

Trends and Concepts in the Software Industry II
Prof. Hasso Plattner
Matthias Uflacker, Martin Boissier, Stefan Klauck, Franziska Häger

Exploiting Point-of-Sales Data

AGENDA

- Overview
- The Situation & Challenge
- Phases
- Learning Experience
- Grading
- Q&A



OVERVIEW

- Technological discussions, exercises, and a design project
- Seminar includes:
 - in-memory database technology
 - design thinking process
 - need finding
 - innovation and prototyping methodologies
 - human factors and team dynamics



THE SITUATION

- People do online and store shopping
- Shops have access to large amounts of data, e.g. point-of-sales data, delivery dates...
- People use bonus cards of shops and carry their smart phones (with GPS, camera...) during shopping
- In-memory technology facilitates real time, mass data processing and thus the promptly analysis of large data sets
- This opens up opportunities for shops to generate better offers to their customers



H&M 20% Off your entire kids purchase!*

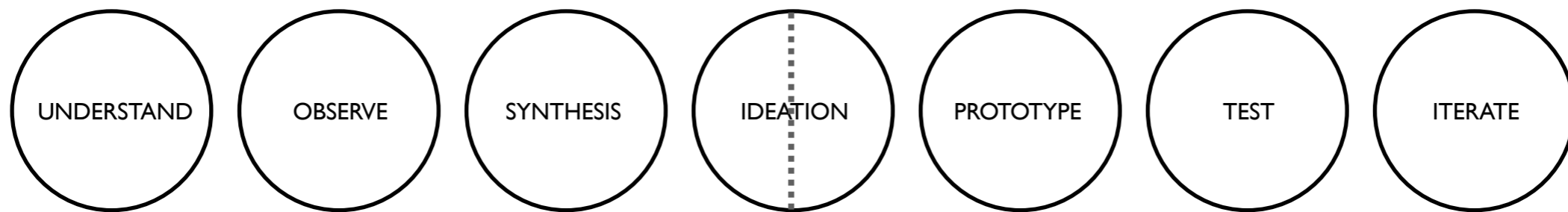
* Coupon valid March 17th - March 27th. One coupon per customer per transaction. Coupon must be surrendered at time of purchase. Excludes H&M employees. Offer not valid on previous purchases, for H&M gift cards or in conjunction with any other offer. Offer valid in H&M stores in Canada only.



after



THE DESIGN THINKING PROCESS & PHASES OF THE SEMINAR



pre-phase

seminar block

OVERVIEW ON THE ELEMENTS OF THE SEMINAR

PRE-PHASE	INTRODUCTION	15.10.	Intro & information session
	2-DAY WORKSHOP	20.11. & 21.11.2014	Design thinking workshop: fast-forward <ul style="list-style-type: none"> • Getting to know the method & apply • User research training • Preparation of initial user research
	SELF DEPENDENT GROUP WORK	December January February	Iterate research, synthesis & ideation <ul style="list-style-type: none"> • Given & self assigned user interviews, observations and further desk research • Iteration of user research, synthesis and ideation • Your own schedule • Hands-On Exercises (next slide)
	INTERMEDIATE PRESENTATIONS	02.02.2015	Present your insights and ideas <ul style="list-style-type: none"> • Short presentation and discussion
SEMINAR	IDEATION, PROTOTYPING, TESTING & ITERATION	16.02. – 20.02.2015	Seminar block <ul style="list-style-type: none"> • Presentation: user research insights, initial prototype ideas • Expert sessions: technology aspects • Refinement of prototype • Test / evaluation at user site • Final prototyping / presentations • 5 days
POST	DOCUMENTATION	20.03.2015	Document your work <ul style="list-style-type: none"> • Written report • Video or screencast to experience your prototype

HANDS-ON EXERCISE

- SAP Point-of-Sales Data Schema on HANA
- Schedule:
 - First week of November: introduction (HANA & Correlation) & first exercise
 - Second week of December: introduction to PAL and SQLScript, presentation of results, & second exercise



LEARNING EXPERIENCE

Participants will

- apply the technical concepts of in-memory database technology to real world use cases,
- observe real users in companies,
- get insights into and apply the design thinking methodology,
- acquire hands-on experience with HANA and large data sets,
- train presentation skills.



PREREQUISITES

Participants should be familiar with the concept of in-memory database technology

- Have attended Trends and Concepts I
- Self-Study via Online Lecture before the Workshop:
<https://openhpi.de/course/inmemorydatabases>

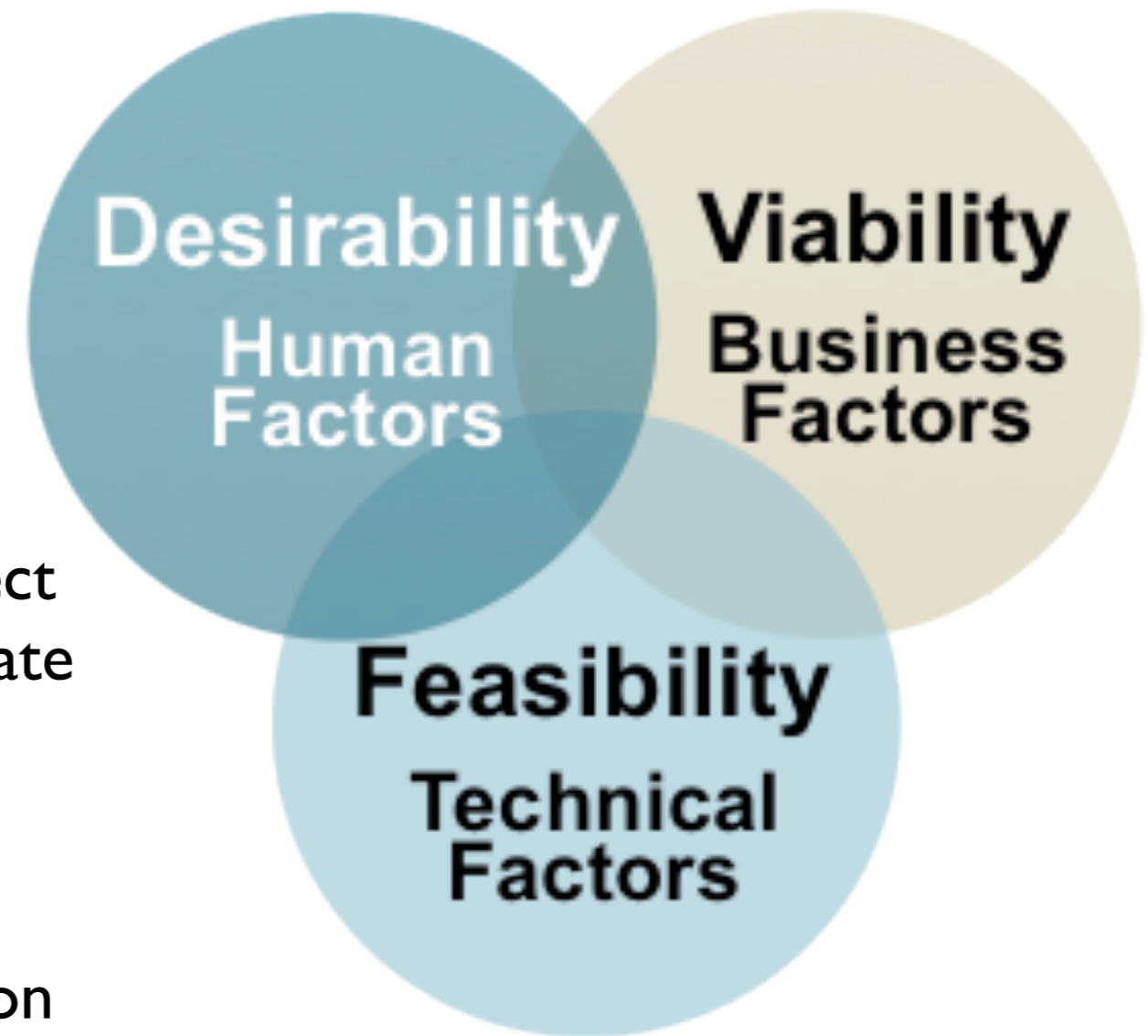
TODOs before Workshop

- Recap or learn about in-memory technology (see prerequisites)
- “Warmup”: Contact people you know, who might be interesting interview partners for the topic

GRADING

6 ECTS Points

- engagement to discussions, the project and team work, exercises, intermediate presentations (30%),
- viability, feasibility, and desirability of project results in the final presentation (40%),
- documentation of the results:
20p. Incs and video/screencast (30%)



Enroll till Oct. 31st, 2014

thank you!
any questions?