

User Testing

THIS
The Human Insight Summit

Embedding UX in an engineer-driven organization

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What is great UX and design?

When you want to design a solution for users, you must study their behavior. **The only thing you can be sure of, is that users do not know what they want.** You have to ask the **right questions** to understand what users want.

Fun fact:

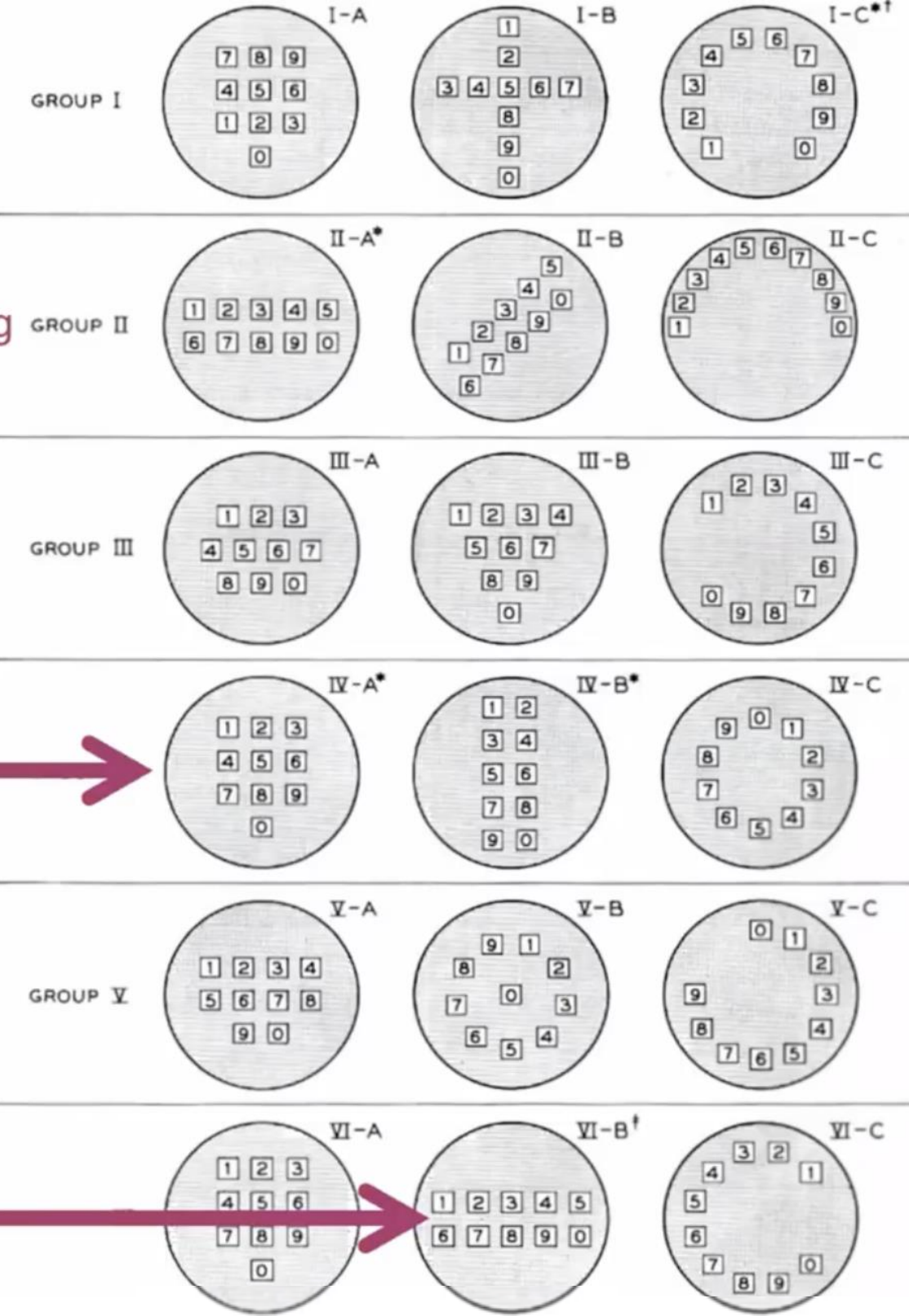
The pushbutton telephone sets have been used 40 trillion times. By choosing the fast solution instead of the preferred...

...the world saved 1 billion work-years!

Richard L. Deiningner

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



Universal Robots is guided by design as a strategic insight



Our family...

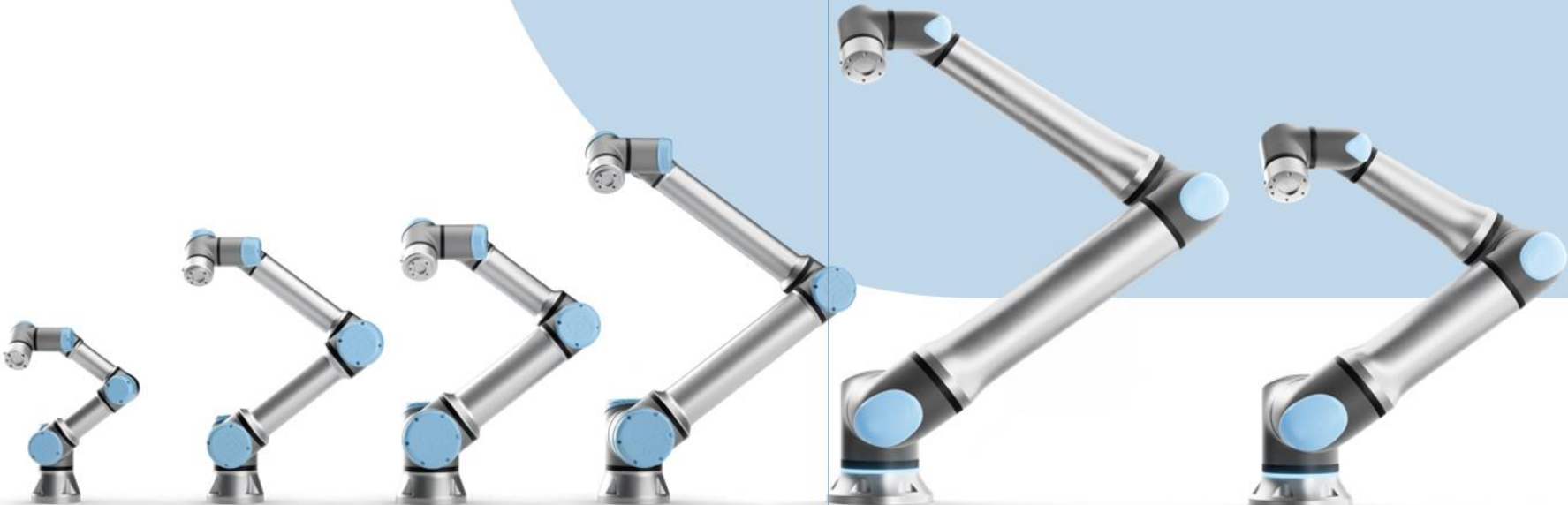
Part of **Teradyne Inc**
Founded in **DK 2005**
+90.000 Cobots sold

Design as a strategic insight

Polyscope



Teach pendant Control Box
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UR3e UR5e UR16e UR10e UR20 UR30



Growing a UX & Product Design team

Supporting 350 engineers...

2020: 4 UX Designers in a corner of a software organization

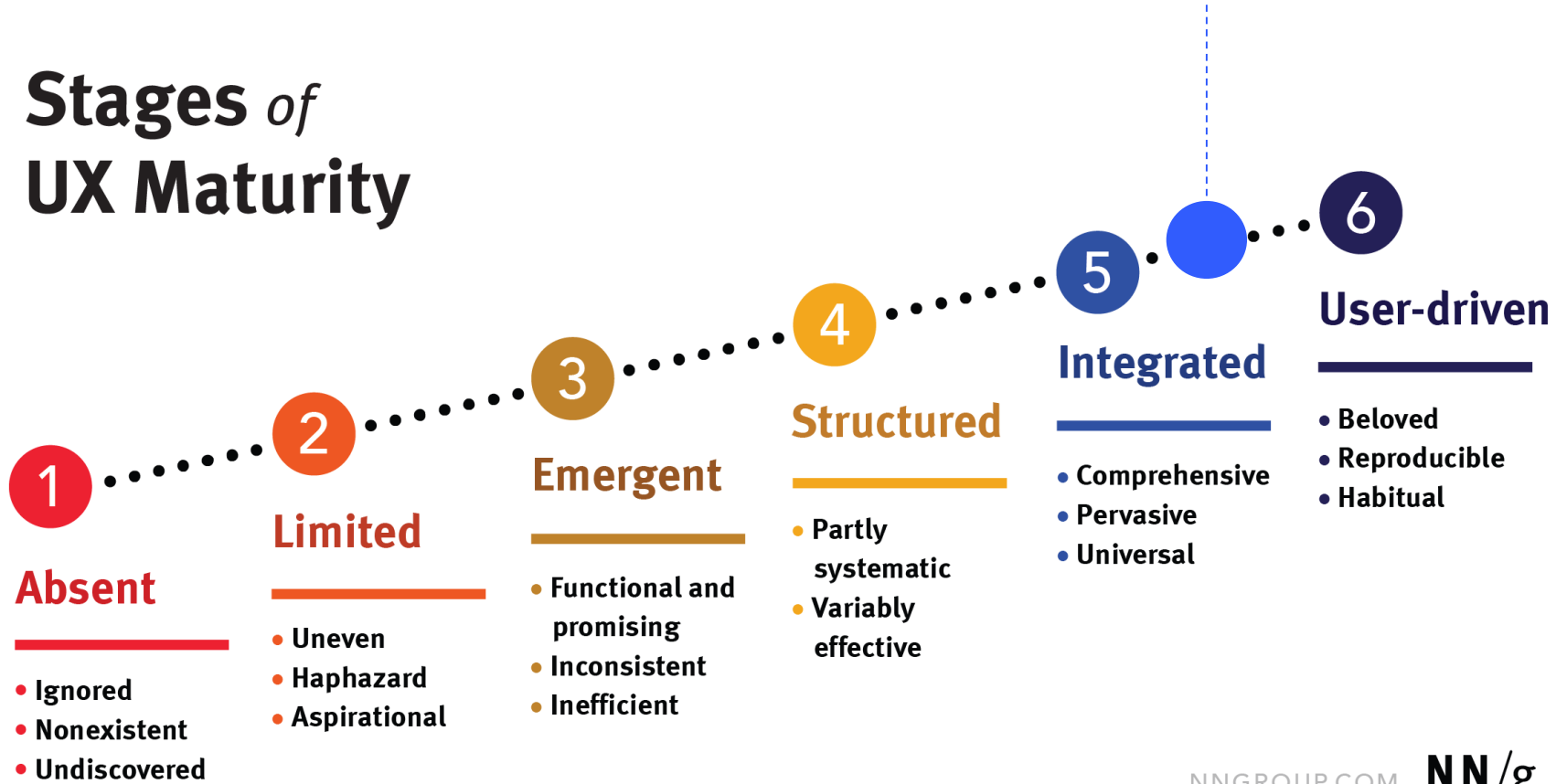
2022: 20 UX Designers and Researchers across Product Creation and Marketing

2024: 15 UX Designers and Researchers working strategically with UX and Product Design in R&D, strategy and branding

AUTUMN 2024: 15 UX Designers and researchers working in Product Creation together with Product Management and Product Marketing



Stages of UX Maturity

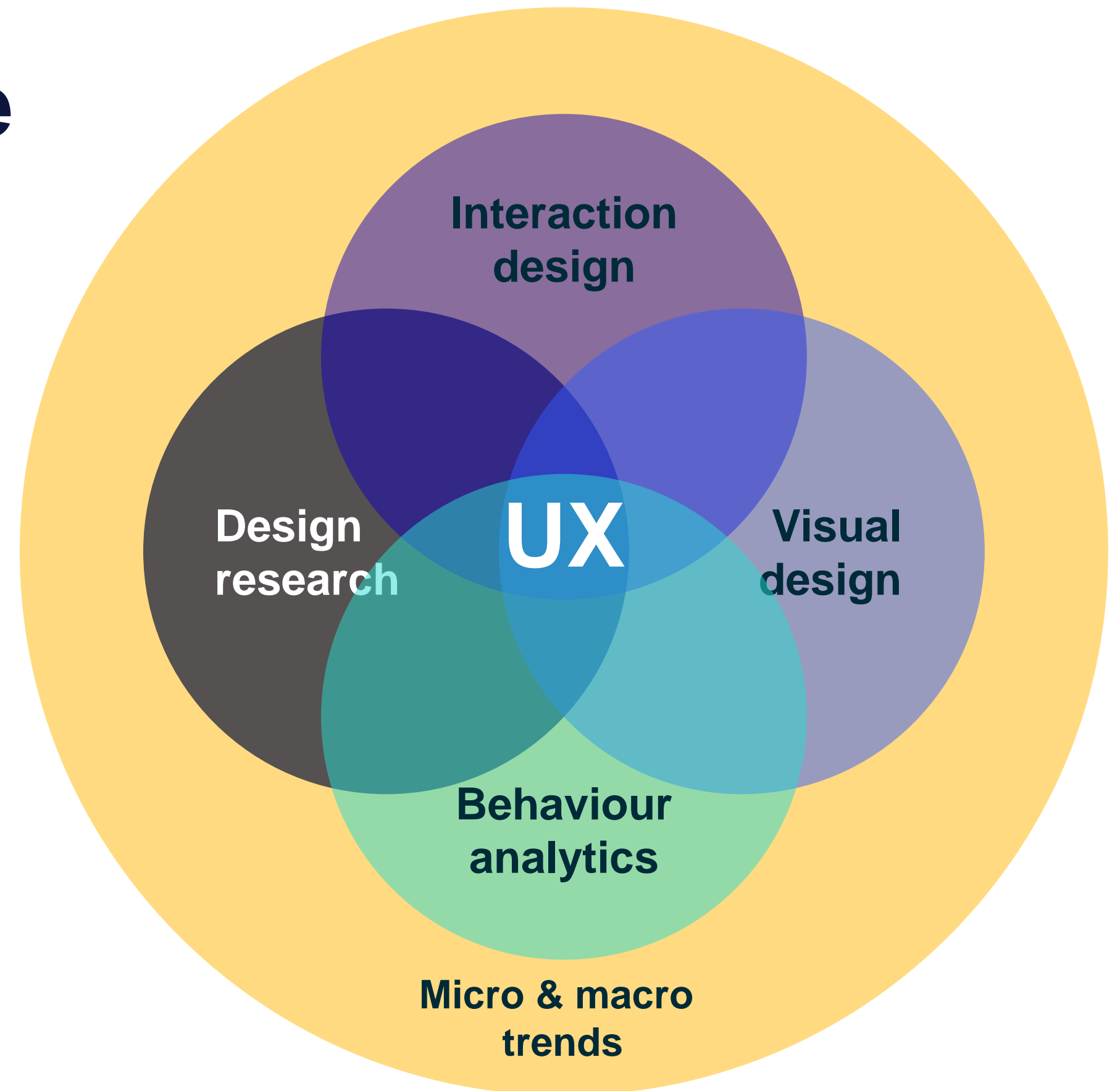


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UX at Universal Robots is a multidimensional role

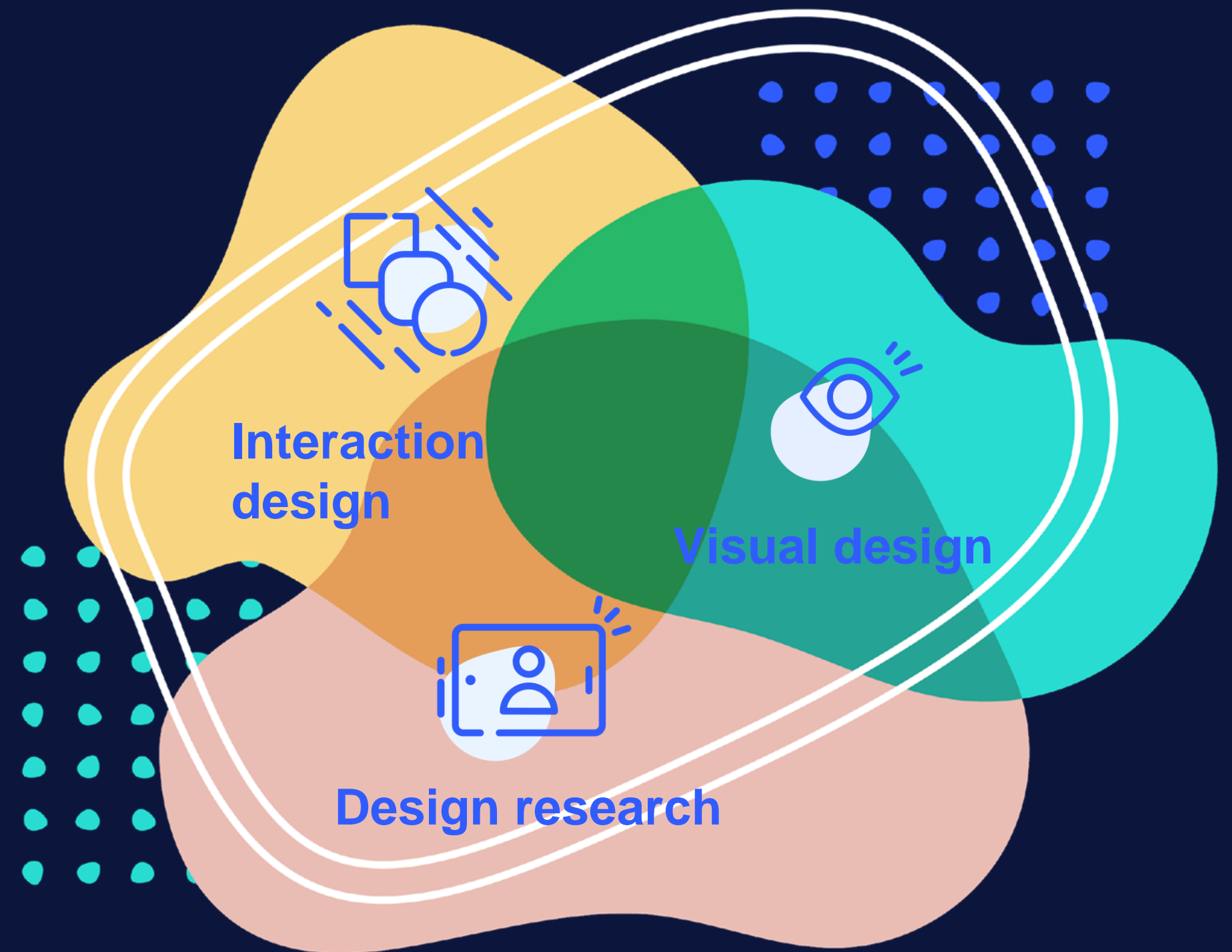
- When designing new products and building the best user experiences, all areas are important
- We need to have a strong foundation to work as a customer-driven organization

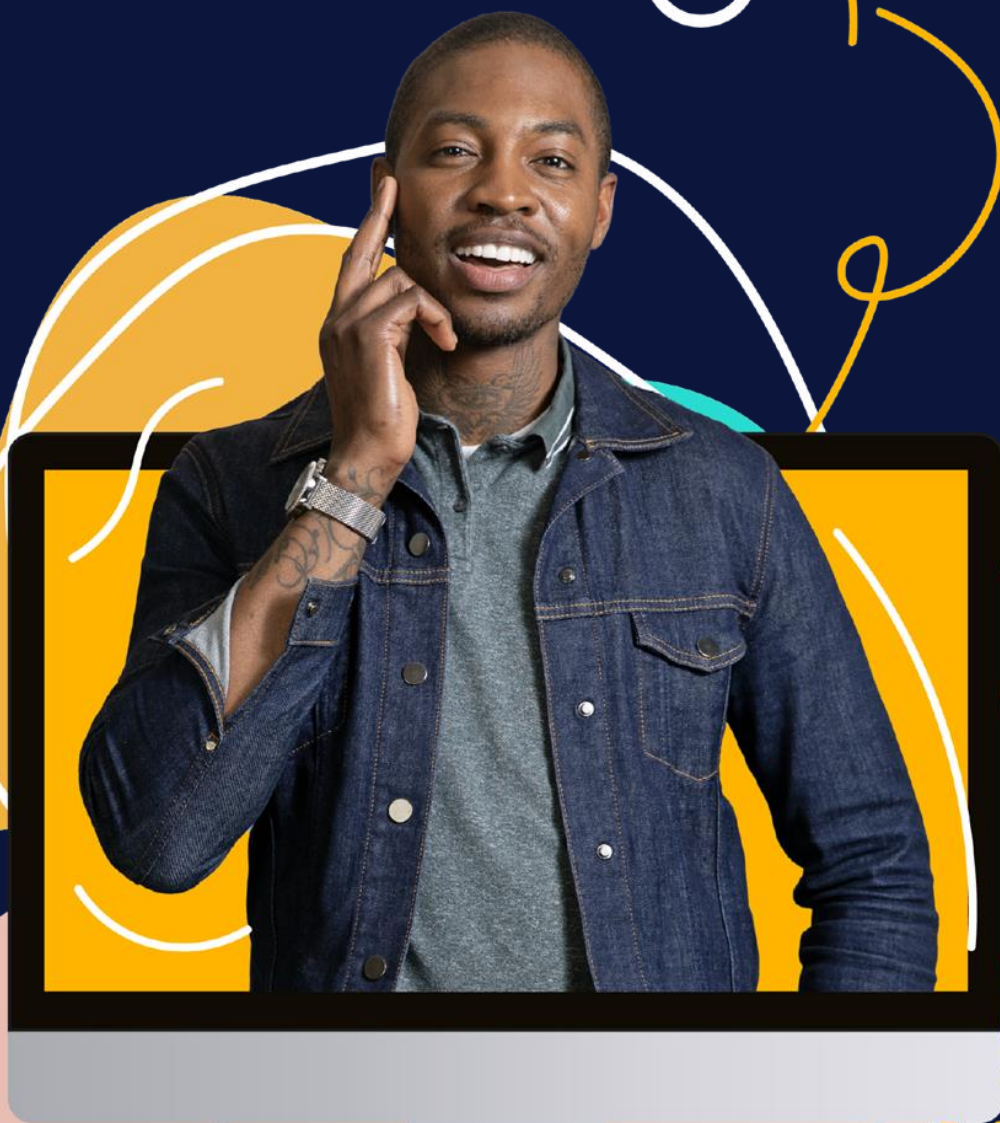


Areas of expertise in UX and Product Design

Objective:

Cultivate a holistic understanding of user experience across all products and touchpoints within the organization



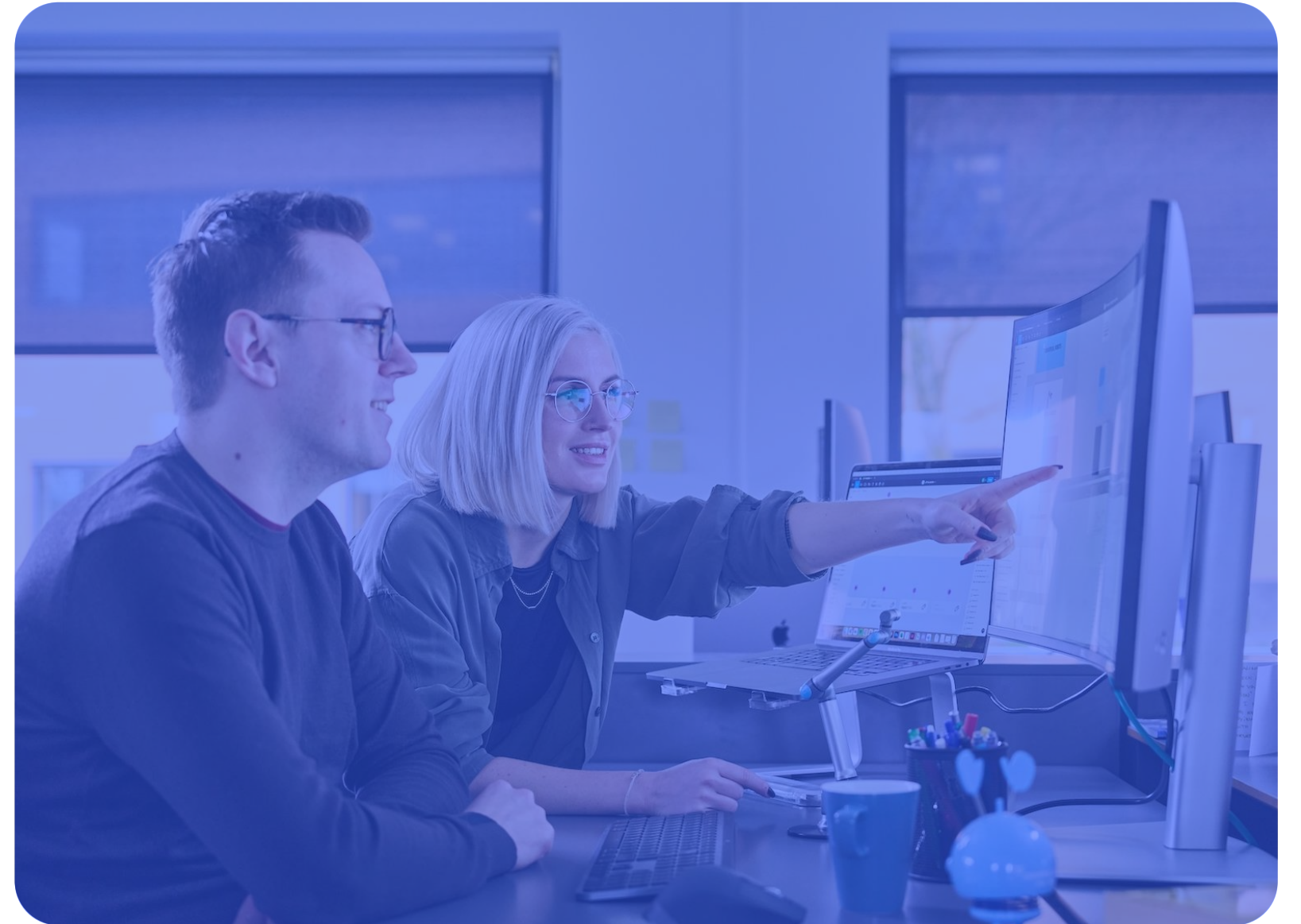


10 must-haves for building a user-driven organization



1 Build a great relationship in the organization

At Universal Robots we are DeVign
(Development + Design)



2 Create a vision



Universal Robots vision:

We want to create a world where people work with robots , not like robots

UX & Design Vision:

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

Create amazing designs like Apple

Give unique user experiences like Tesla

Be Universal like Universal Robots



**Design is not just how
it looks and feels – it
is also about how it
works**

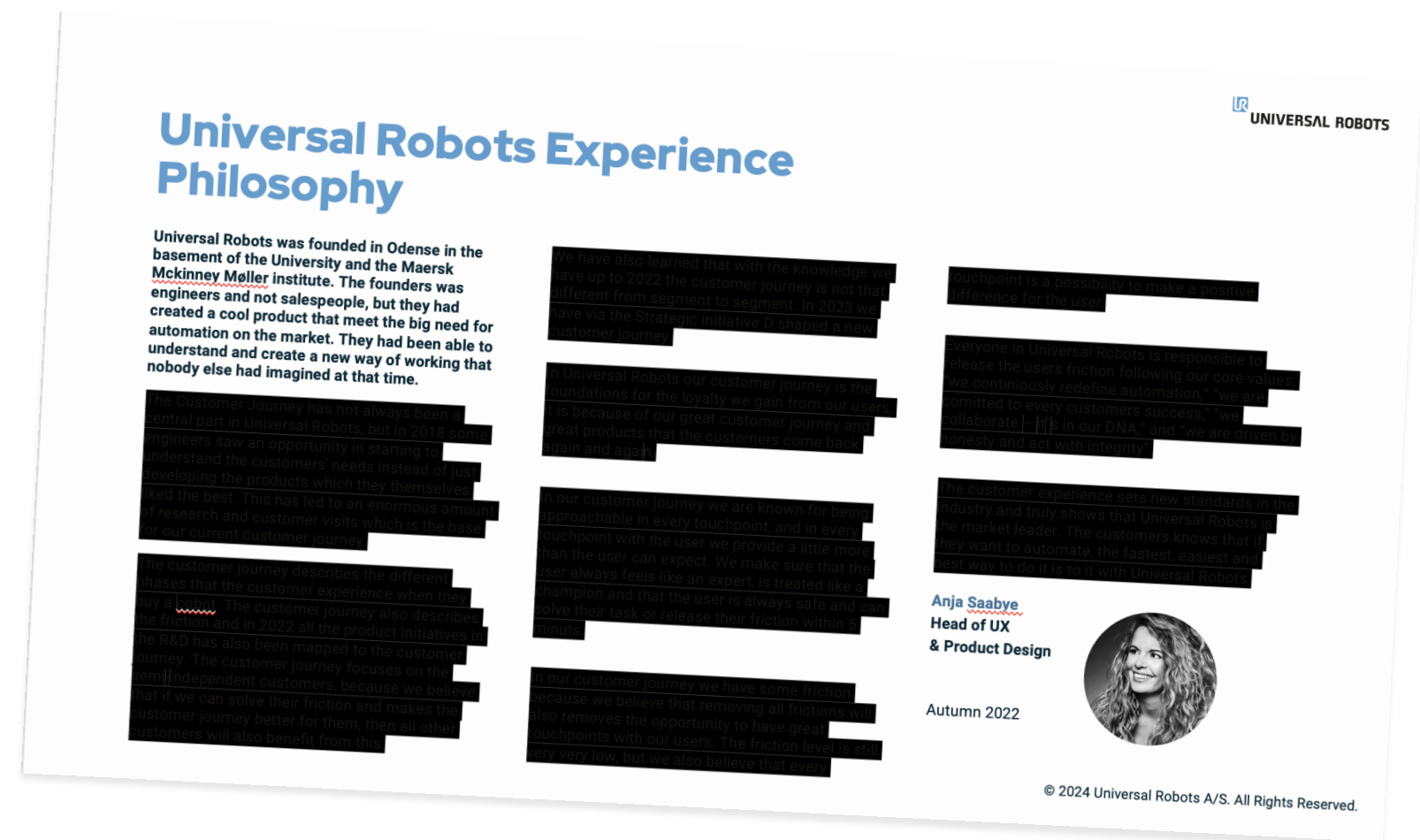
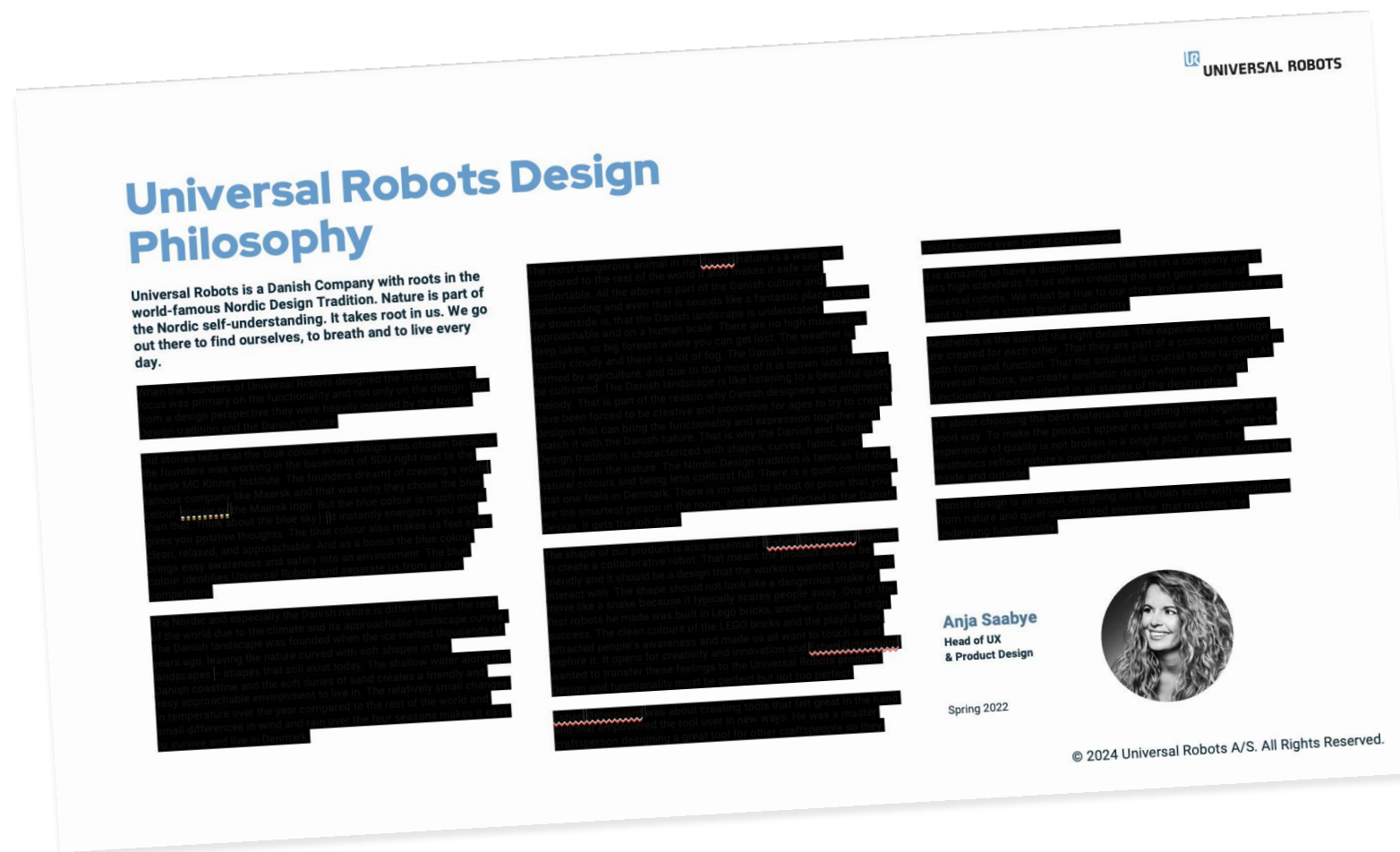
Steve Jobs



3 Create a guiding design and experience philosophy

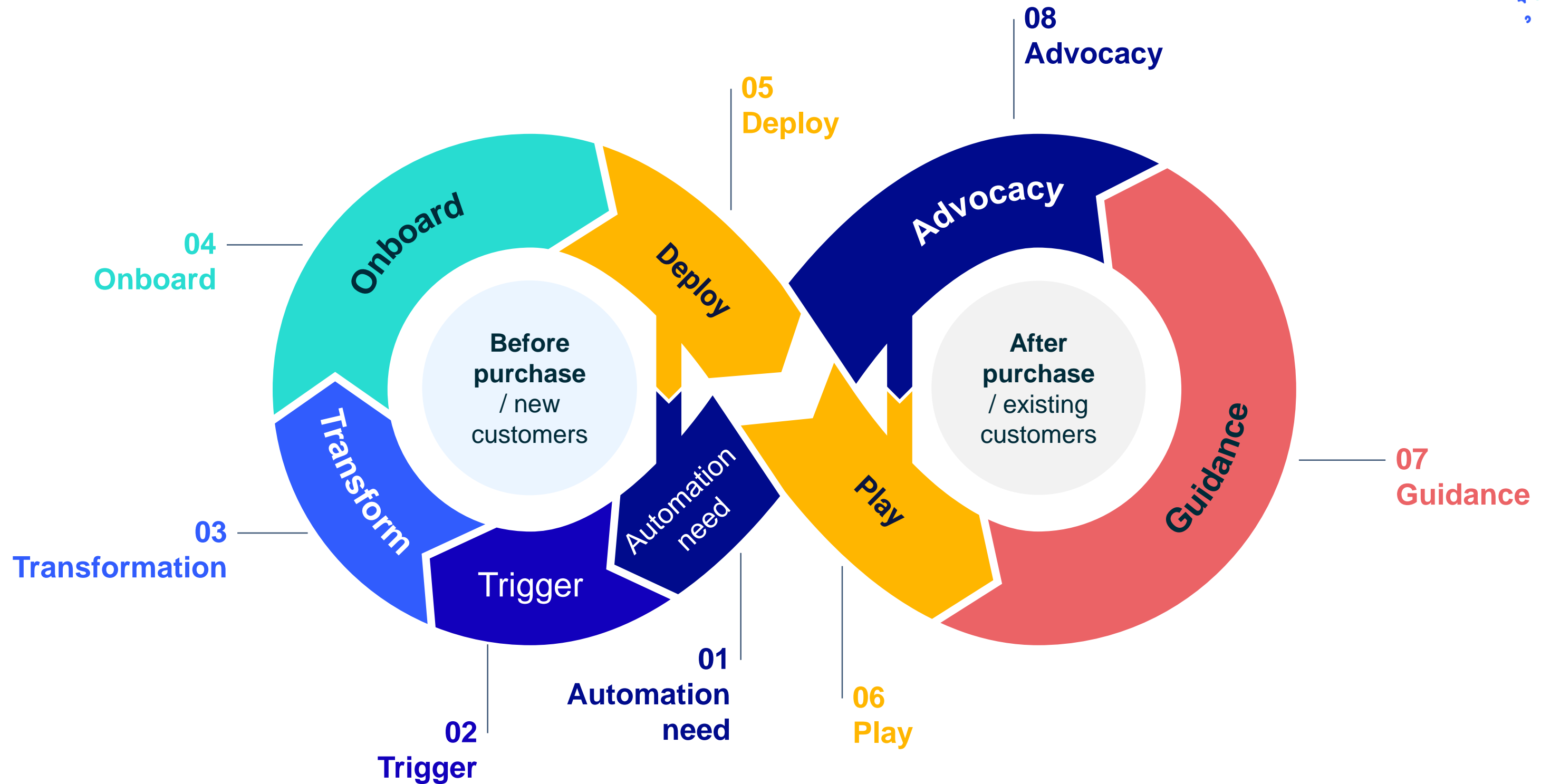


- We have formulated a design philosophy that captures the history of the company and sets direction for our future design.
- We have formulated an experience philosophy that describes how the user should experience Universal Robots, and what the experience looks like in the different phases of our customer journey.



4 Map the customer journey

Automation is a journey – not a destination

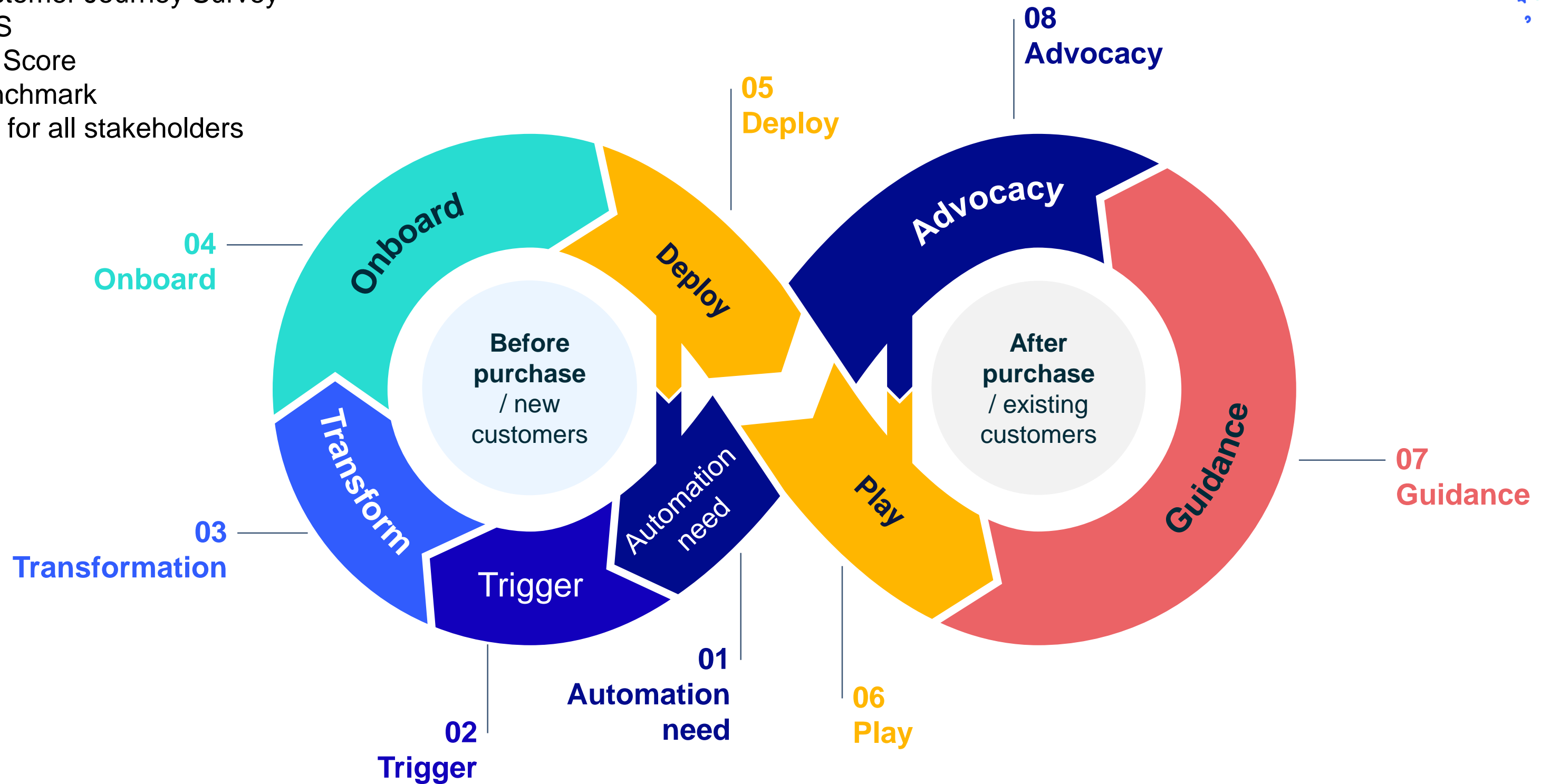


5 Measure the customer journey



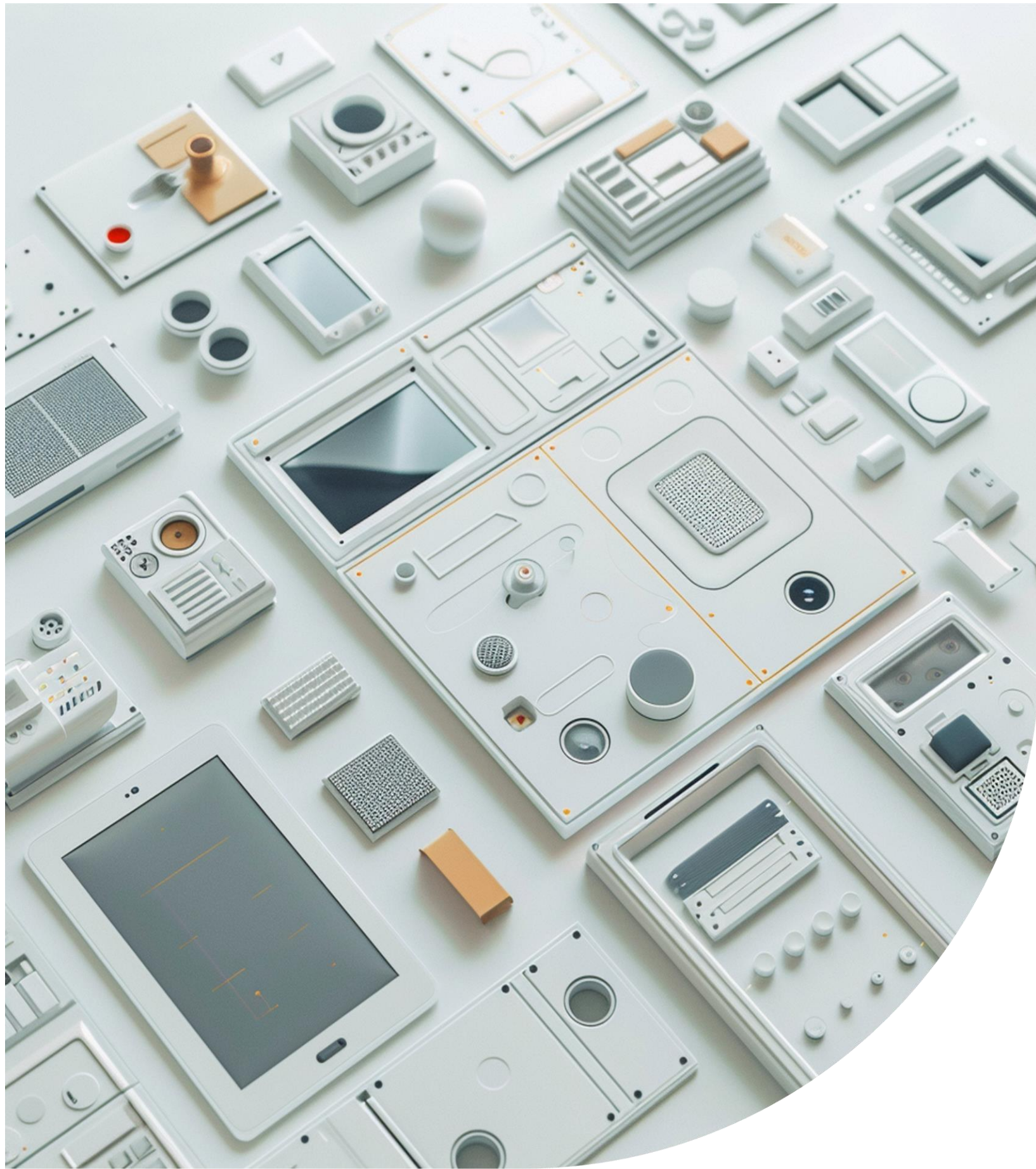
Examples of measurement:

- Customer Journey Survey
- NPS
- QX Score
- Benchmark
- KPI for all stakeholders



**Our insights system “Polaris”
is the foundation for great
Design and User Experience**





6 Create a research and insights system

We created the Universal Robots research and insights system, where we store and structure all data gathered from our customers and users

Total amount of data in September 2024:

- Polaris 30K data points, 11K people (since 2020)
- Customer experience survey (1200)
- UserZoom (about 6300 in 2024 – 162 studies)
- UserTesting (121 qualitative in 2024 – 23 research topics)



How did we build the insights system?

We needed to create a structured system to convince the rest of the organization of our idea to create a holistic customer journey, and we wanted to be able to document that we were working the right way.

- We took all the data we had and added it to EnjoyHQ
- In EnjoyHQ we structured the data using tags
- We democratized the system by giving everyone in the company read-only rights
- We learned that good insights needs good UX researchers conclusions to create value for Product Managers and Business owners
- It helped that UserZoom, UserTesting, and EnjoyHQ are now one company



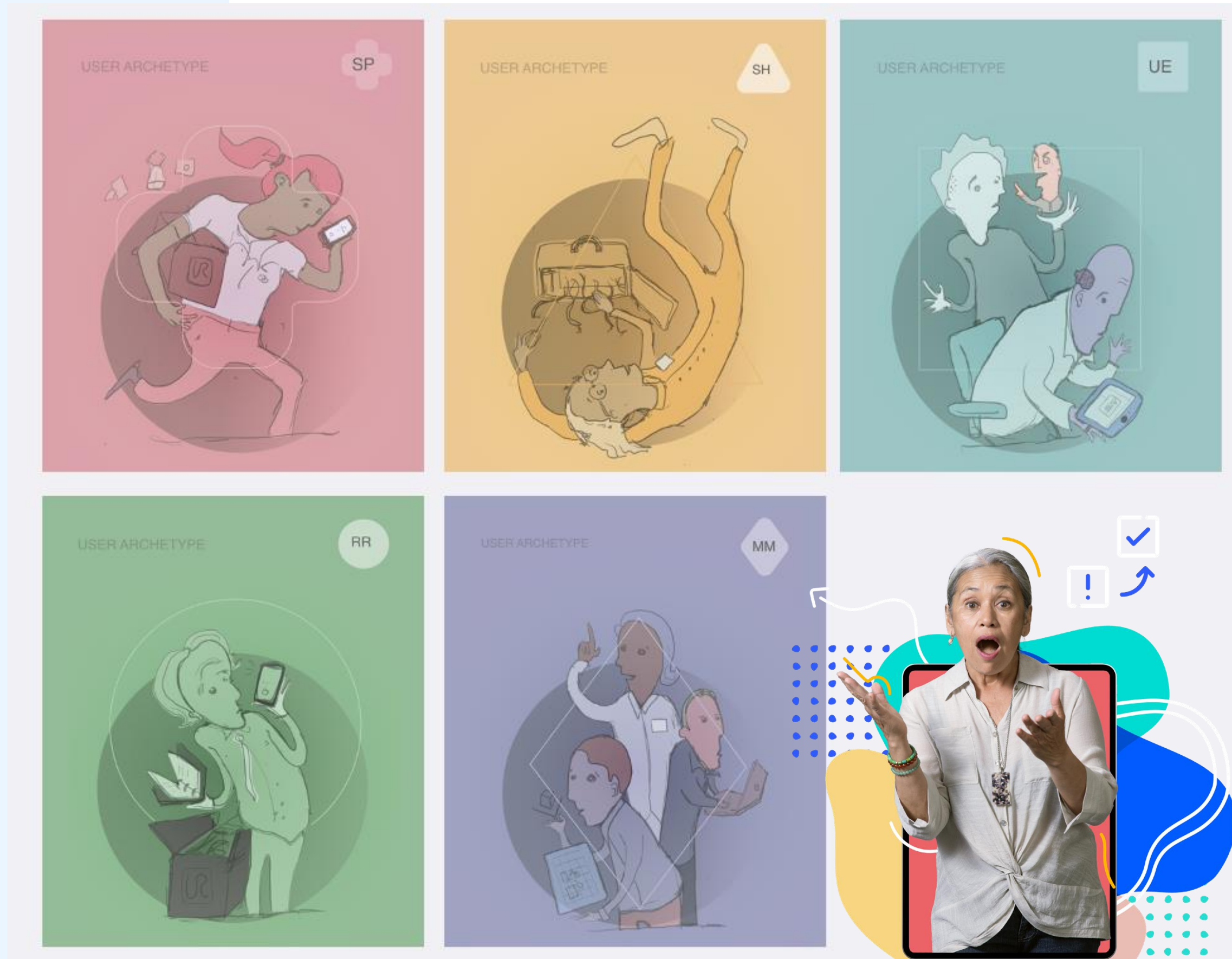
OUTCOME OF POLARIS:

7 Get familiar with your users

Behavioral Archetypes

Who does what, what are they doing, and why?

- Used as a corporate language
- Meeting rooms decorated with archetype references
- 10 min recorded presentation on intranet

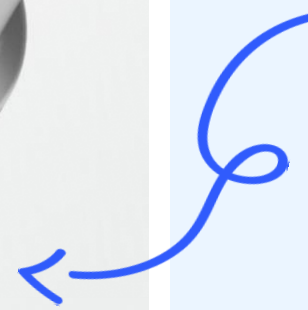


Our design system “Sirius” is the foundation for building a holistic design and ensuring a great user experience



Defining a new visual language

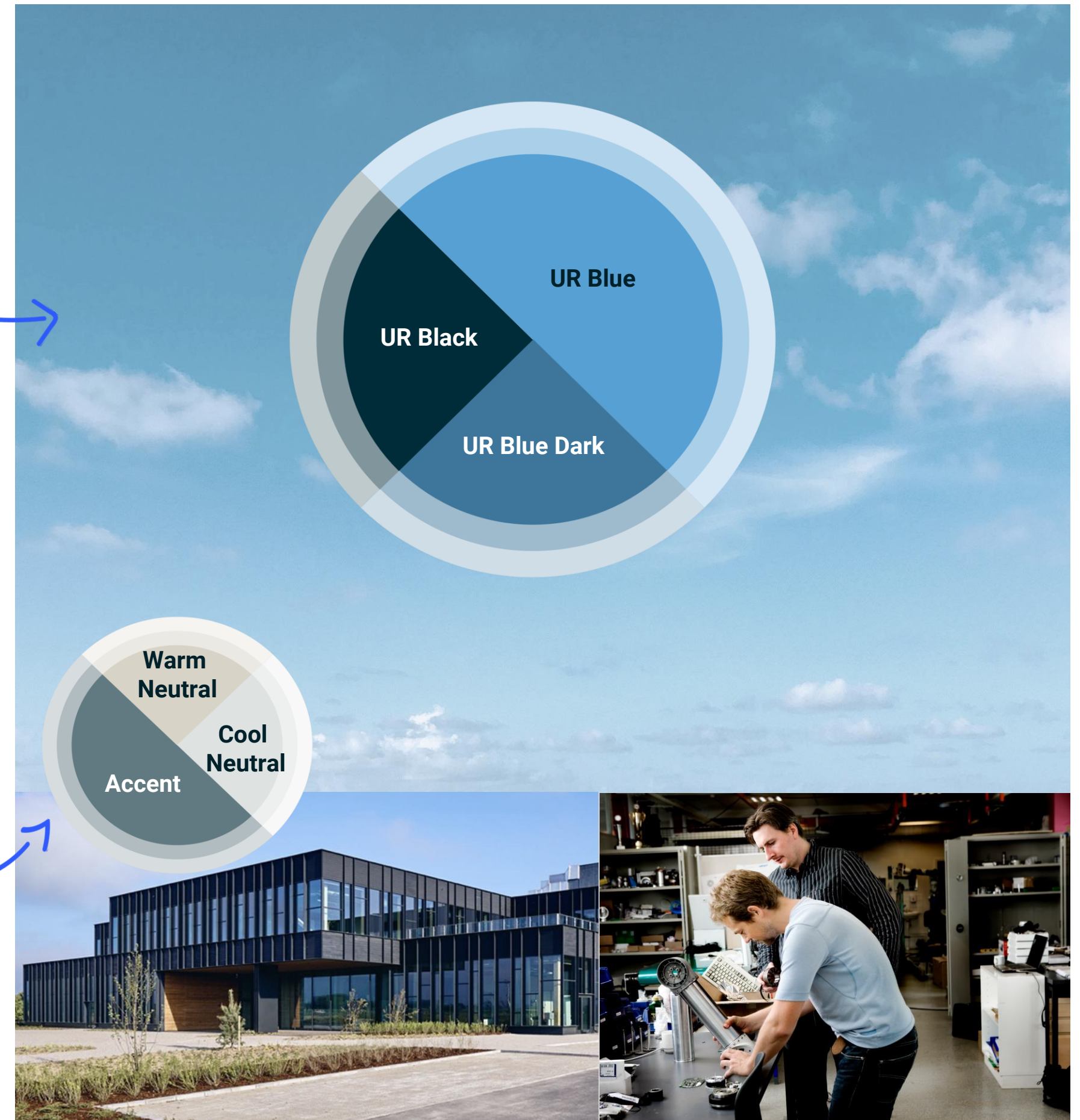
Our new design language is deeply rooted in Nordic design principles. Inspired by the natural surroundings, we have embraced the organic curves of the landscape and the serene colors of the beach, ocean, and sky. Our approach combines simplicity and functionality with industrial engineering in a design language that is harmonious, elegant, and effortlessly functional, while still honouring our heritage from those who came before us.



It's blue

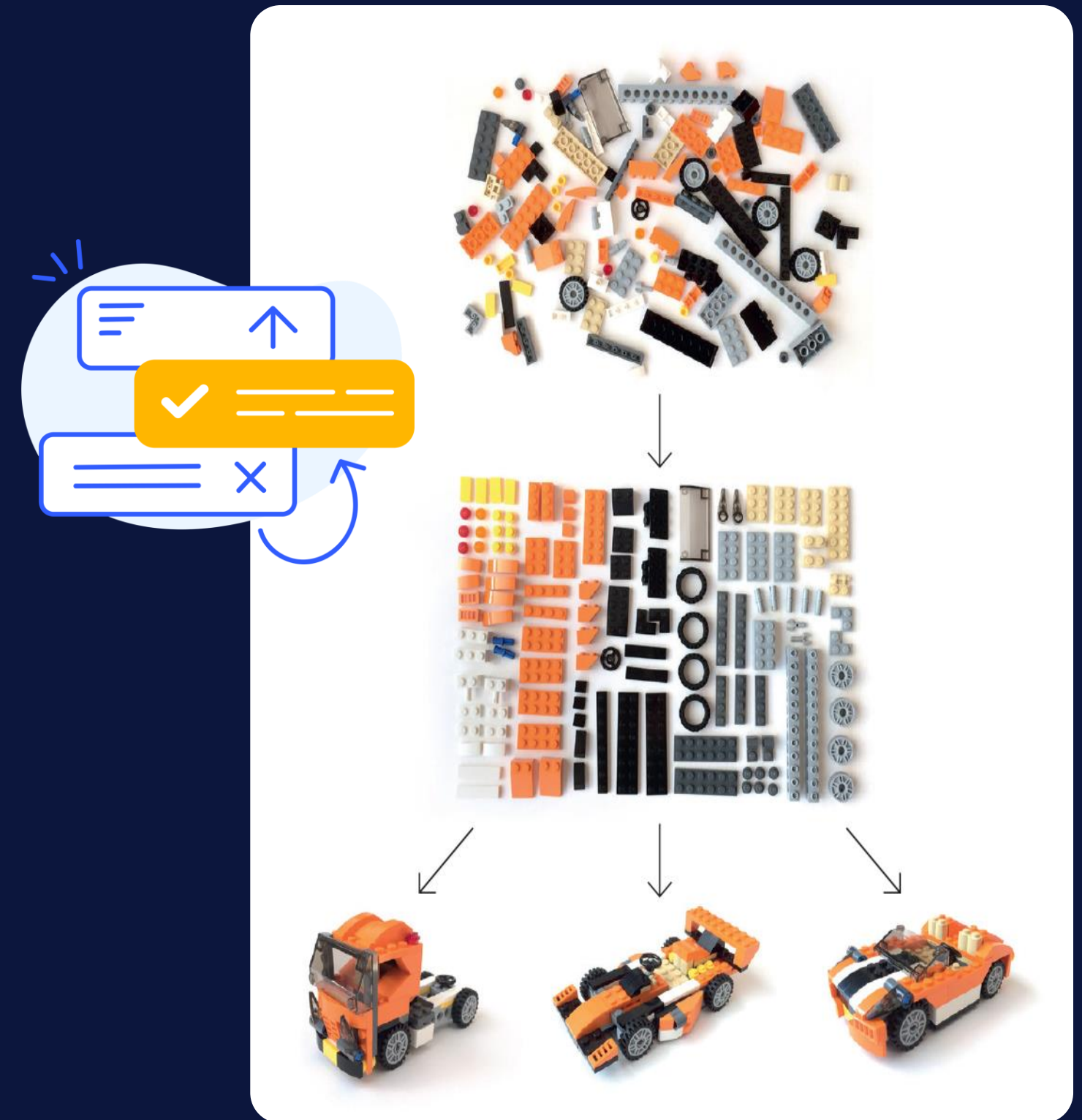
Consider the vast blue sky, which instils immediate energy and fosters positive thinking. Our choice of blue also evokes a sense of safety, cleanliness, relaxation, and approachability. Moreover, it brings effortless awareness and enhances safety within any environment as an added benefit. The blue colour identifies Universal Robots and separate us from all our competitors.

Our color palette is thoughtfully curated, considering both brand recognition and functional value. Drawing from the rich heritage of our products and the timeless traditions of Nordic design, our color choices find inspiration in the beauty of nature and technology.

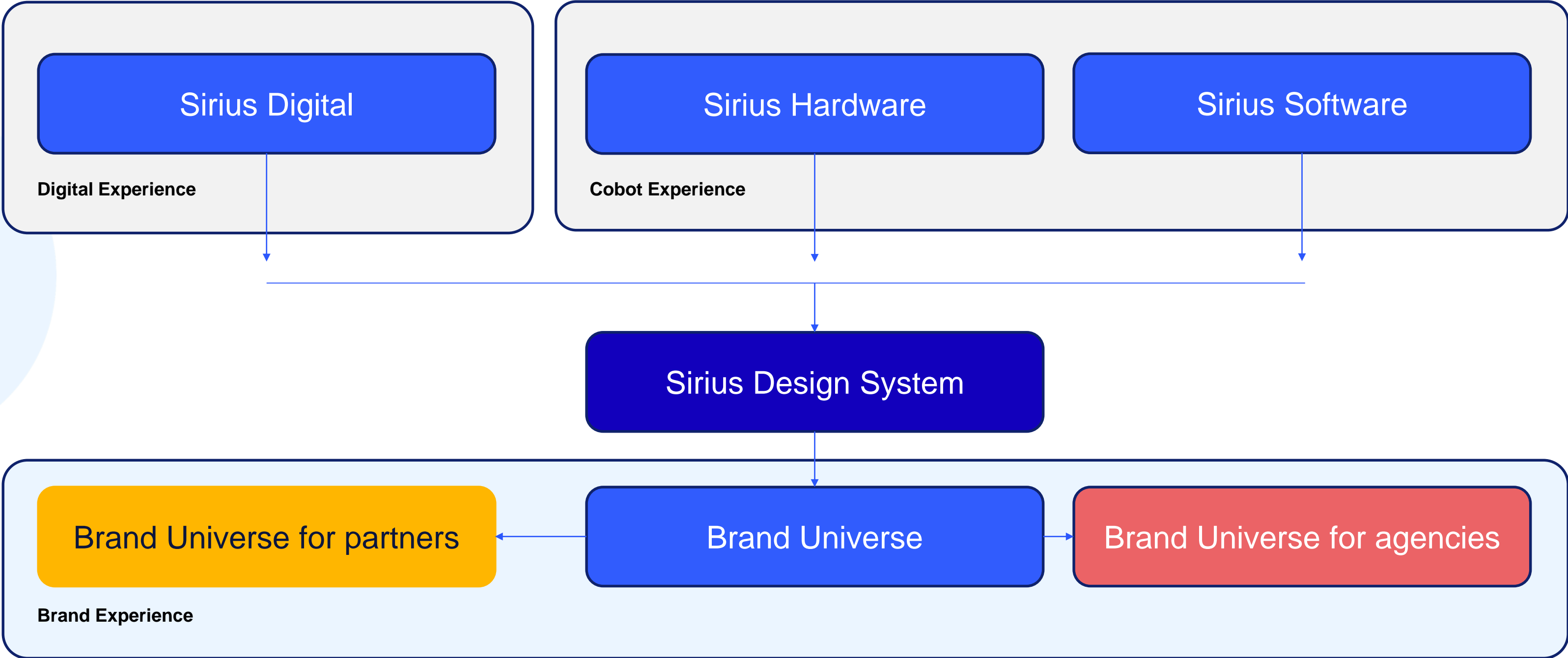


8 Build a design system

The Universal Robots design system is created from "building blocks", which are components and standards that can be used to build almost everything you can imagine with our brand and still stay true to our design and experience philosophy.



Sirius design system



Where the Sirius design system adds value



Consistency and cohesion

Our design system ensures that all products and features provide a consistent user experience.

This consistency reinforces brand recognition and trust among users, as they navigate through various parts of a product or suite of products.

Efficiency and speed

By providing a shared library of reusable components and design assets, a design system significantly speeds up the design and development process.

Designers and developers can quickly find and implement the components they need, reducing the time spent creating new designs from scratch or duplicating efforts.

Improved collaboration

The design system acts as a single source of truth for both design and development teams.

It bridges the gap between these teams, fostering better communication and collaboration.

With clear guidelines and documentation, it's easier for teams to understand design decisions and how to implement them correctly.

Easier scaling

As organizations grow and develop more products, a design system makes it easier to manage design at scale.

New components and guidelines can be added to the system, ensuring that all products evolve in a cohesive manner.

This scalability prevents the divergence of design practices and keeps the product ecosystem unified.

Quality and accessibility

The Design system includes principles and guidelines for accessibility, ensuring that products are usable by as wide an audience as possible.

This focus on accessibility improves the quality of products and meets legal and ethical standards.

Cost savings

Over time, the design system reduces the cost of design and development. By eliminating redundant work and streamlining the process, organizations can allocate resources more efficiently.

The upfront investment in developing a design system pays off by reducing the costs associated with inconsistencies and extensive design revisions.





9 Prove the value

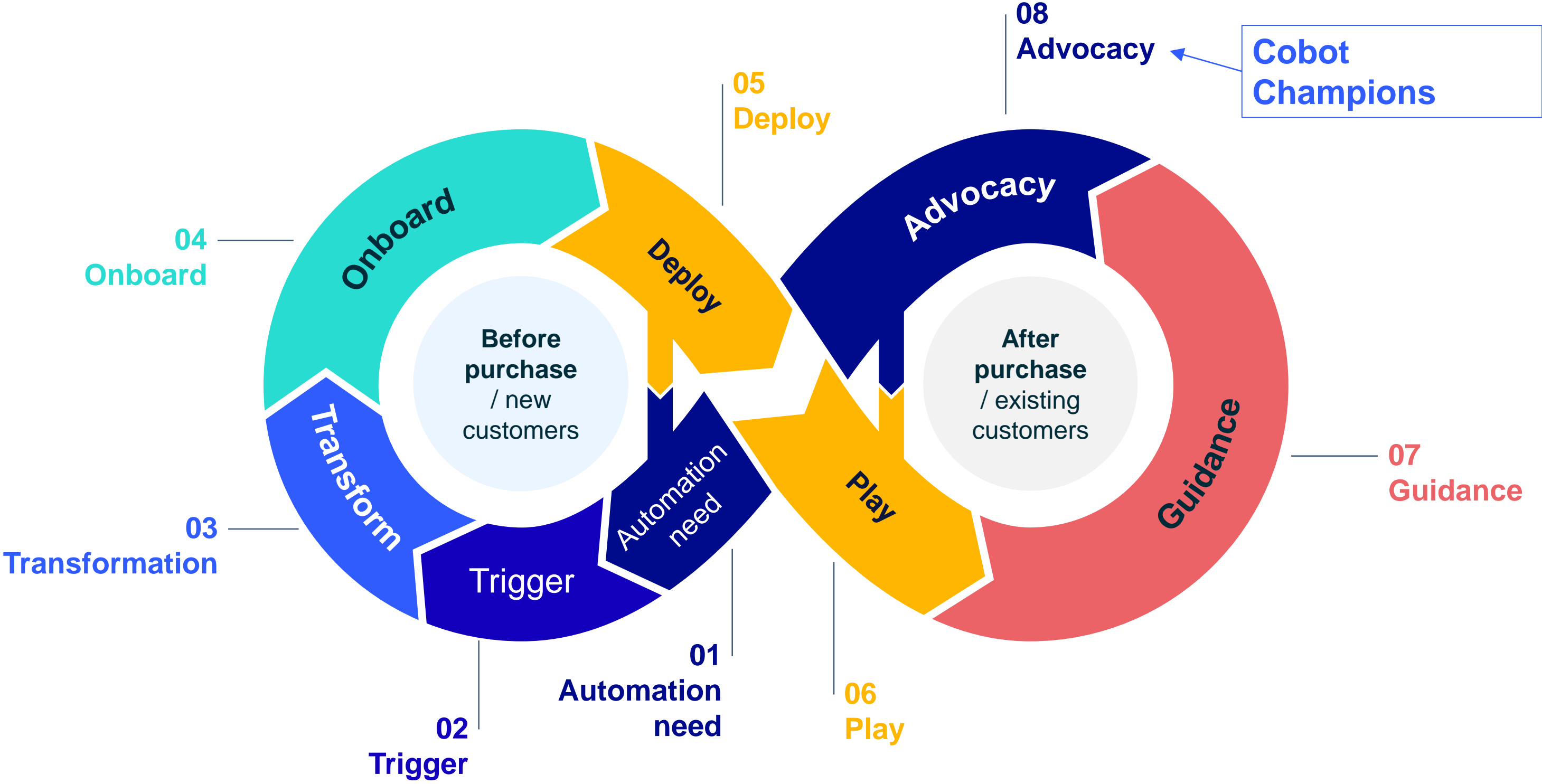
Is there a connection between great user experience and company results?



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Automation is a journey – not a destination



10 Create repeat customers

A Cobot Champion:

- Is an advocate for Universal Robots and our products
- Is an advocate for automation
- Will recommend Universal Robots to friends, family, and peers
- Will post about Universal Robots on Social Media etc.

Fun fact: A Cobot Champion often names his/her cobot **Robert** or **Roberta**

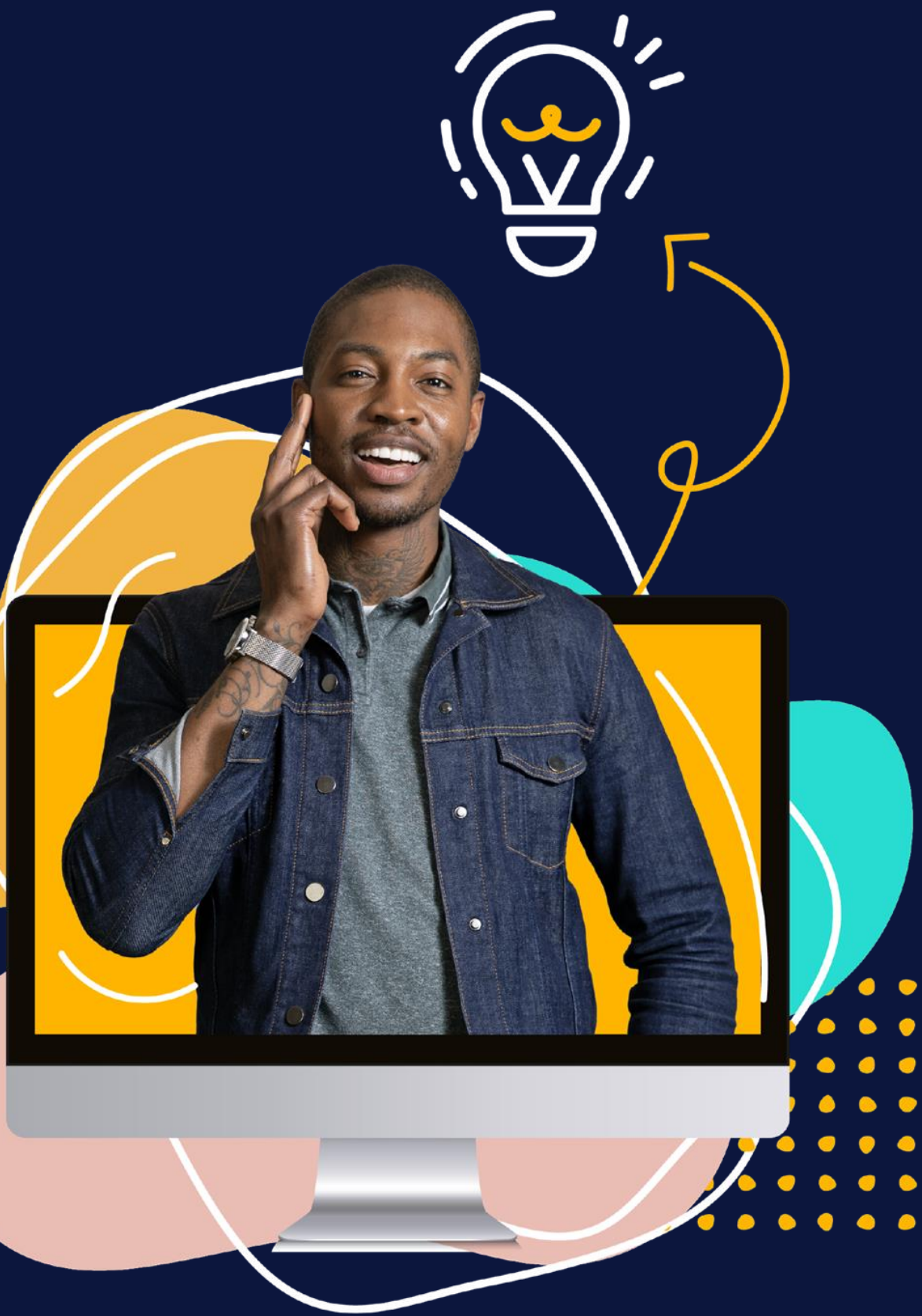


How we did it

1. Build a great relationship in the organization
2. Create a vision
3. Create a guiding design and experience philosophy
4. Map the customer journey
5. Measure the customer journey
6. Create a research and insights system
7. Get familiar with your users
8. Build a design system
9. Prove the value
10. Create repeat customers

Work hard, party hard, and be PATIENT





Questions?

Kudos from me to Universal Robots UX and Products Design team – You ROCK!!!

Thank you!

Please connect:

