

SAP Community Portal

User research & Redesign

Role

UX/UI Designer

User Reseach

Overview

This project focussed on revamping the SAP community portal by considering essential requirements for an optimised content website that meets the needs of SAP practitioners, enables seamless updates, and delivers up-to-date information and resources while ensuring a user-friendly experience.

Goals

- Obtain direct feedback from users on their experience and expectations with the site.
- Identify key usability issues with the design based on the Usability Heuristic Principles.
- Create a list of key recommendations & design solutions/enhancements to address with future iterations of the site.

User interviews overview

Over Microsoft Teams with screen share option, we spoke with colleagues having more than 1 year of experience using the SAP community site

To get feedback directly from the intended system users, we held remote feedback as probing questions about their current and desired experiences

Methods

• User interviews

Usability Heuristics evaluation & UX Assessment

Usability Heuristics evaluation & UX Assessment

Using past experiences and industry best practices, we assessed the community site sessions with 10-12 SAP practitioners where the participants were asked general as well for key issues related to navigation, content/language, visual design, organization, and accessibility.

Executive Summary

50%

of the users think that the landing page doesn't fully explain the significance of the community site

40%

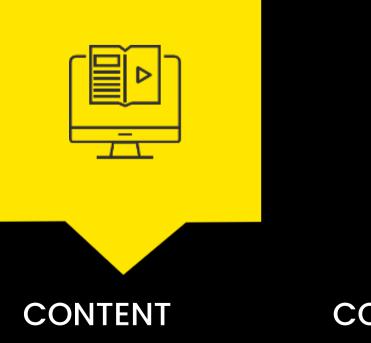
of the users pay attention to home page or start their journey from there

MORE THAN



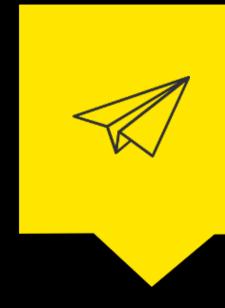
of the users never used the search bar and the rest did not find the search results effective.

Most issues uncovered related to these main categories





COPY AND CONTENT STRUCTURE



NAVIGATION & DISCOVERABILITY



EFFICIENCY & EASE OF USE

PROBLEM

To get feedback directly from the intended system users, we held remote feedback sessions with 10-12 SAP practitioners where the participants were asked general as well as probing questions about their current and desired experiences

- Content is incomplete.
- Copy is inconsistent
- Current breakdown is not optimal & there is no easy way to find specific content
- Some of the contacts are missing in the contacts page.
- Effective search functionality is missing
- The site doesn't feel futuristic that enables digital transformation.
- It's tedious to download and browse ppt/pdf files to find the required information.
- We need a forum to seek help, collaborate, gather feedback & add improvements to the site.

SOLUTION

Using past experiences and industry best practices, we assessed the community site for key issues related to navigation, content/ language, visual design, organization, and accessibility.

- Migrate the content from regional sites and have a dedicated resource to build more content that covers every requirement.
- Update the copy to reflect EYSAP.
- Have content versioning to maintain single source of truth
- Simplify the content by better categorisation and grouping
- Build an effective search functionality with search filters to narrow down the search.
- Develop dedicated testimonials/solutions' pages specific to each clients to avoid merging everything in one place
- Embed the Yammer widget and start the EY SAP groups / threads to help the practitioners in need of help/ guidance.

DESIGN PROCESS

Empathize Identified pain points to shape the concept into an MVP

Surveys Interviews

Identify pain points

Define

Created a user persona and empathy map to clarify user needs and guide the design process

> User personas **Empathy map**

Ideate

with user needs

Information architecture

Create a product blueprint that fully aligns

Design

Design (Redesign) the portal that seamlessly incorporates the needs and desires of the user

Style guide

High fidelity designs

Review

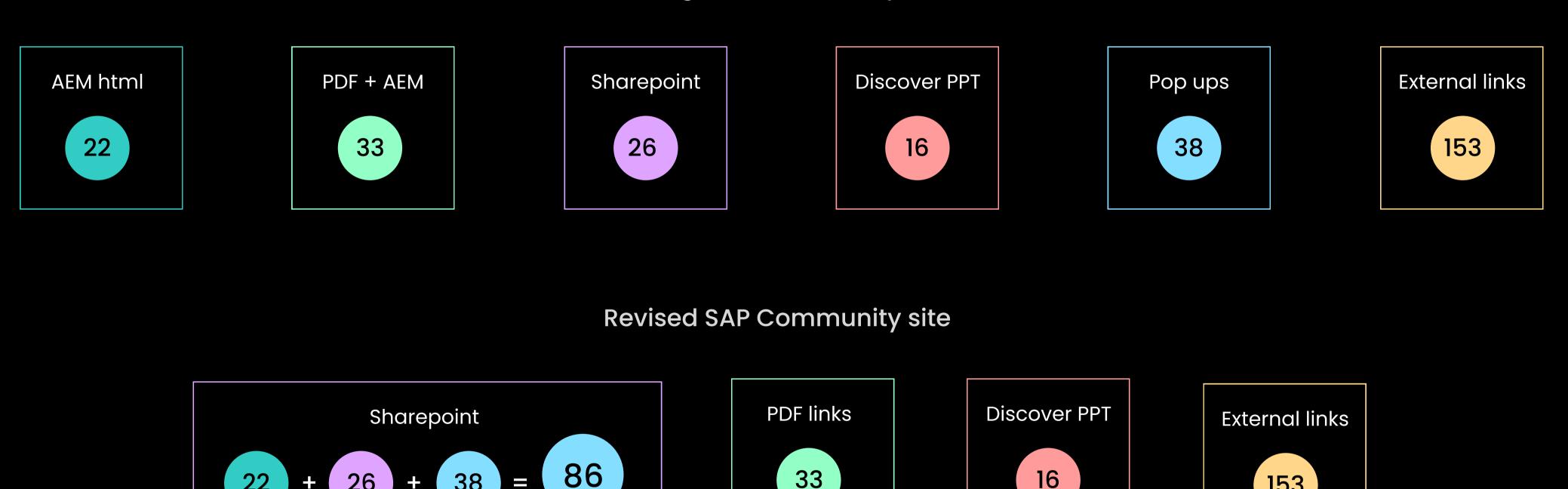
Reviewing and testing the developed screen from the users

Testing

Redesign approach: Sitemap



Existing SAP Community site

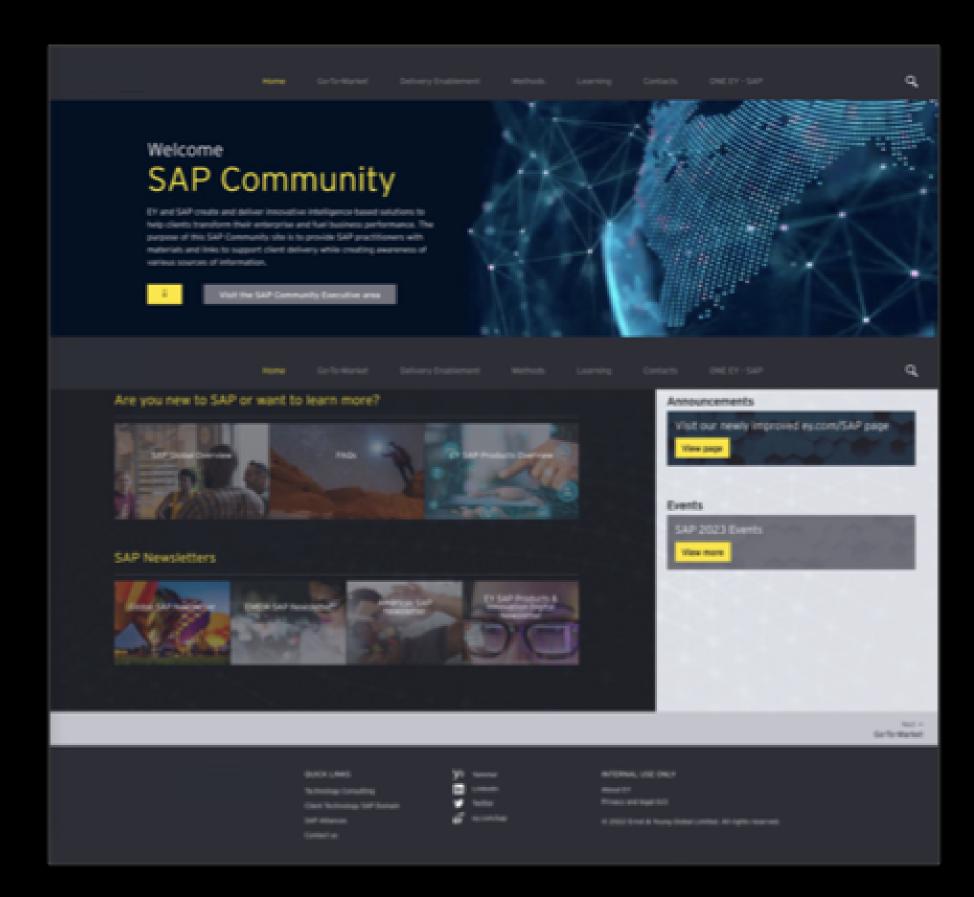


Heuristics Evaluation

22

38

26



Consistency

- Scroll down button is confusing
- The structure of content/sections is not uniform.

Structure

- The keywords are not consistent
- Categorization-No proper sections or title labels to easily understand the categories

Tolerance

• Error handling-The error pages doesn't have any information on what has happened what is the user action

Ergonomics

- Size- Footer links not large enough to hover and select them
- The contrast of the text on the background image is not readable

Discoverability

153

- Explore buttons on the tiles/cards are hidden
- Too many primary CTA's, user is not really sure where to look at.

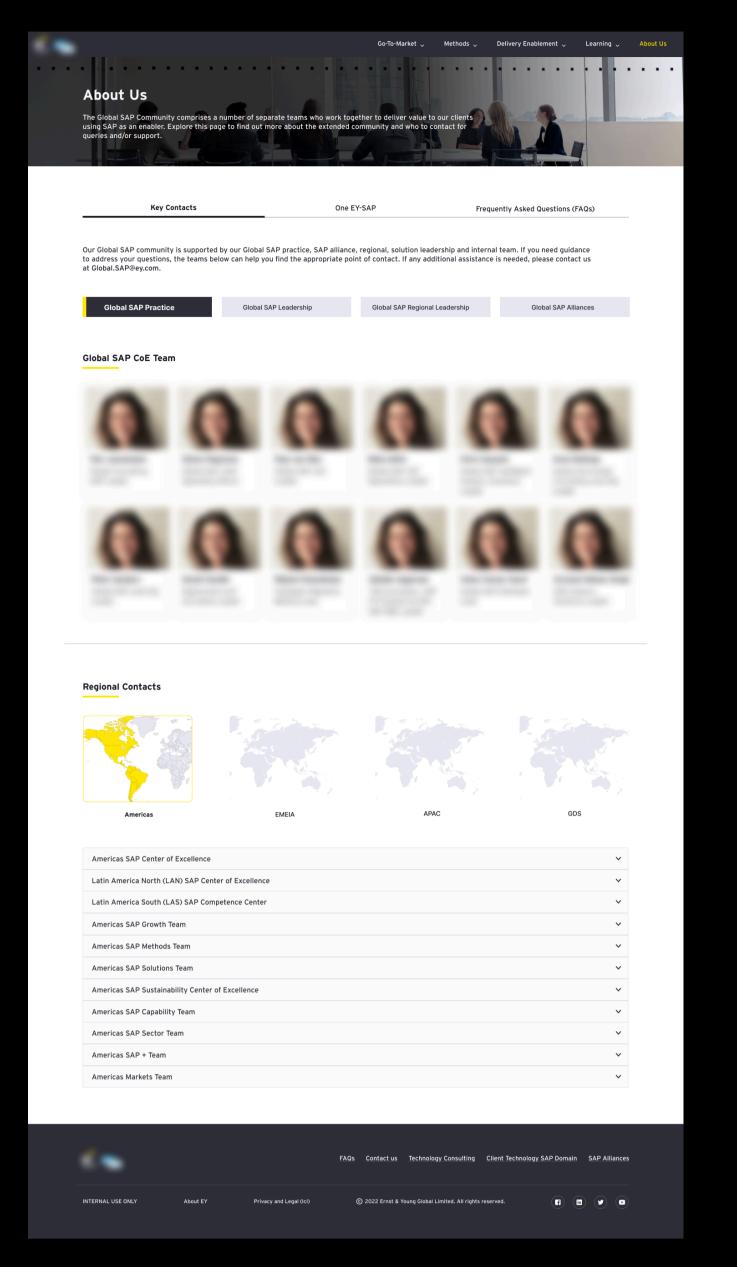
Clarity

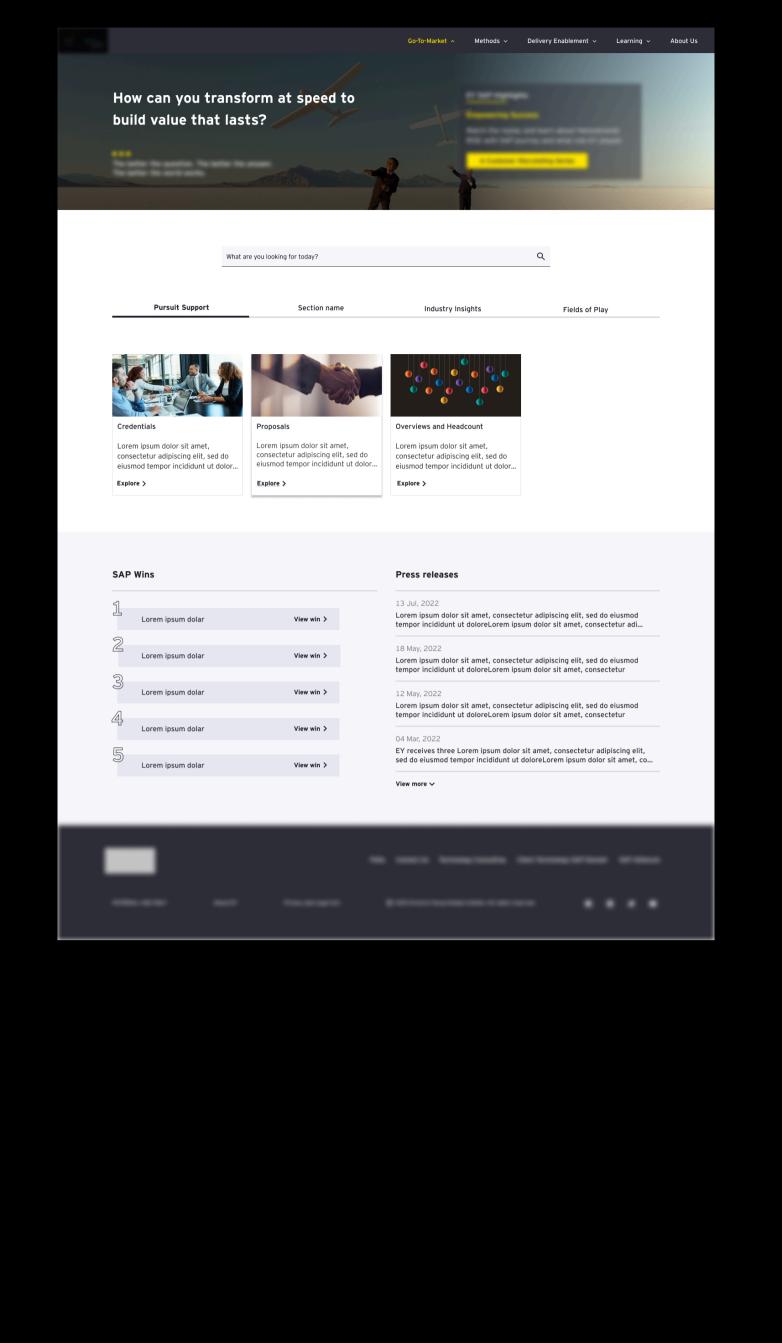
- Context- The content presented is not setting the sence to understand what's presented to them
- Visual clarity- Inconsistent buttons hierarchy

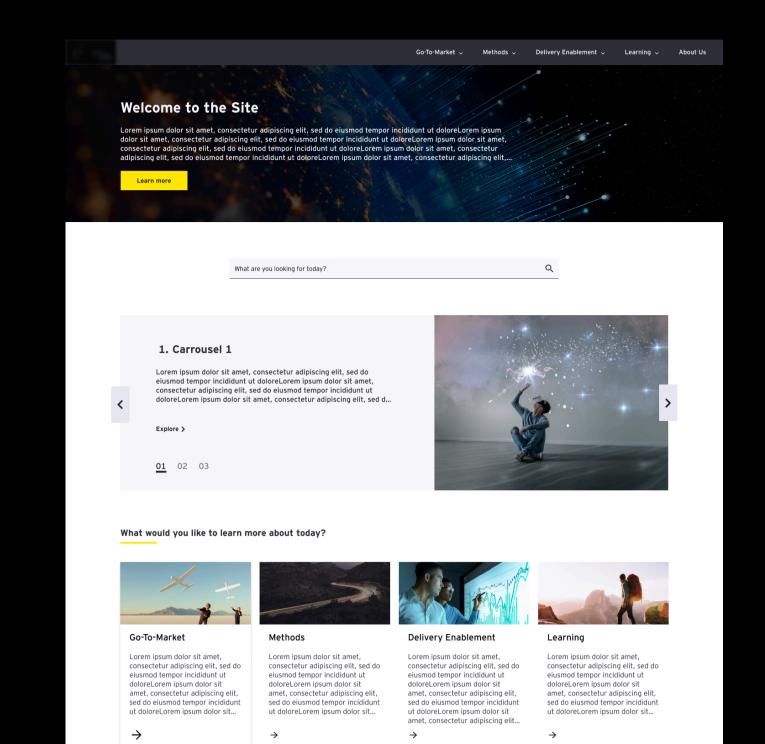
Affordance

- There is no description available for the sections to make them self-explanatory
- No signifiers to distinguish between the type of content (Latest/ outdated/ WIP) and no signifiers for latest announcements/event

Design deliverables





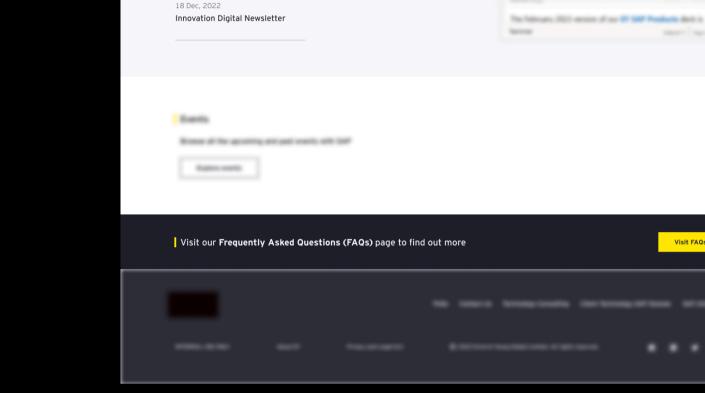


Global Yammer forum

Concerns

Go to Yammer

Visit FAQs



Annoucements

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09 Feb, 2023

26 Jan, 2023

10 Jan, 2023

Latest updates

Newsletters

09 Feb, 2023

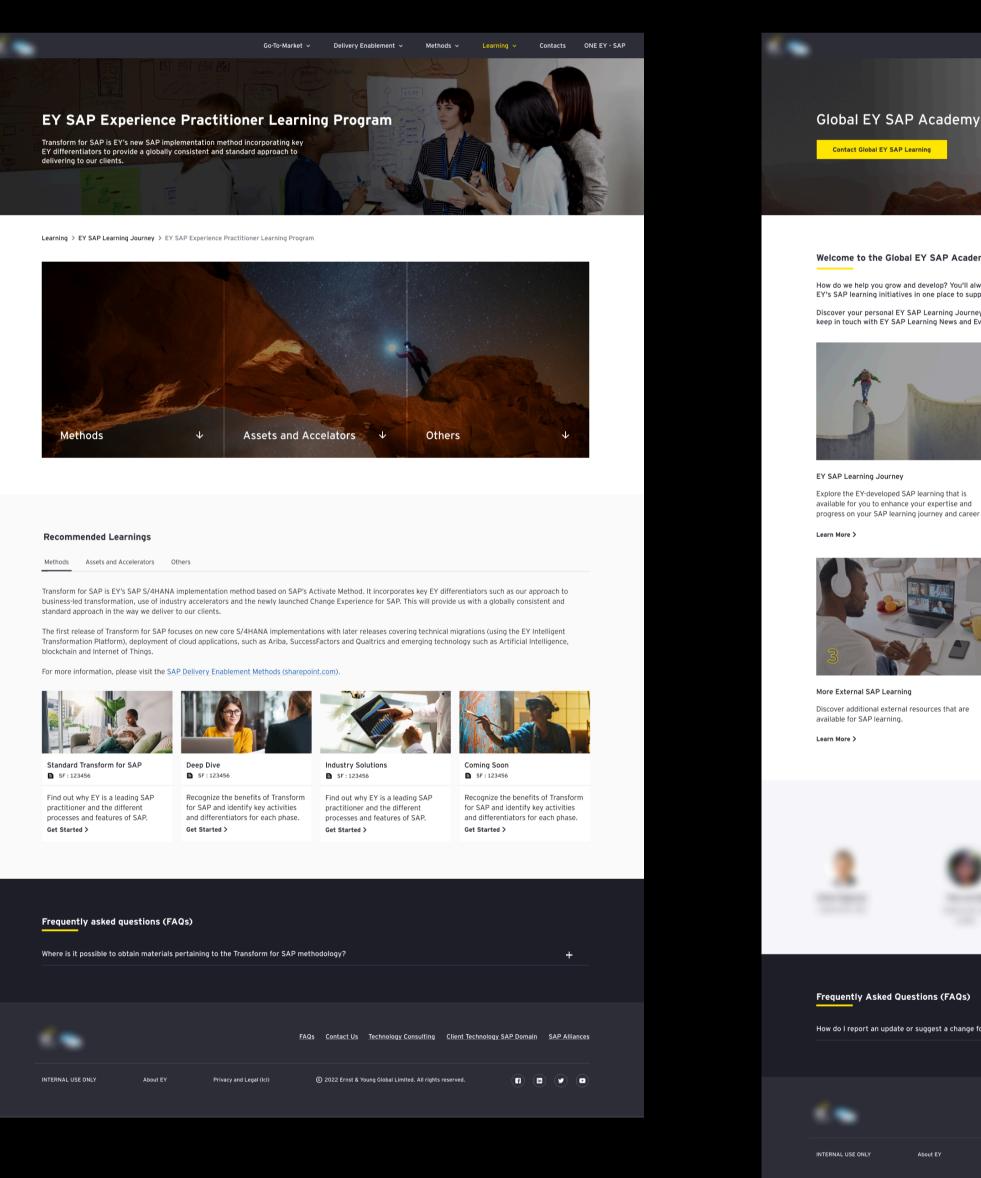
Newsletter

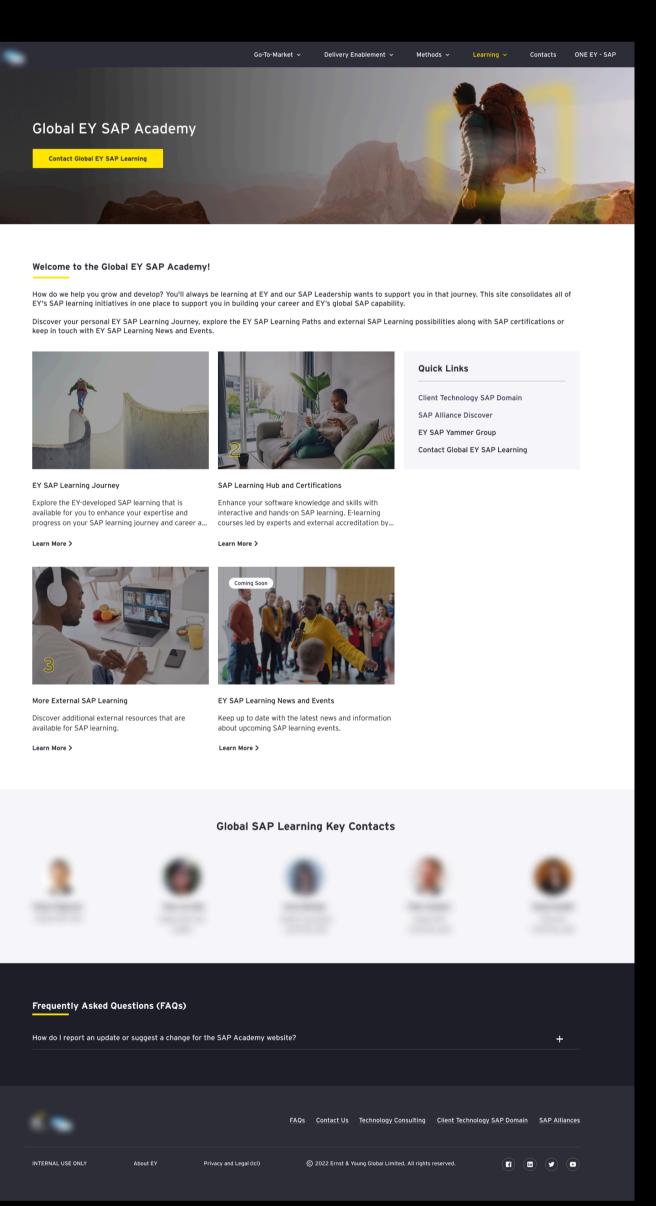
26 Jan, 2023

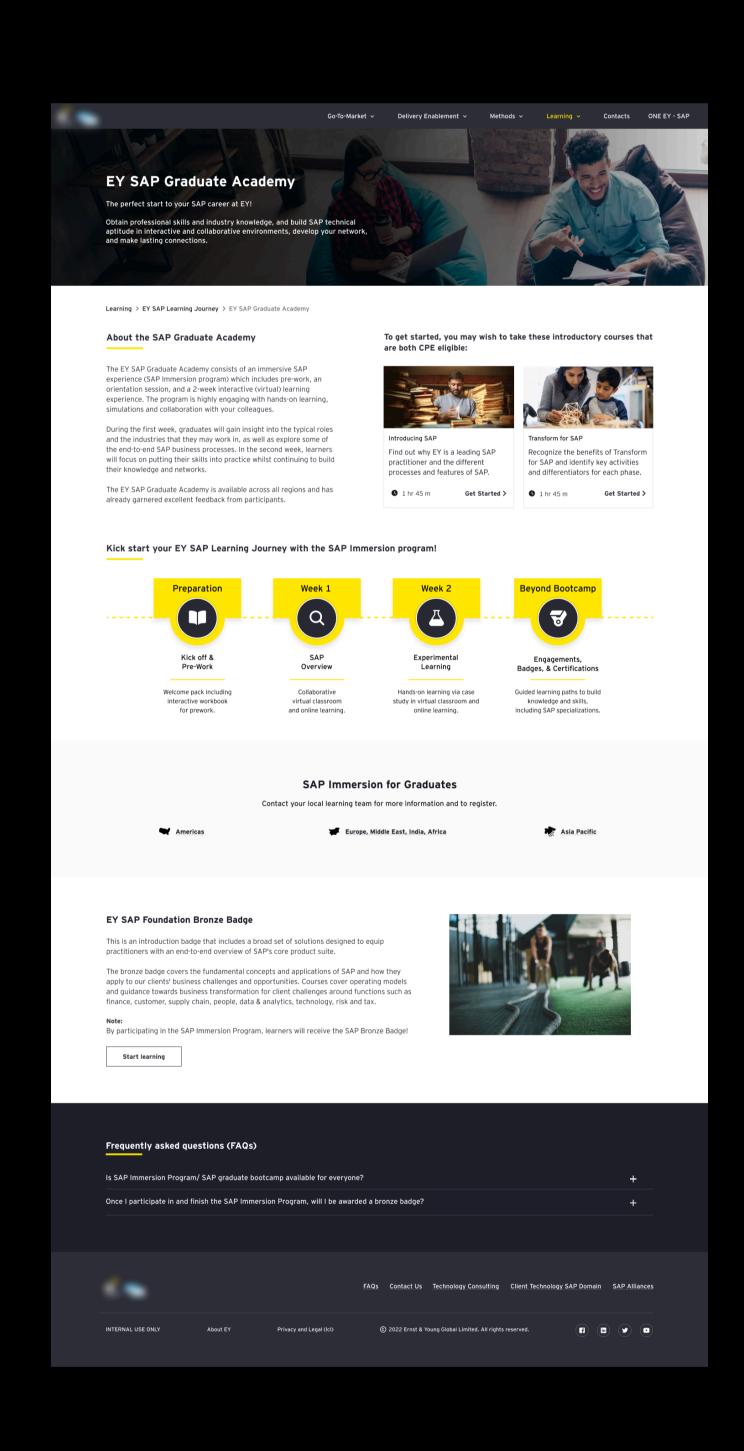
10 Jan, 2023

Newsletter

Newsletter







Outcome

- Designed intuitive interface by prioritising simplicity and clarity.
- Built an effective search functionality with search filters to narrow down the search.
- Clear Communication: Enhance the communication of the functionality through clear and concise descriptions, informative tooltips, and visual cues.
- Followed a minimalistic design approach with efficient navigation and visual cues that guide users seamlessly through the community site
- Ensure a seamless integration between the design team and the Agile development process. Collaborate closely with product owners and developers to align design goals with technical feasibility and to address potential challenges early on, resulting in a smooth transition from design to development.
- Used the Motif components library that cover a wide range of design patterns commonly used across the products. These components will follow best practices in design and usability, ensuring consistency and usability throughout the platform.