Ontology-based Enterprise Modeling
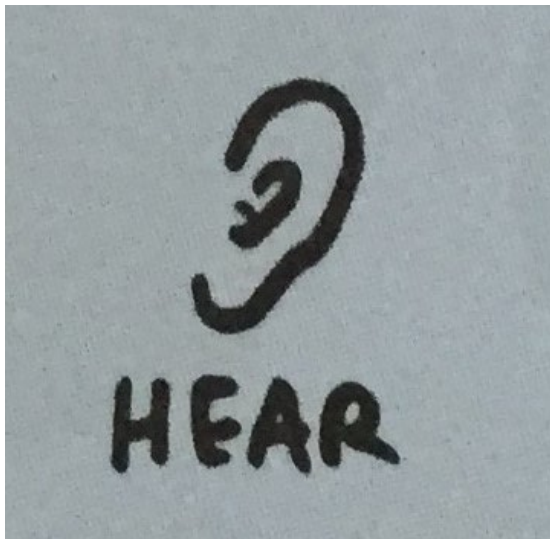# *-- Practice Session --*

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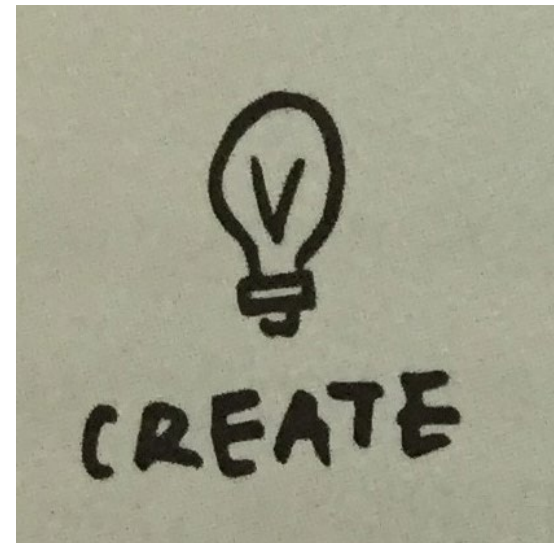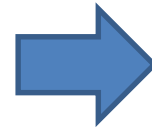
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Design

Deal with real
user problem

Provide right
solution for
right people

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Design Thinking Process

Deal with real
user problem

Provide right
solution for
right people

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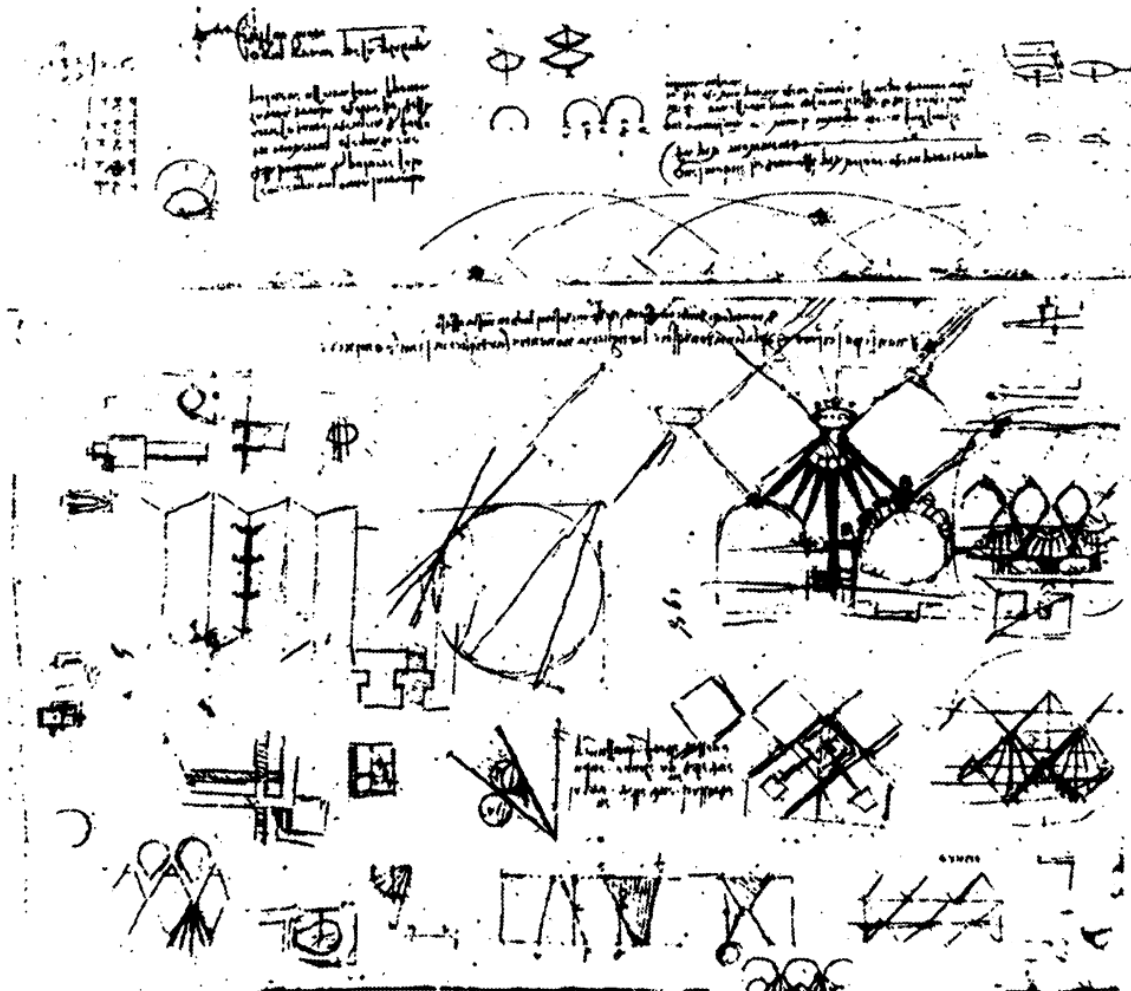Introduction to Research and Innovation

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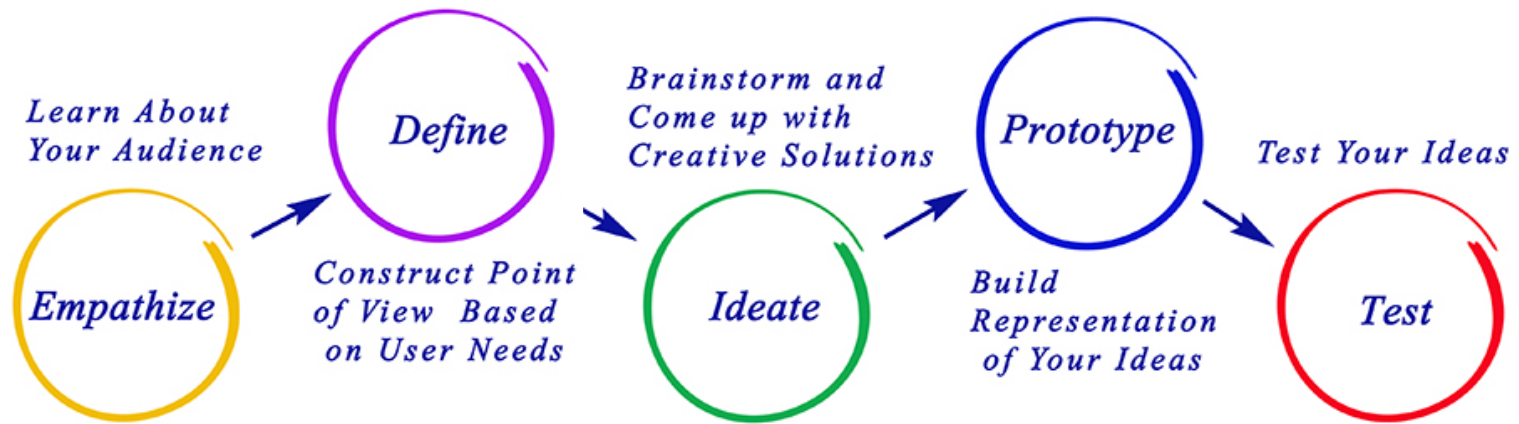
1. Empathize

- Thorough understanding of customer and user needs

- Seek to understand
  - ◆ *how* a customer acts
    how a product or service is being used
  - ◆ *why* users act as they do.

- **Direct: Look at customers' behaviour and problems**
  - ◆ **Observation**

Beckman, S.L. & Barry, M., 2007. Innovation as a Learning Process: Embedding Design Thinking. *California Management Review*, 50(1), pp.25–56.

Sketching

Leonardo Da Vinci: design studies for fortifications

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Modeling the Observations - SAP Scenes

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AOAME – Agile and Ontology-based Modeling Environment

https://aoame.herokuapp.com/modeller
Language: SAPScenes
View: SAP Scenes Modeling View
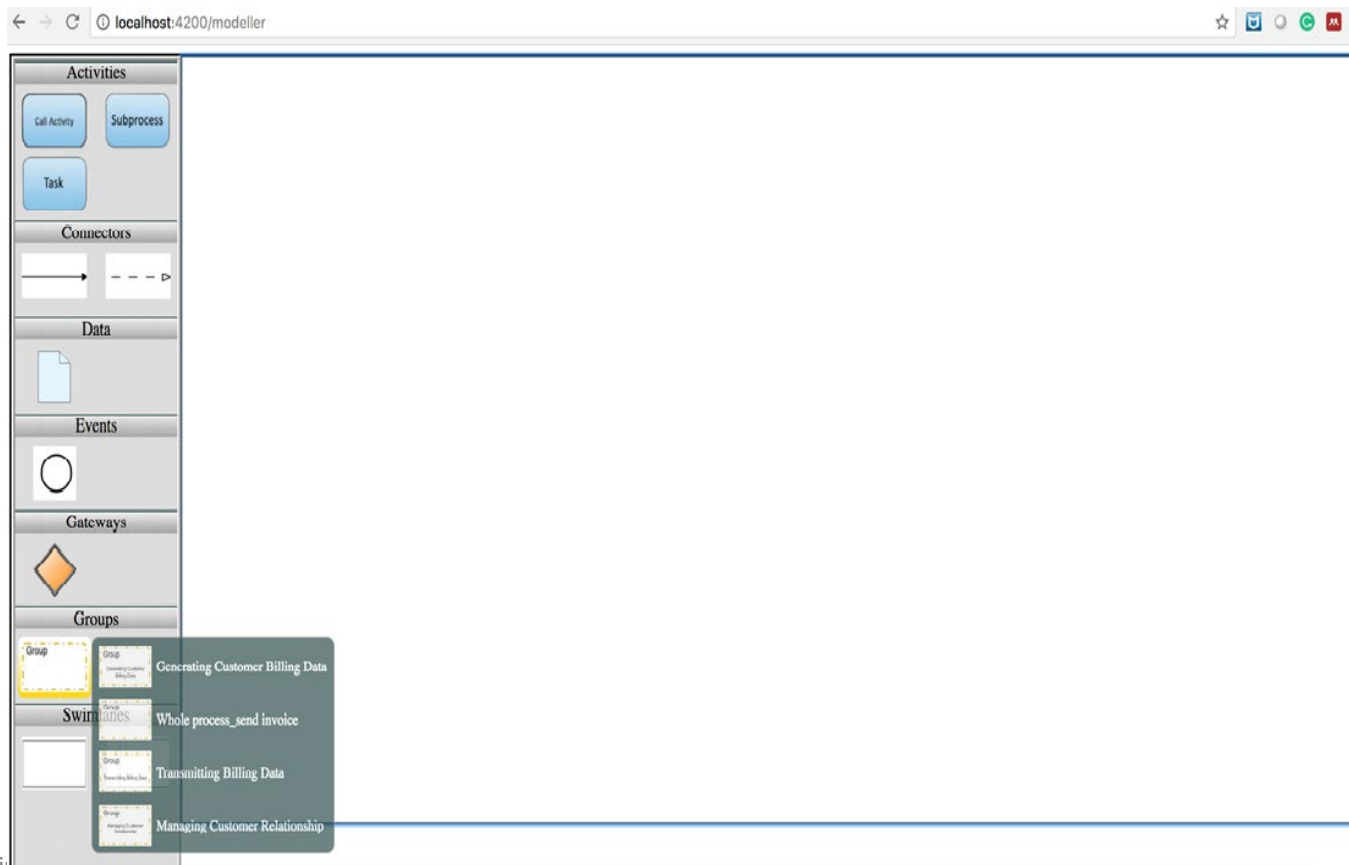
AOAME4Scenes

Palette

Model Editor

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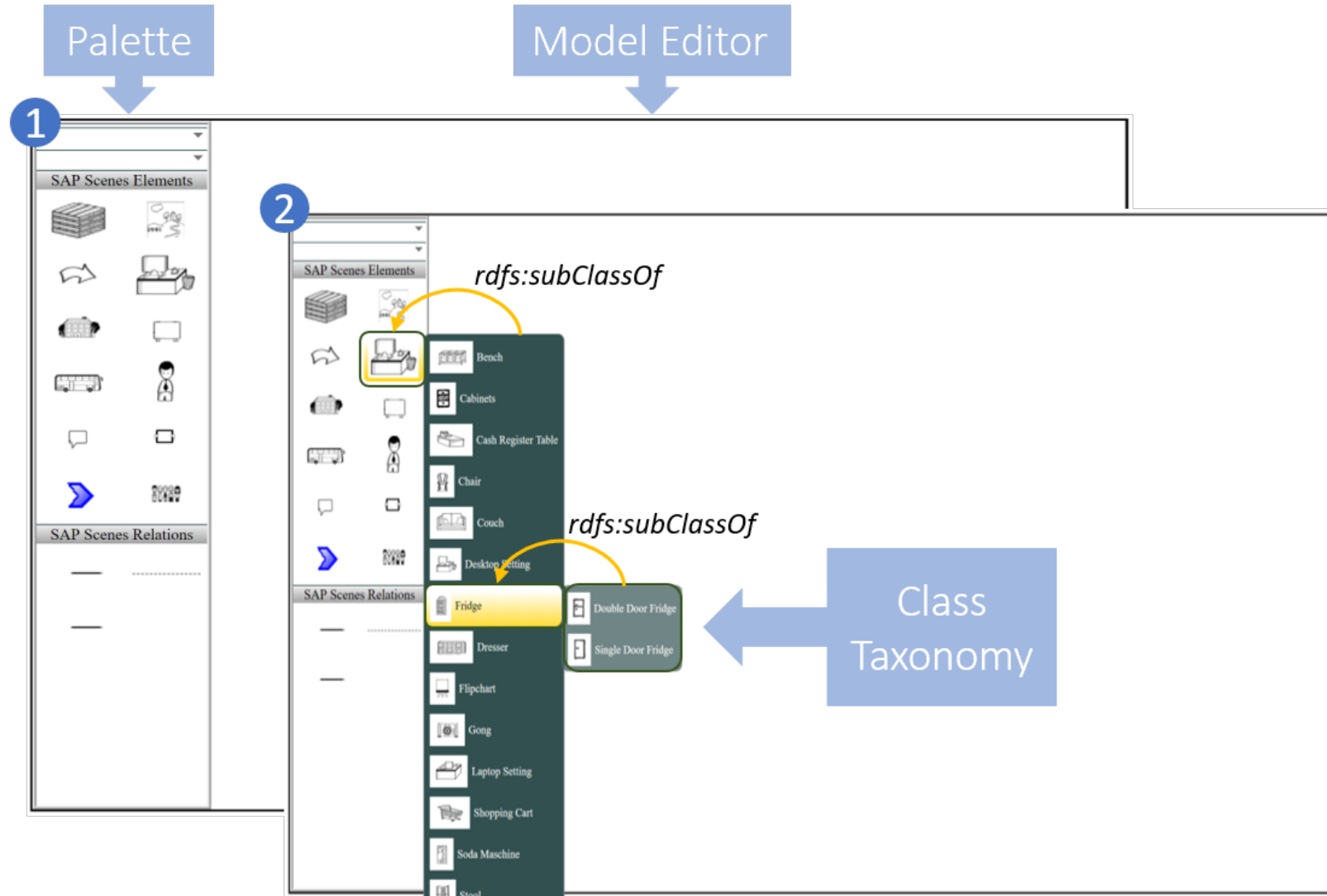knut.hinkelmann@fhnw.ch

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Need for Agile Extensions

- Design Thinking / Sketching can be used for any application domain

- SAP Scenes has a huge number of elements, but ….

  …it is impossible to have a modeling language/tool that includes all relevant elements

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Extending AOAME4Scenes

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Exercise: Improve Payment

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Exercise: Empathize (1)

- Think of concrete payment situations

- Did you have to pay something today?
    - What did you buy/consume?
    - How did you pay?

- Let us model such a situation

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Thanks to …

Emanuele Laurenzi

Charuta Pande

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