

Xerox operability strategy
and design language

The design side of the story

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UCB | Design MDes
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PLEASE
ASK LIBRARY STAFF MEMBER
FOR ASSISTANCE
IF MACHINE JAMS
OR NEEDS PAPER
... THANKS

Yogi Berra



“you can observe a lot by just watching”

the chasm

what
we
see

make
or
do?

the chasm

what
we
see

translating research
findings into
design implications

make
or
do?

1981



we took a creative leap (or maybe it was a dive?)

Xerox 1981 to 1982—the leap



Based on the research (ours and Xerox's) we designed a category of complex objects (machine bodies, interiors, and control panels) and a design language so anyone could learn to use the products as they used them, and Xerox could bring the products to life

1982



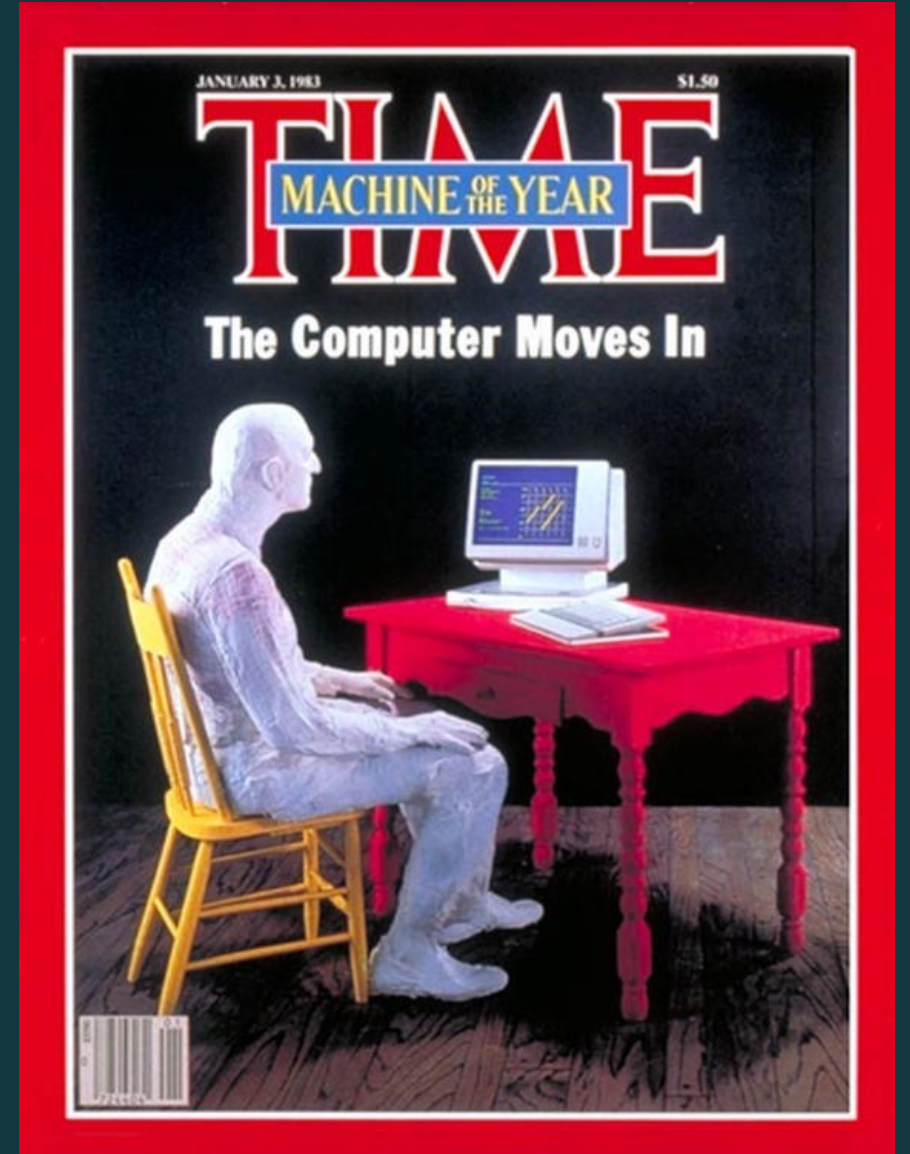
September 1982 (analyst meeting?)
Xerox launches their first copier in the "Marathon" 10 series, the Xerox 1075.

1983



This is also what was happening in 1983 in Columbus Ohio

Our firm, Richardson Smith is asked to design the computer for the cover that would become the “machine of the year”



February 1985: Xerox announces the Xerox 1090.



1987



XEROX

**"It took the company that
invented the copier..."**

Xerox 914—1959

to reinvent the copier?" ■ Leonardo da Vinci

Xerox 1065 Marathon—1987.

**Xerox introduces the
1065 Marathon copier.**
Xerox just discovered how to improve the original. We created a copier smart enough to spot problems and clean them up *before* your copies come out. The result? The clearest, sharpest copies you've ever seen. Copies that actually look *better* than your originals.

From computer forms to photographs. From one generation to the next. From the first

copy to the 300,000th copy, the quality goes on and on. Breakthrough microprocessor technology enables the 1065 to tune itself. That means it maintains the industry's highest standard in copy quality with up to 50% less servicing time.

There's just one thing about the 1065 that's not an improvement. That's the unsurpassed service and support of Team Xerox.

To find out more about the newest generation in copying, call the only company that could have created it: 1-800-TEAM-XRX, ext. 226B.

Team Xerox

Xerox brings out the genius in you.

COPY QUALITY COMPARISON

Form to request information:

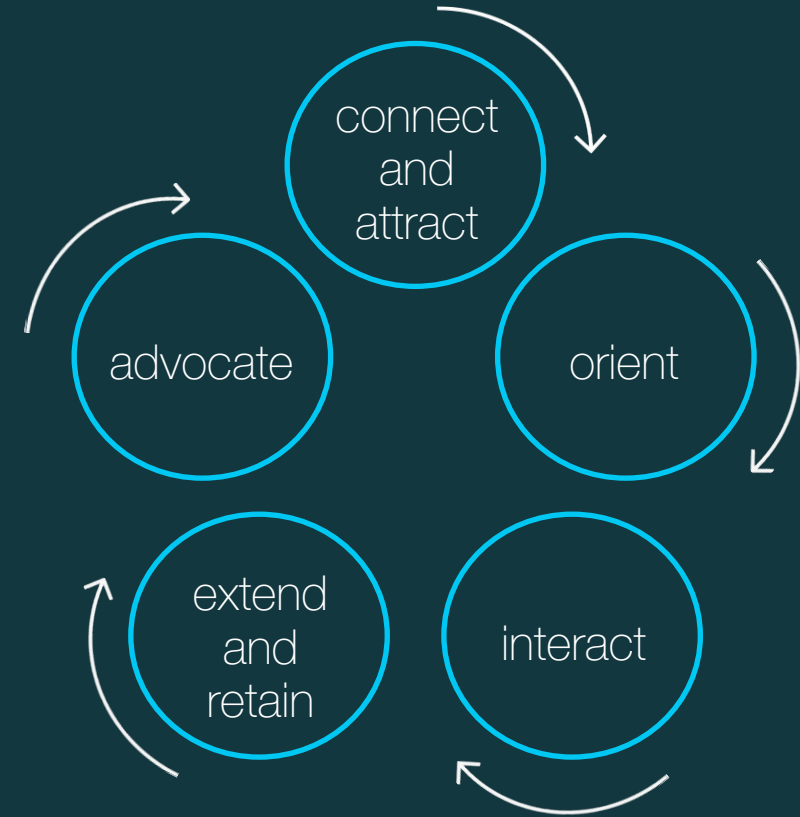
☐ I'd like to learn more about the new Xerox 1065 Marathon copier.
☐ Please send me more information.
☐ Please have a sales representative contact me.
Send this coupon to:
Xerox Corporation, P.O. Box 24, Rochester, NY 14692

NAME _____ TITLE _____
COMPANY _____ PHONE _____
ADDRESS _____
CITY _____ STATE _____ ZIP _____

1-800-TEAM-XRX, EXT. 226B
XEROX IS AN ISO 9001 CERTIFIED COMPANY

The 10 series represented a new generation of copiers.
This became the most successful line of copiers in Xerox history
and served to restore the company's finances and morale.
from xeroxnostalgia.com

The Xerox design language...



...was based on dialogue design.
The idea was to have the machine progressively support the conversation as a person progressed through the cycle of experience

In a nutshell, we documented what we saw, what it meant for people's experience and what we needed to make or do in the design language to support their experience



The diagram consists of three circles arranged horizontally. The first circle on the left is white and contains the word 'see'. The middle circle is bright blue and contains the word 'means'. The third circle on the right is white and contains the word 'make'. All three circles are of the same size and are connected by a thin, light blue horizontal line.

see

means

make

The idea of a design language made a lot of sense to me

Growing up, I lived in a charmed neighborhood in Vermilion Ohio



All the houses were white,
they were a story and a half,
and they had either black or
green accents...



I paid attention to the details...

consistency
unity
diversity



So, what is a design language? **generally**

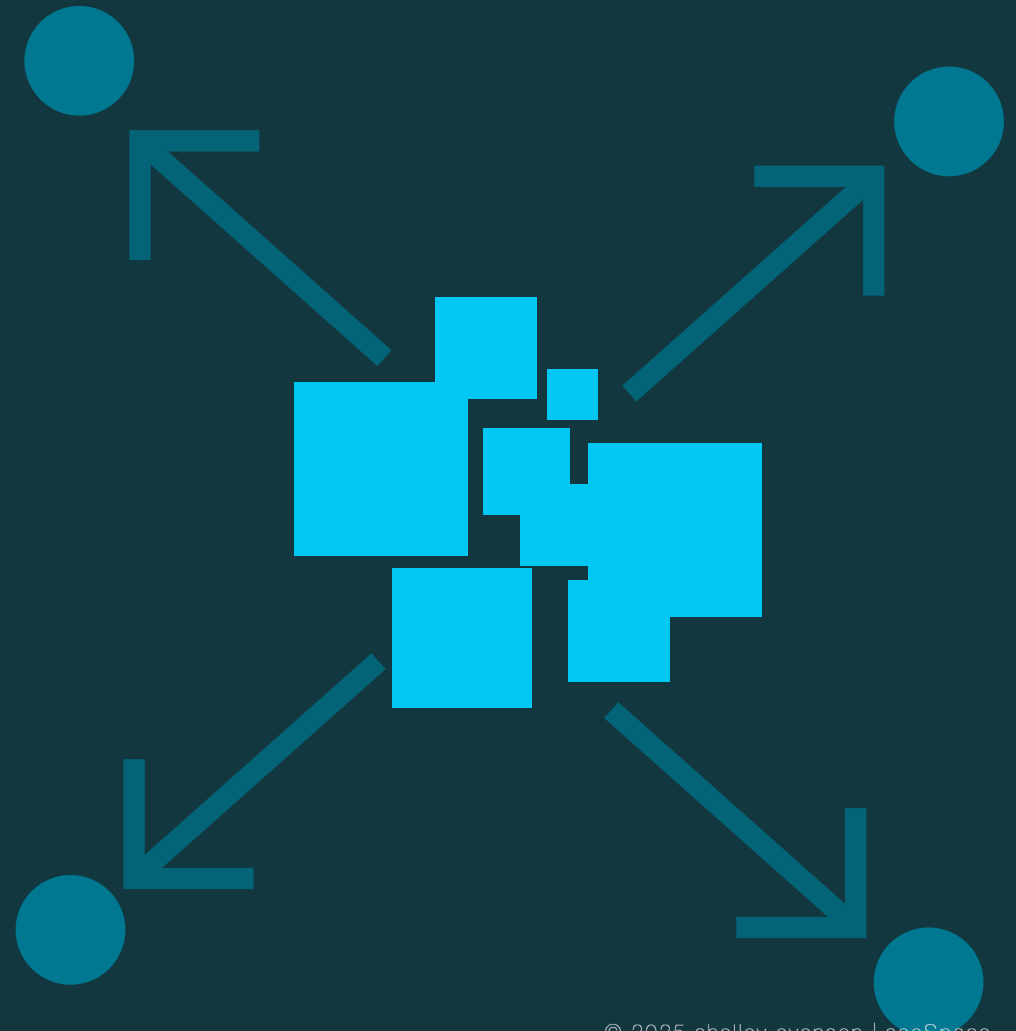
Systems of elements or resources (with associated meanings) that designers use to communicate (build the dialog) for users to “read”

and

Sets of organizing principles or the rules for combining the elements to create the potential for co-producing compelling experiences (in this case from large to small machines and static to dynamic control panels)

So, what is a design language? **specifically**

Design languages provide **a medium for communication** between designers, users, developers and decision makers.



What happens over time?



Design languages are evolutionary,
changing gradually through use over time.

In this case, the design language became the benchmark,
standard or stereotype for all self-service office equipment.



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thank you

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Xerox operability strategy and design language questions?

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