![Capgemini]

Humanized technology

Capgemini creates a design system to work as a transformation vehicle

Redefining a hardware heavyweight

ABB is a technology leader that is driving the digital transformation of industries. With a history of innovation spanning more than 130 years, ABB has four customer-focused, globally leading businesses: Electrification, Industrial Automation, Motion, and Robotics & Discrete Automation, supported by the ABB Ability™ digital platform.

Serving customers in over 100 countries is difficult, especially after acknowledging the different ways these customers interact, communicate, and buy. One-size-fits-all solutions run antithetical to the modern consumer journey, and ABB wanted to create a new human-centric design system to enable its 140,000+ employees to create experiences that engage and delight customers around the world.

Transformation from within

Capgemini engaged ABB to bring its transformation ideas to life, creating a strategy to enable ABB to deliver value through human interaction instead of just through machinery.

The first step was to develop a common, unified UX design system that enabled localized experiences tailored to each customer. A sustainable design system, at its core, is not simply a set of top-down rules but a community of insights and expertise. The design process was set up to work towards two objectives.

- Transition from a standard UI style guide to a comprehensive design system that harmonizes and improves the full suite of ABB services
- Introduce and encourage new ways of collaborating with central UX teams and key stakeholders.

This process prioritized transparency, promoting equal contribution opportunities and creating a shared sense of responsibility amongst ABB teams. The design system core group had a facilitating role rather than a dictating one. Also, shifting the design work to a cloud environment offered increased transparency and facilitated participation.

The team took a democratic decision-making approach, investing extra time to validate design choices through testing with actual users in realistic market contexts. During the design process, the designs had to be proven functional before moving forward to production. Each component had to follow the same style principles and be in alignment with other components. Tests were carried out in demanding real-life conditions, in the pitch-black darkness of a mine, on the bridge of a ship - using various devices new and old. Human aspects such as color blindness were also taken into consideration.

The ABB CommonUX Design System

With a portfolio of hundreds of digital products, it would not be feasible to create one-size-fits-all solutions to be applied across the entire range. The user needs vary from case to case as do the users' digital capabilities.

The design principles had to build on simple universal best-practices to cater to the various use cases and users. They needed to be proven, efficient and well-documented, while still leaving room for new innovative solutions when needed.

In addition to the principles and guidelines, an extensive set of ready-made reusable assets has made the adoption of the Design System speedier and a positive experience within the organization.

Results

- Platform for sharing UX design standards, practices, and resources
- Effective internal UX and service design consultation teams
- Toolkit of reusable assets: code, design tools, templates, etc.
- Centralized community of R&D, developers, designers, and product managers from every ABB business unit

By the numbers

- **60+** Product teams using CommonUX
- **96** Component implementations
- **15,000** Monthly views
- **360+** Icons and assets

About Capgemini

Capgemini is a global leader in consulting, digital transformation, technology and engineering services. The Group is at the forefront of innovation to address the entire breadth of clients' opportunities in the evolving world of cloud, digital and platforms. Building on its strong 50-year+ heritage and deep industry-specific expertise, Capgemini enables organizations to realize their business ambitions through an array of services from strategy to operations. Capgemini is driven by the conviction that the business value of technology comes from and through people. Today, it is a multicultural company of 270,000 team members in almost 50 countries. With Altran, the Group reported 2019 combined revenues of $18.5billion.

Learn more about us at

www.capgemini.com

Note: current conversion is €1 to $1.09 (4/1/20)

People matter, results count.