Walking the walk: The ingredients for good design

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Volvo Cars

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Volvo Car UX Team

The “ingredients” for good design:

Setting the right context

Killing assumptions

Defining & defending the user benefits and the trade offs

But what do we mean by “good design”

Design that protects people

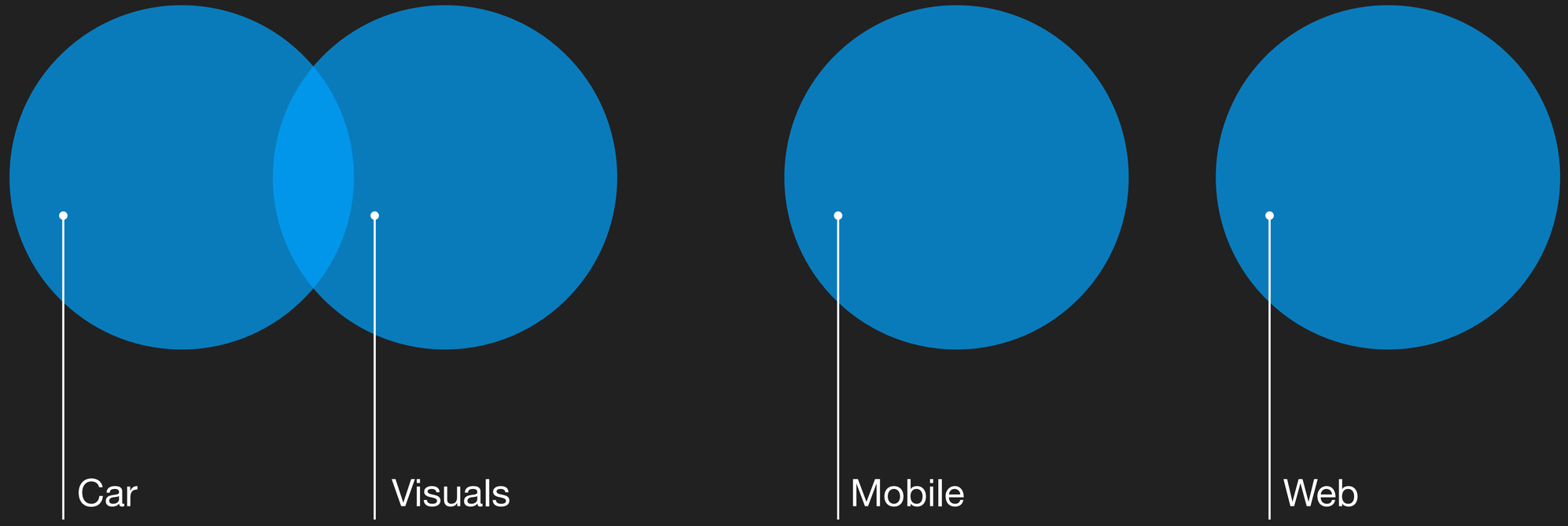
Design that is sustainable and makes the most out of the resources we have available

Design that caters to the particular needs of each user

Setting the right context

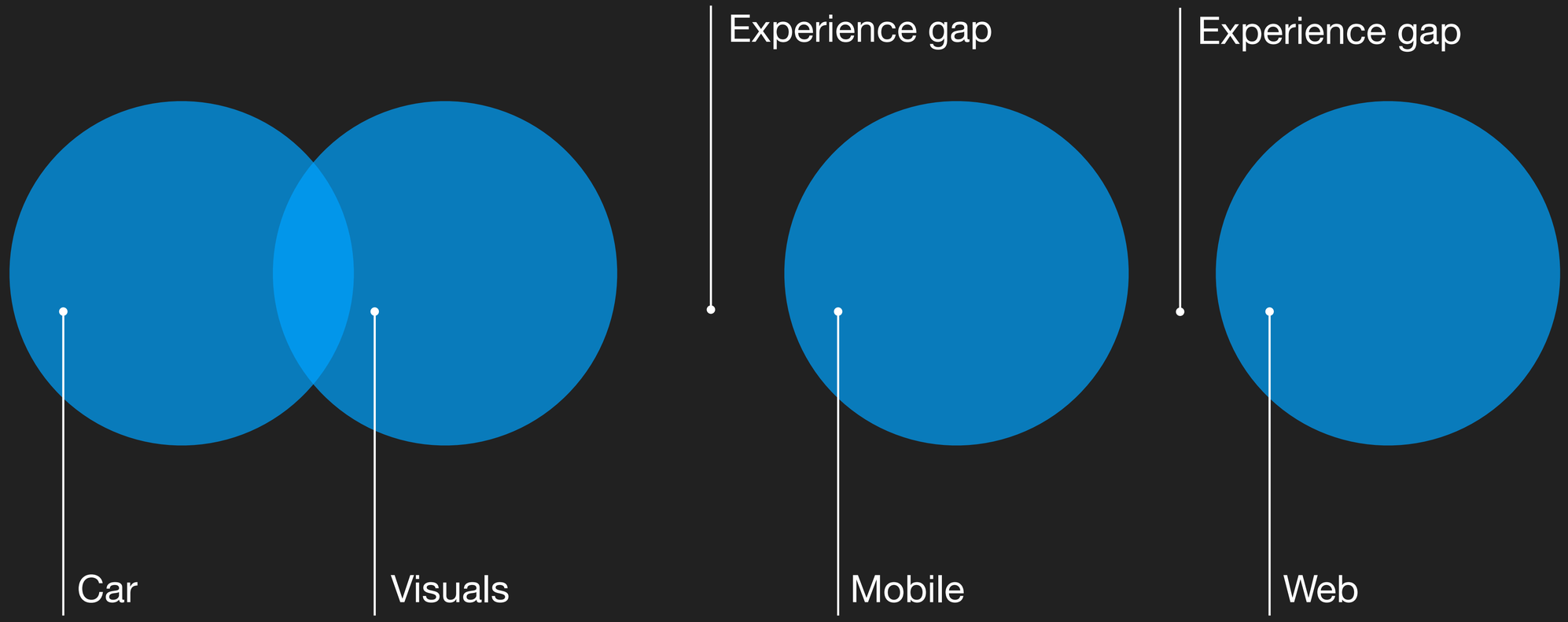
How many times have you
reorganized your design team?

Once upon a time the Volvo UX team



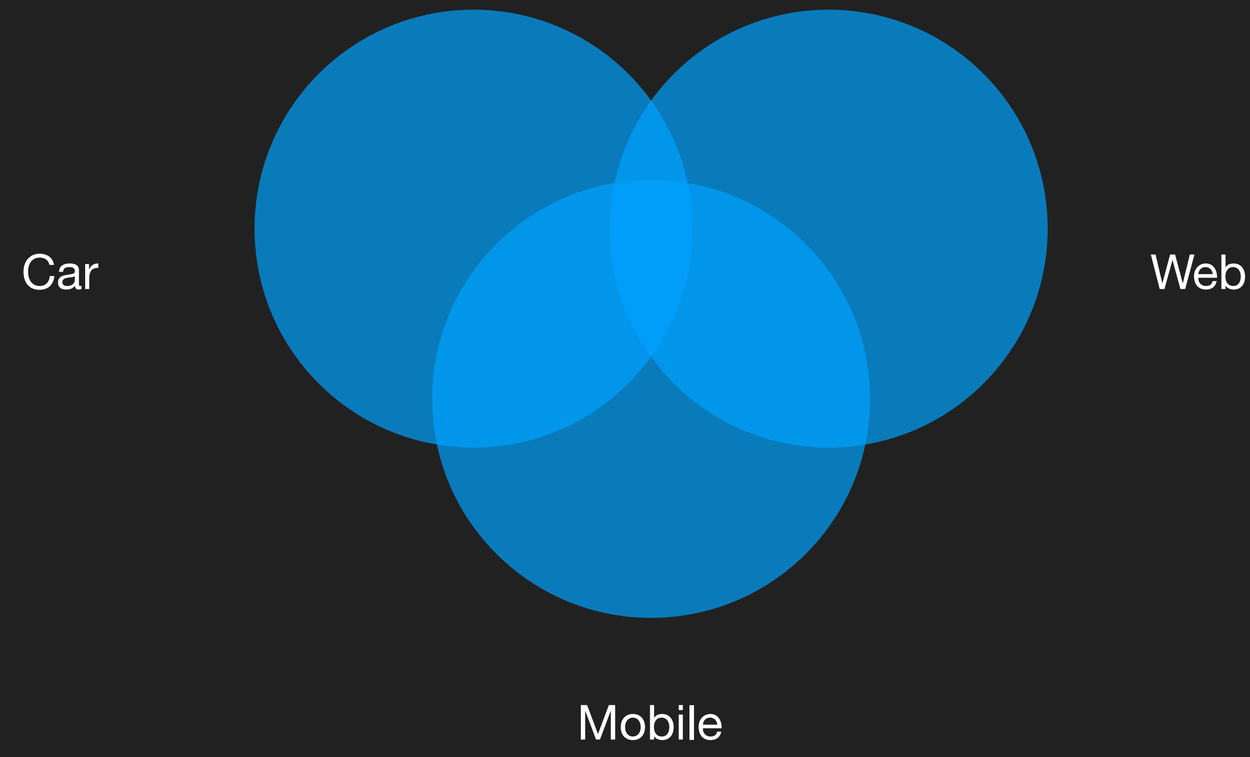
“Any organisation that designs a system will produce a design whose structure is a copy of the organization’s communication structure”

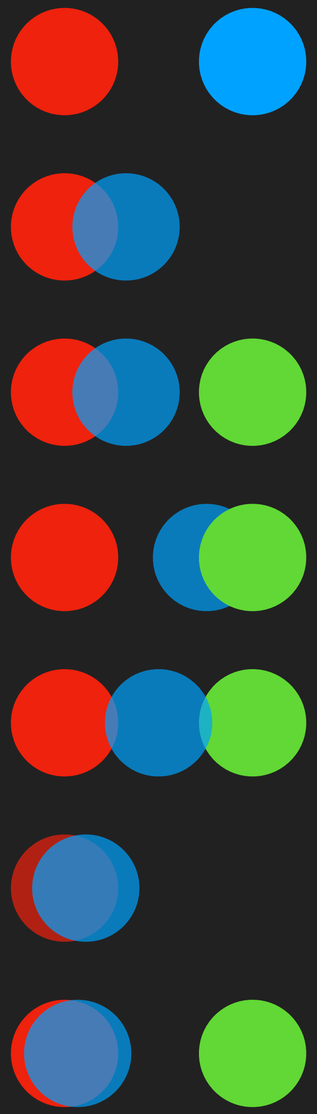
- Conway’s Law


Experience gap
Experience gap
Car
Visuals
Mobile
Web

Craft delightful and **unified experiences** for our users across the entire Volvo Cars ecosystem, inspired by empathy, imagined with curiosity and implemented with precision.

UX Strategy

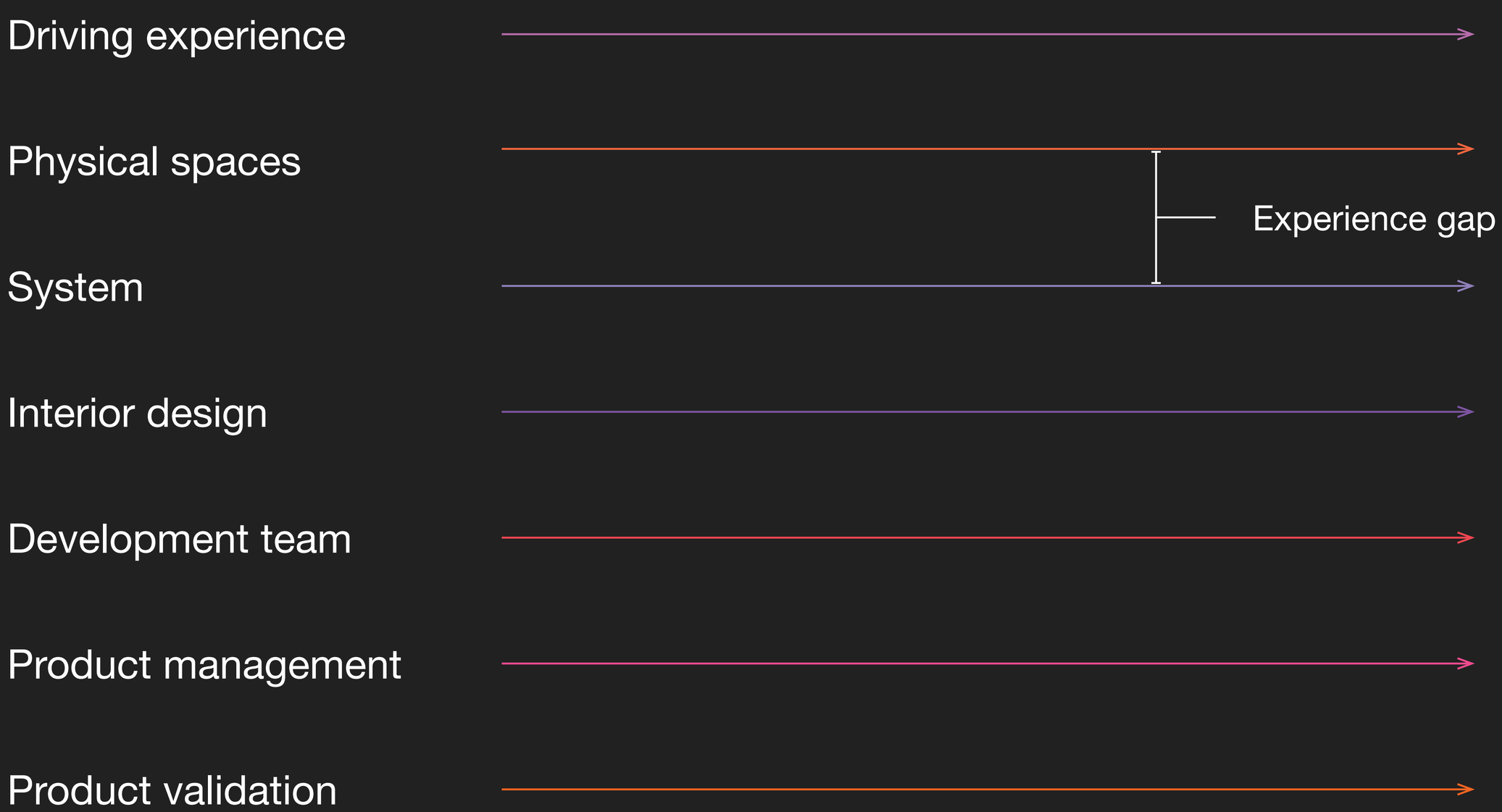

Car
Web
Mobile

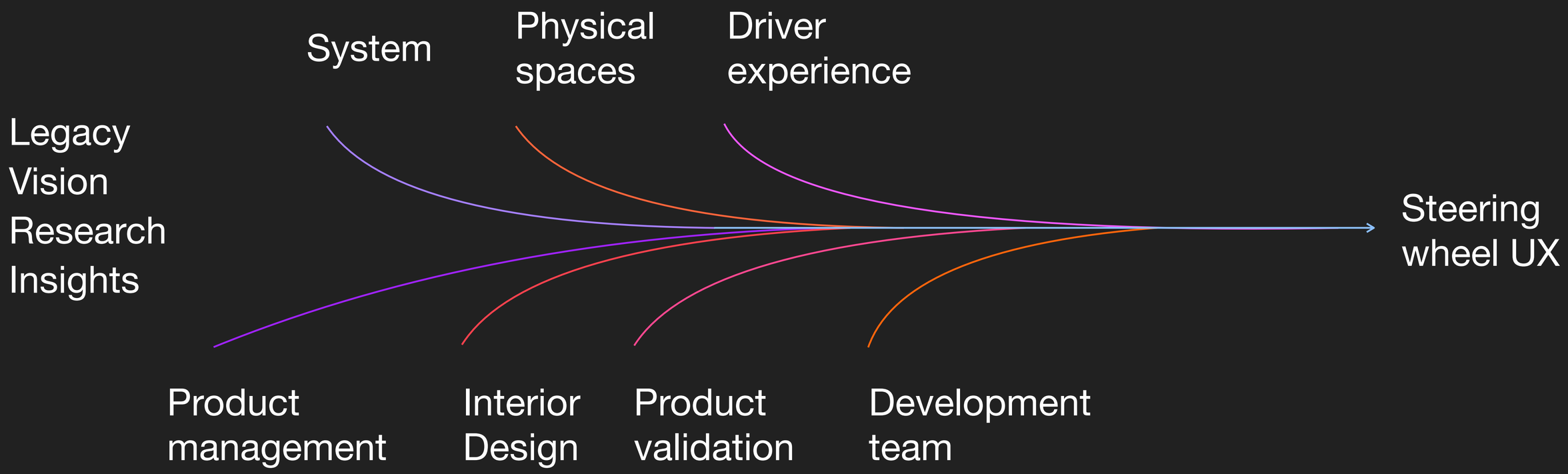


Design your organisation the way
you envision your product

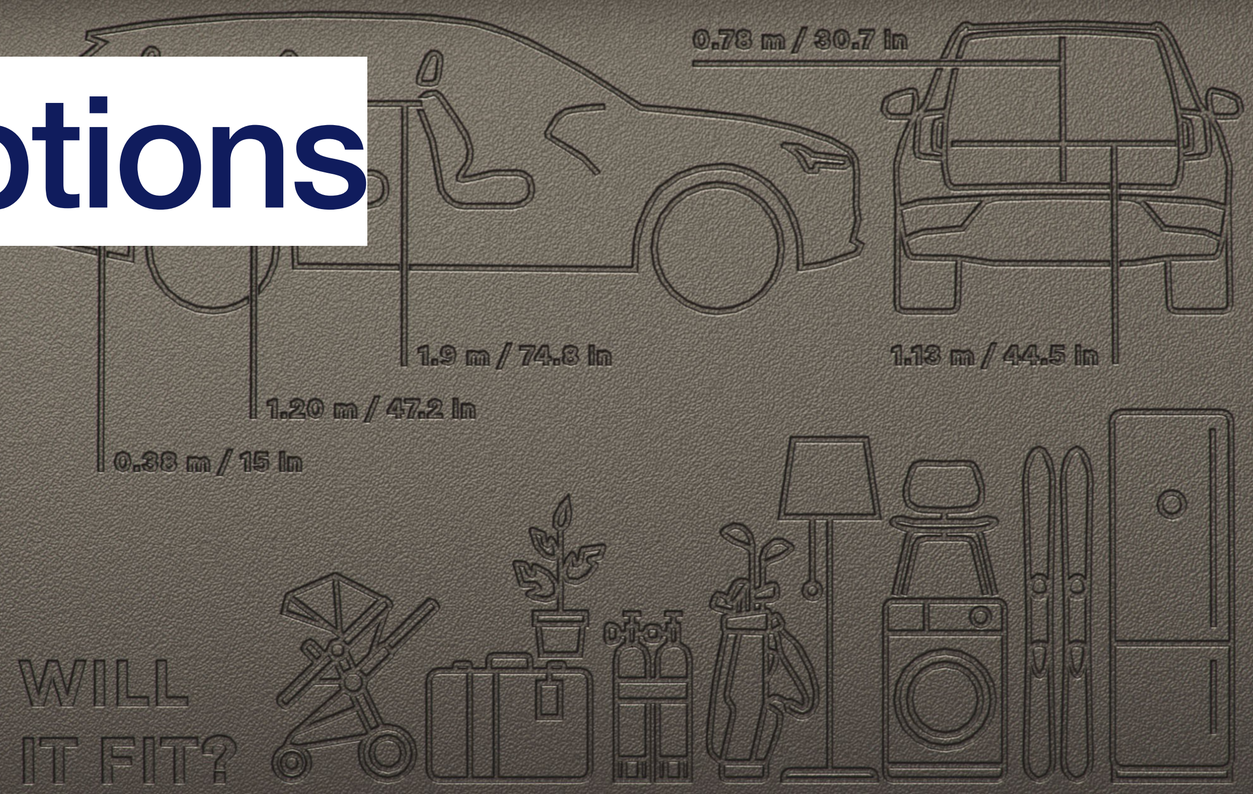
Collaboration & processes

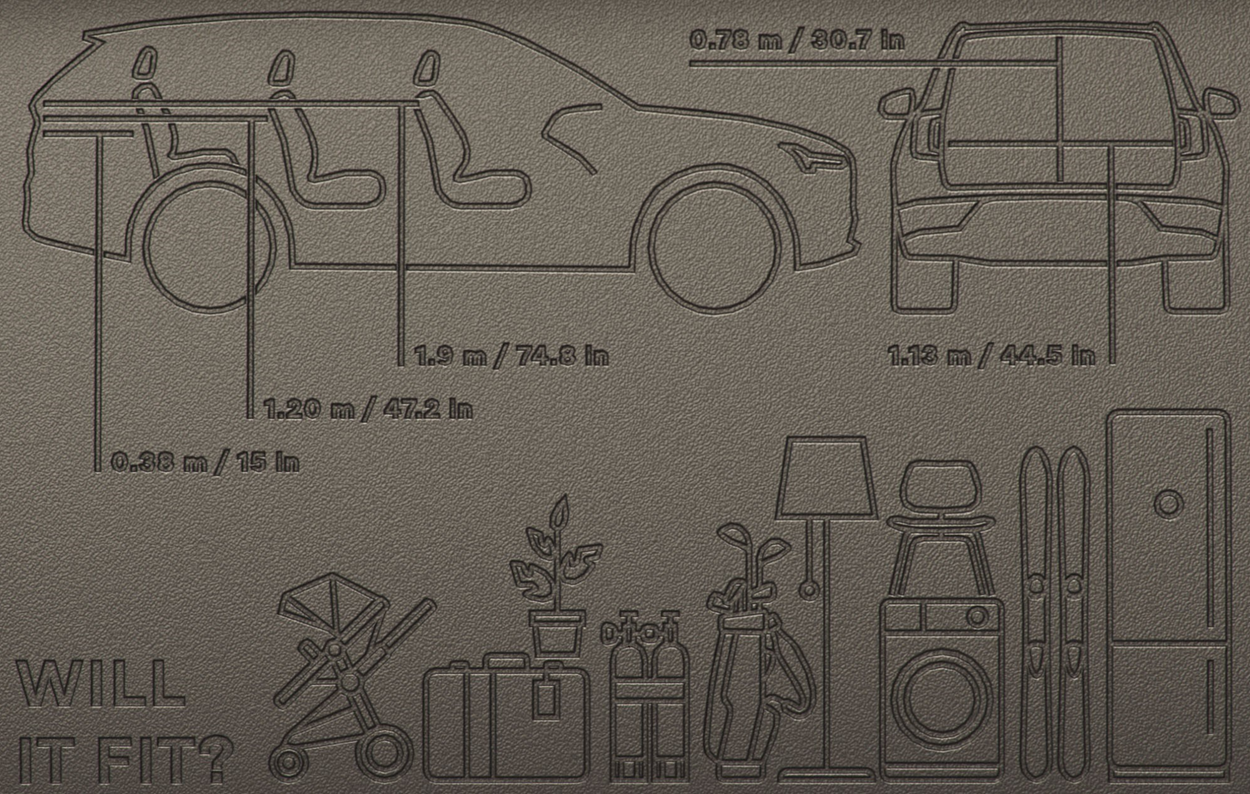
22°C
0
km/h
P
R
N
D
Folkungagatan
Skånegatan
Färgaregatan
Karin Boyes gata
Barnhusgatan
Odinsgatan
Stampgatan
Ullevigatan
Stadium
Gamla Ullevi
Parkgatan
Nya allén
Slussgatan
Åkareplatsen
Trädgårdsg
VOLVO
RESET

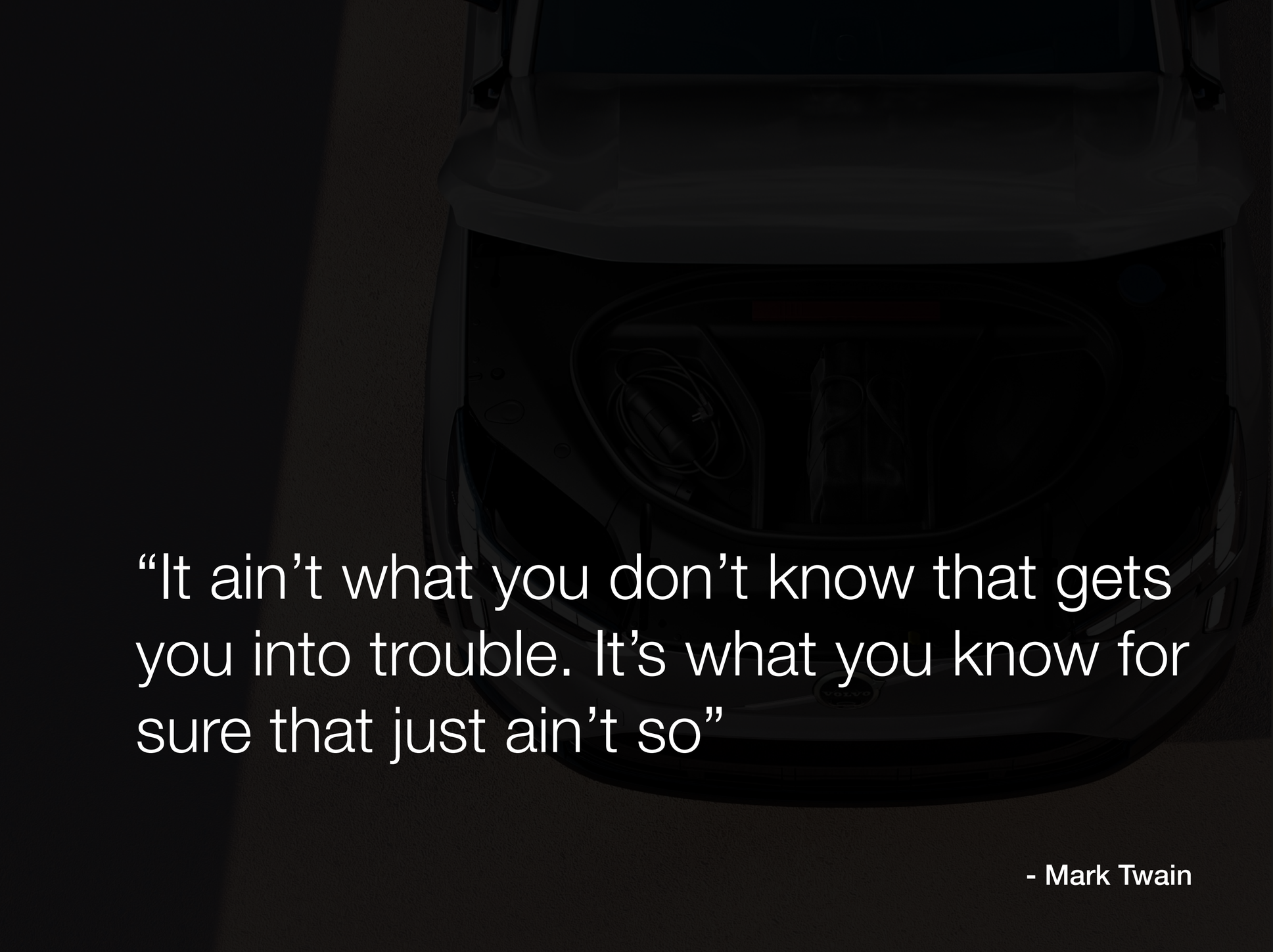

Driving experience
Physical spaces
System
Experience gap
Interior design
Development team
Product management
Product validation


System
Physical spaces
Driver experience
Legacy
Vision
Research
Insights
Steering wheel UX
Product management
Interior Design
Product validation
Development team

Killing assumptions




0.78 m / 30.7 in
1.9 m / 74.8 in
1.13 m / 44.5 in
1.20 m / 47.2 in
0.38 m / 15 in
WILL
IT FIT?



“It ain’t what you don’t know that gets you into trouble. It’s what you know for sure that just ain’t so”

- Mark Twain

VOLVO

SOLUTIONS

Type 1 charging cable securing Padlock

£7.95

A small padlock designed to fit a Type 1 cable trigger mechanism.

Secures a Type 1 cable in place when charging.

- Body made from solid brass
- Shackle made from hardened steel

Build clear & inclusive collaboration tools & forums to bring people together to understand and rally behind a human opportunity

Design Principles

Design for **safe display of information**

Design for **behavioural continuity**

Design to **empower, not to outsmart**

Design for **accessibility & inclusivity**

Design for **reusable knowledge**

Principles are communication and scalability tools. They work at their best when they are actionable, shaped by a broad spectrum of behavioural inputs and widely shared across all the groups inside an organisation that have a say in product definition

Design Review Template

Mythical controls for winged unicorn (Project Name)

Design
Princess Peach
Super Mario

Stakeholders
Bowser Jr, PO
Yoshi, FO
Wario, SBO

Stage
Problem framing
Information
Exploration
Definition
Decision

Vira ticket
ARTUXDESIGN-XXX

22wXX

I'm baby deep v bespoke wayfarers, umami leggings forage yr keffiyeh mustache next level lyft mixtape. Intelligentsia heirloom lomo dreamcatcher vice banjo yuccie thundercats chia kombucha occupy chambray cliche craft beer.

- I'm baby deep v bespoke wayfarers
- Umami leggings forage yr keffiyeh mustache next level lyft mixtape.
- Intelligentsia heirloom lomo dreamcatcher vice banjo yuccie thundercats chia kombucha occupy chambray cliche craft beer.

It sounds basic, but If we don’t clearly separate technical, logistical and business challenges from user problems we are at risk of not identifying & solving a meaningful user centric opportunity

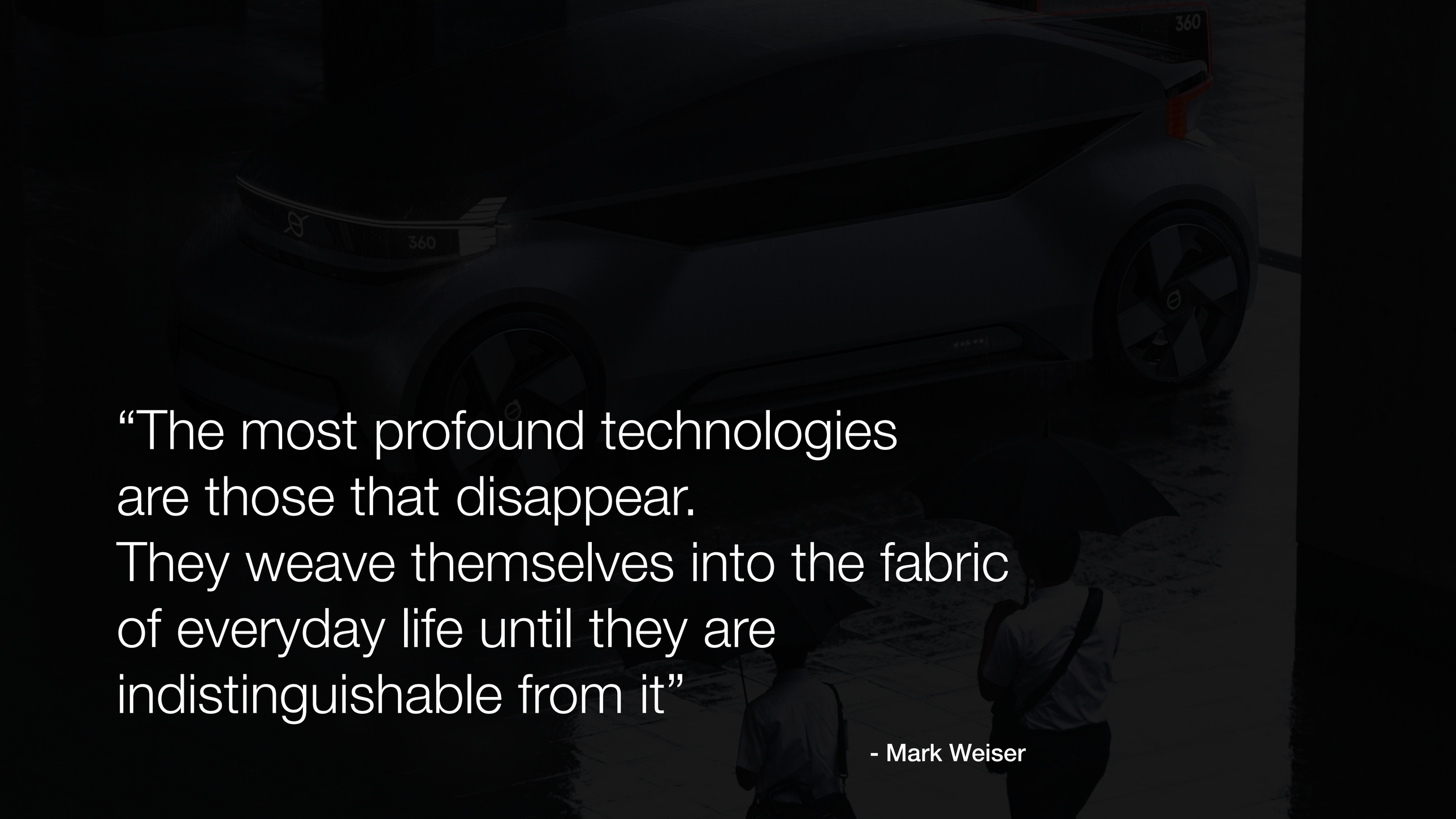
Defining & defending the user benefits and the trade offs

Can you design this button?

Can you design this screen?

10:11
Google Play
Stay Informed
Sveriges Radio Play
3.5 ★
TuneIn Radio: Live
News, Sports &
4.5 ★
Stream your favorites
Spotify: Listen
to new music,
4.5 ★
Podcast Player
& Podcast App -
4.6 ★
20°
AUTO
20°

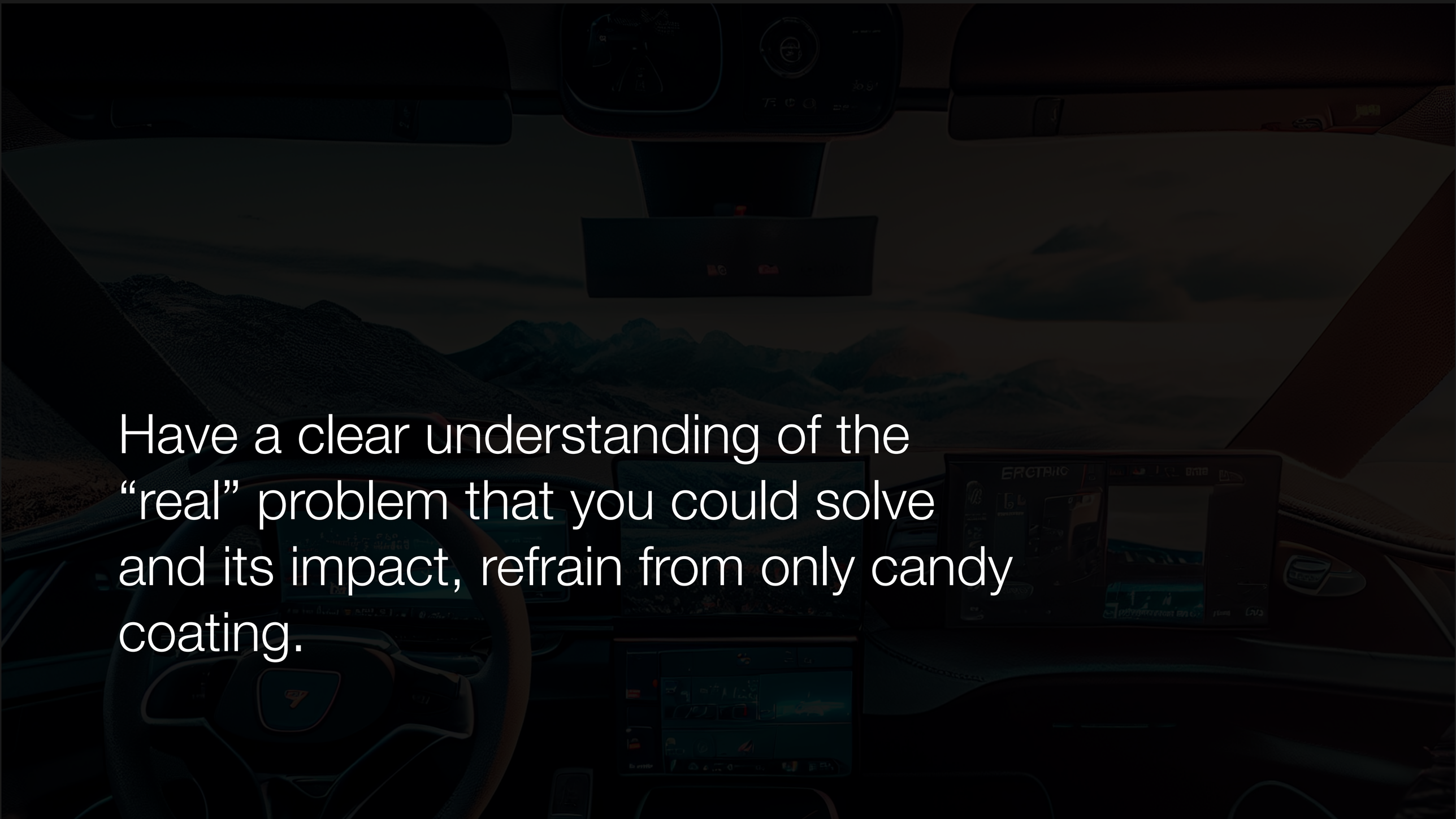
360
360



“The most profound technologies
are those that disappear.
They weave themselves into the fabric
of everyday life until they are
indistinguishable from it”

- Mark Weiser

HINOMARU
無線車
532



Have a clear understanding of the “real” problem that you could solve and its impact, refrain from only candy coating.

Takeaways

Takeaways

Set up your team for success

Solve the right problem

Be there from the beginning to defend and trade

Thanks