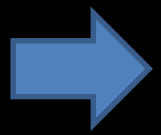
Ontology-based Enterprise Modeling
-- Practice Session: Introduction --

Prof. Knut Hinkelmann – http://knut.hinkelmann.ch/lectures/nemo2019

DESIGN

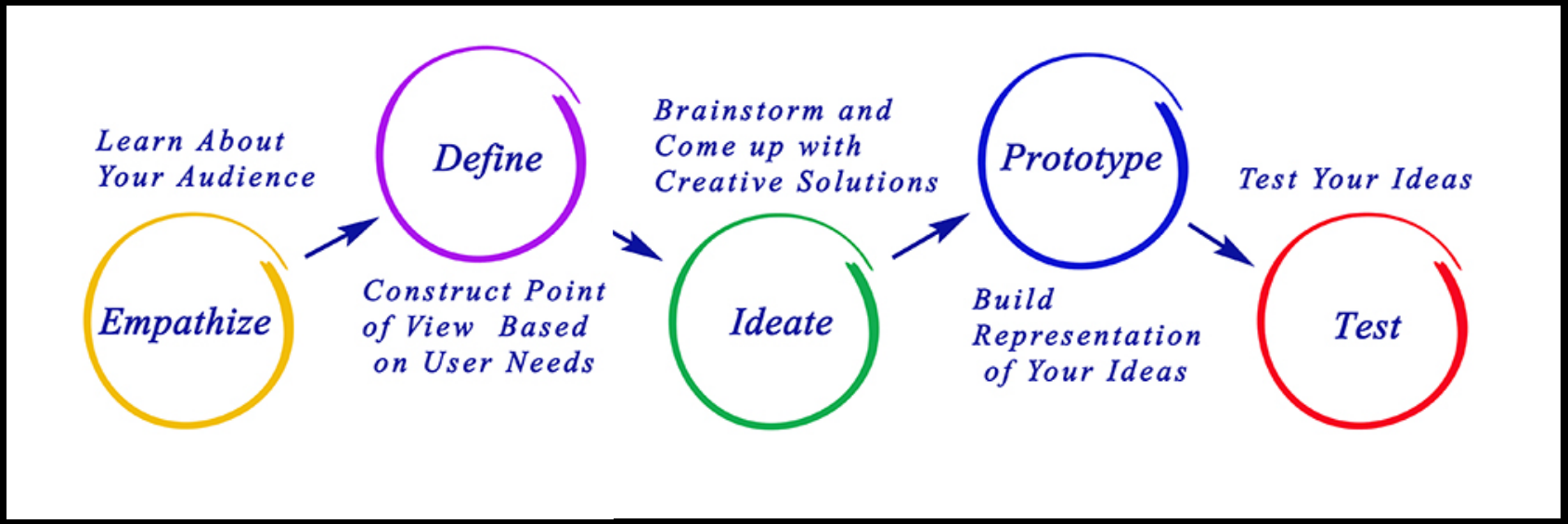
Design



Deal with real user problem

Provide right solution for right people

Design Thinking Process



Deal with real user problem

Provide right solution for right people

1. Empathize

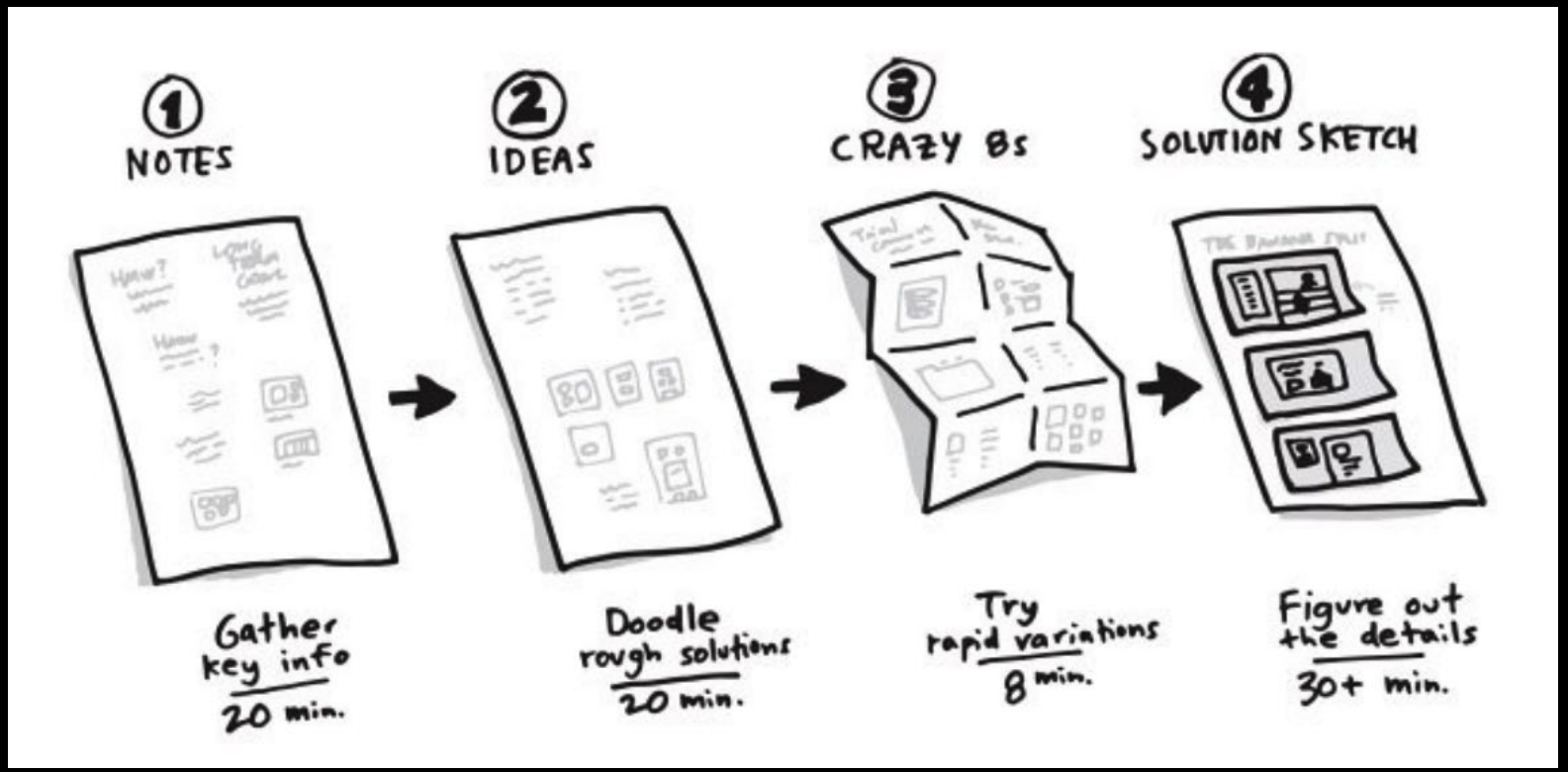
- Thorough understanding of customer and user needs
- Seek to understand
  - ***how*** a customer acts
    how a product or service is being used
  - ***why*** users act as they do.

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

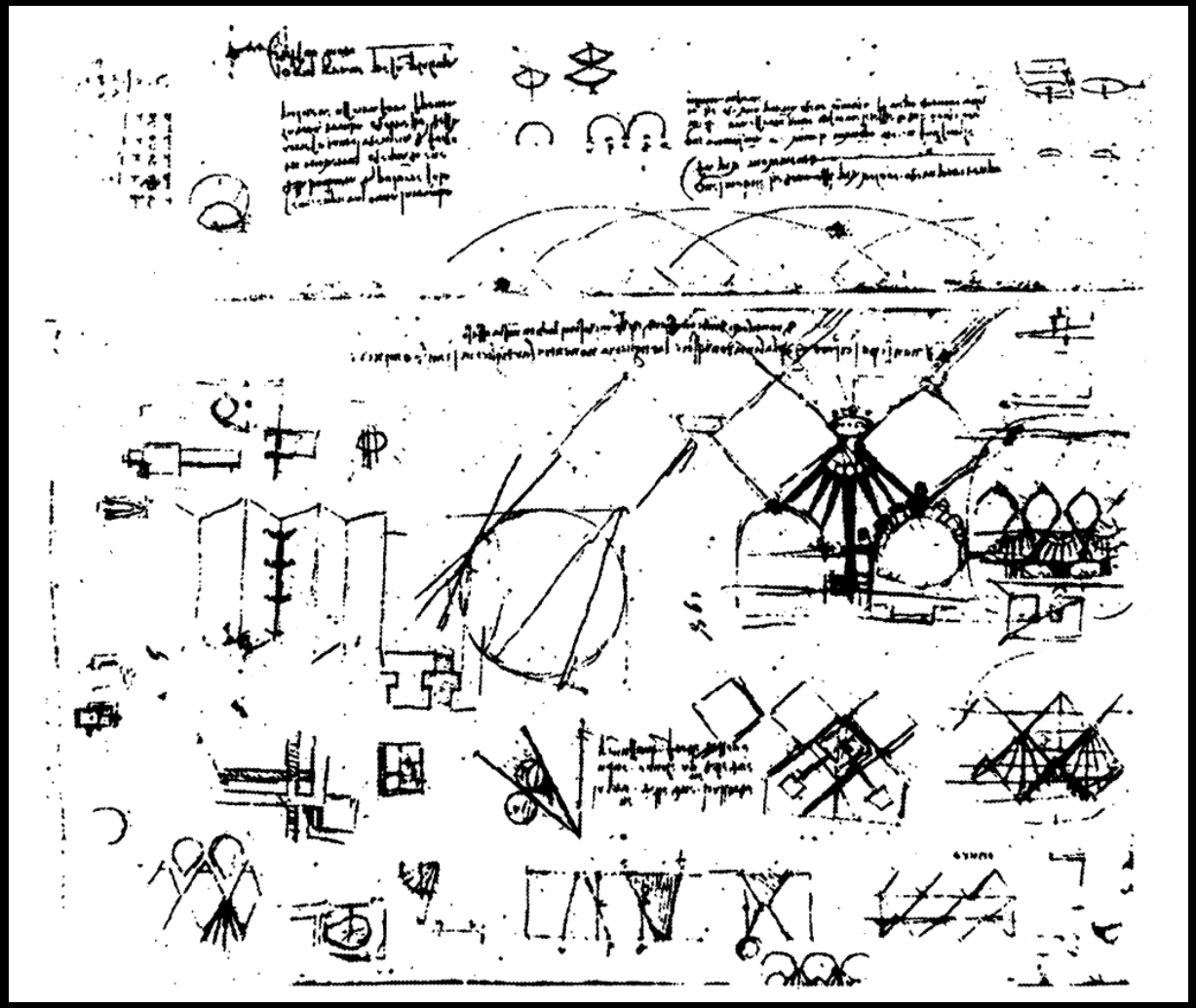
Beckman, S.L. & Barry, M., 2007. Innovation as a Learning Process: Embedding Design Thinking. *California Management Review*, 50(1), pp.25–56.

Describing Observations and Ideas - Sketching

Sketches in the Google Design Sprint

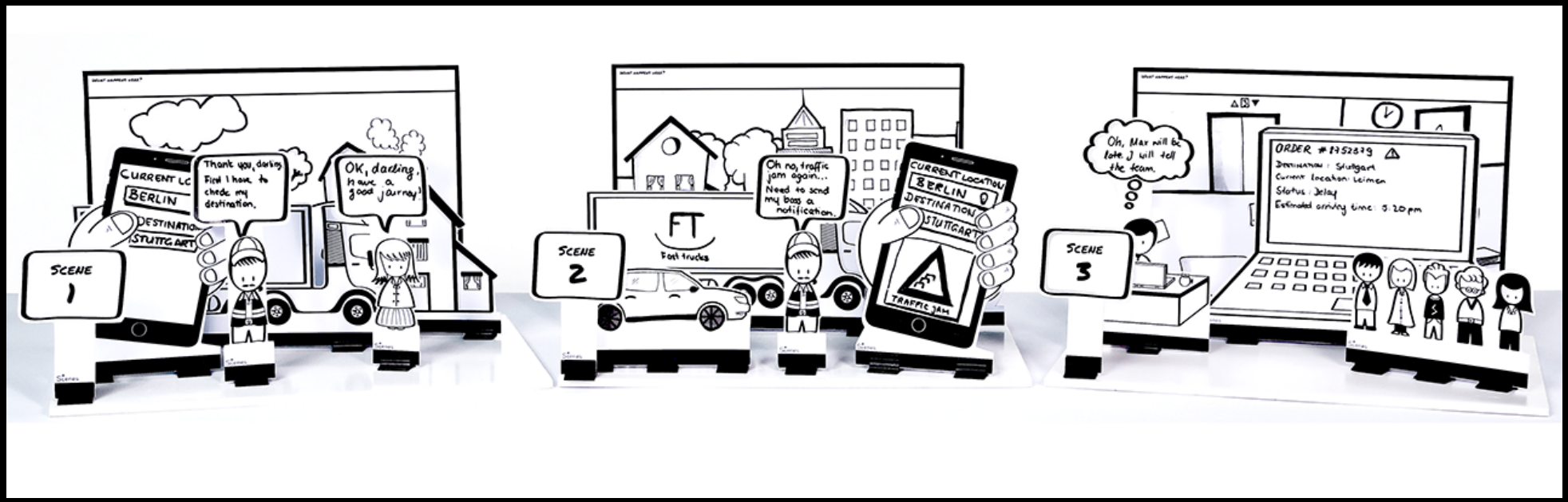


Sketching

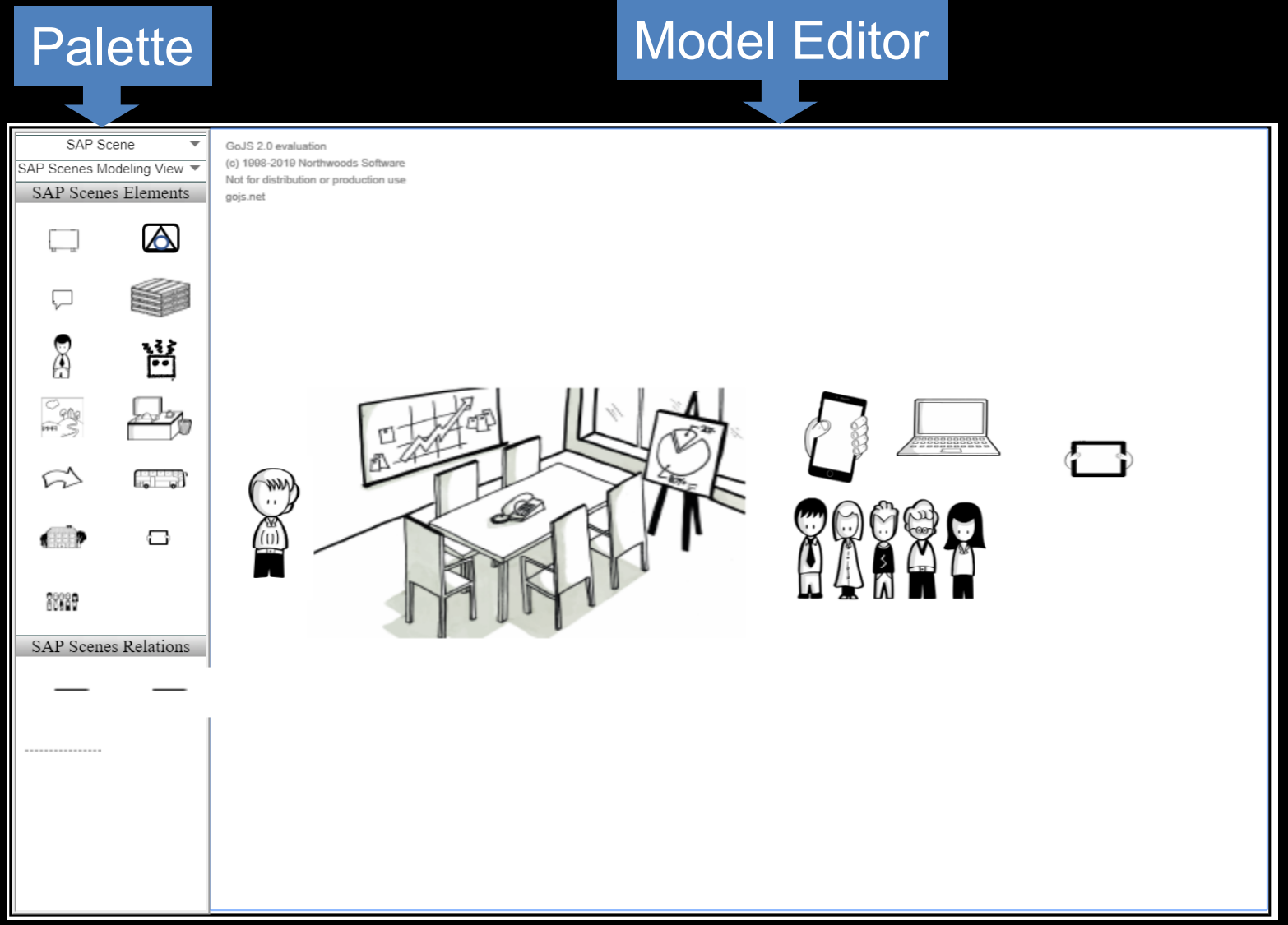


Leonardo Da Vinci: design studies for fortifications

Modeling the Observations - SAP Scenes



AOAME4Scenes



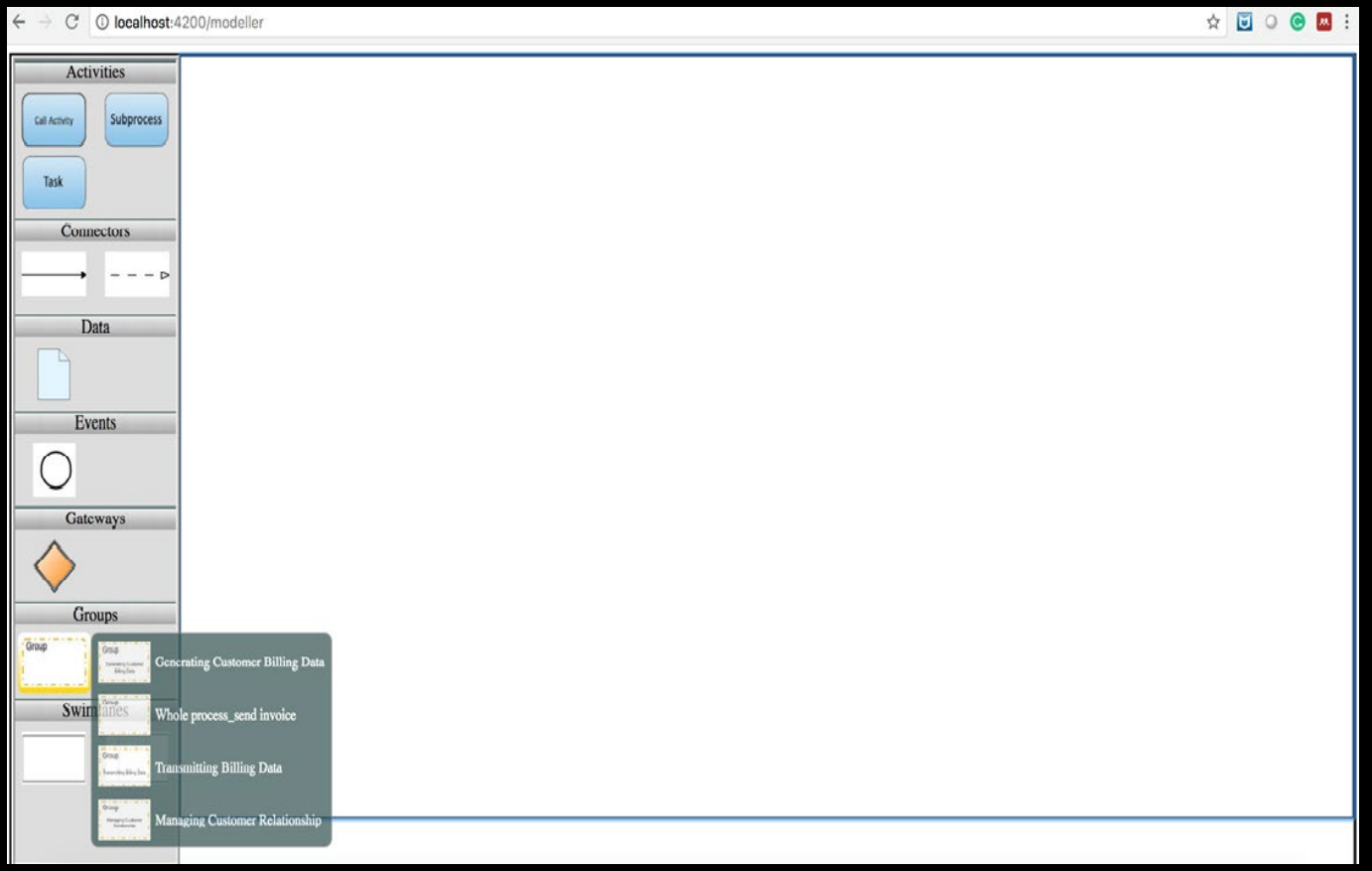
Exercise: Improve Payment

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

AOAME – Agile and Ontology-based Modeling Environment

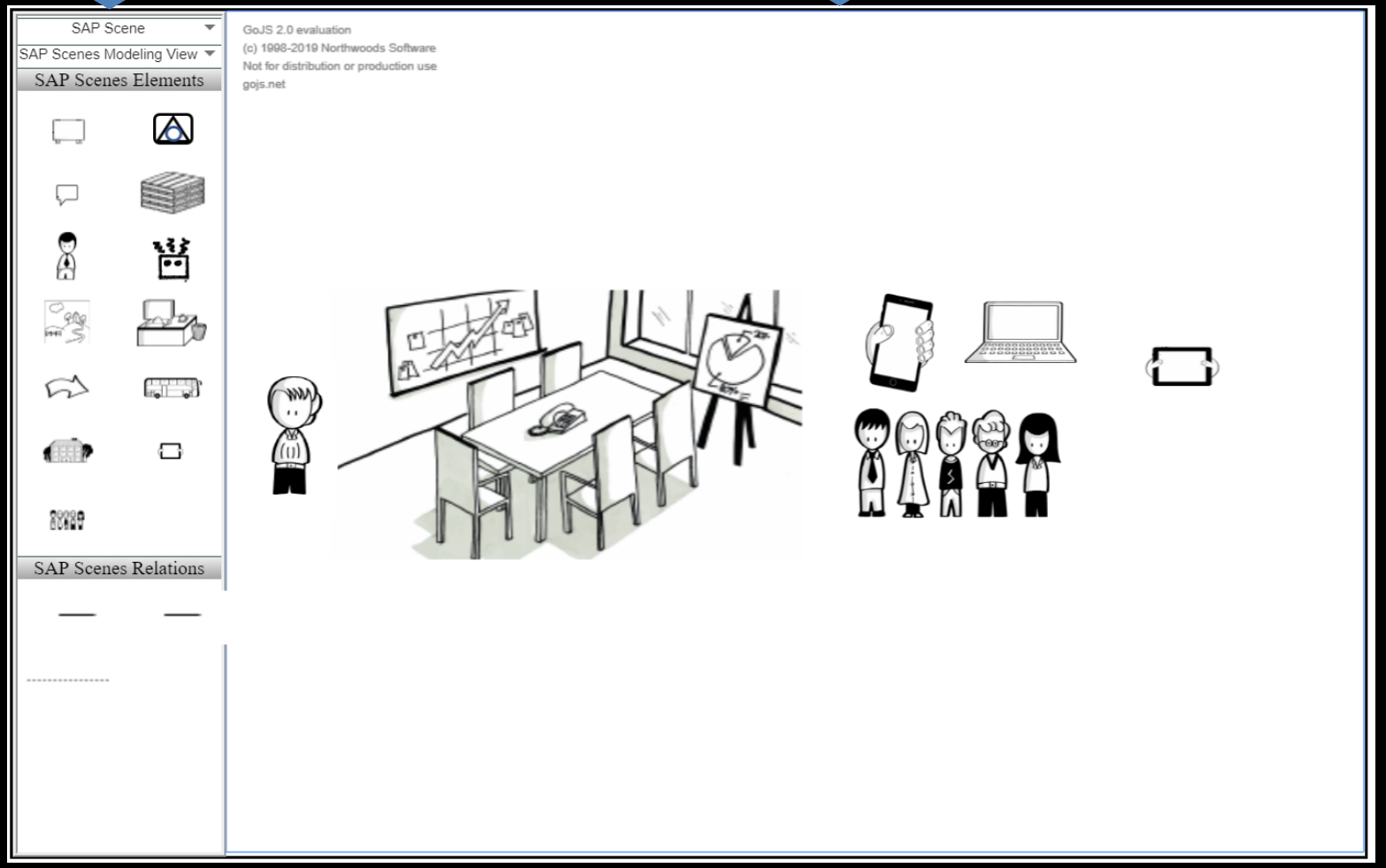
https://demo-angular-webapp.herokuapp.com/modeller
http://knut.hinkelmann.ch/lectures/nemo2019



AOAME4Scenes

Palette

Model Editor

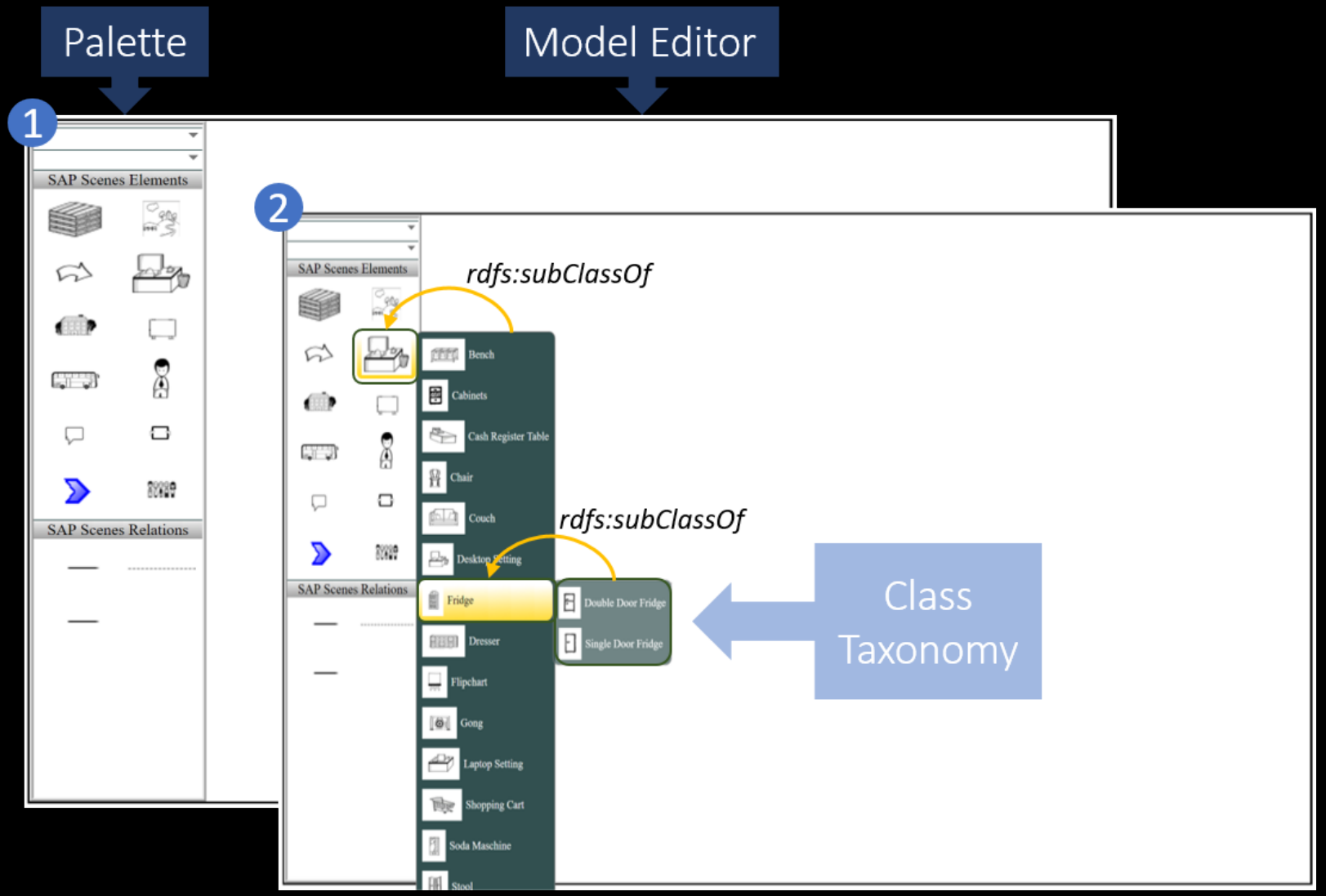


Need for Agile Extensions

- 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

Extending AOAME4Scenes



Thanks to …

Emanuele Laurenzi

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Maja Spahic

Devid Montecchiari

Follow-up planned in Spring 2020
Watch: https://www.aaai-make.info/

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