

UX STRAT

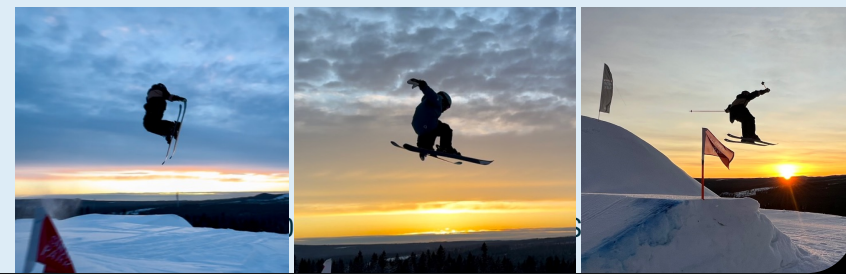
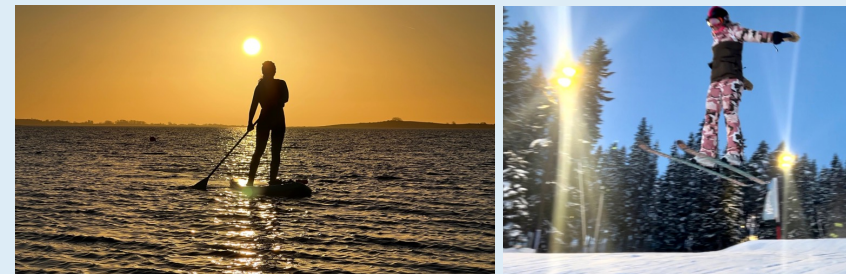
“Building the great Customer Experience and Product Design in an Robotics company”

Anja Saabye
Universal Robots

Who am I?

- Anja Saabye
 - Head of UX and Product Design, R&D
 - Universal Robots siden 2020
 - Previous: Hesehus, Clockwork, Scanad, Adecco og Cultivator
- ♥ Loves Architecture, Danish Design, SUP and freeskiing

To me the great user experience and Design is two sides of the same thing



The great customer Experience...

- Starts with knowing the customer?

1: How many works with AI in you current postion?

2: How many of you puts the customer in the center of everything you do?

3: How many works with UX og Design?

**HUMAN UNDERSTANDING =
HUMAN CENTERED DESIGN**



Midjourney Prompt: Head of UX and Product Design in a Universal Company

Our family...

Design as a strategic insight

Polyscope



Teach pendant Control Box



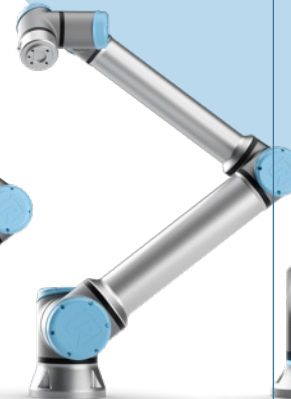
UR3e



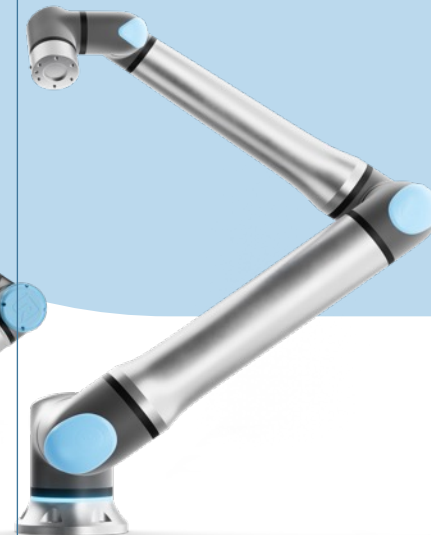
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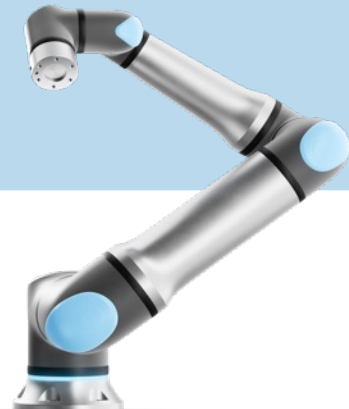
UR16e



UR10e



UR20



UR30

UX & Design Vision

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

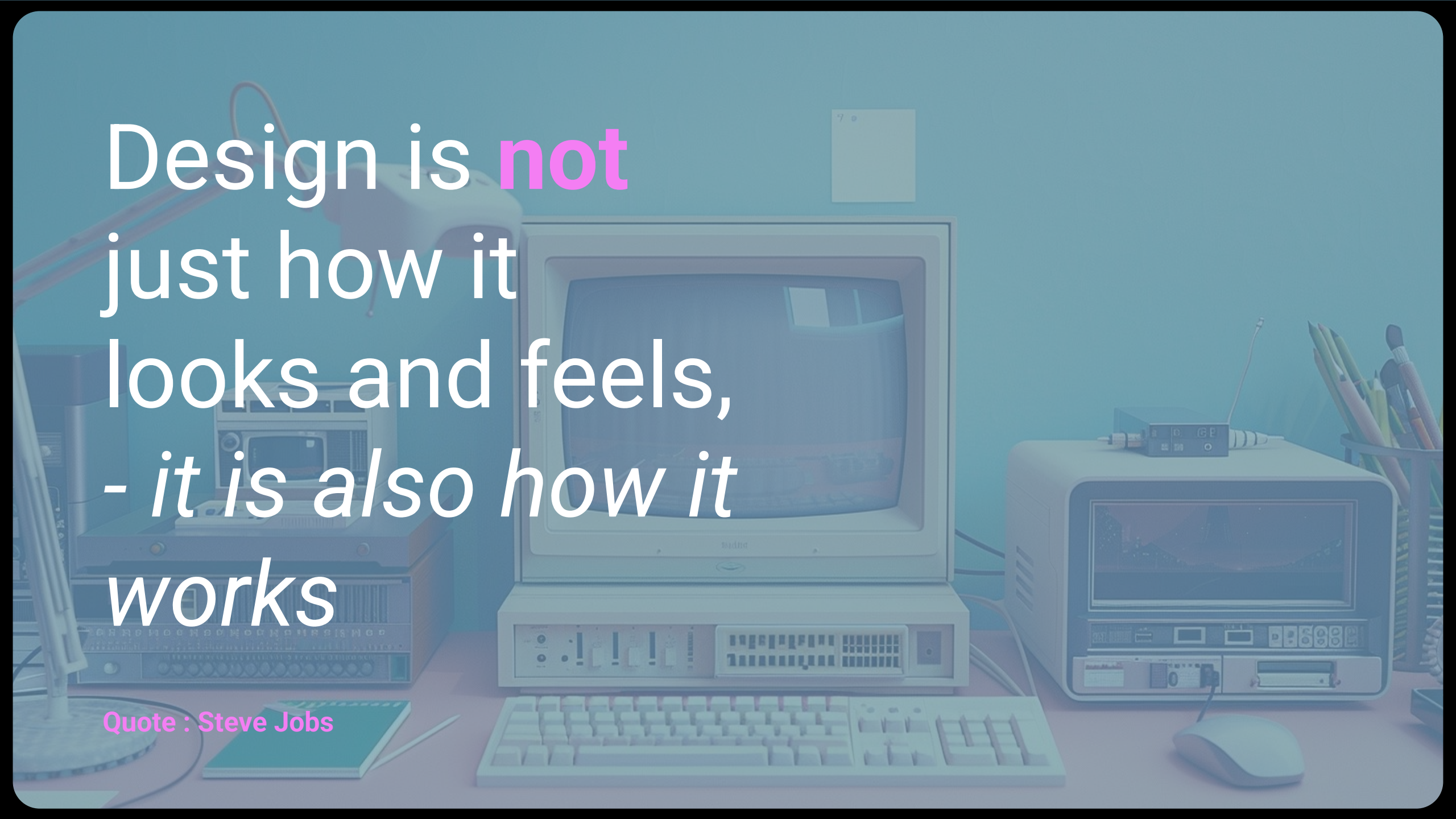
Create the amazing design like Apple,

give the unique user experience like Tesla and

be Universal like Universal Robots



Anja Saabye
Head of UX & Product Design

A vintage computer workstation is shown on a desk. In the center is a large CRT monitor displaying a landscape scene, sitting on a matching base. In front of it is a keyboard and a mouse. To the right is a smaller CRT monitor displaying a waveform, with a small device on top. To the left is a stack of electronic equipment, including a keyboard and a mouse. A desk lamp is visible on the far left. The background is a plain wall with a small white card hanging on it. The entire scene is overlaid with a semi-transparent blue filter.

Design is **not**
just how it
looks and feels,
- *it is also how it
works*

Quote : Steve Jobs

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.



Its blue

Old stories tells that the blue color in our design was chosen because the founders was working in the basement of SDU right next to the Maersk MC-Kinney Institute. Embodying the founders' aspiration to establish a globally renowned company akin to Maersk, our brand color was inspired by their iconic blue logo. However, the significance of the blue color goes far beyond that.

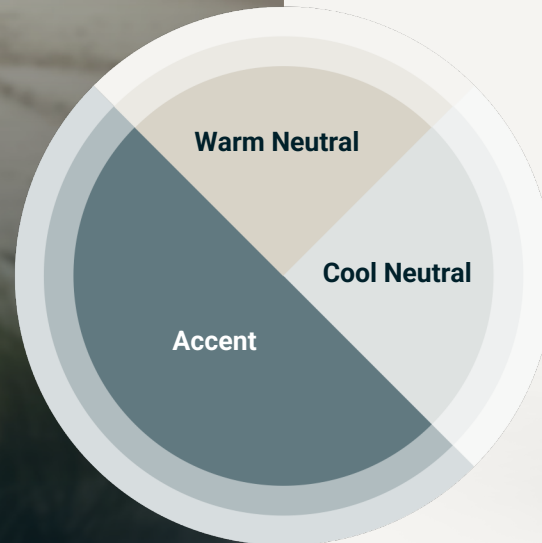
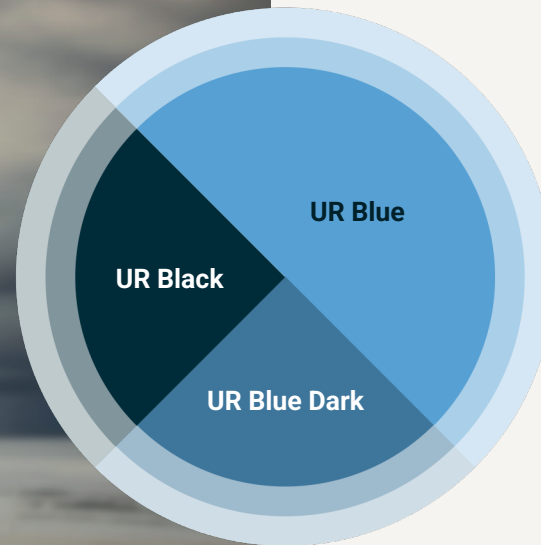
Consider the vast blue sky, which instills immediate energy and fosters positive thinking. Our choice of blue also evokes a sense of safety, cleanliness, relaxation, and approachability. Moreover, it brings effortless awareness and enhances safety within any environment as an added benefit. The blue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



Color

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.

Each color has been carefully selected to distinguish and differentiate elements while harmoniously supporting one another. The palette effortlessly guides the eye, creating a seamless and tranquil experience. By leveraging the power of color, we enhance brand recognition and provide a functional value that enhances the overall aesthetic appeal.



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.

Universal Robots Design Philosophy

Universal Robots is a Danish Company with roots in the world-famous Nordic Design Tradition. Nature is part of the Nordic self-understanding. It takes root in us. We go out there to find ourselves, to breath and to live every day.

Anja Saabye
Head of UX
& Product Design

Spring 2022

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Universal Robots Experience Philosophy

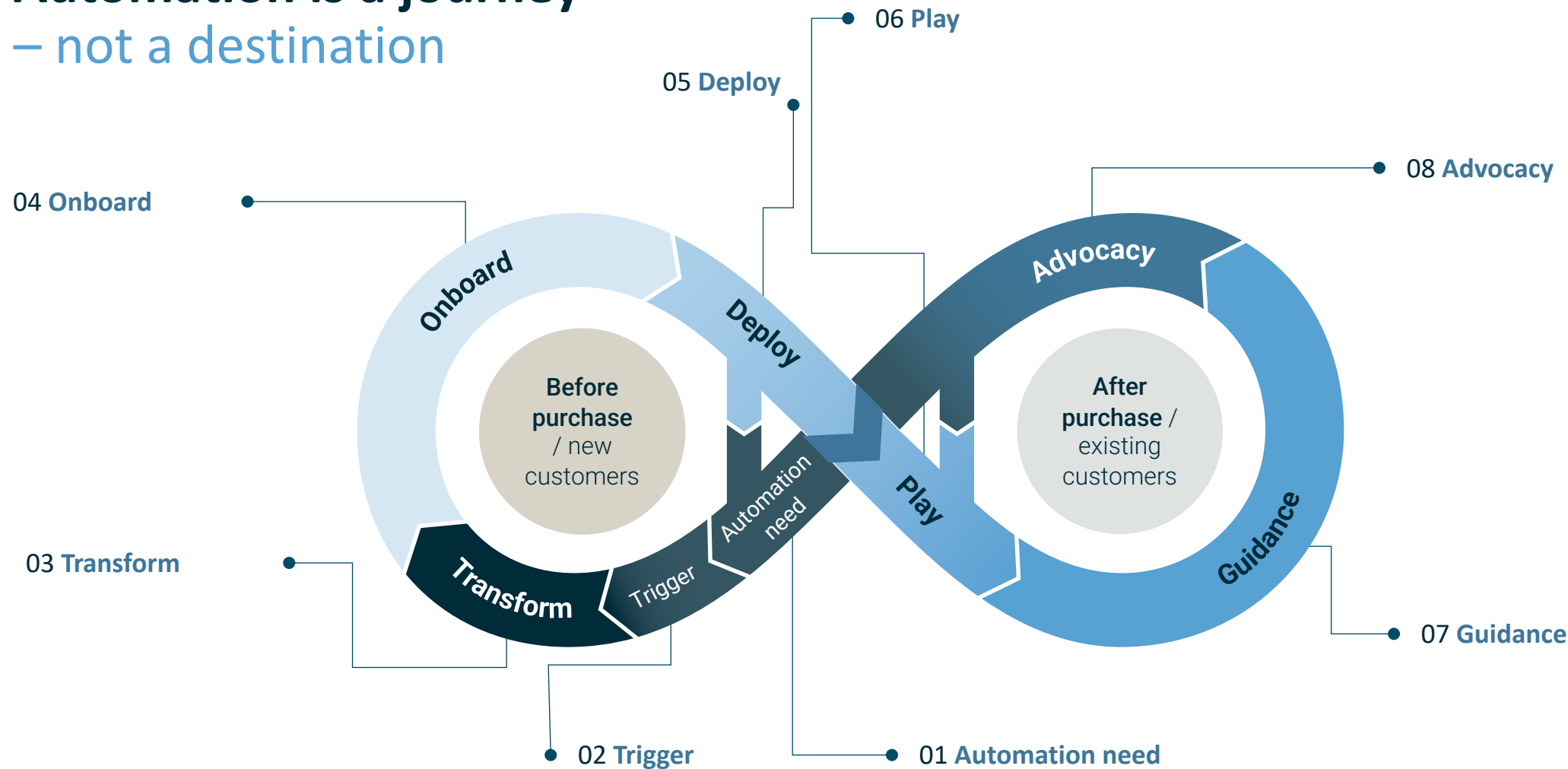
Universal Robots was founded in Odense in the basement of the University and the Maersk McKinney Møller Institute. The founders was engineers and not salespeople, but they had created a cool product that meet the big need for automation on the market. They had been able to understand and create a new way of working that nobody else had imagined at that time.

Anja Saabye
Head of UX
& Product Design

Autumn 2022

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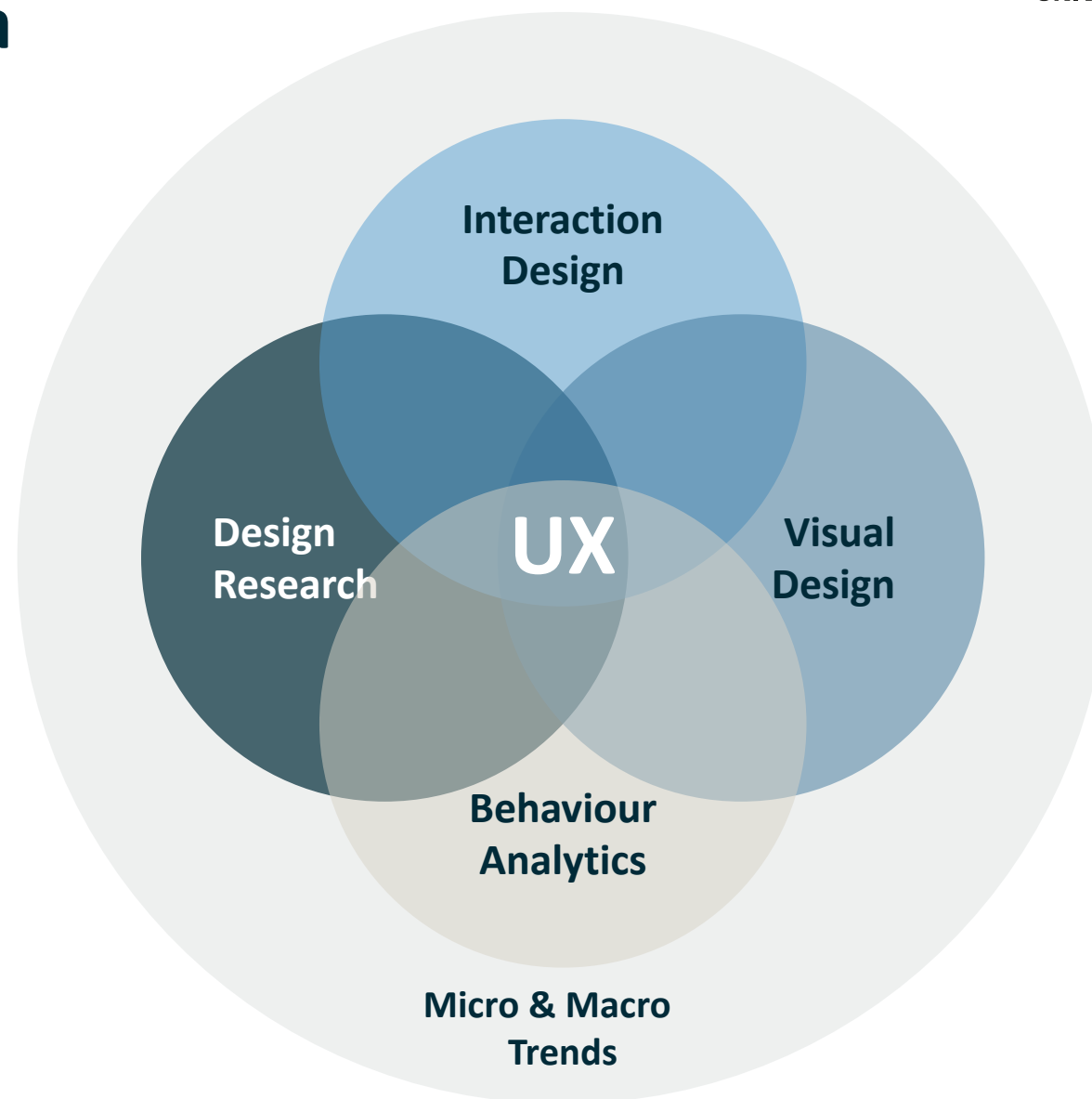
Automation is a journey – not a destination



UX at Universal Robots is a Multidimensional Role

All areas are important to form great User Experience.

Individual areas are active at different stages of the product creation process, but they all collaborate to get things to the next level and secure a holistic User Experience.



Polaris Research and Insights system

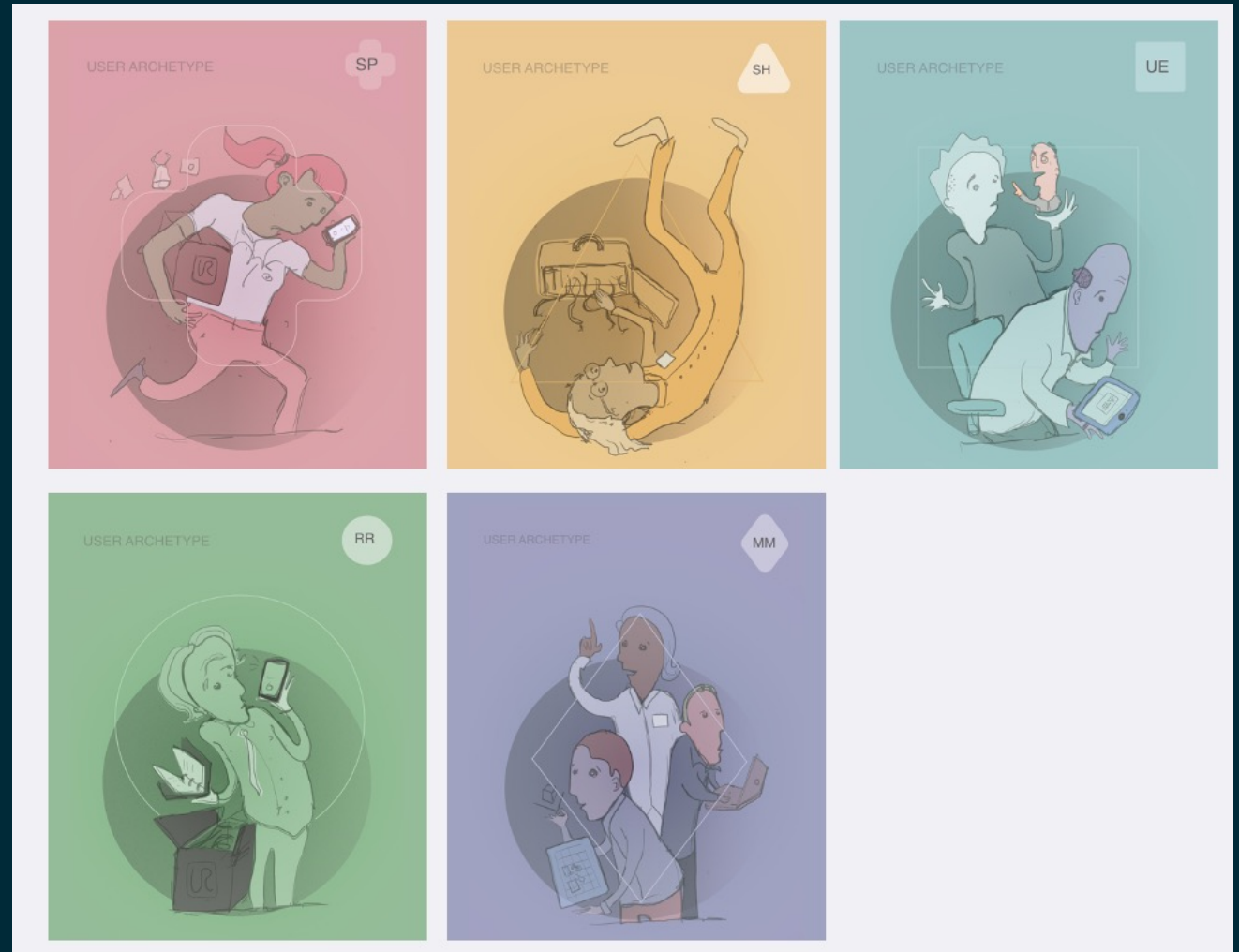
The Universal Robots Research and Insights system, where we store and structure all data gathered from our customers and users

Total amount of data, 06 2024:

- Polaris 30K data points, 11K people(since 2020)
- Customer experience survey (821)
- Userzoom (about 5000 in 2024)
- Usertesting (56 qualitative in 2024)

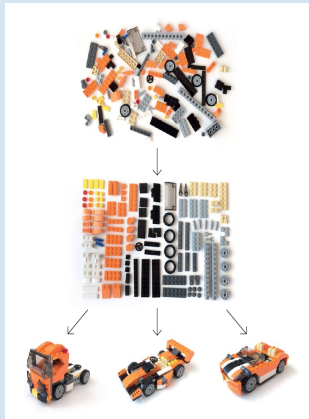
5 Behaviourial Archetypes

Who does what, what are they doing and why?



Sirius

The Universal Robots Designsystem is created of "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 the Design and Experience Philosophy

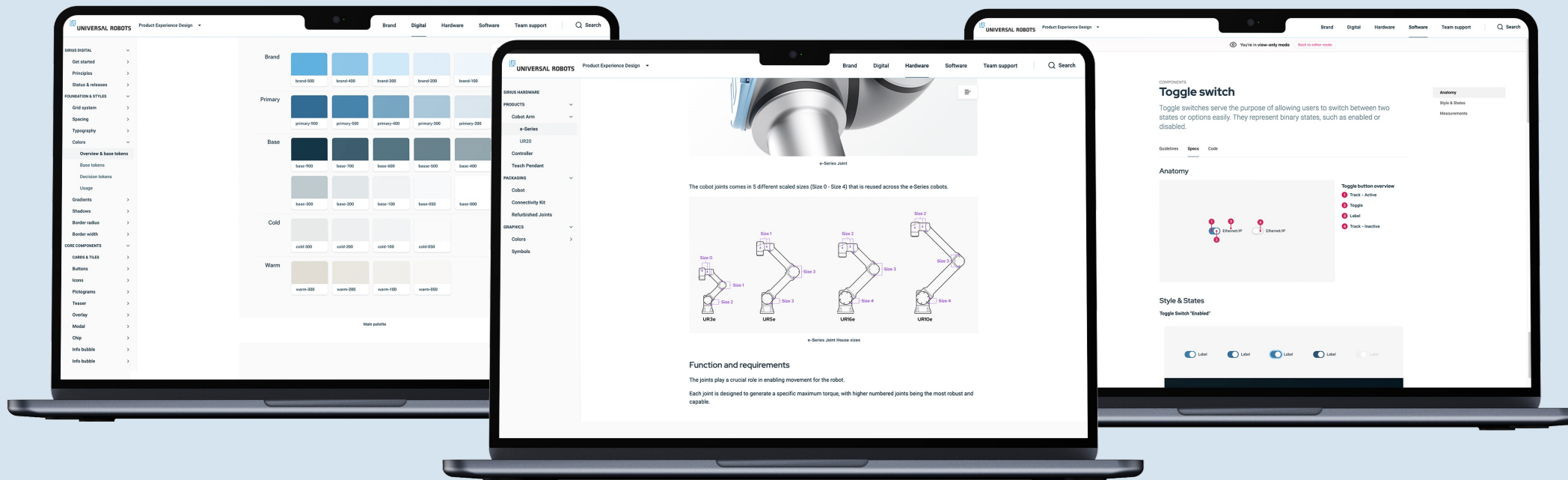


Sirius Design System

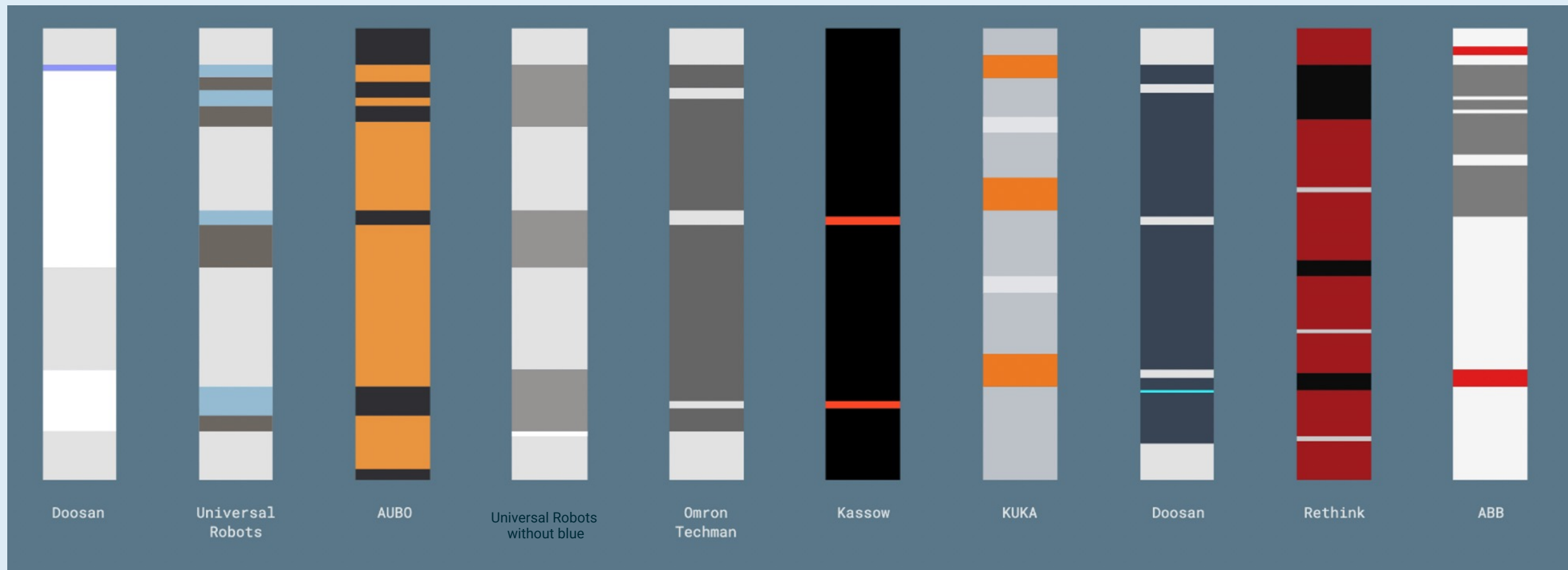
 **Sirius Digital**

 **Sirius Hardware**

 **Sirius Software**

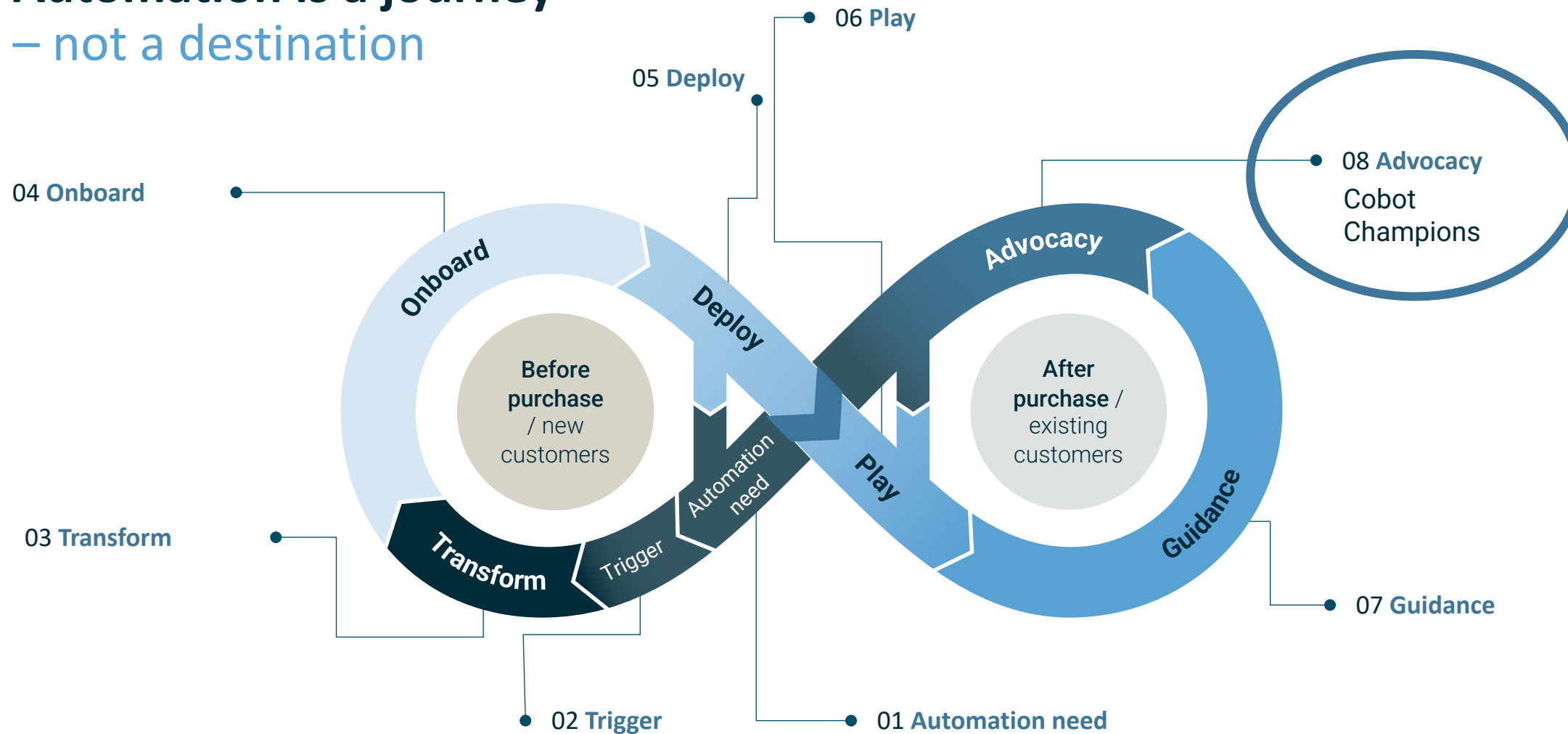


UR Design VS Competitors



Is the great **user experience** visual
in the companys result?

Automation is a journey – not a destination






Cobot Champions



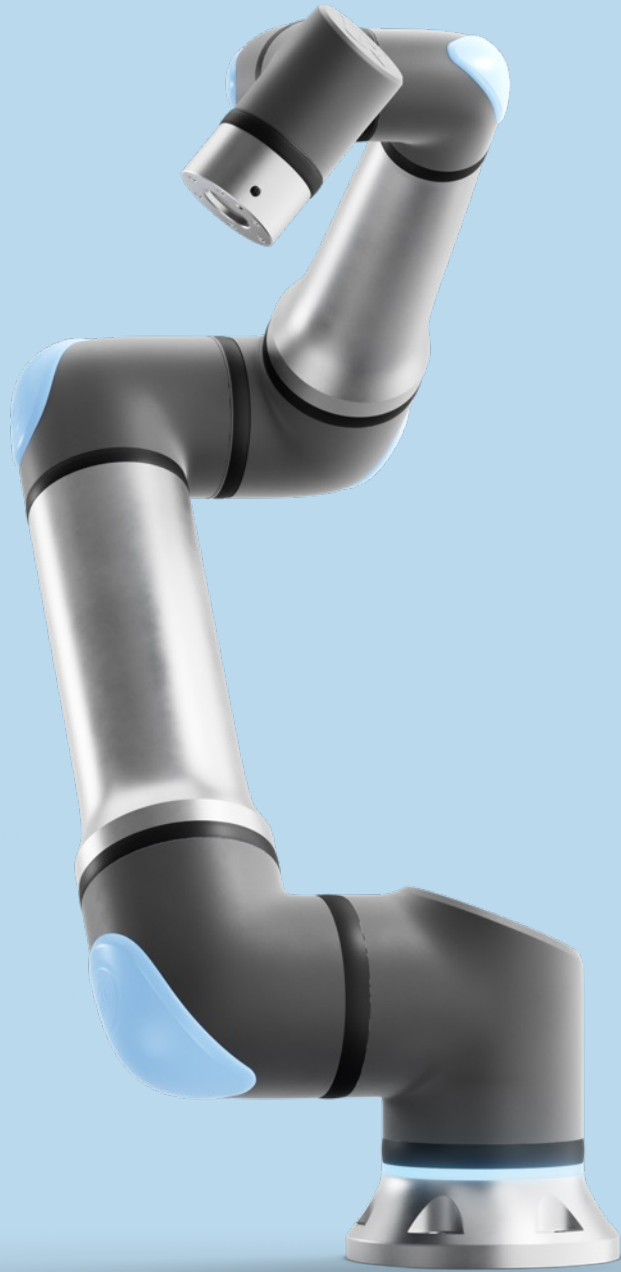
A cobot Champion

- 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

A vintage computer system is shown against a light blue background. The monitor is a CRT type with a dark screen displaying the word "QUESTIONS?" in a light blue, sans-serif font. Below the monitor is a horizontal desktop unit with a floppy disk drive on the left and a CD-ROM drive on the right. In front of the desktop unit is a keyboard with a numeric keypad and a mouse. The entire scene is lit with a soft, even light, giving it a clean, minimalist aesthetic.

QUESTIONS?



Thank you

Let's change the world!

If you have any question please contact me at LinkedIn

Anja Saabye