



UNIVERSAL ROBOTS

Conference-call

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# How we work with UX Design in Universal Robots

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December 2021





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# Agenda

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**01 / Short Introduction**

**02 / Universal Robots**

**03 / UX in the future**

**04 / Our Fundamentals**

**05 / Questions**

Section 01

# Anja Saabye

- 11.2020 – Head of UX Design and TCL at Universal Robots
- 02.2015 – 11.2020 Strategic Customer Insight Manager and head of UX DESIGN, Hesehus
- 2006 - 2015 Clockwork and Scanad, Advertising companies
- 2007 - Fulltime Mom

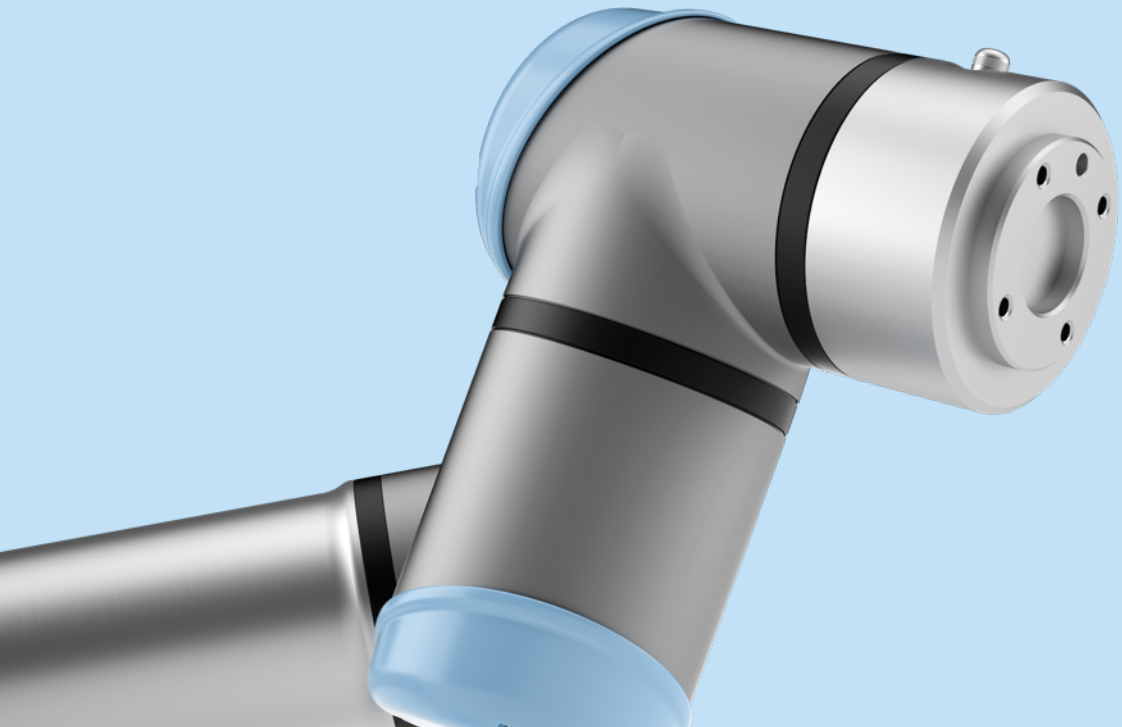
 Skiing, Waterskiing, SUP, running, Colours and a lot of creative stuff



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Section 01

# Introduction to Universal Robots





# Vision



# A Global Company

We have offices all over the world

## Key

-  UR corporate headquarter
-  UR global offices



800+

Distributors &  
integrators

22

Offices

800+

Employees

50,000+

Cobots sold

40-50%

Market Share

370+

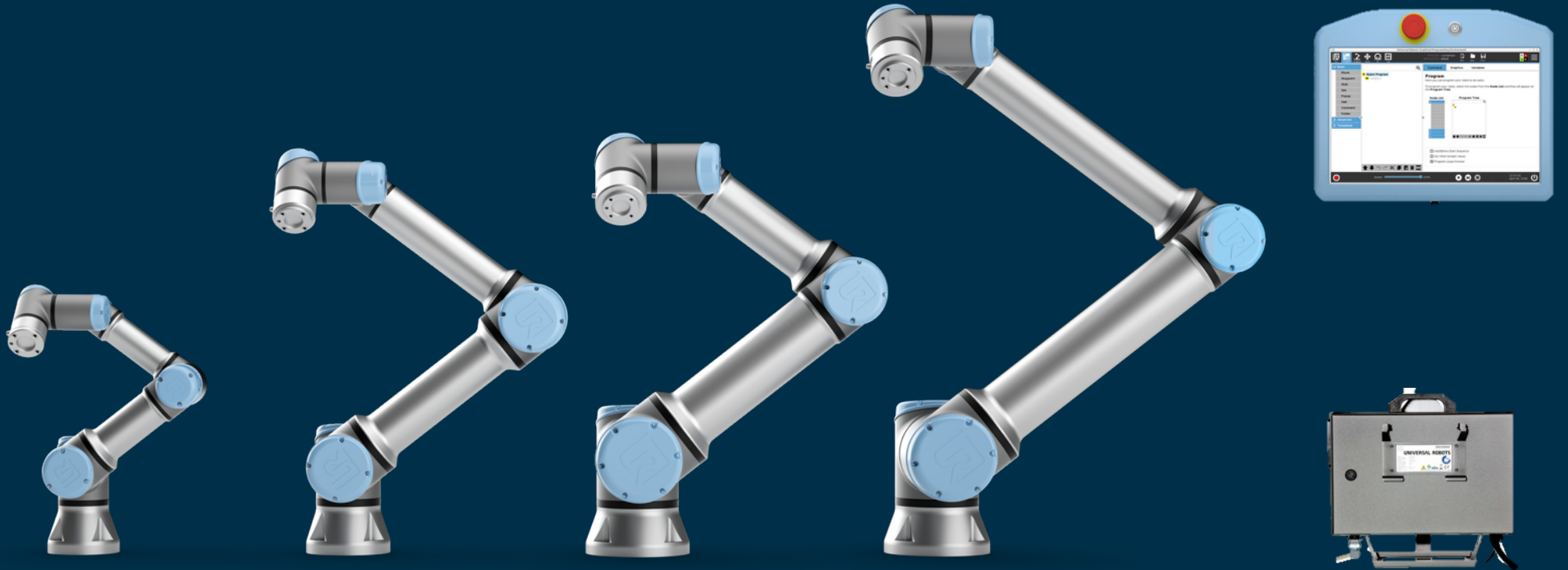
UR+ products

# New Headquarters – World's Largest Cobot Hub





# Our Product(s)



# What will happen in UX until 2050?

THE ROBOTS ARE COMING....

## Looking forward is also looking backwards 1992 – 2021- 2050

1992:

How many in here had their own computer in 1992?  
How many had a mobile phone in 1992?

We had CD-ROMS, no mobiles, WIFI was very bad

Think about the development – the last 29 years –  
what will happen the next 29 years?



## The change in population age from 2021 to 2050

Country	#People 65-84 years	#People 85+ years
USA	+ 37%	+ 186%
DENMARK	+ 17%	+ 162%
UK	+ 37%	+ 145%
CHINA	+ 100%	+ 401%
GERMANY	+ 14%	+ 147%
JAPAN	- 1%	+ 61%

Design for OLD people, not young people and "early adopters"

Nothing today is designed for OLD people – we are not creating good user experiences for them

Are we creating good user experience for "late adopters?"

# Jeremy Gutsche – what will happen?

## How to Prepare

- Money › Beware of Polarity
- Class › Serve The Middle
- Business › Automate Everything
- Politics › Expect Conflict
- Generations › Shift to Next Gen
- Careers › Enable Freedom
- Life › Create Experience
- Leisure › Live Life its Fullest
- Media › Study Influencers
- Luxury › Create Splendor
- Science › Test Everything
- Business › Think Like an Entrepreneur
- Risk › Pursue Your Dream

@JeremyGutsche

TRENDSHUNTER  
FIND BETTER IDEAS, FASTER

## Post-Pandemic Trends

- Money › Conflict With Extreme Wealth
- Class › Rise of The Middle Class
- Business › Automation of Labor
- Politics › Polarized Political Debate
- Generations › Next Gen Takes The Lead
- Careers › Fewer Career Boundaries
- Life › Making up For Lost Time
- Leisure › Proliferation of Leisure
- Media › New Media & New Heroes
- Luxury › Desire for Opulence
- Science › A Pursuit of Answers
- Business › Surge in Entrepreneurship
- Risk › Extreme Risk for a New Life

@JeremyGutsche

TRENDSHUNTER  
FIND BETTER IDEAS, FASTER

## Tensions of Reprioritization

- Money › Big Box vs Local
- Class › Support vs Refute
- Business › Robots vs People
- Politics › USA vs China
- Generations › Boomers vs Millennials
- Careers › WFH vs In-Office
- Life › Products vs Experience
- Leisure › Old Life vs New Hobbies
- Media › Big Media vs Creators
- Luxury › Save vs Splurge
- Science › Vax vs Don't
- Business › Work vs Quit
- Risk › Borrow vs Pay Debt

@JeremyGutsche

TRENDSHUNTER  
FIND BETTER IDEAS, FASTER

# HOW TO CREATE GOOD USER EXPERIENCES?

Observation is important  
Which one would you like?  
The user cannot answer – we need to observe as well

**FUN FACT:**  
The pushbutton telephone sets has been used  
40 trillion times  
By choosing the fast solution instead of the preferred  
The world has saved 1 billion man years

LIVE on Zoom with Rev.com

## Richard L. Deininger

Human factors engineering studies of the design and use of pushbutton telephone sets

*The Bell System Technical Journal July 1960, pp. 995-1012*

**Fast**

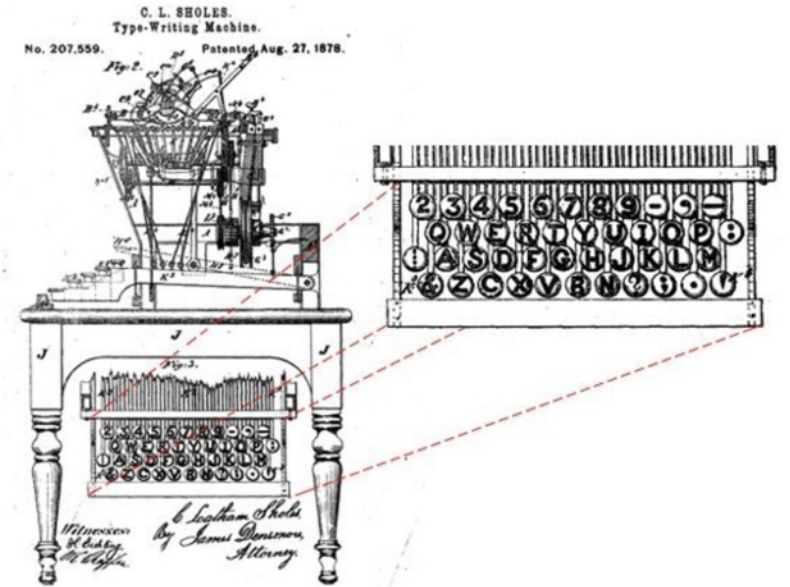
**Preferred**

Group	Layout	Layout	Layout
GROUP I	I-A	I-B	I-C*
GROUP II	II-A*	II-B	II-C
GROUP III	III-A	III-B	III-C
GROUP IV	IV-A*	IV-B*	IV-C
GROUP V	V-A	V-B	V-C
GROUP VI	VI-A	VI-B†	VI-C

## Could we have saved man-years?

Many people argue that the Qwerty keyboard could have been created in a better way.

Originally it was A, B, C etc., but people typed so fast that the mechanical character arms got tangled up, so the keys were randomly positioned to actually slow down typing and prevent key jams.



U.S. Patent No. 207,559. The first appearance of the QWERTY keyboard. Google patents

But the biggest rivals to ever challenge QWERTY is the [Dvorak Simplified Keyboard](#), developed by Dr. August Dvorak in the 1930s.

~	!	@	#	\$	%	^	&	*	(	)	{	}	←	
1	2	3	4	5	6	7	8	9	0	[	]	Backspace		
Tab	"	<	>	P	Y	F	G	C	R	L	?	+ =	\	
Caps Lock	A	O	E	U	I	D	H	T	N	S	-	Enter	↵	
Shift	:	Q	J	K	X	B	M	W	V	Z	Shift	↵	↵	
Ctrl	Win Key	Alt									Alt Gr	Win Key	Menu	Ctrl

The Dvorak Simplified Keyboard Wikipedia



UNIVERSAL ROBOTS

**Imagine what a HUGE  
difference UR can make  
in the world with the  
right UX...!**



## Vision

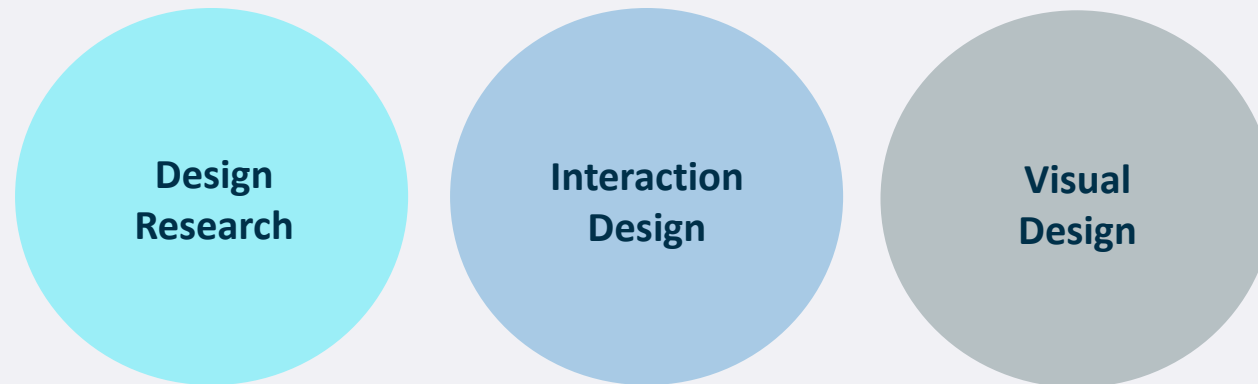
*Make everybody fall in love with our brand,  
company, product and solution*

*Create the amazing design like Apple, give the  
unique user experience like Tesla and be Universal  
like Universal Robots*



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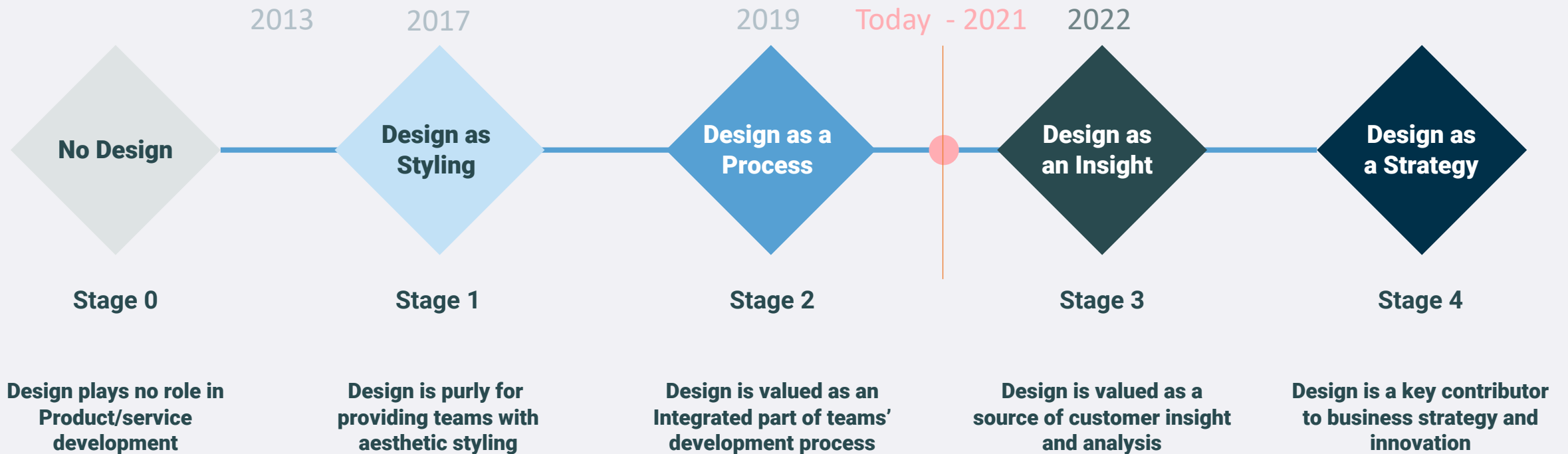
## UX Design at Universal Robots is a multidimensional role



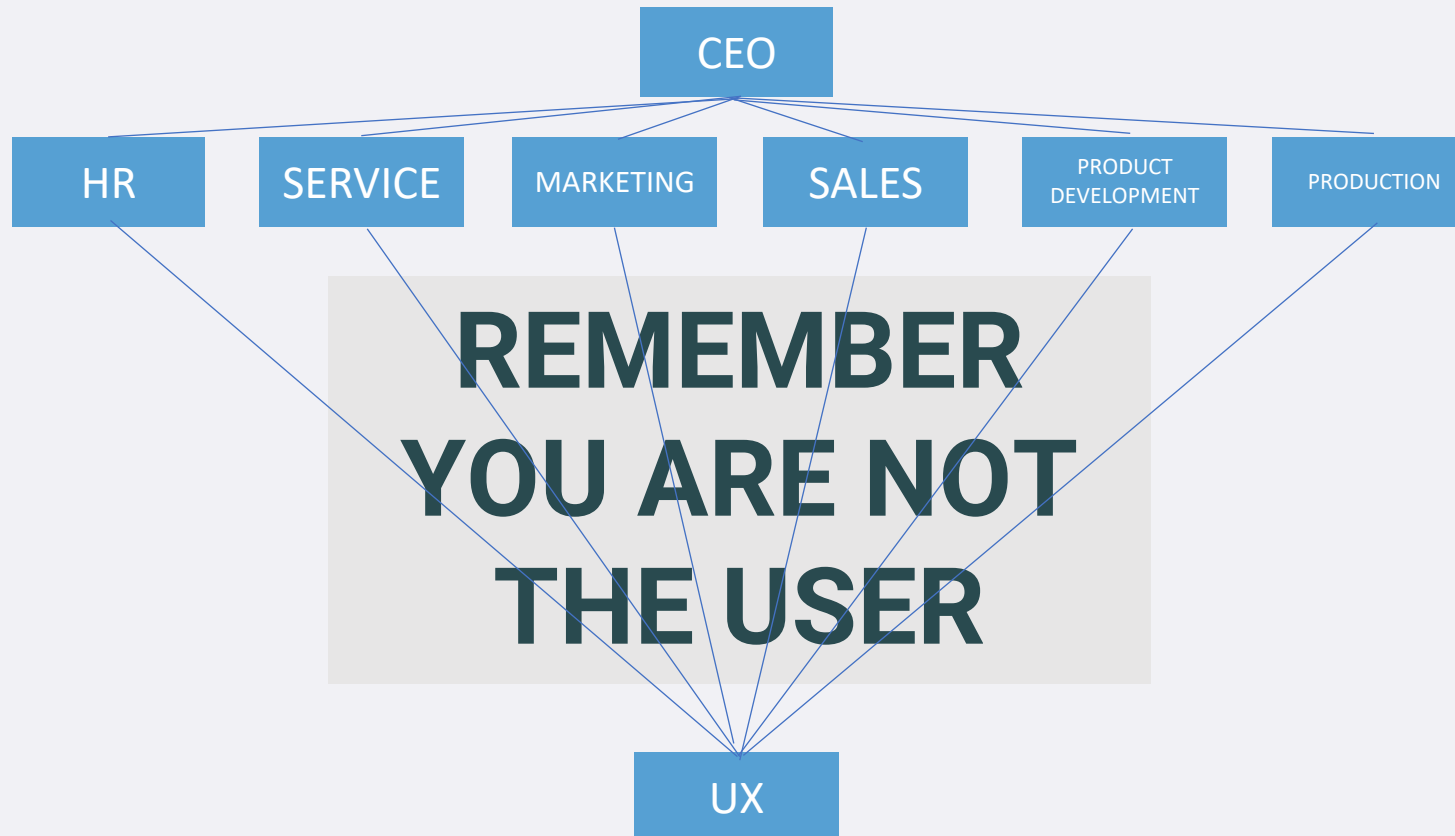
- UX Products:**
- Customer Journey Map
  - Behavioural Archetypes
  - Best Practice Wireframes
  - Marketing guidelines
  - Customer insight trend report
  - Education materials

“We used to work with projects and products – in the future everything will be “services”

# UX Maturity Stages



UX should be a fundamental department in all product- and service-oriented businesses



# What is a unique user experience?

THE ROBOTS ARE COMING....

## Tesla owners are the happiest car owners on Earth

**80%** will buy a Tesla as their next car\*

**96%** will recommend Tesla to friends or family (Netpromoterscore (NPS) - 96)\*

**90%** Tesla has the most loyal customers of any car company with an overall satisfaction rating of 90%

*"To buy a Tesla is more than a buying experience – it is an innovative life changing experience" \*\**

\*Forbes \*\*Tesla owner in Tesla Forum



# K.I.S.S

What can we learn from Tesla?

- **Create a movement**
- **Chase friction and remove it**
- **Offer self-service (include the user)\***
- **Stay close to customers**
- **Augment your products\*\***
- **Be honest and transparent**
- **Be disruptive**

\*Tesla still has showrooms with Customer Experience specialist (not sales people) for test drives and "Old School" customers who prefer the Human touch

\*\* Philip Kotlers five product levels: Core product, Generic product, Expected product, Augmented product, Potential product



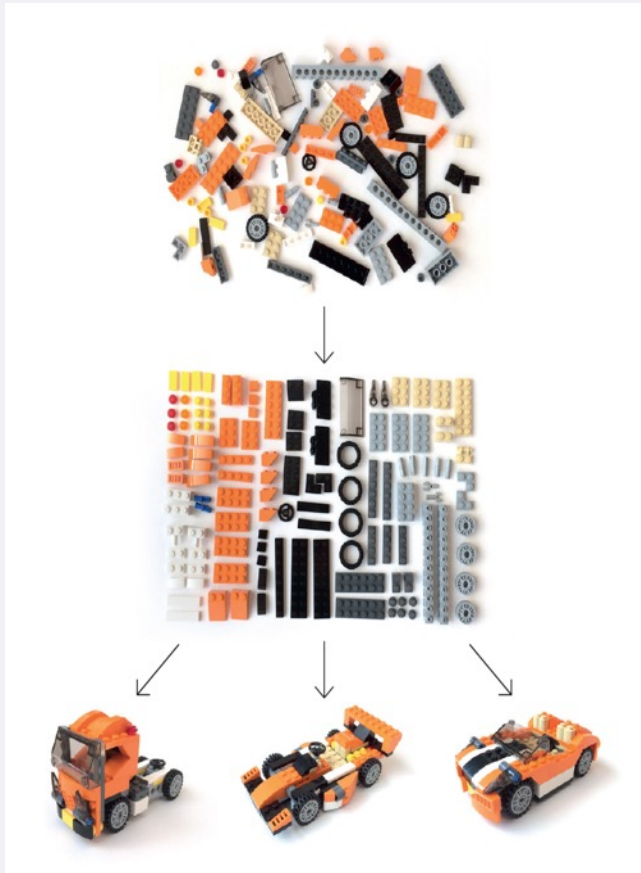
**“The best thing in creating  
a “next level” UNIQUE user  
experience is that it cannot  
be copied by anyone”**



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# Design System

# Universal Robots Design System



## Design Language

- Color Palette
- Type Scale
- Spacing & Sizing
- Icons / Assets
- Voice & Tone
- Motion / Animation

## UI Components

- Buttons
- Input fields
- Cards
- Accordions
- Menus
- Tabs

## Guidelines & Patterns

- Do's and Dont's
- Design Principles
- Accessibility

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# Research System

## Collecting

- **User Testing Tool**
- **Research Repository**

## Understanding

- **Customer Insights**
- **Behavioral Archetypes**

## Communicating

- **Customer Journey Map**
- **The UR Experience Map**

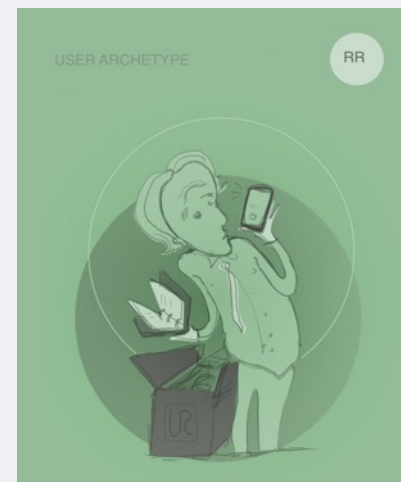
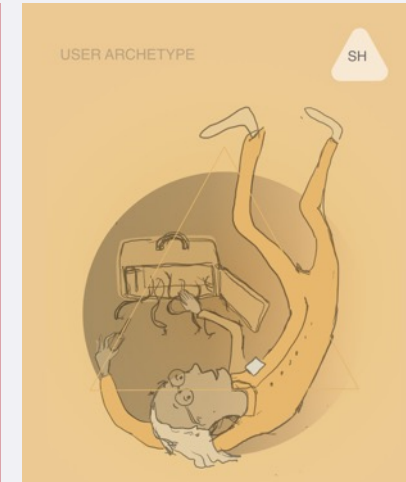
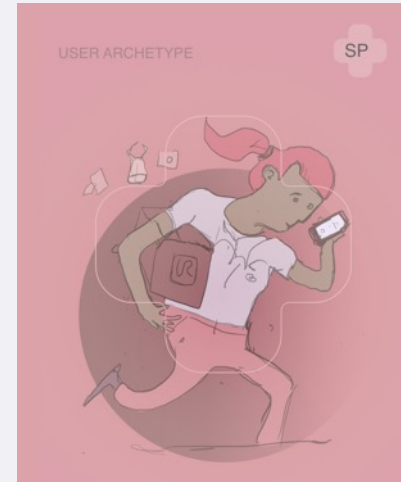
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# Behavioural Archetypes

# What is Behavioural Archetypes

Who does what, how do they do it, and why?

- **Tailor our business goals towards serving them better**
- **Better understanding of different mental models, assumptions and exceptions.**
- **Considering all archetypes when designing a solution**



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# Customer Journey

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# Universal Robots Customer Journey Map

- **A customer journey map is a visual storyline of every engagement and interaction our customer has with our service, brand or product.**
- In a single **illustration**, the **journey map** aims to capture the entire customer experience.
- They help us gain a deep understanding of our customers and act as a bridge between business and buyers.



# Questions or comments?

Please hook up at LinkedIn

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