



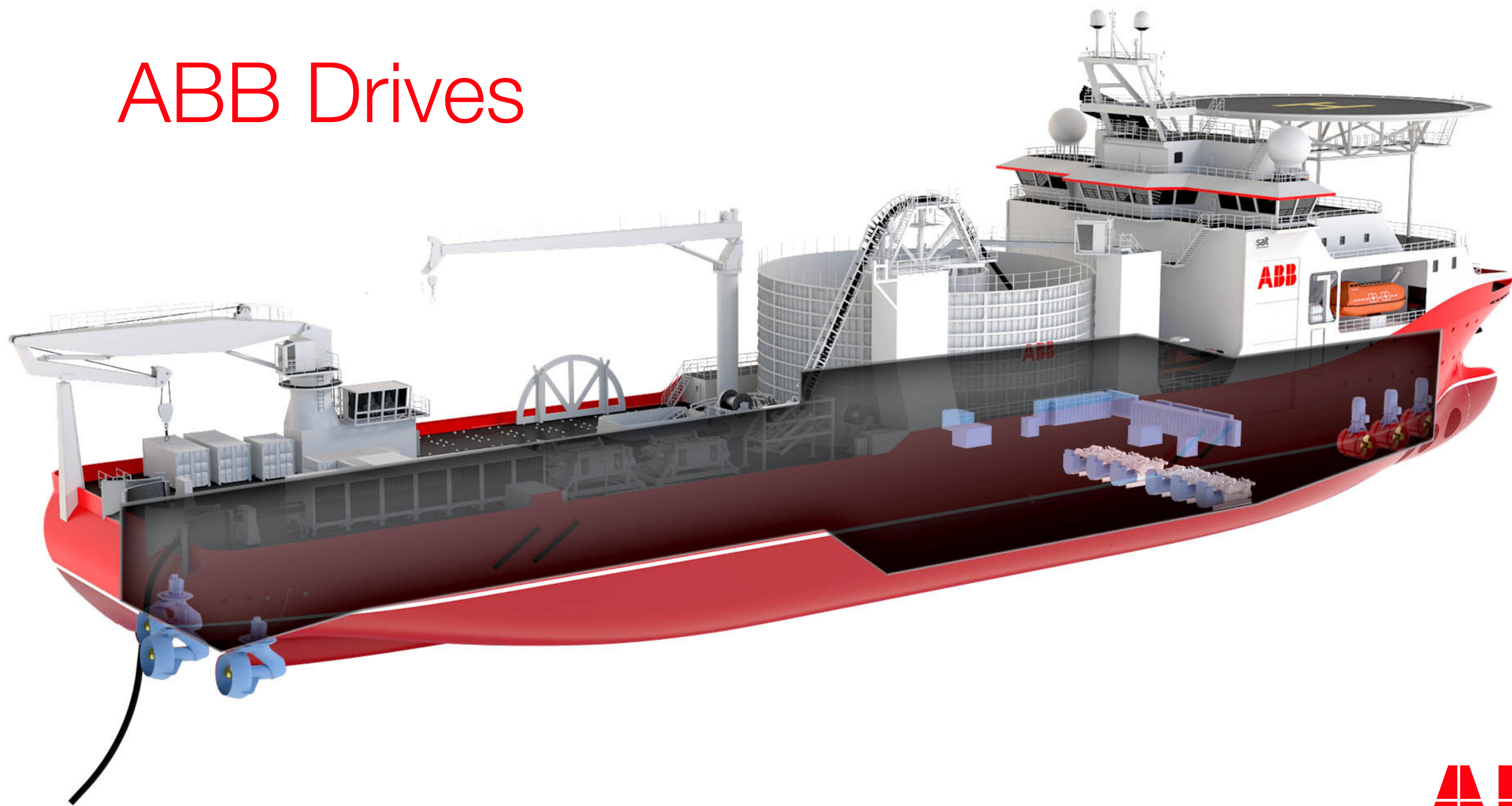
Together for a better world

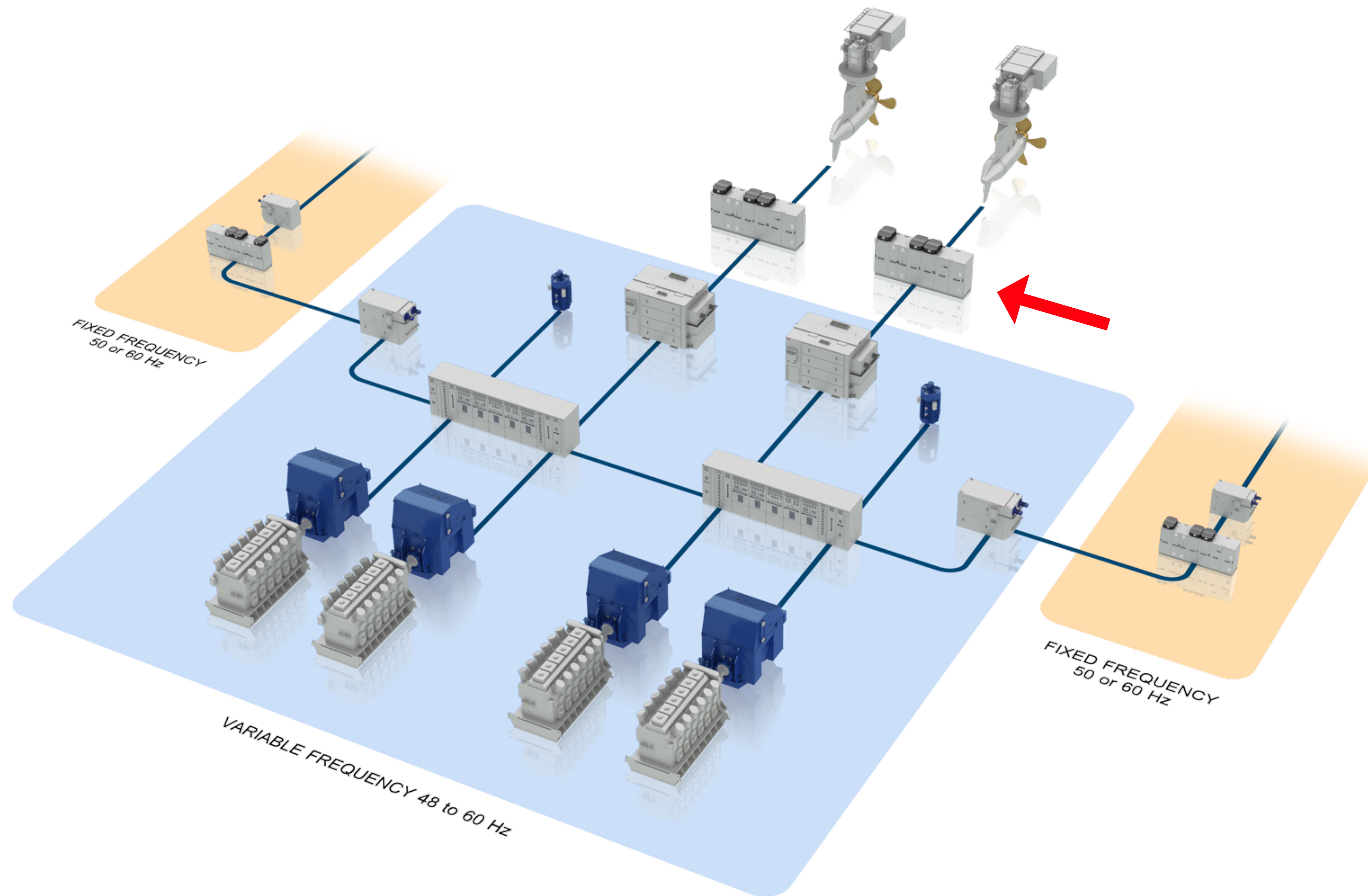
Redefining the experience of Drive Composer Pro
and the ABB development process

D. Brad Mullen, Mathijs Provoost, Andreas Sode



ABB Drives





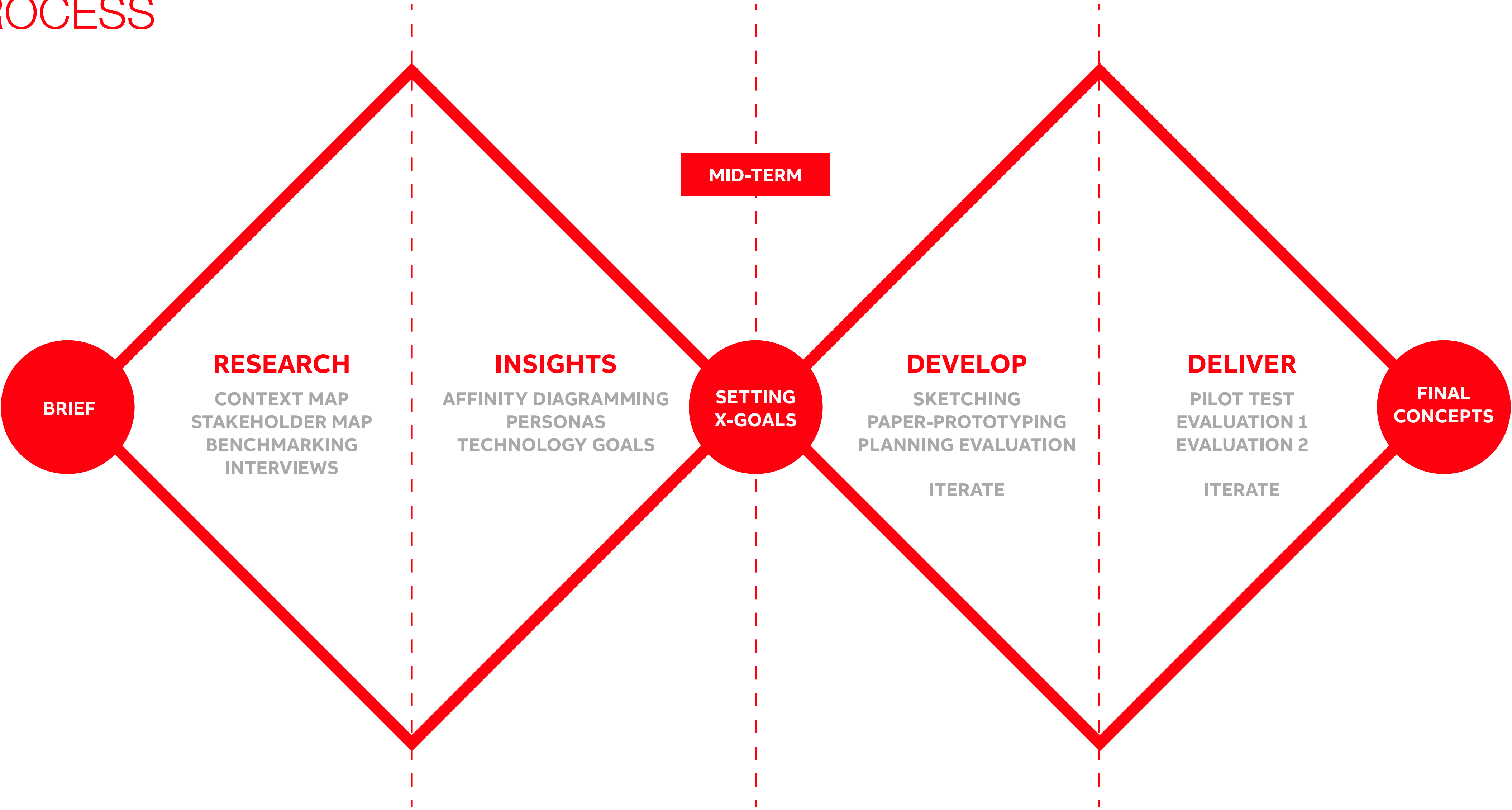


The brief

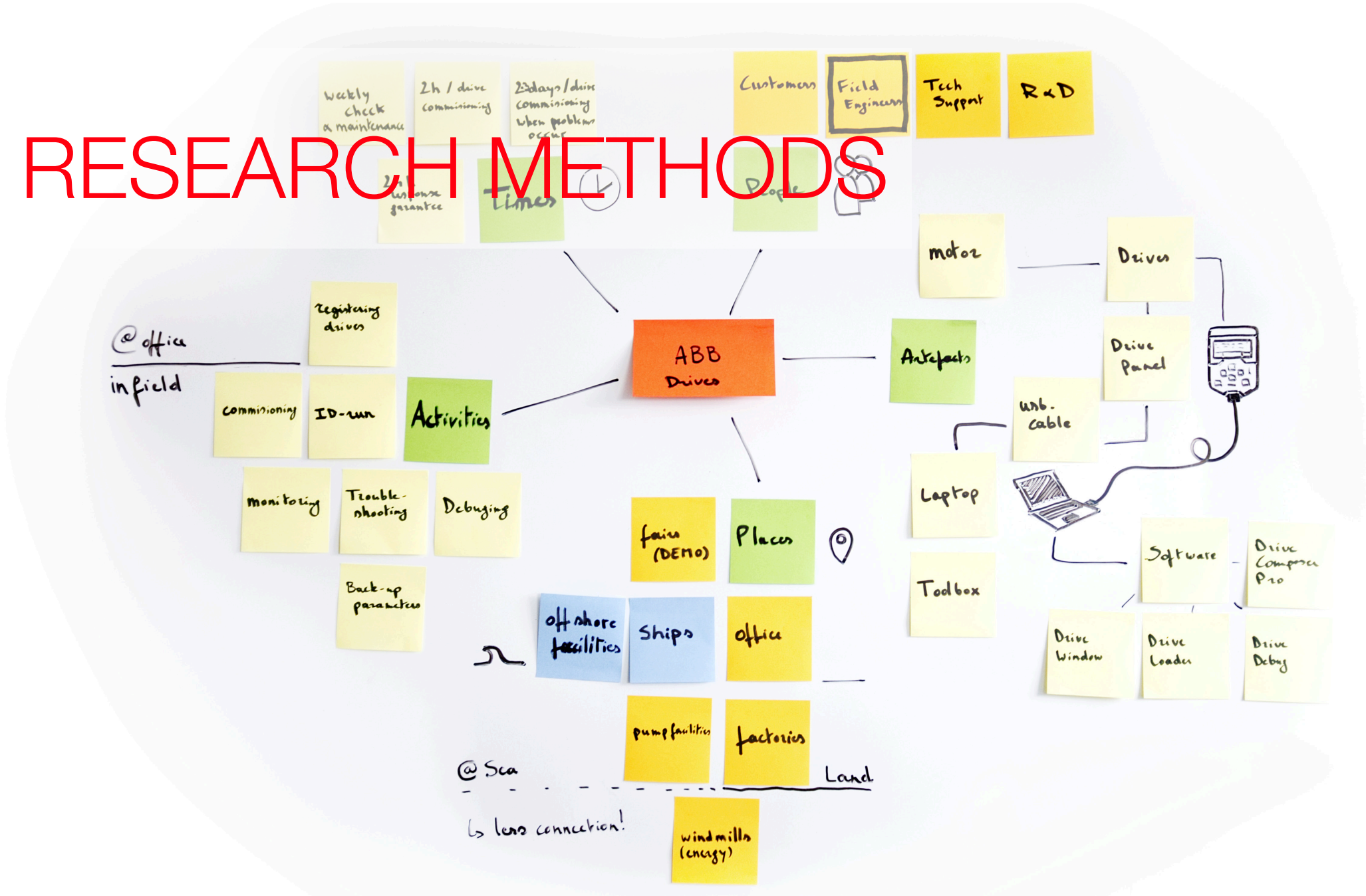
What are the real **needs** of the users?

How can the **monitoring** of ABB Drives be improved without losing Drive Composer Pro's advanced configuration options?

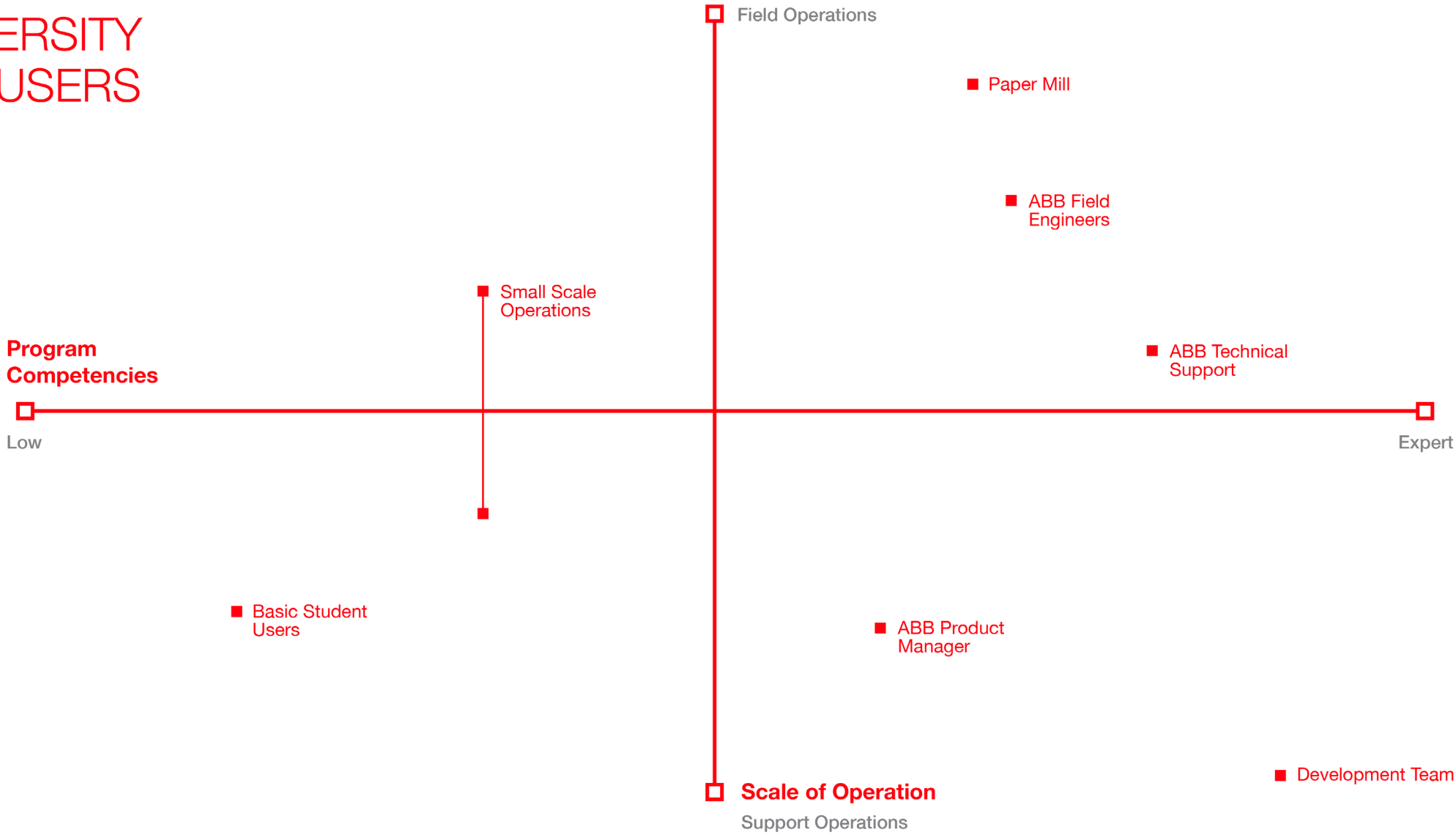
PROCESS



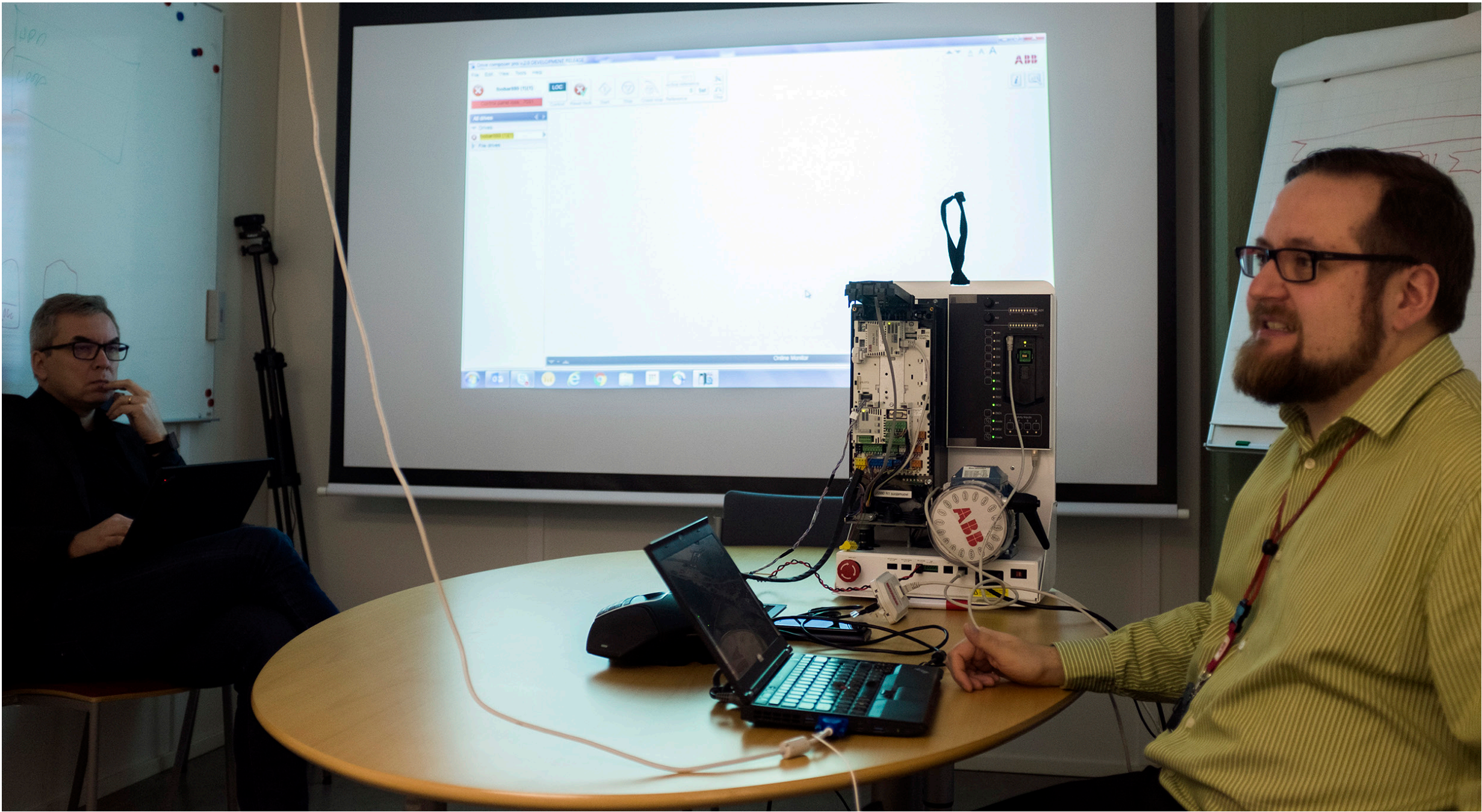
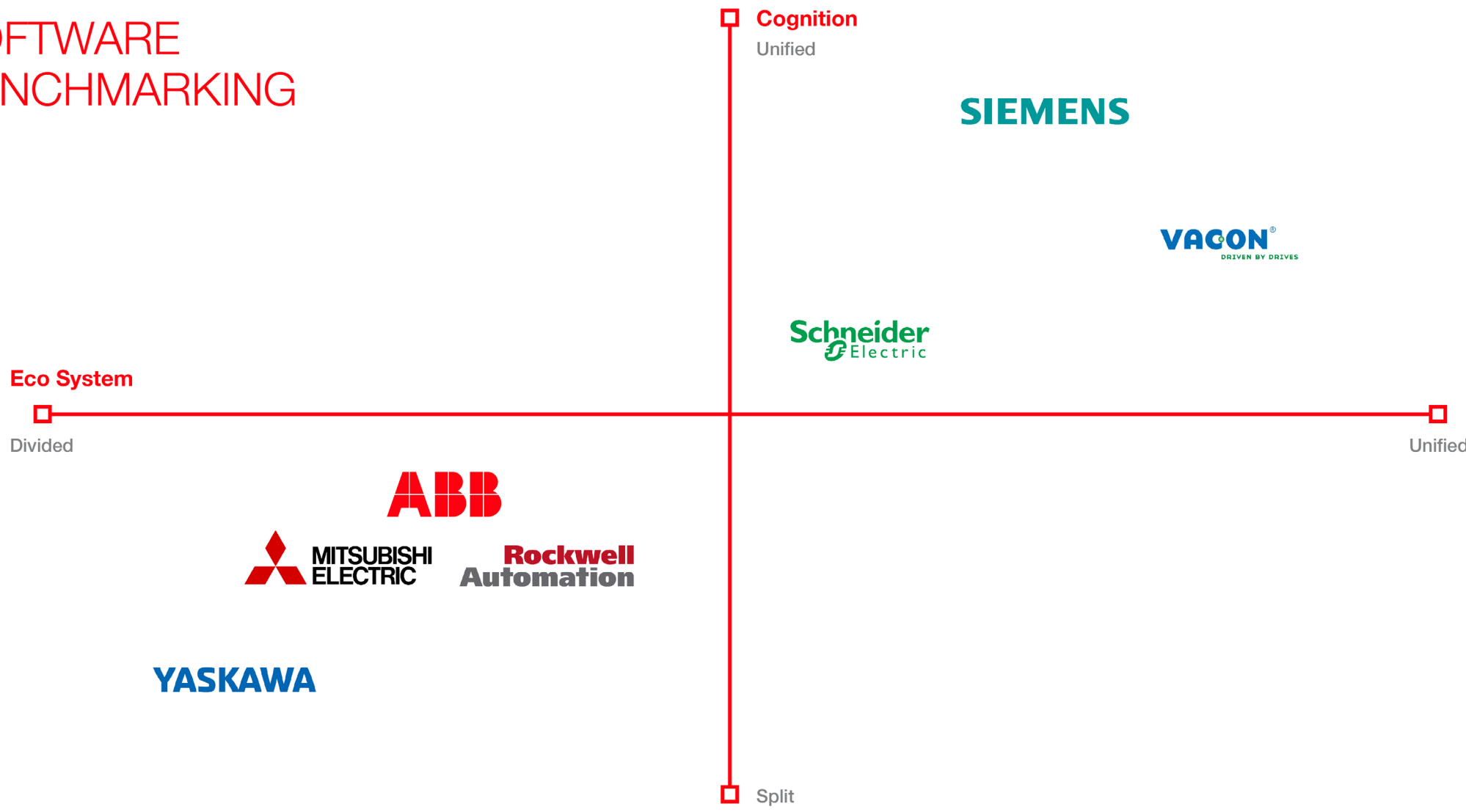
RESEARCH METHODS



DIVERSITY OF USERS



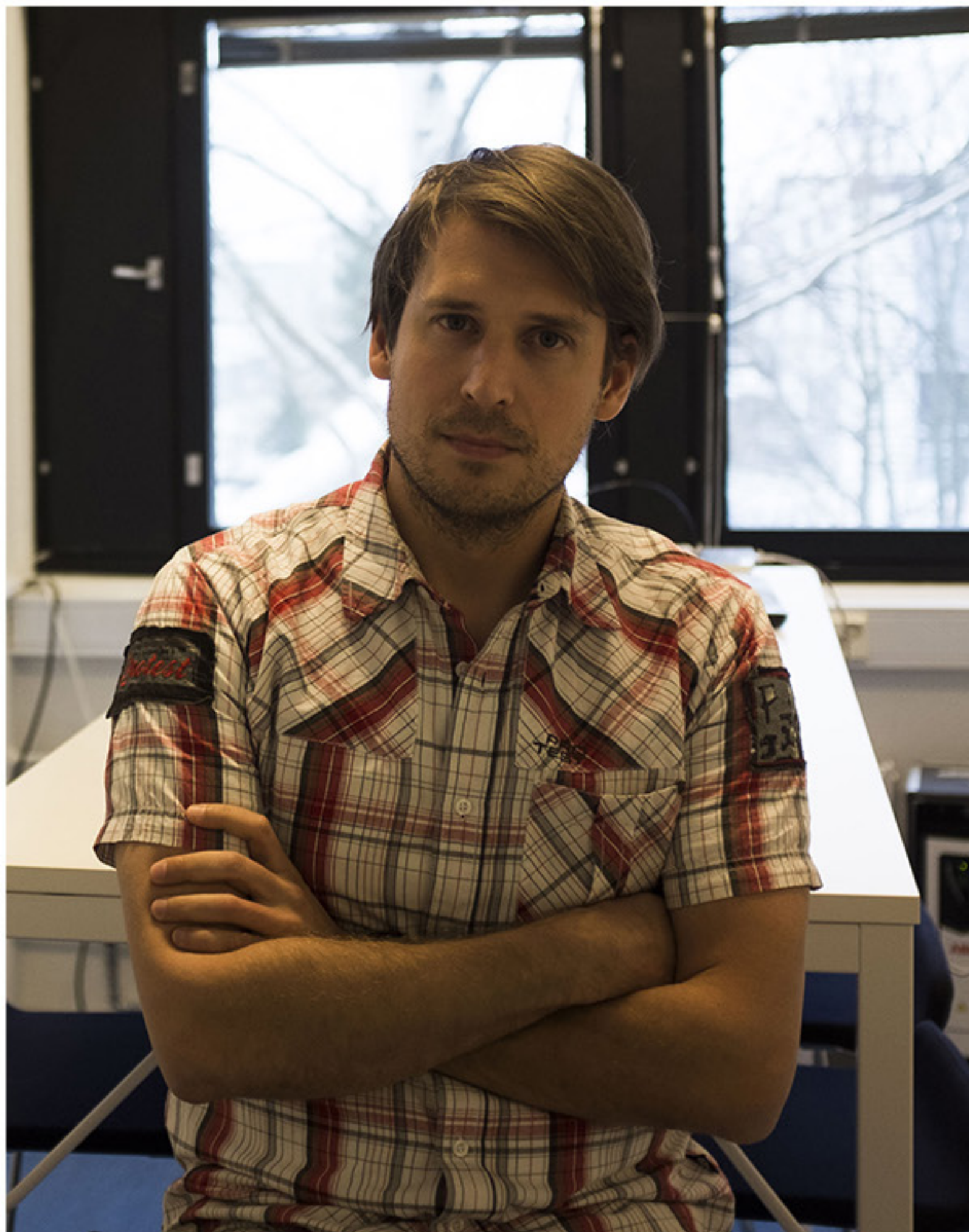
SOFTWARE BENCHMARKING





My customers are ABB
guys

Marco - Tech-Support for Engineers



It has to be challenging
so i can learn new all the
time

Sampsa - Field Engineer



It should show exactly what
is happening!

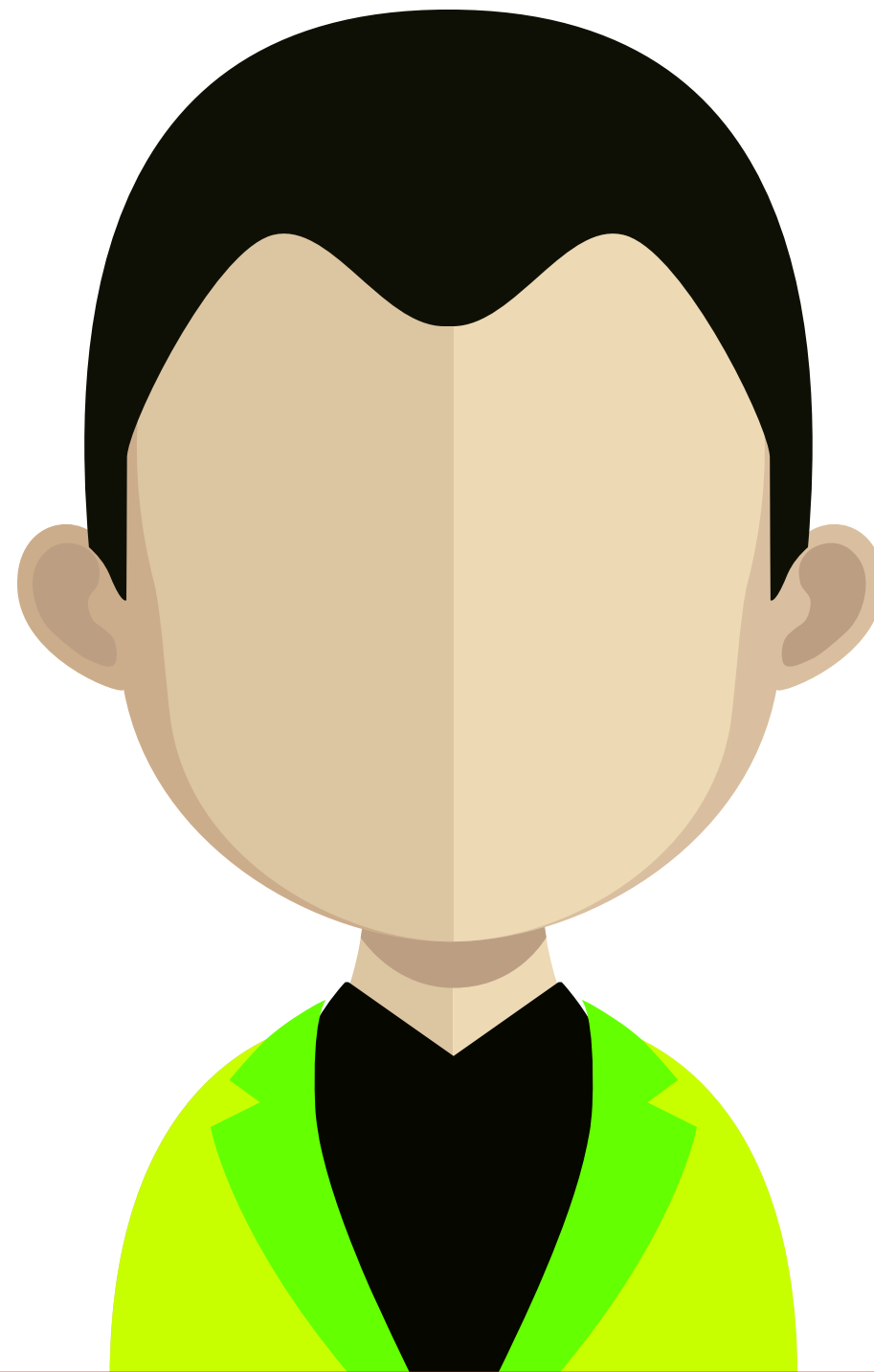
Heikki - Field Engineer

Affinity Diagramming



PERSONAS

Experienced field engineer



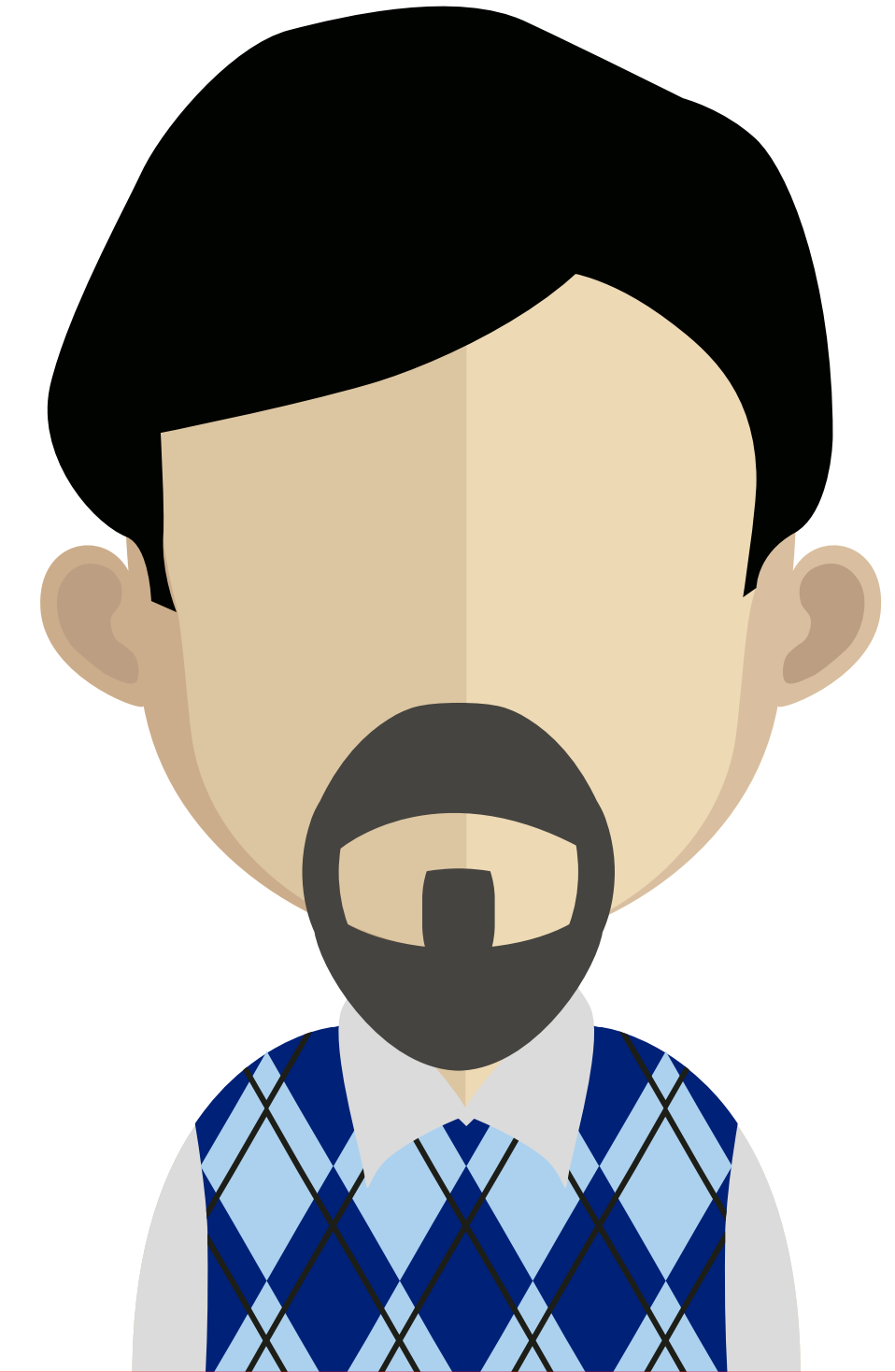
“Work has to be complex so
it it worth fixing”

Late career field engineer



“Clients are like a colleague”

Technical support



“50% training, 50% experience”

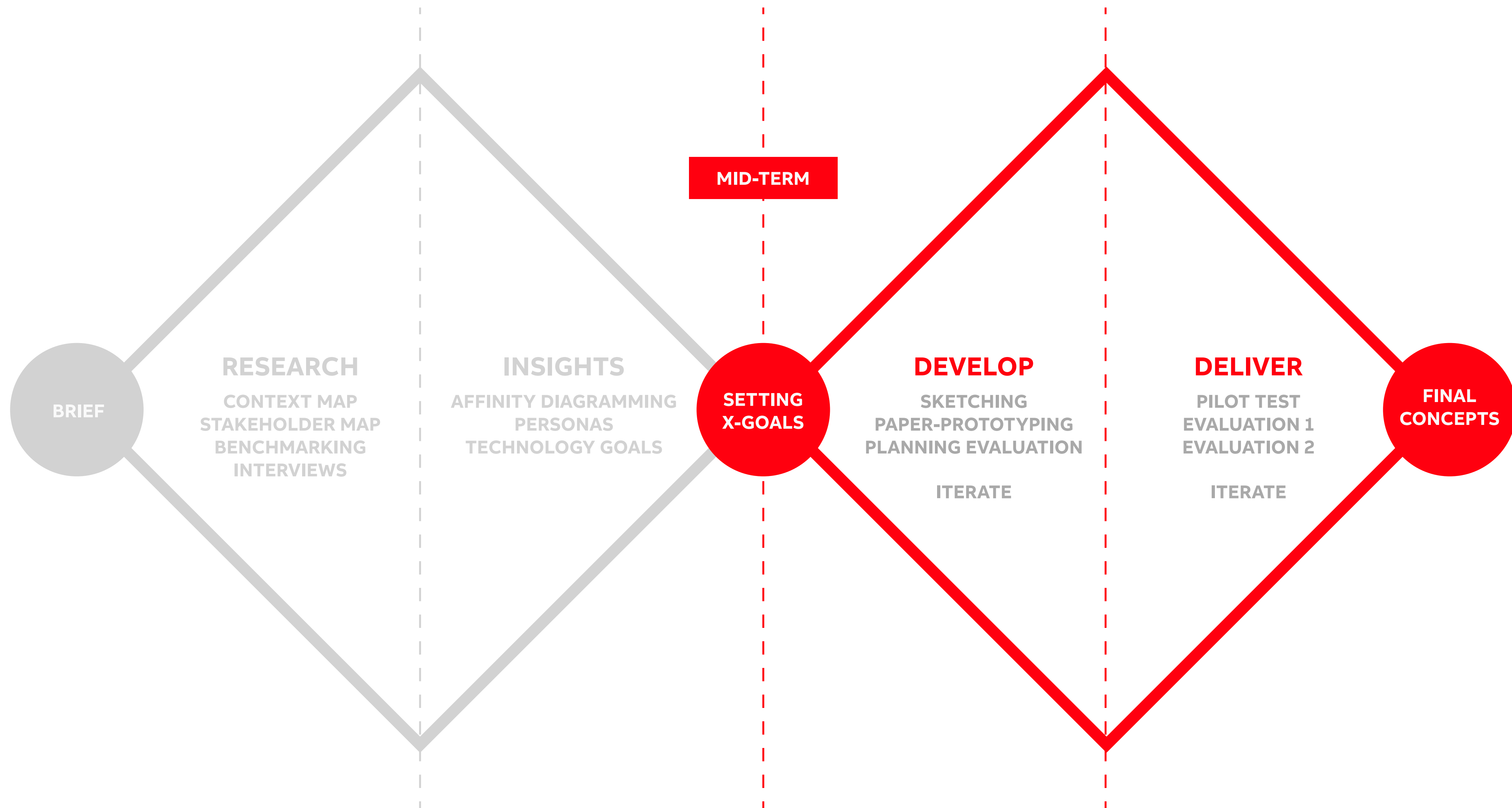
Technology goals

SPEED & EFFICIENCY

ACCURACY

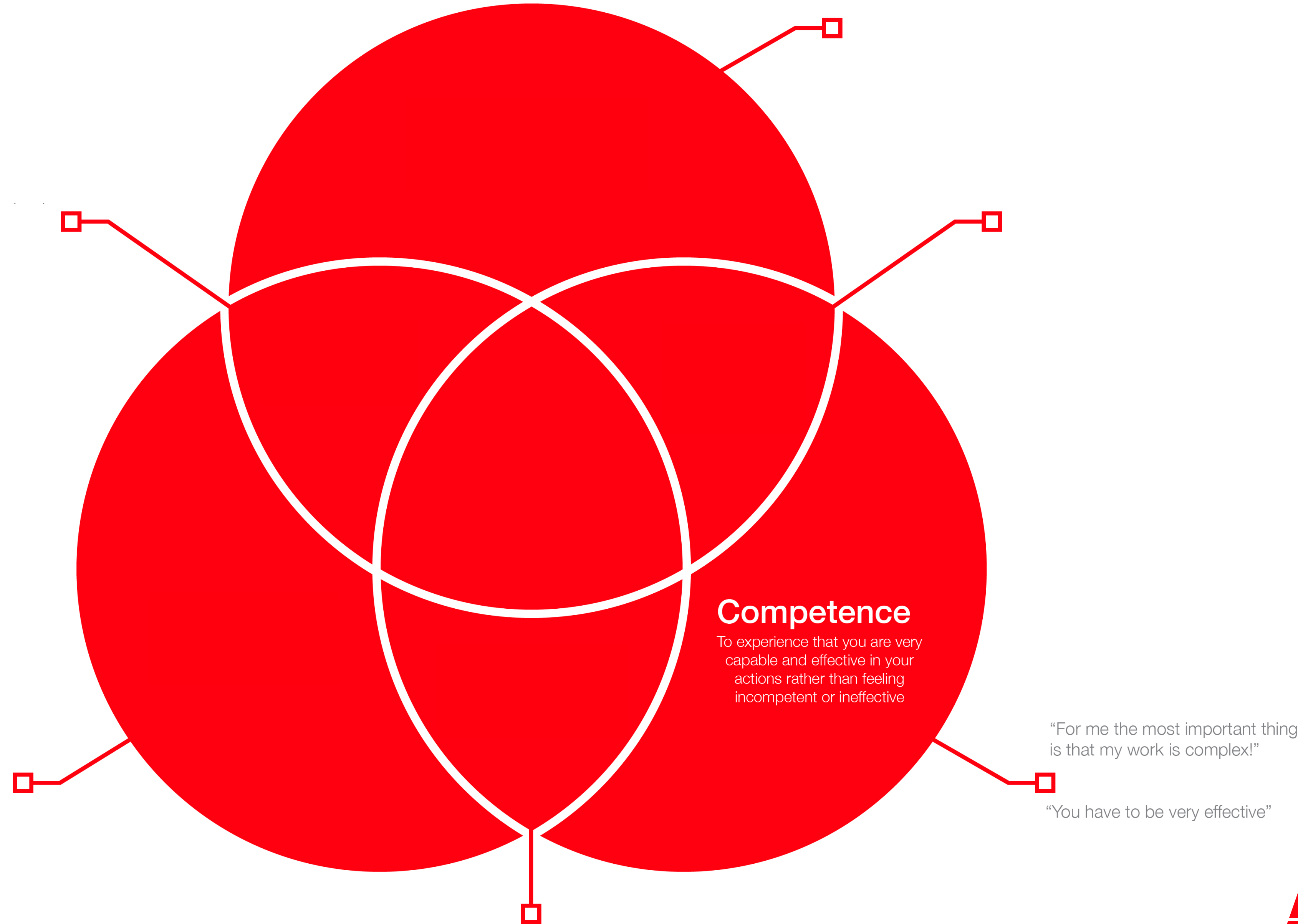
UNDERSTANDABILITY

ELIMINATE UNNECESSARY CUSTOMIZATION

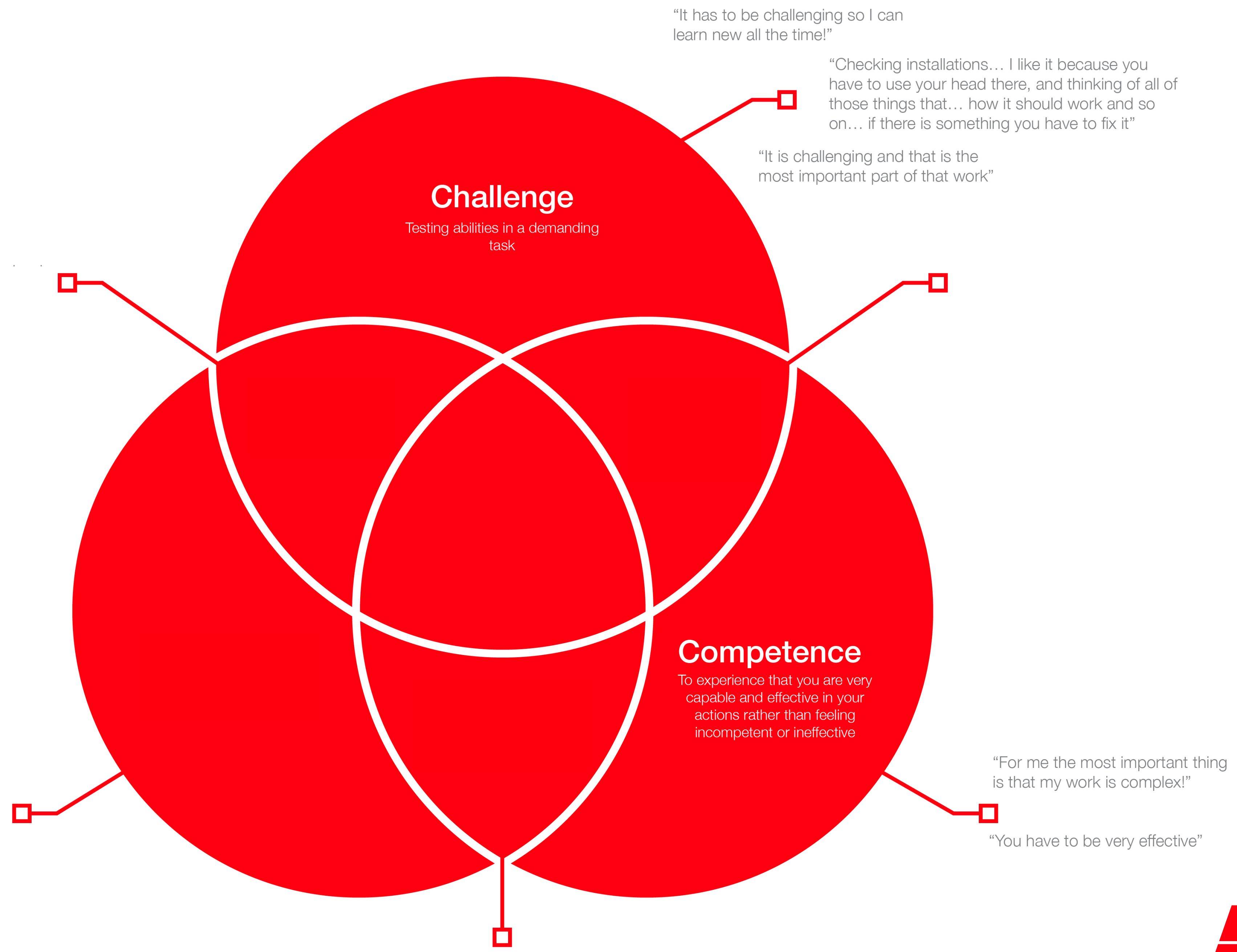


Experience goals

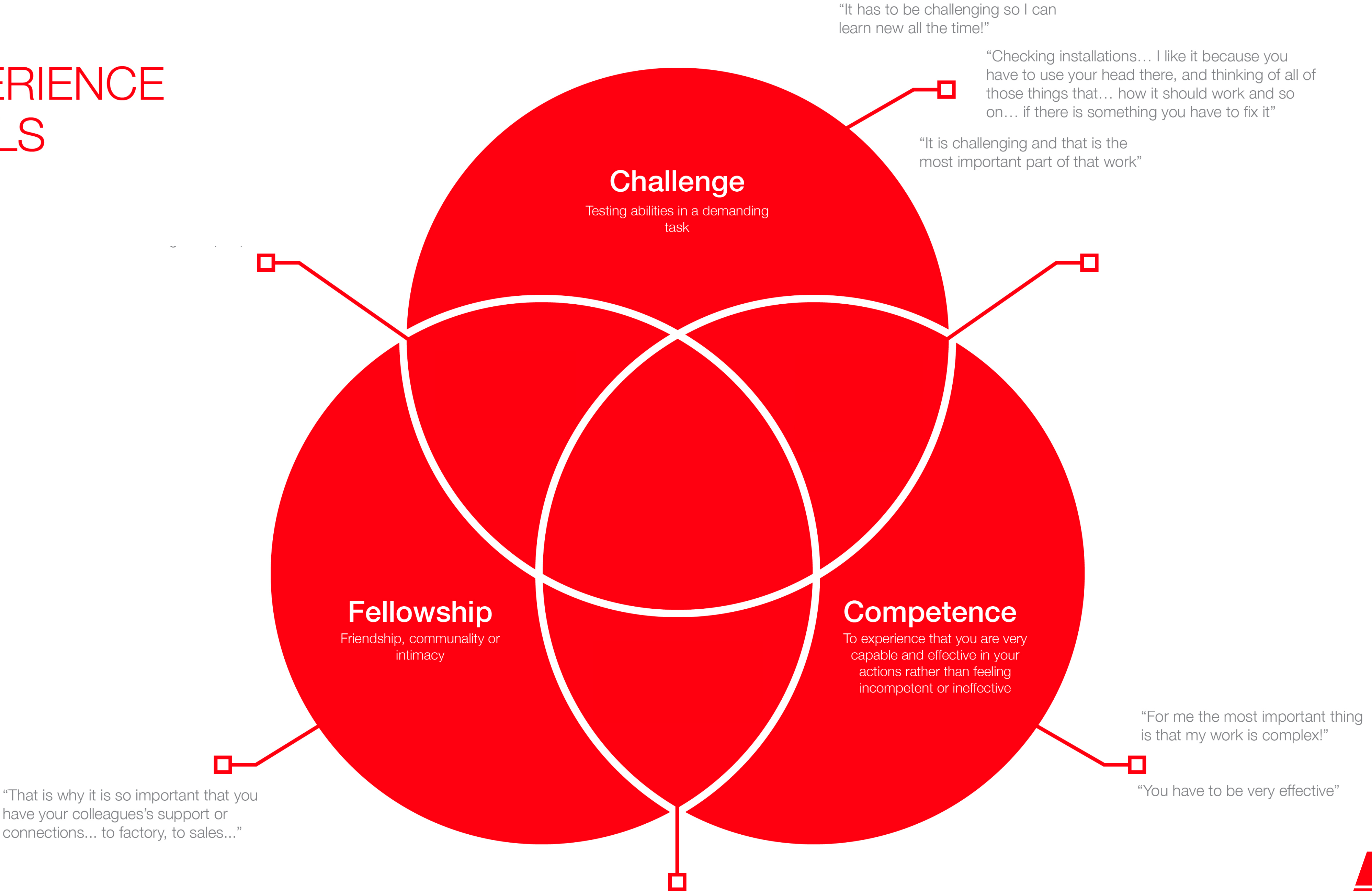
EXPERIENCE
GOALS



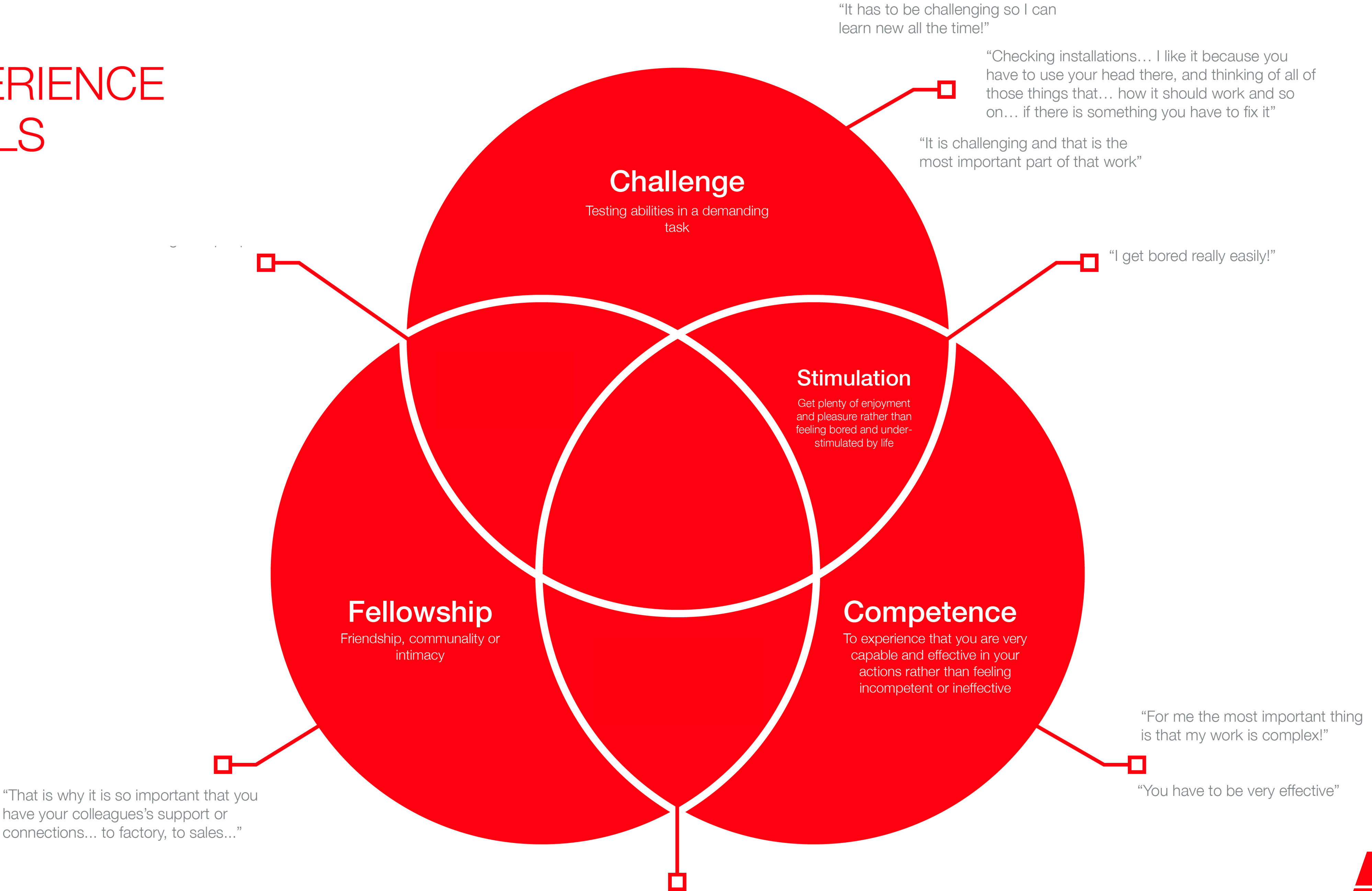
EXPERIENCE GOALS



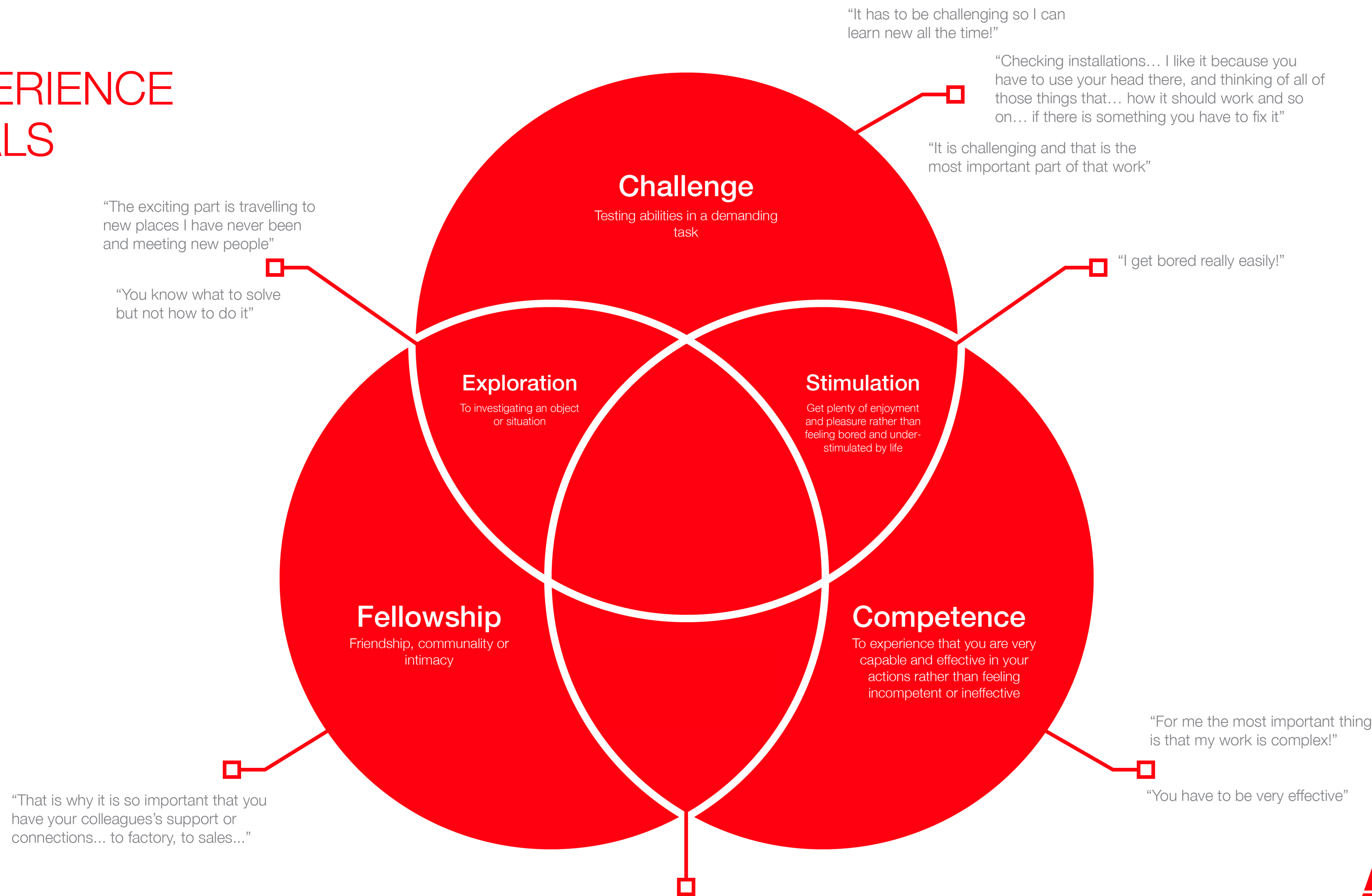
EXPERIENCE GOALS



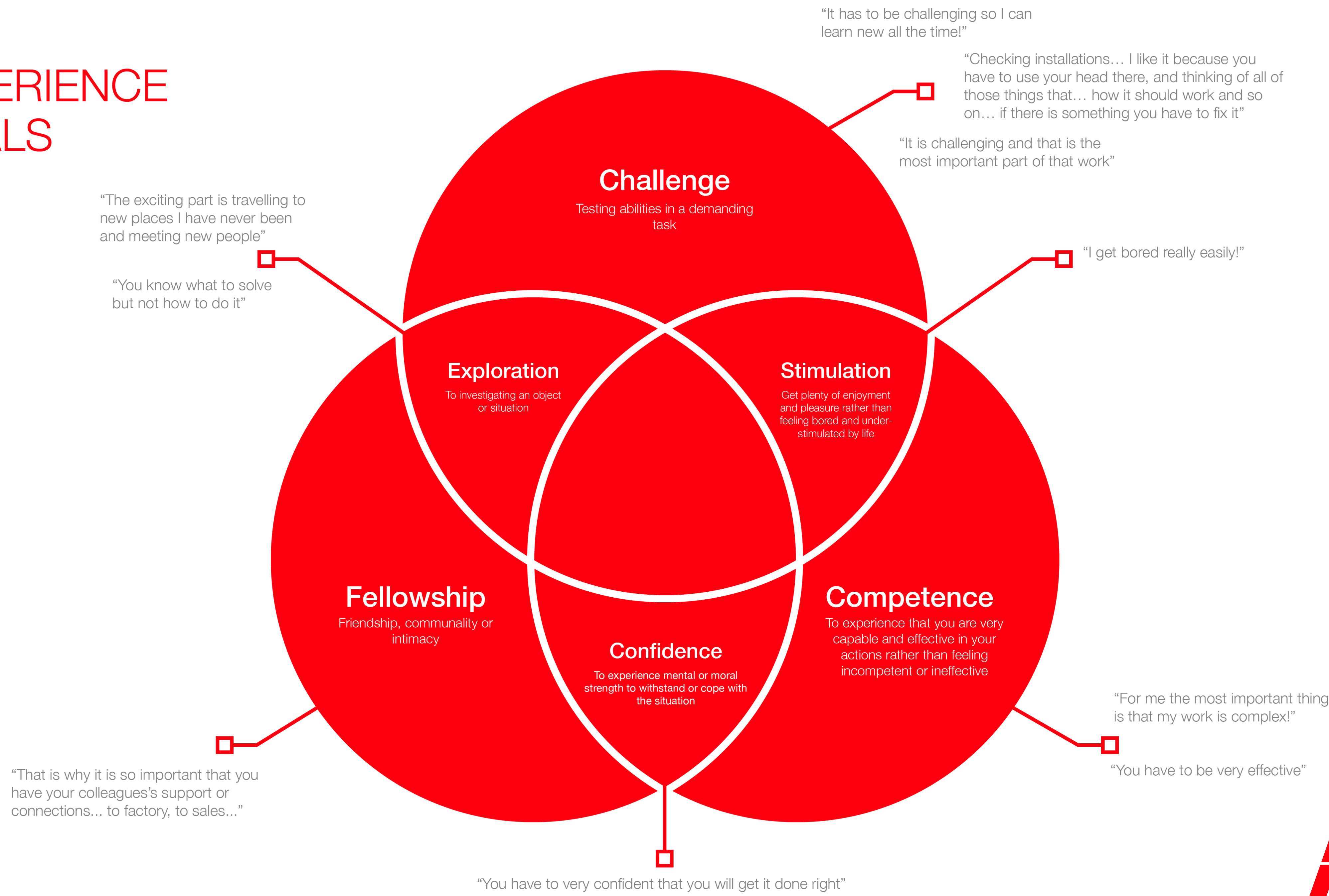
EXPERIENCE GOALS



EXPERIENCE GOALS



EXPERIENCE GOALS

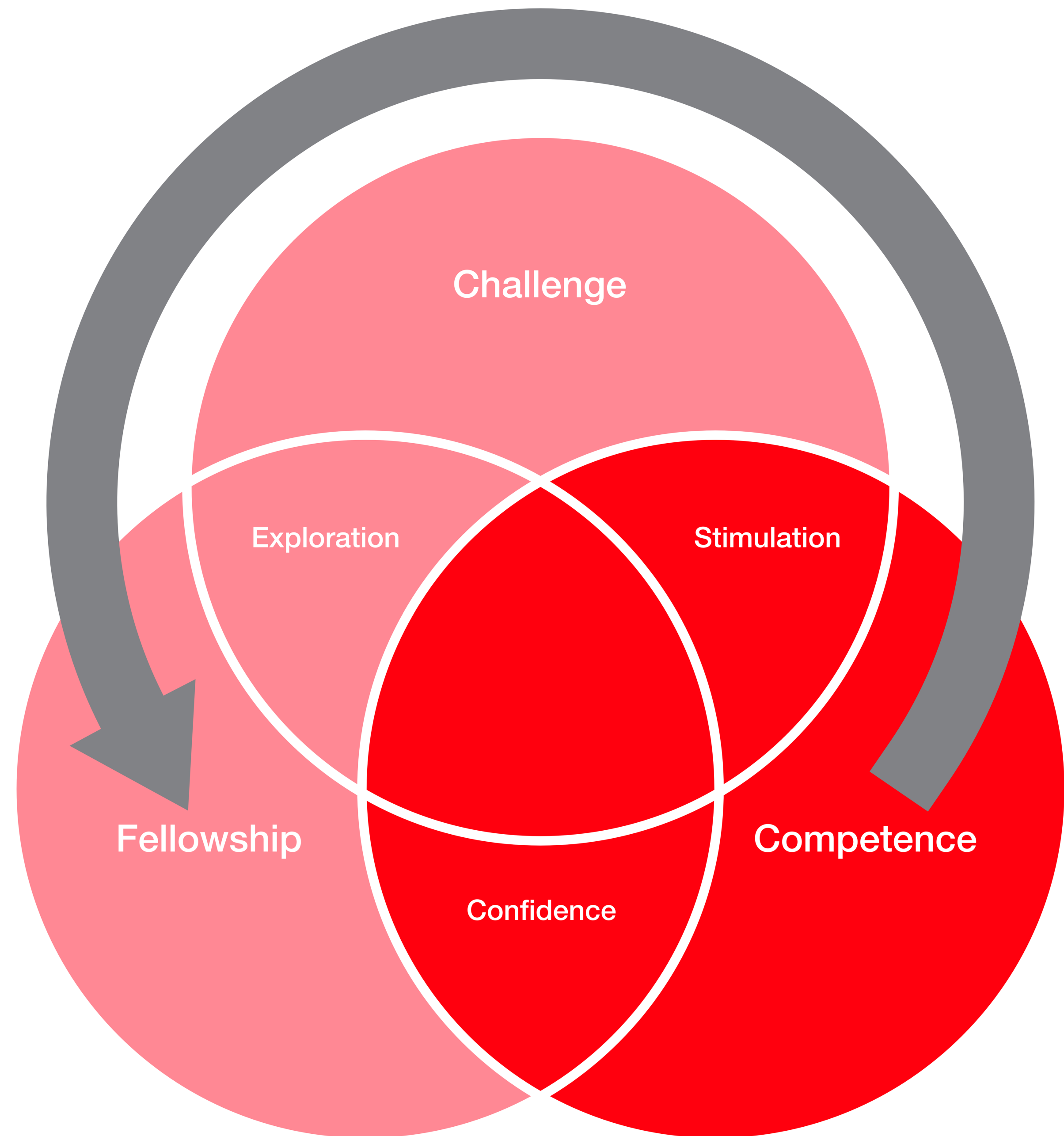


Develop and deliver

Applicable

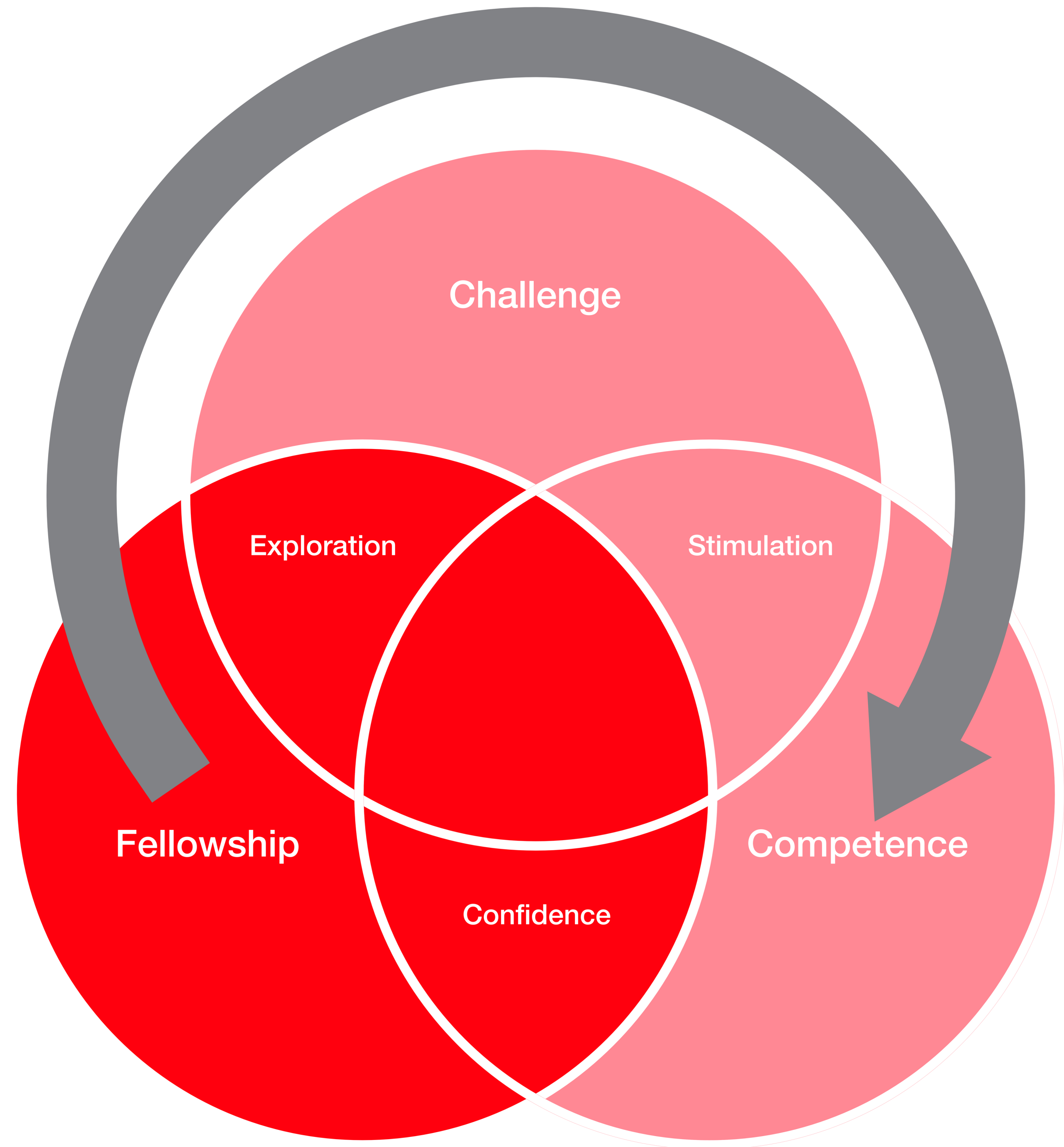
Through **competence** building stimulation and confidence for challenges, exploration and fellowship eventually

Starting from software



Radical

Through **fellowship** building a network of exploration and confidence that leads to challenge, stimulation and competence



Paper-prototyping



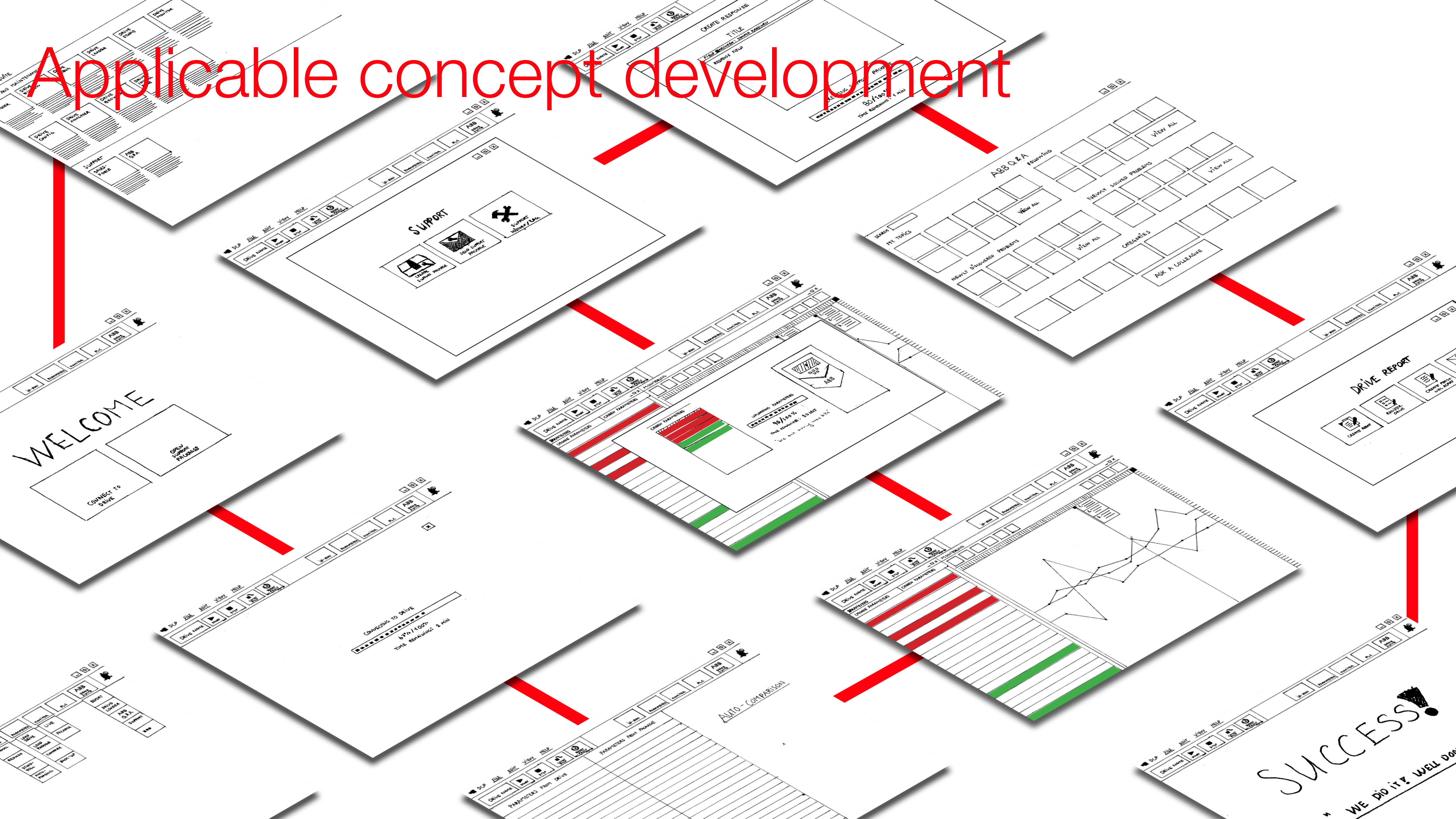
Pilot test



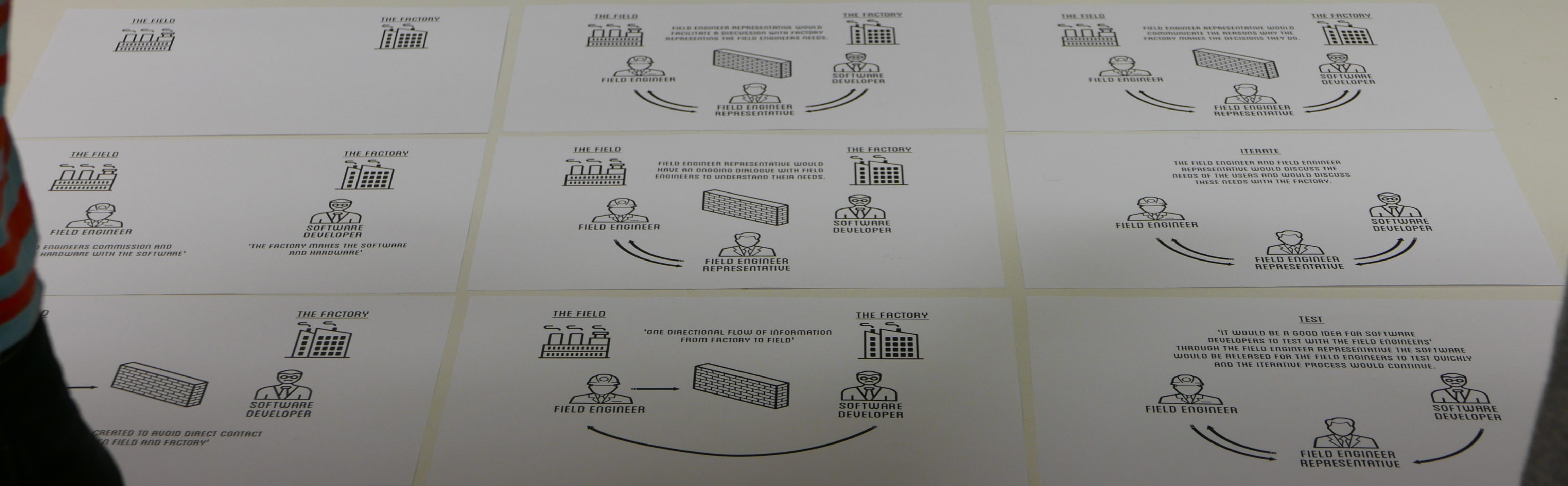
MAX-card customization



Applicable concept development



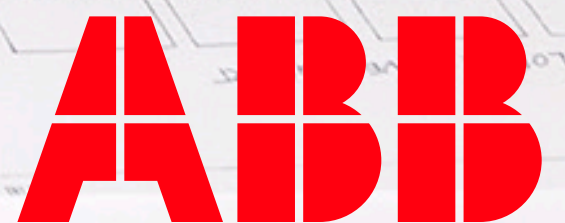
Radical concept development



Evaluation 1



Marco Sapone - Technical support



Evaluation 2



Patrik Tikka - Project manager local sales



Evaluation 3

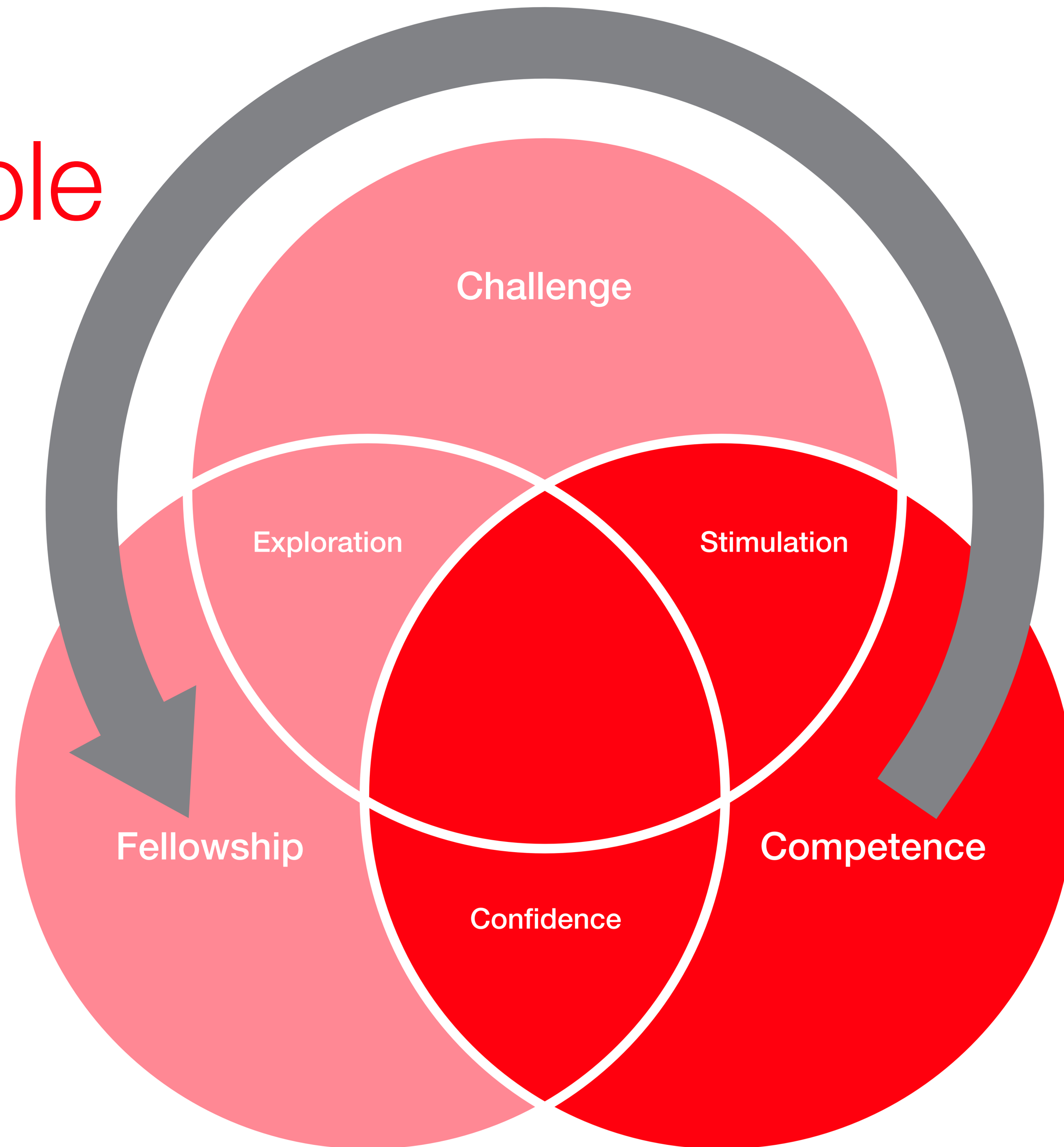


Antti Koponen - OEM sales manager



Evaluation of applicable concept

Applicable



Experience insights

Competence

“I like this Q&A... it would be good to be able to go to Q&A to find it before contacting support.” (Patrik)

“Information in the same place would make it more efficient” and “I like the support that the Q&A gives” (Patrik)

“Driven, because this seems to empower me for easier working with the customer” (Patrik)

“Capable, we need this tool” (Antti)

Experience insights

Stimulation

“The Q&A makes my job easier” (Antti)

“Driven, because this seems to empower me for easier working with the customer” (Patrik)

“I could monitor while accessing, going through Q&A myself, to check if the problem has occurred before. Really good thing” (Antti)

Challenge

“Challenge accepted, I really like to help customers and this really could help me doing so” (Patrik)

“Okay, just easier if I have it” (Antti)

Experience insights

Exploration

“Passionate about the learning through Q&A because if the training of my skills is made easier I would really feel very positively about it” (Patrik)

“It relates straight to the customer support and overall experience for the customer, of me, us and ABB in general and I am really driven about the concept of helping someone out” (Patrik)

“Slightly curious, doesn’t do that much, nothing new, it would just make my work easier. I have done so many. I have been on all the sites” (Antti)

Experience insights

Fellowship

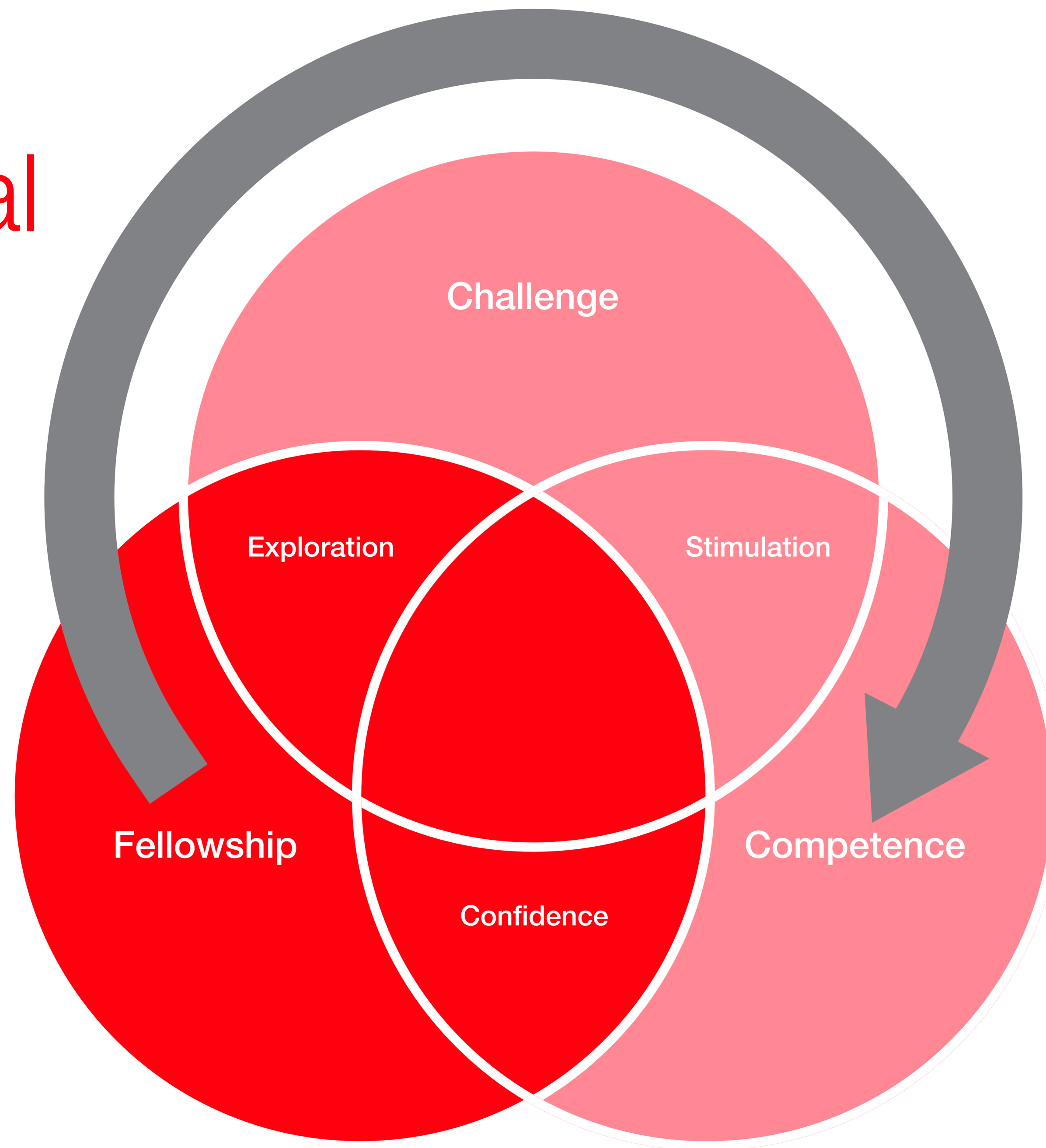
“I can **support colleagues** in a better way”
(Antti)

“I like the **support** that Q&A gives” (Patrik)

“Q&A, that’s **really really good to have**. And when you have visibility so at least the ABB guys can see it” (Antti)

Evaluation of radical concept

Radical



Experience insights

Fellowship

“A strong sense of community because this could improve sales quite a lot, and show this is our process and we do this with our customers, that we are developing the features according to your request they become more interested in giving the information” (Antti)

“I would feel a strong sense of community because we are doing something together to help the customer” (Patrik)

Experience insights

Challenge

“Challenge accepted, because I trust our R&D, they are capable guys so this would ease the process of delivering the customer needs and developing something real from the customer needs” (Patrik)

“Stimulated because I can do something to really help the customer” (Patrik)

“Challenge accepted, when I think about the customers that are OEMs would have this, I am happy to gather them myself for my segment to have feedback for the SWD because I already have this big list for our features we need” (Antti)

Experience insights

Competence

“I would feel **capable** because I would be able to transform customer needs into something really profitable for the company and really helpful for the customer” (Patrik)

“**Capable**, if I can get my customers included” (Antti)

Exploration

“**Interested**, because I am generally interested about the field in which I am working in” (Patrik)

“I am always hunting for new businesses for ABB, that is my main goal, **to get new customers for ABB** and this typically mean I need some development for the products or the software and I want those to be prioritised” (Antti)

Experience insights

Stimulation

“I am **excited** of this mainly because... because I am basically doing the same thing and **I am happy to see that someone else is doing it**” (Patrik)

“**Driven**, if they get the information **I’m not sure if they are excited to do it**, but I would try to go for it” (Antti)

Confidence

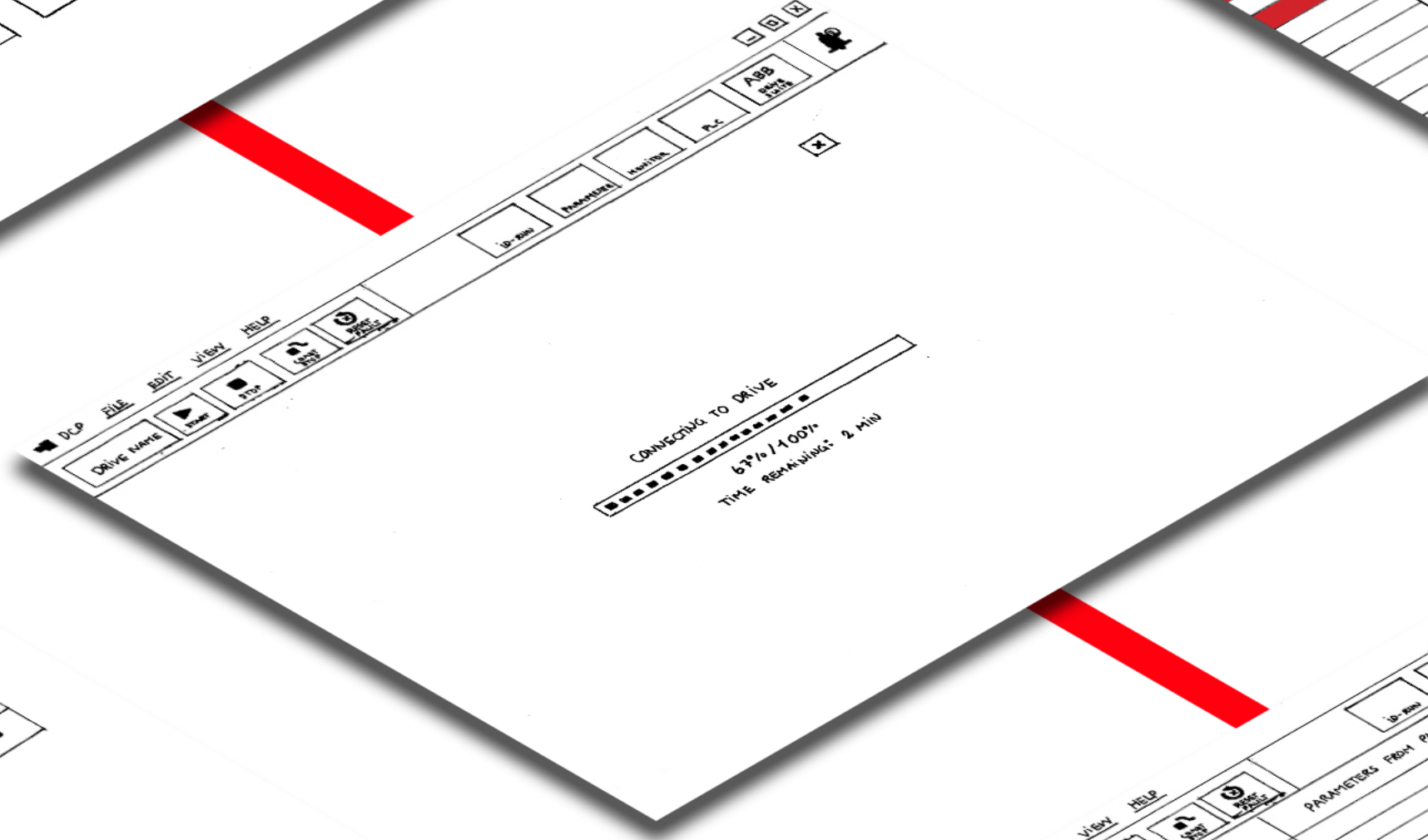
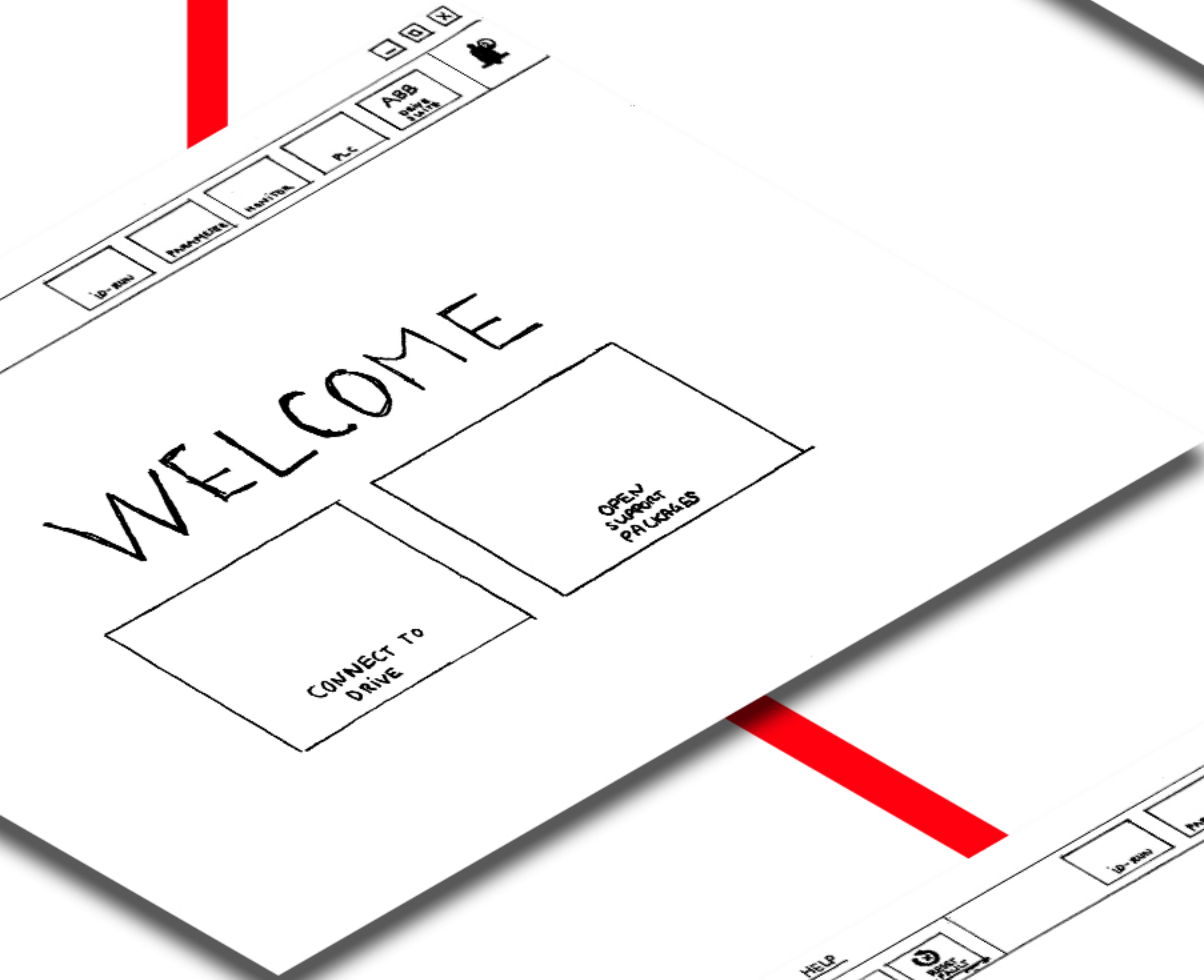
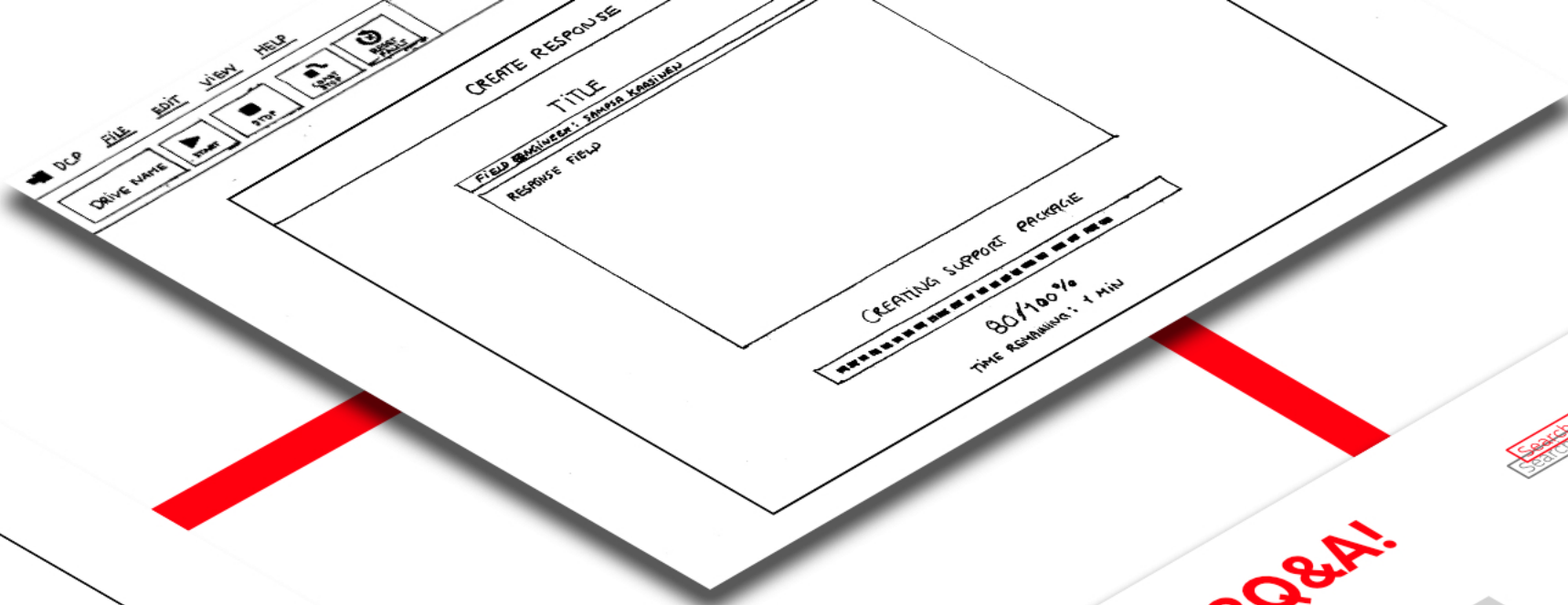
“**Confident**, but **not certain** because it depends on how well the overall function work” (Patrik)

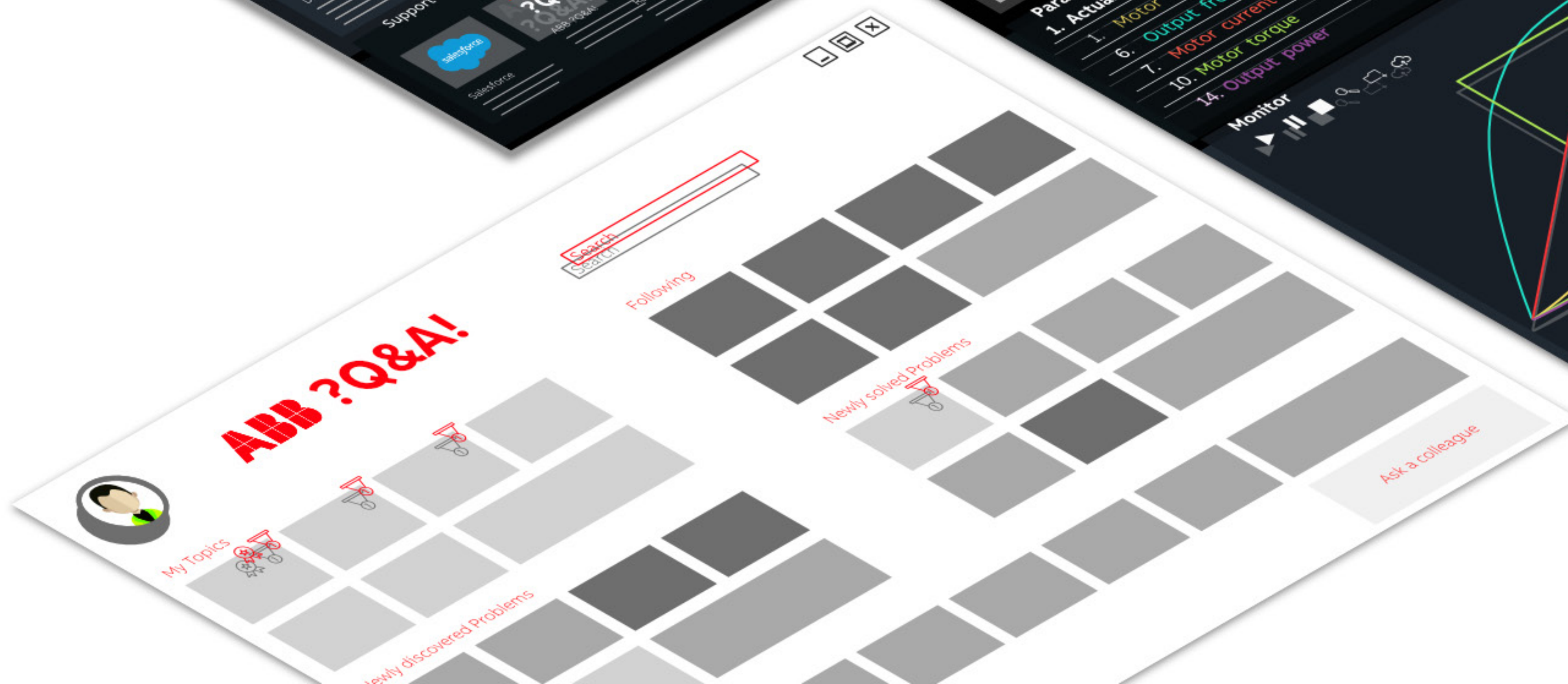
“I feel **interested**, but knowing our current SWD I am still not sure if it would make much difference or if they would listen to us” (Antti)

Final applicable concept

Drive Suite: Upgrading the Navigation and Linking the Community



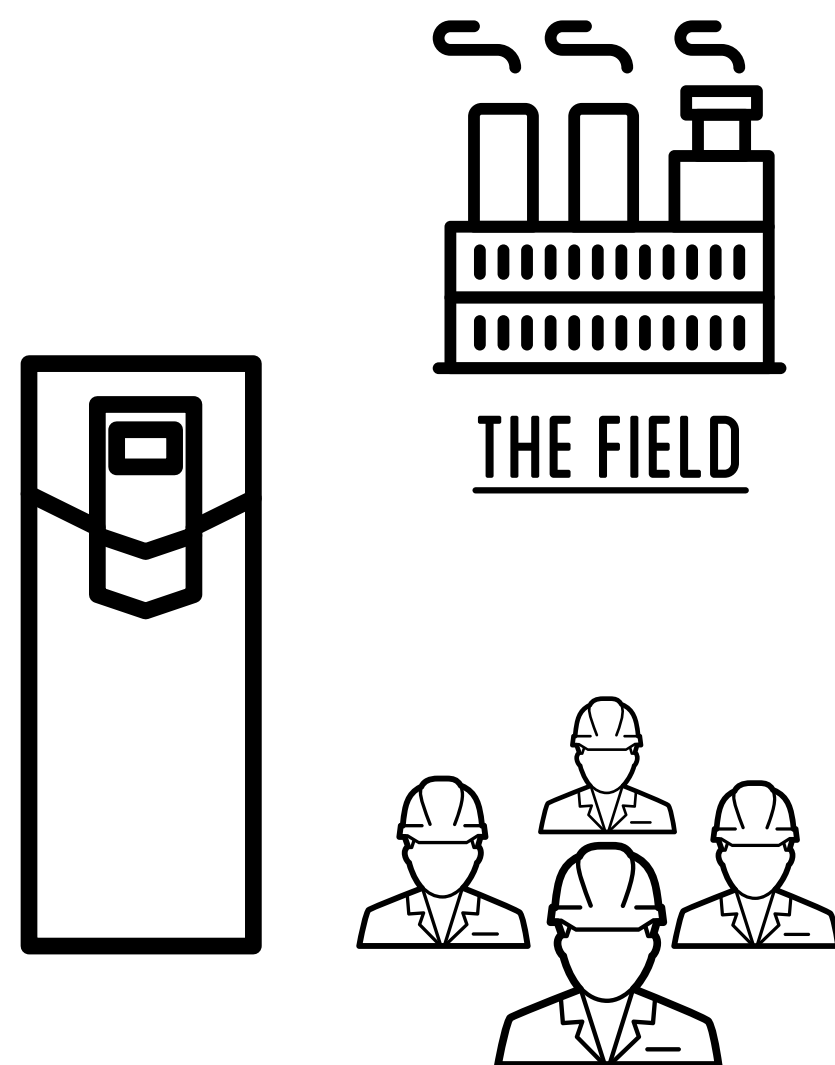




Final radical concept

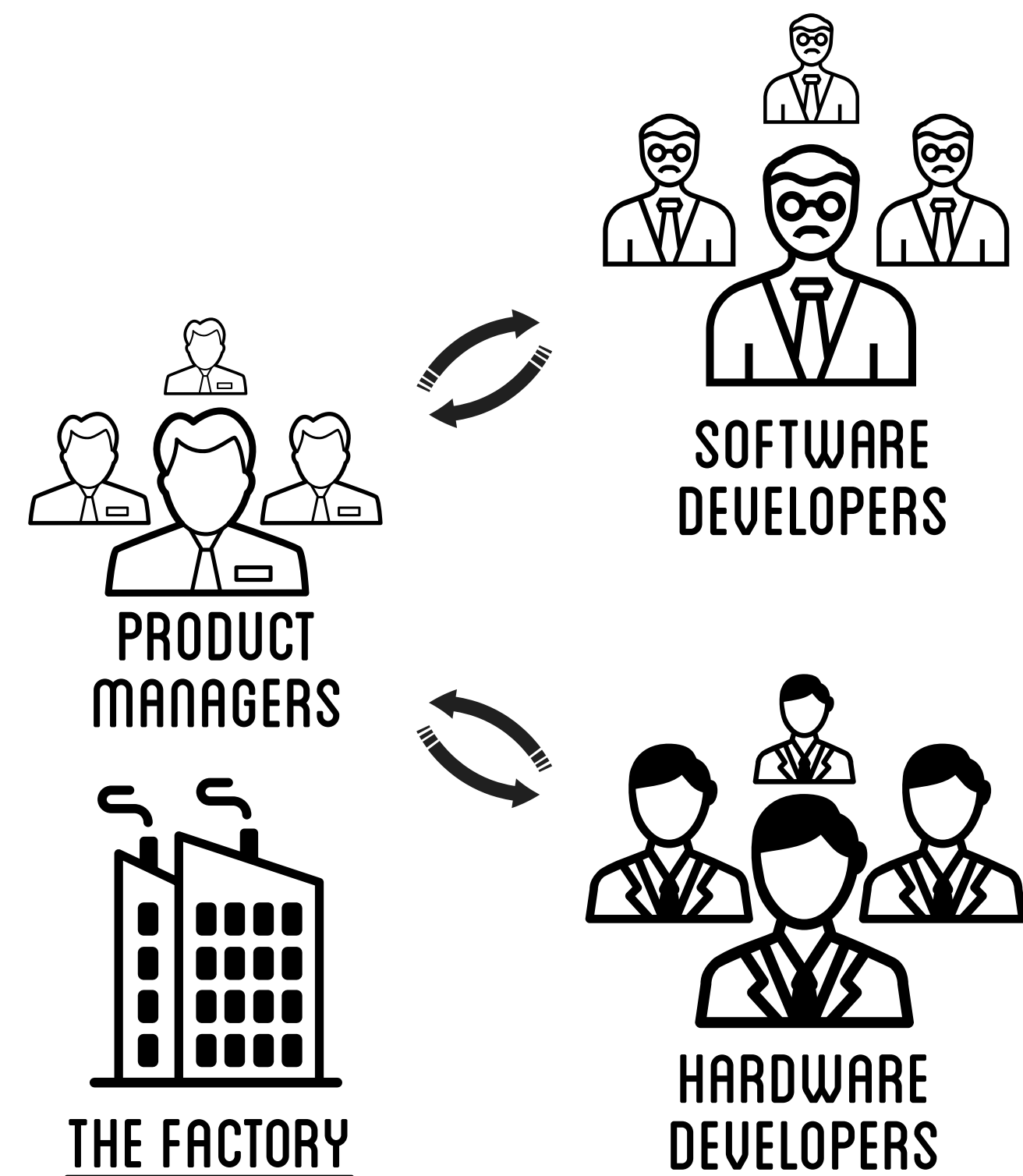
ABB Development Community: Connecting the Field and the Factory

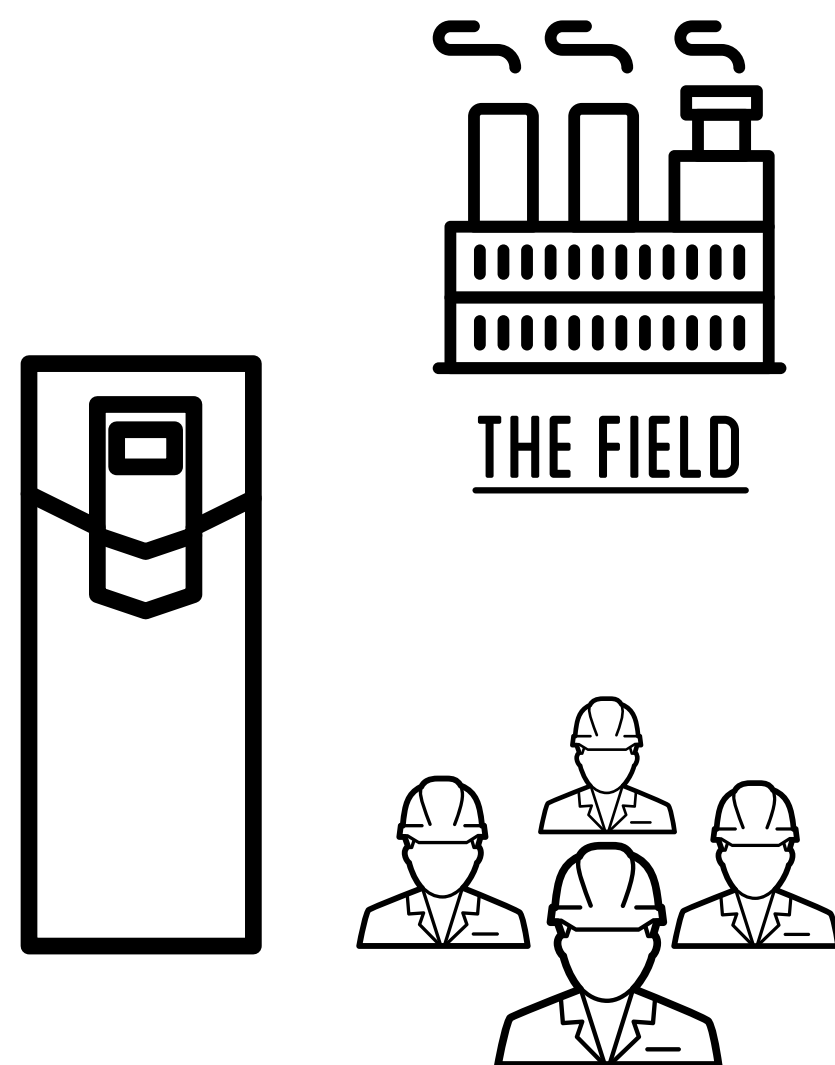




DRIVES FIELD ENGINEERS

CLIENT-CONTRACTS, PROJECT MANAGERS, SALES
MANAGERS, SPECIALIST, OEM-SUPPORT & SALES

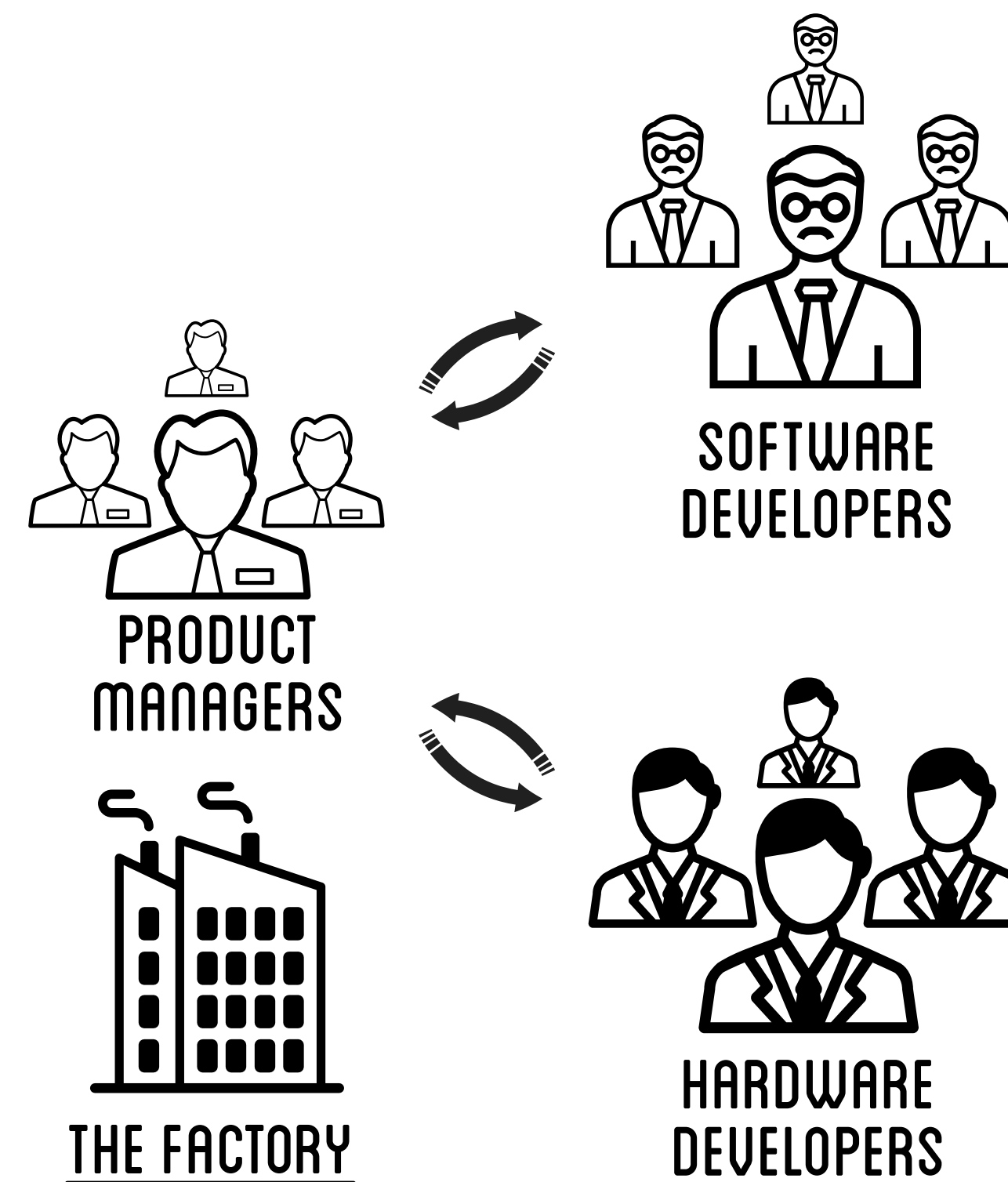
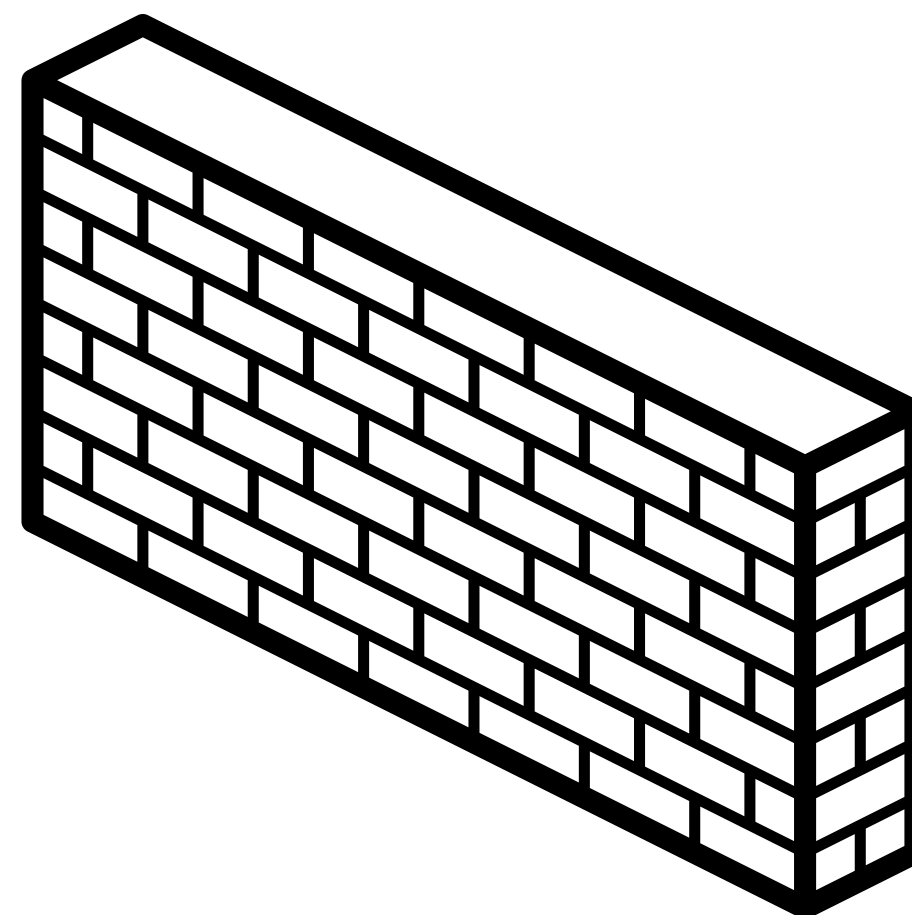


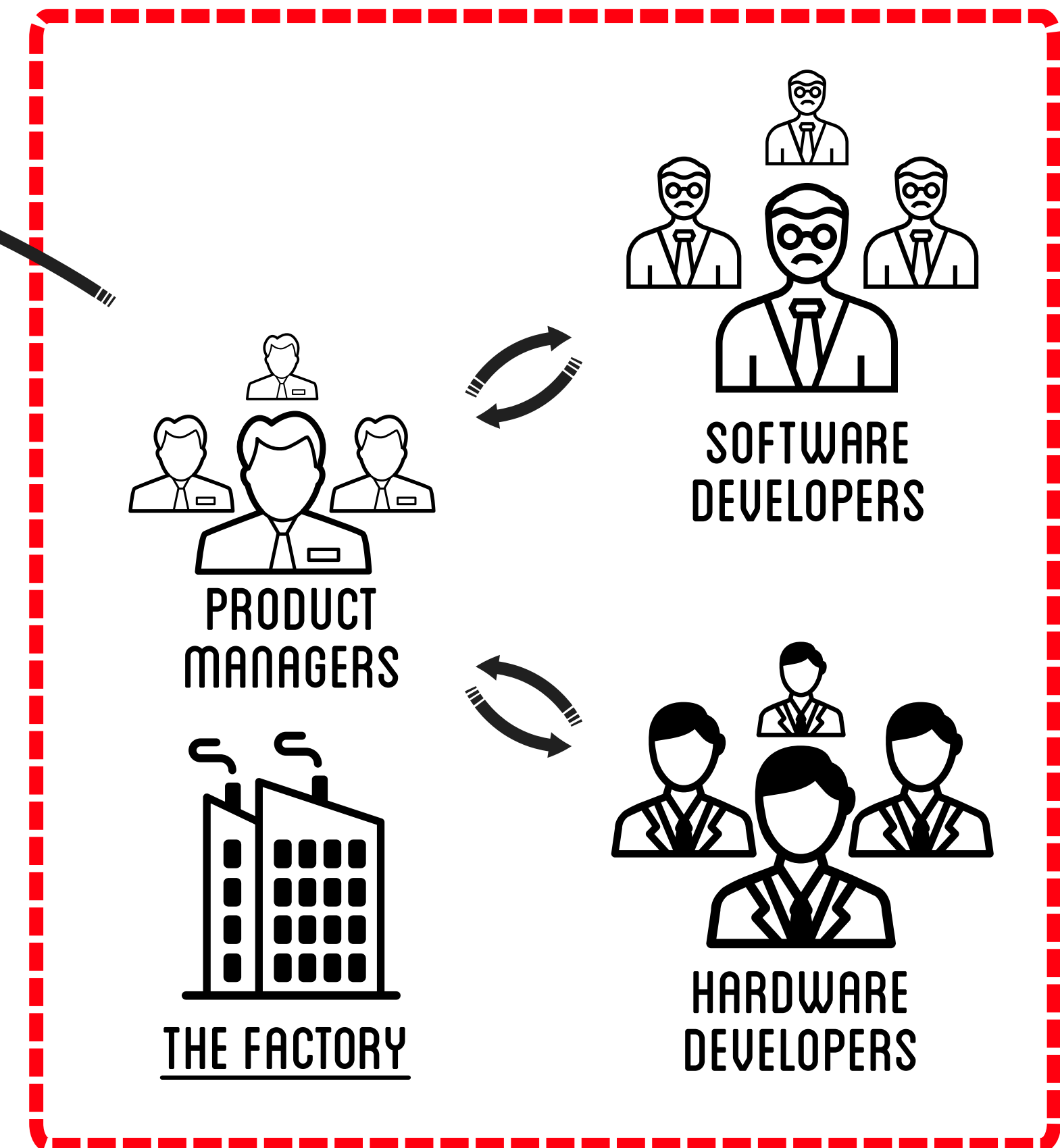
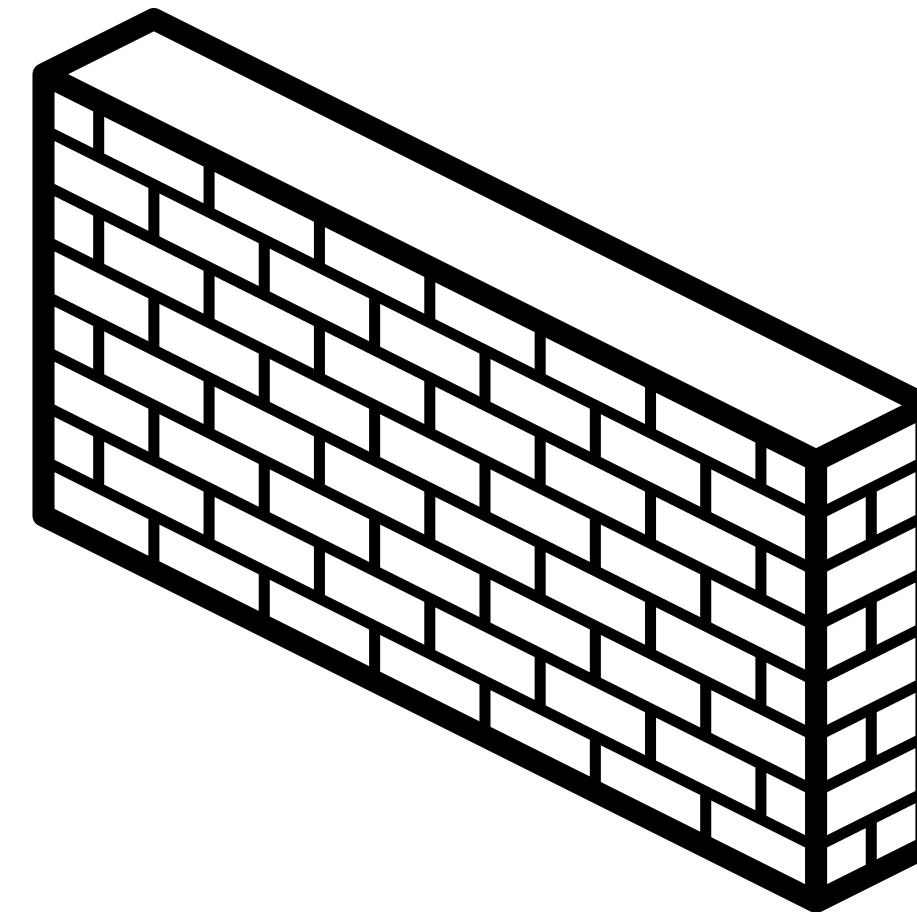
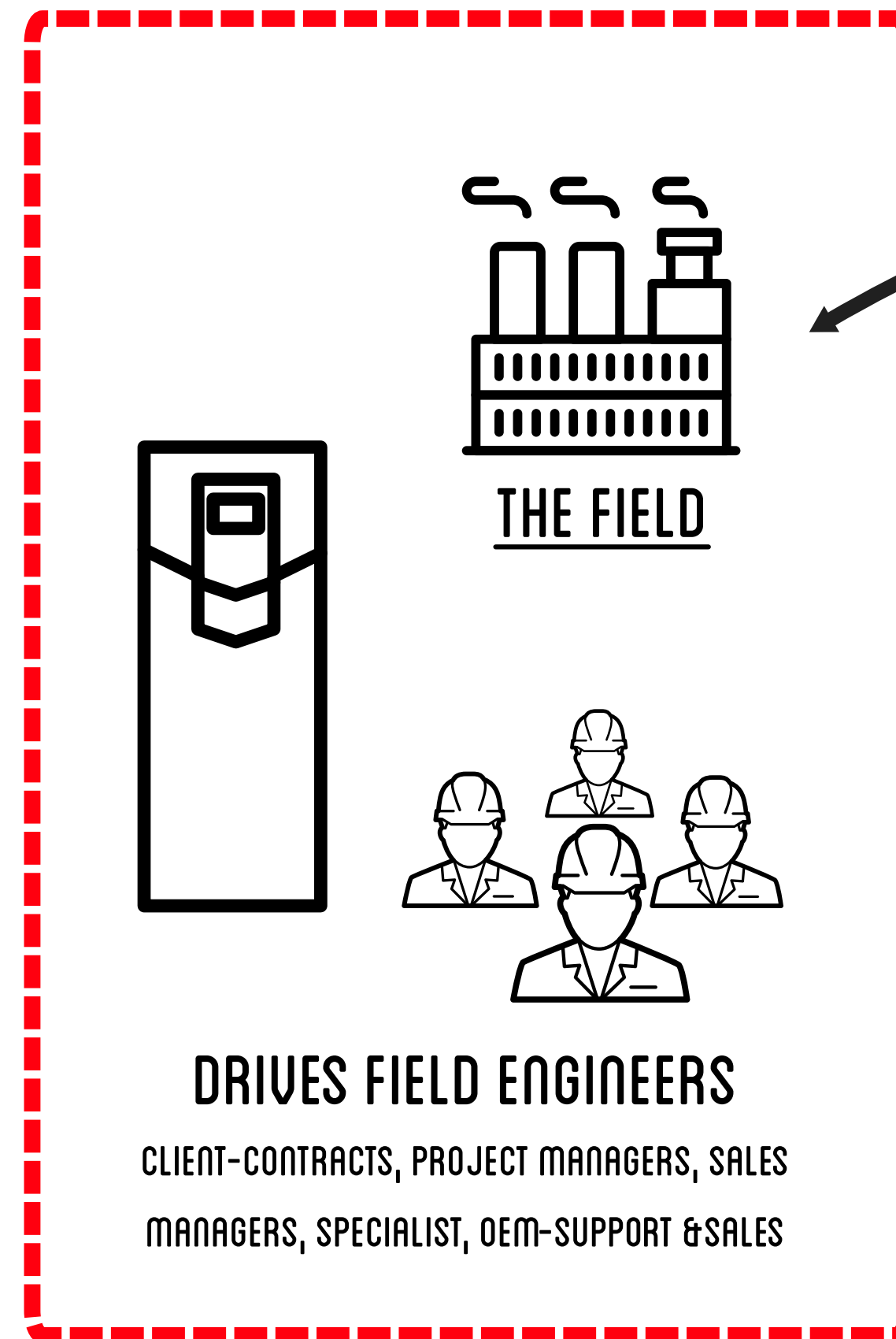


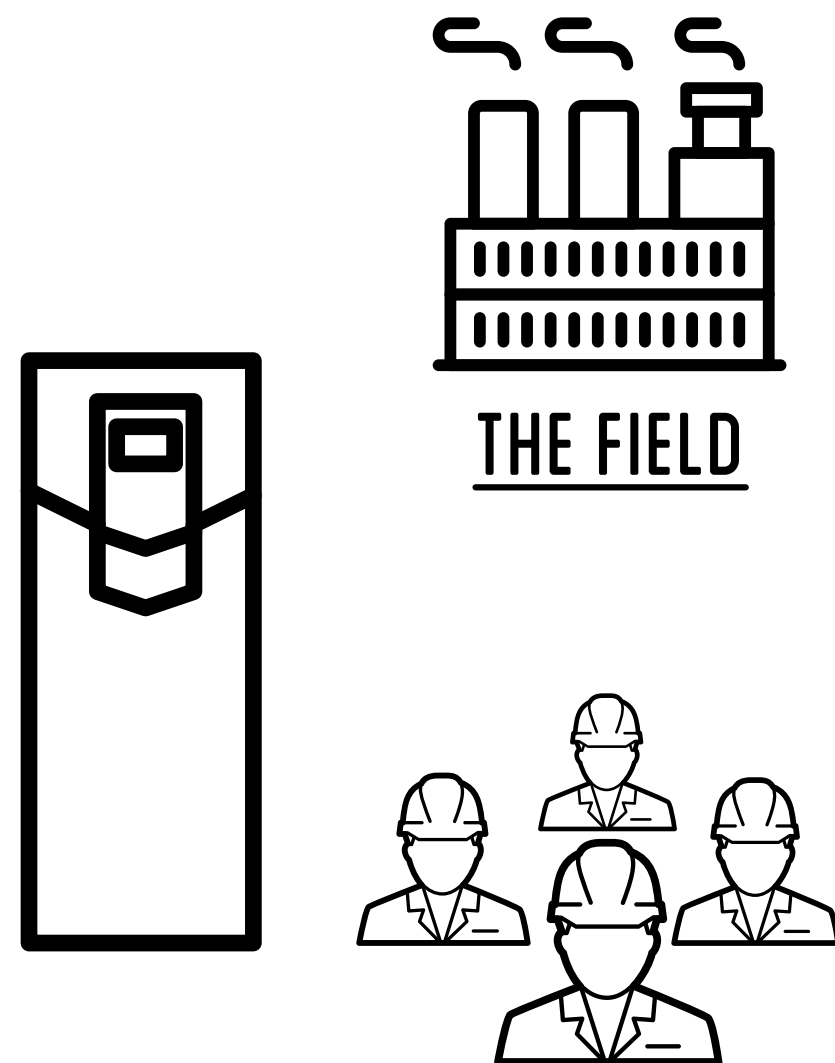
THE FIELD

DRIVES FIELD ENGINEERS

CLIENT-CONTRACTS, PROJECT MANAGERS, SALES
MANAGERS, SPECIALIST, OEM-SUPPORT & SALES



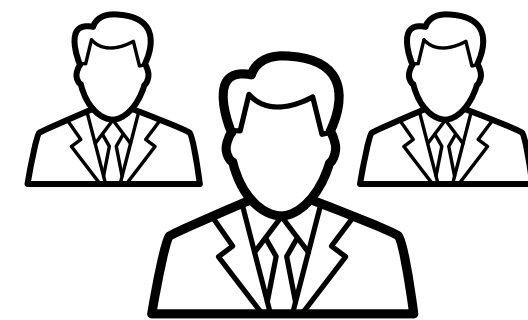




THE FIELD

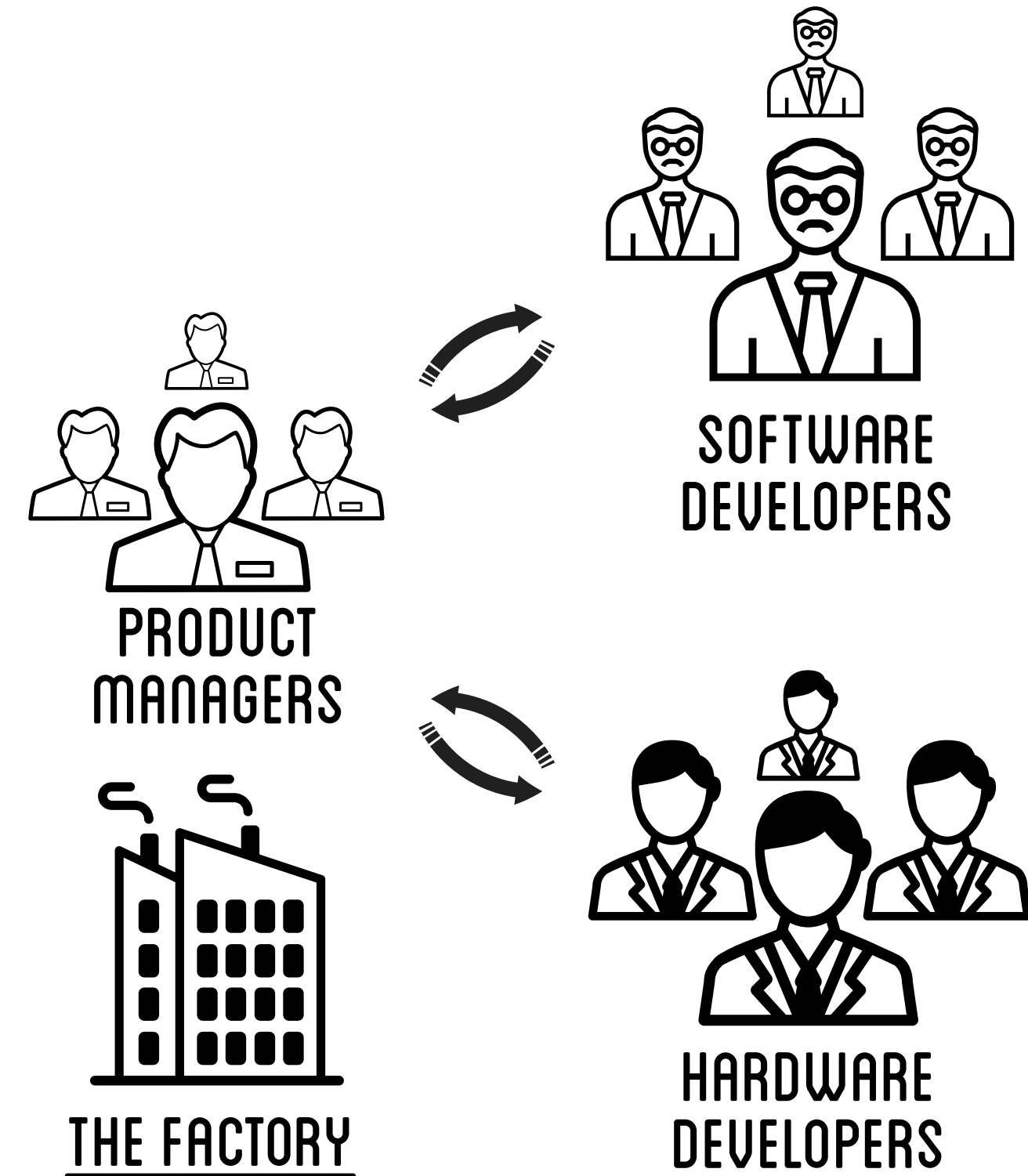
DRIVES FIELD ENGINEERS

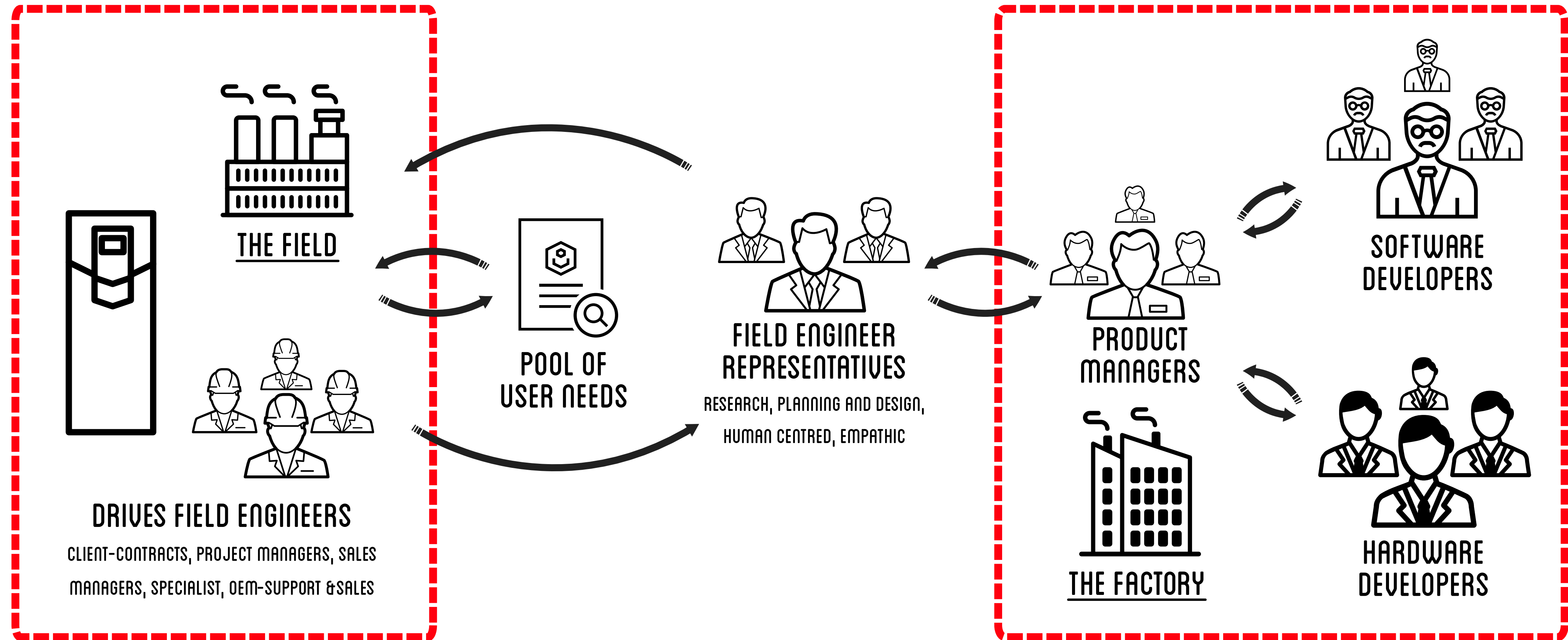
CLIENT-CONTRACTS, PROJECT MANAGERS, SALES
MANAGERS, SPECIALIST, OEM-SUPPORT & SALES



**FIELD ENGINEER
REPRESENTATIVES**

RESEARCH, PLANNING AND DESIGN,
HUMAN CENTRED, EMPATHIC

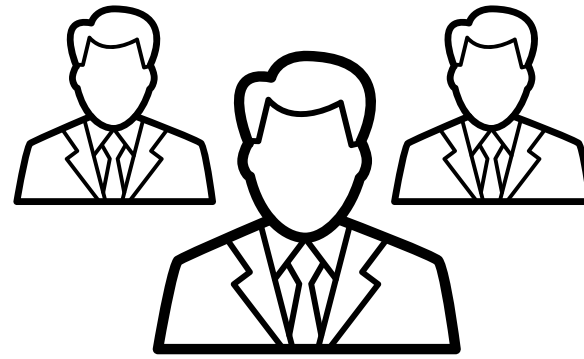
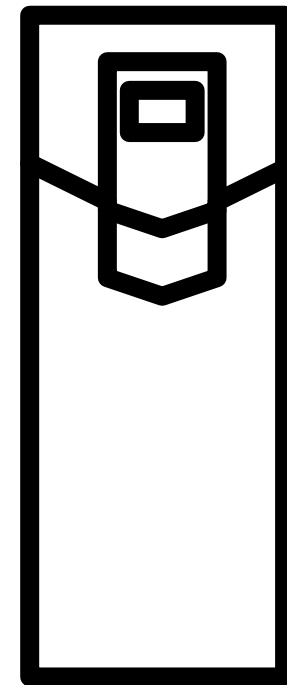






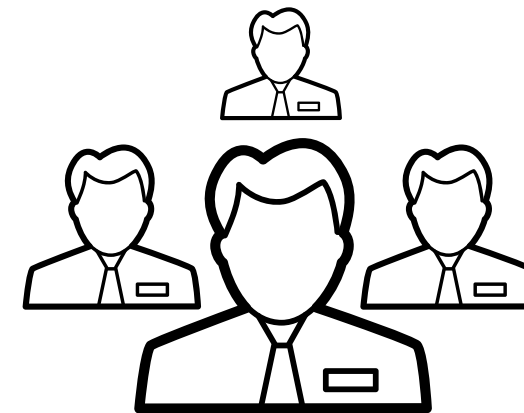
DRIVES FIELD ENGINEERS

CLIENT-CONTRACTS, PROJECT MANAGERS,
SALES MANAGERS, SPECIALIST,
OEM-SUPPORT & SALES

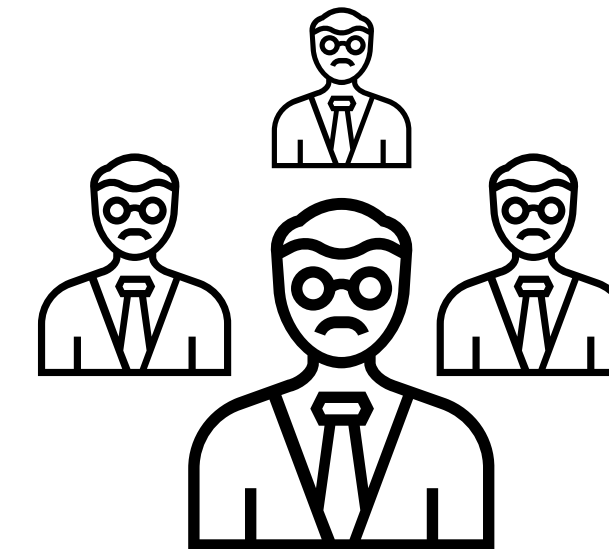


FIELD ENGINEER REPRESENTATIVES

RESEARCH, PLANNING AND DESIGN,
HUMAN CENTRED, EMPATHIC



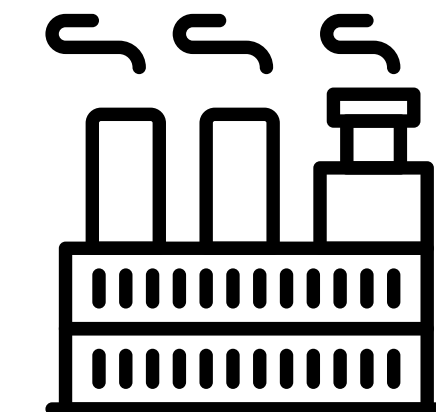
PRODUCT MANAGERS



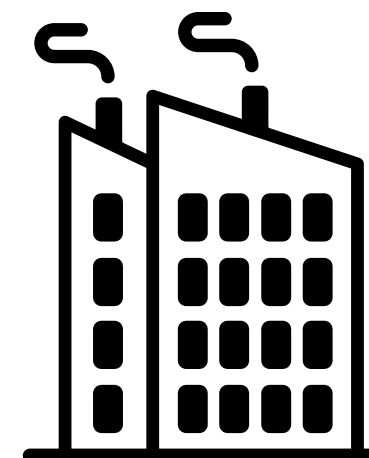
SOFTWARE DEVELOPERS



HARDWARE DEVELOPERS



THE FIELD



THE FACTORY

COLLABORATIVE WORKSHOP

Kiitos! :-)