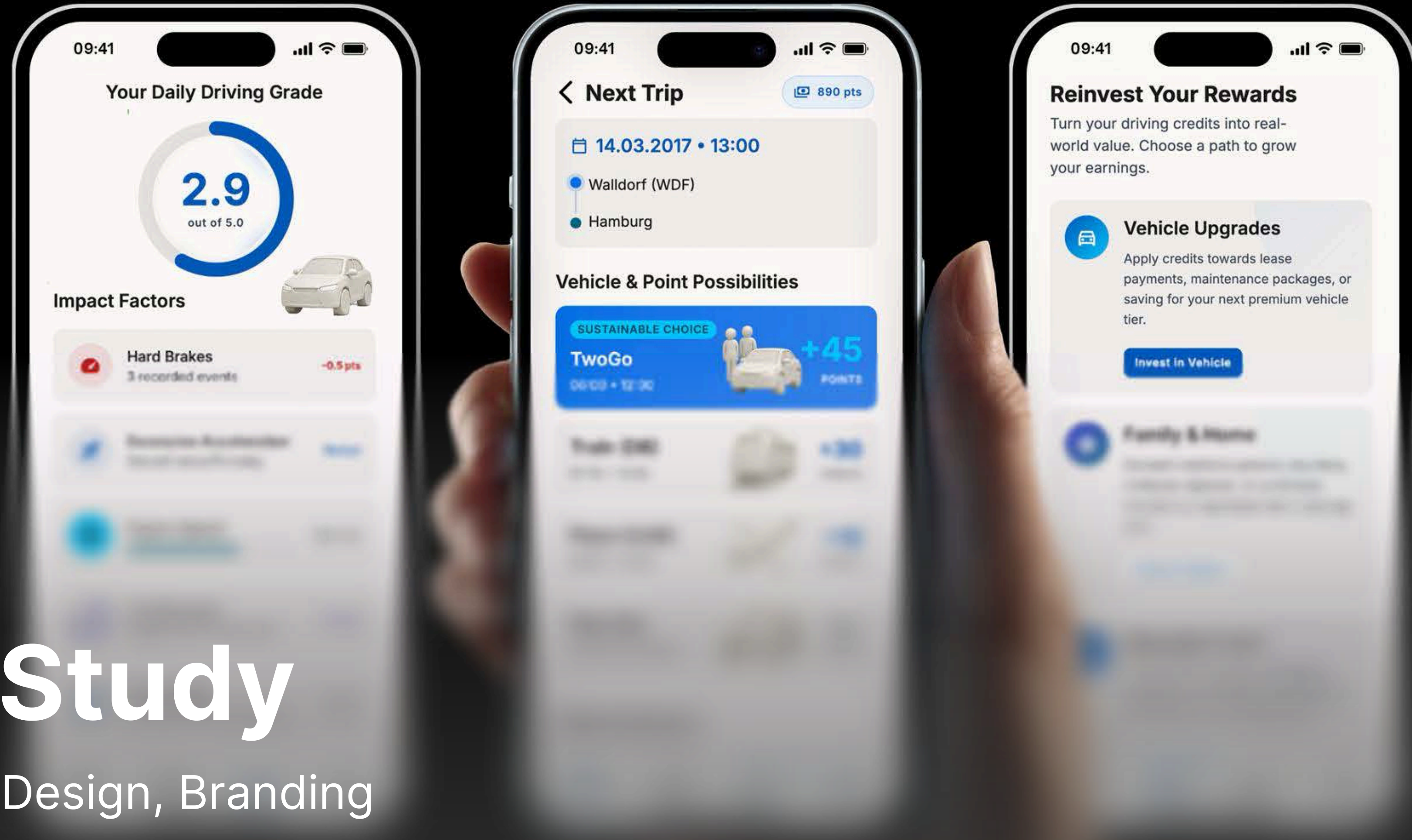




2016

VAS Case Study

Design Thinking, UI/UX Design, Branding



Contributed as a designer to an SAP Design Thinking project focused on deriving and applying business insights on fuel efficiency from vehicle telematics data (IoT).

IT

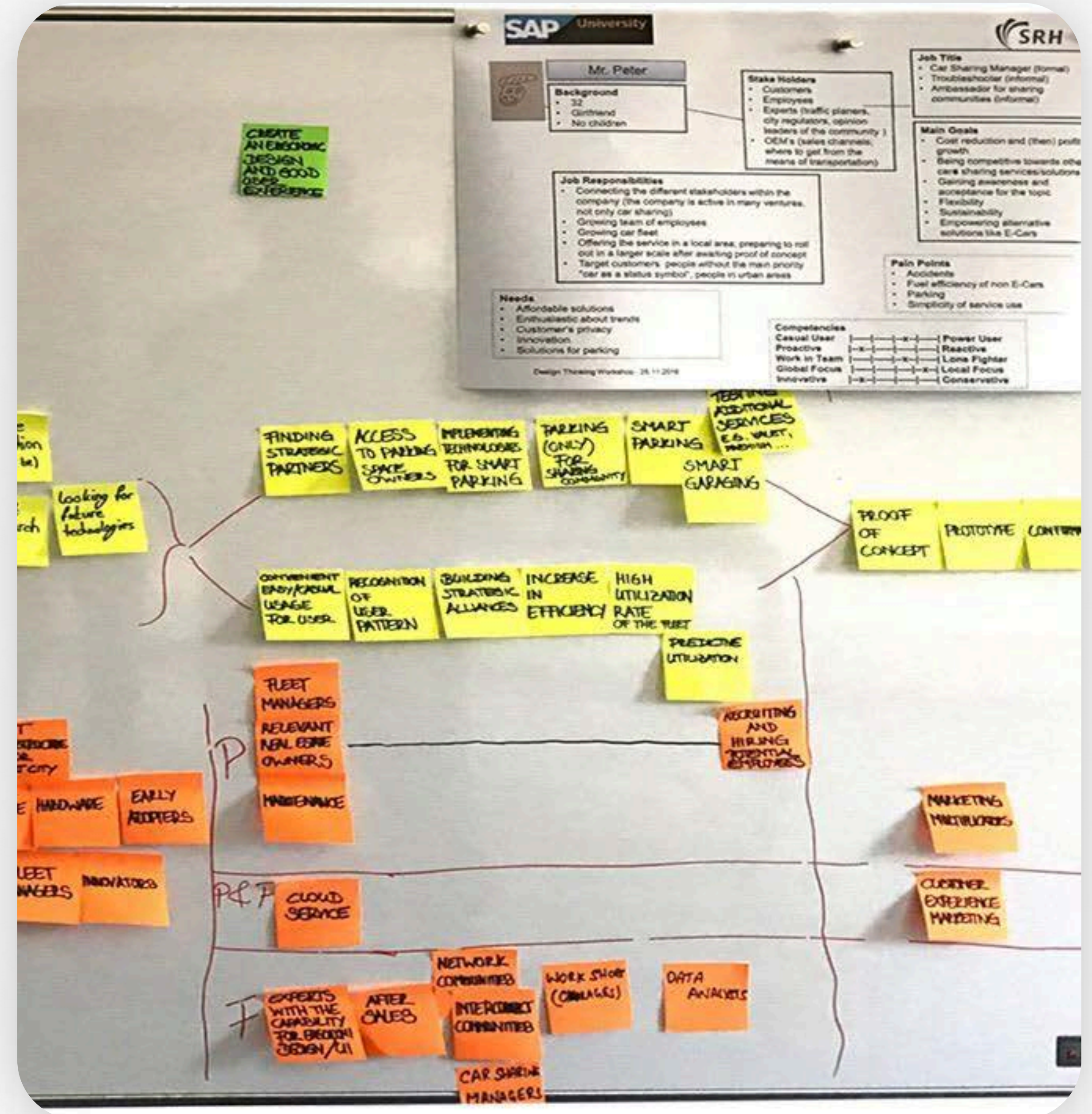
Exploring new opportunities

The project focused on finding new ways to use vehicle telemetric data and create value from it. As part of an interdisciplinary team, I joined Design Thinking workshops to better understand the challenge, discuss user and business needs, and explore possible use cases for Vehicle Insights.



From data to value

The main challenge was to find useful patterns behind fuel economy and turn them into practical ideas for SAP's business fleet. Together, we looked at ways to reduce travel, fuel and maintenance costs while also improving sustainability and making better use of employees' time.



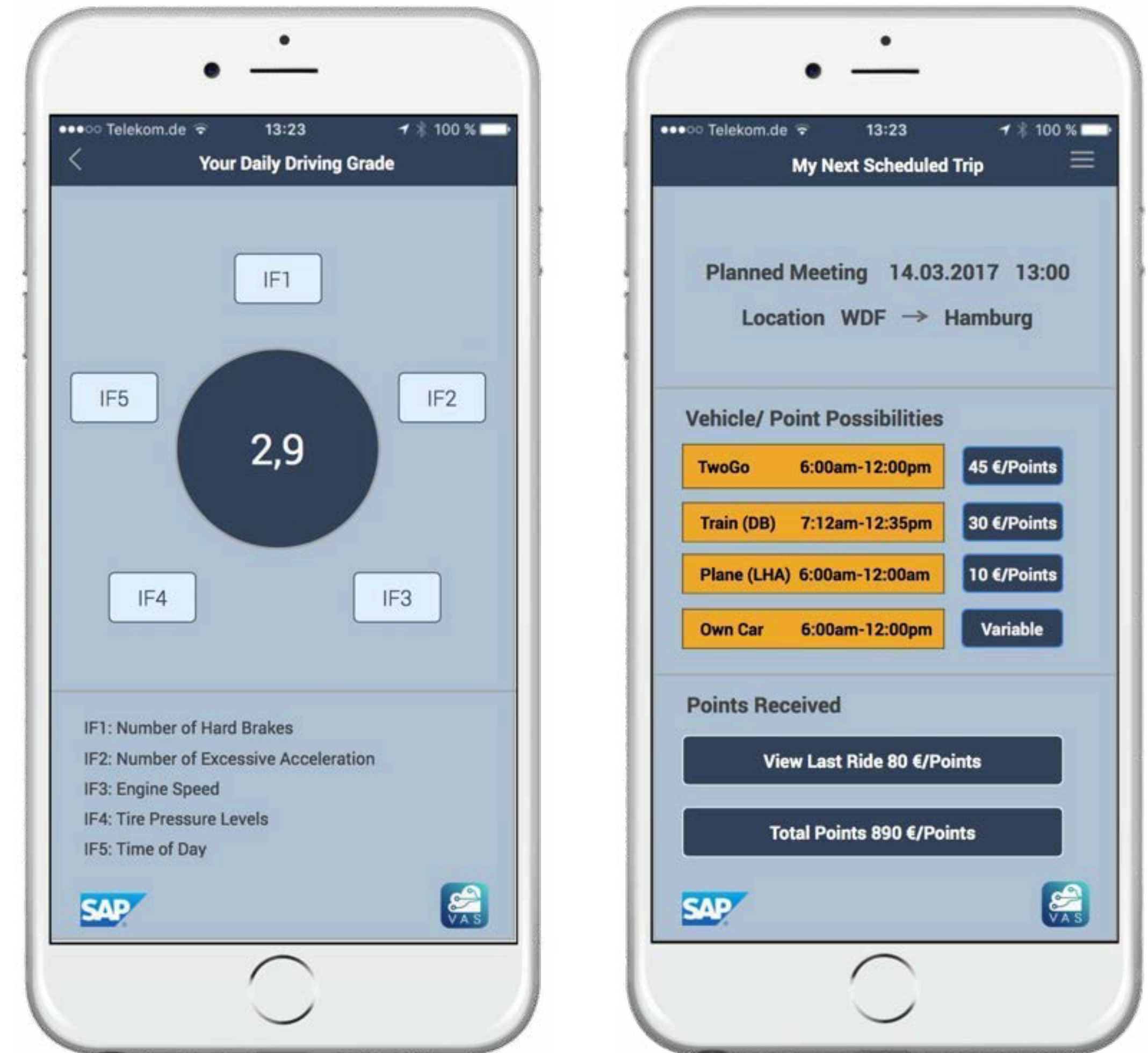
DISCOVER

DESIGN

DELIVER

Shaping the product experience

Based on the ideas from the workshops, I worked on turning the concept into a clear and easy-to-use product experience. My main focus was the UI/UX design of the application and finding a simple way to present complex vehicle data and important insights.



DISCOVER

DESIGN

DELIVER

Building a visual identity

I also worked on the visual identity of the solution, including colors, logo concepts and custom icons. The aim was to create a consistent look across the application and presentation materials while keeping the design clear, modern and connected to the analytical character of the product.



Bringing the concept together

The final concept combined the application interface, visual identity and vehicle insights into one prototype. I also designed presentation slides to explain the idea, show the main benefits and communicate the solution clearly to stakeholders.



DISCOVER

DESIGN

DELIVER

Presenting the outcome

The project ended with a final presentation of the solution to stakeholders and SAP management. The prototype showed how vehicle data could support more efficient and sustainable fleet decisions and created a basis for further development, prototype testing and possible use within the SAP business fleet.

