

# Creativity at Work!

## Humanizing the Enterprise through Design

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### **Abstract**

To deliver best in class user experiences to business users, design practitioners need to consider not just the user interface of applications, but the end-to-end customer experience.

The enterprise software industry is undergoing a transformation as users expect simple, easy-to-use experiences from their business software. However, to deliver on this expectation, enterprise software vendors face three primary hurdles:

The complexity of their customer's information technology landscapes,

Complexity of business processes in their customer's organizations, and

Lack of design skills in customer's IT organizations.

In this talk, Janaki Kumar will describe these changing expectations and unique challenges in enterprise software user experience design. She is outline the user experience strategy that SAP has developed to enable this shift from features to experience.

Janaki will introduce Design Thinking, a structured process for creativity and innovation, along with three case studies from the Design and Co-Innovation Center (DCC), an in-house design agency within SAP.

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TEDx Talk: <https://www.youtube.com/watch?v=6wk4dkY-rV0>

Book: <http://www.amazon.com/Gamification-Work-Designing-Engaging-Business/dp/8792964079>