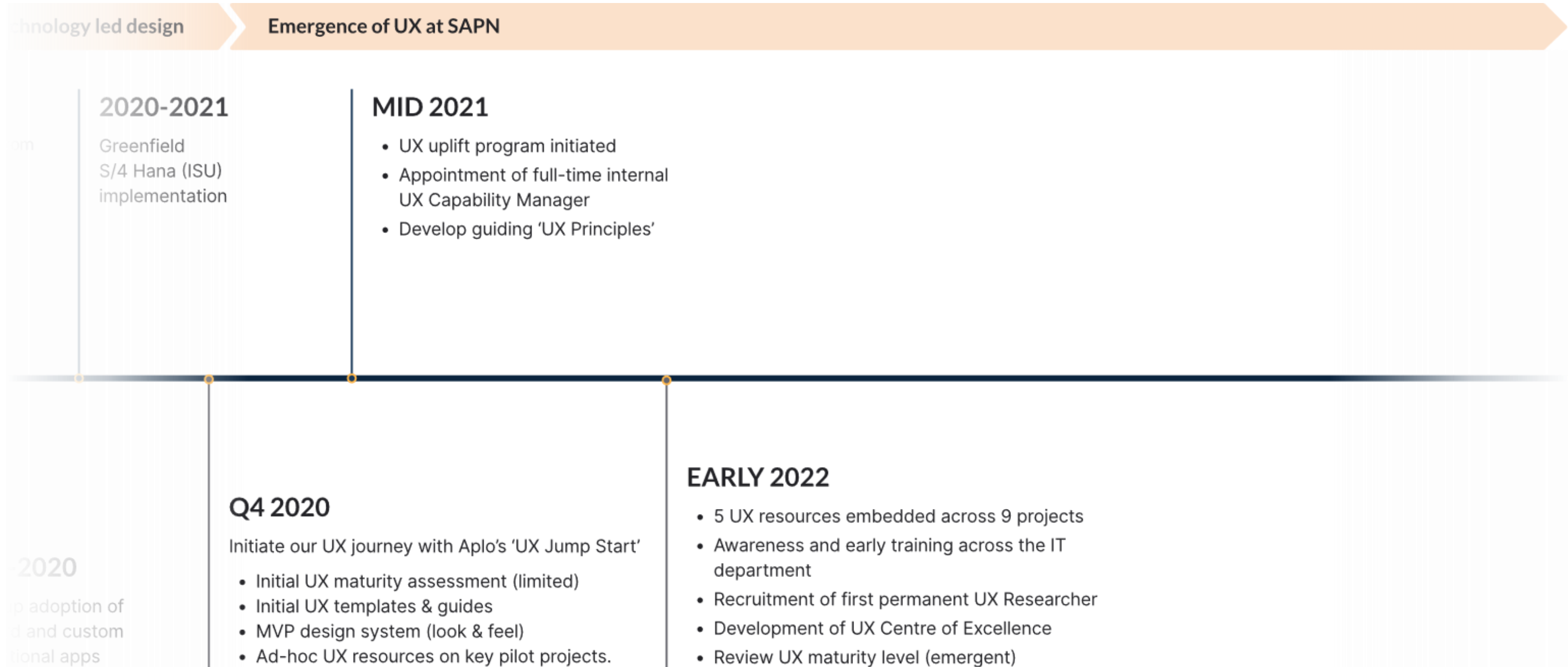
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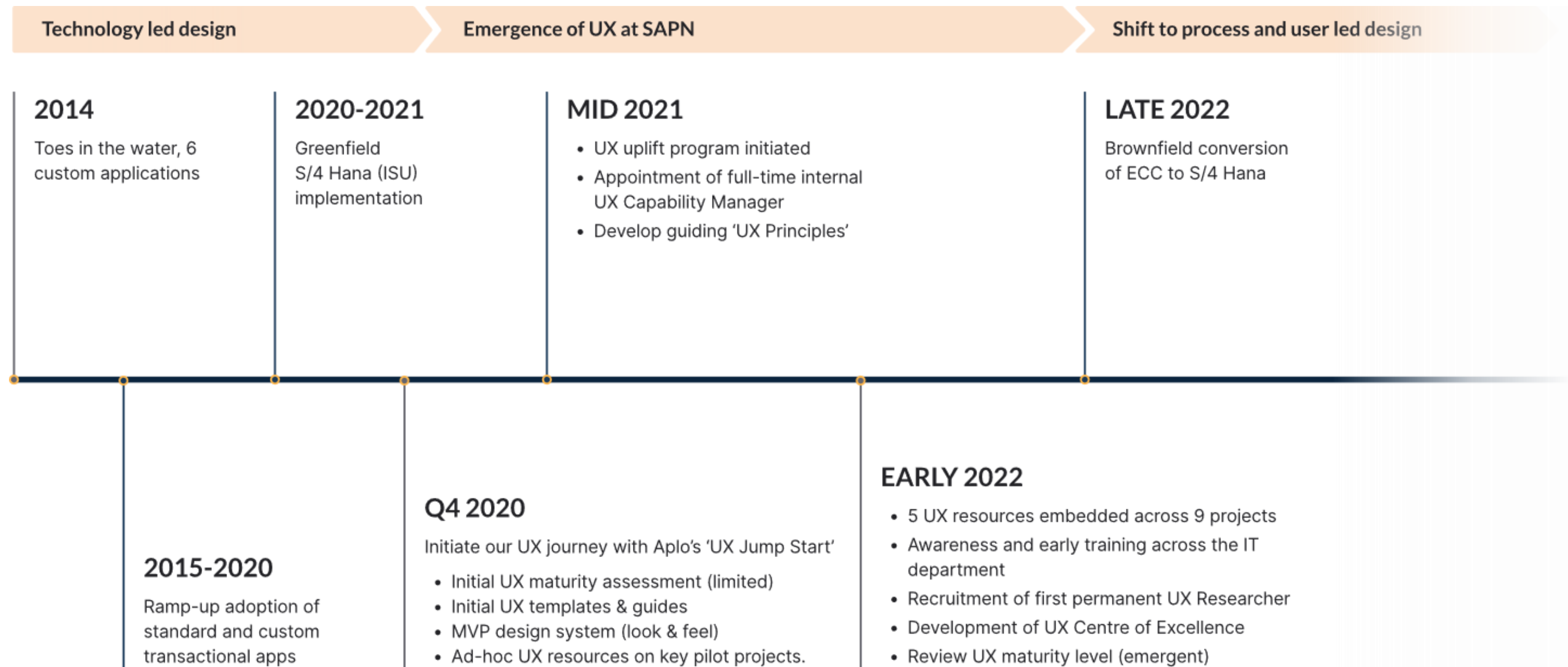
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# OUR DESIGN JOURNEY

STAGES OF UX MATURITY





# What did we learn?

# GET SPONSORSHIP AND HELP

You don't know what you don't know.

Find a strategic partner that can guide you through the process of establishing a design capability.

Gain executive buy-in - and if you're the executive, make it a departmental objective and core focus.

# MAKE UX NON-NEGOTIABLE

Be bold - set the expectation that UX needs to be considered in all decision-making going forward.

# THE MAGIC HAPPENS WHEN YOU DESIGN THE EXPERIENCE, NOT JUST THE PRODUCT

Project and tech teams have a tendency to fixate on the product.

It's the overall user experience that's important, teams need to consider a product and its experience in the context of a user's day.

SAP DESIGN FOR  
EVERYONE

NOT YOU

1

# YOU WON'T UNLOCK THE FULL POTENTIAL OF YOUR INVESTMENT

Spending millions and millions for like-for-like upgrades does not deliver business value.

Sometimes it's necessary - but use the opportunity and investment to advance your business by ensuring you consider the users' experience in your solutions.

## 2

# YOUR SOLUTIONS WON'T GET USED

Under-researched and under-designed products get ignored or circumvented.

If your users are ignored during design they will naturally find the easiest path to complete tasks, this may not be via your new solution!

3

## YOU COULD TAKE THE BUSINESS BACKWARDS

If your projects miss the mark, there is a risk that you introduce unforeseen inefficiencies and potentially take your business backwards.



# THANK YOU!

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