

reMarkable Design

Presentation UiO January 2022

reMarkable

Short introduction of reMarkable

Founded 2013 by Magnus Wanberg who wanted to make paper relevant for today

reMarkable 1 launched December 2016,
reMarkable 2 launched March 2020

Exploring physical retail with pop-up stores downtown Oslo and Oslo Airport. In sale at Elkjøp.

1,2 billion in revenue 2020. 229% growth from 2019.
Over 500 000 devices sold.

250+ employees at Biermanns gate 6
and Thorvald Meyers gate 11

reMarkable



The design department

50+ designers

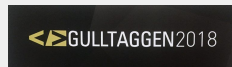
UX design, Service Design, Visual Design, Mechanical Design,
Product design and Design research

Working in cross functionally teams

We will keep growing in the coming years

Awards, so far..

DOG A HEDERSMERKET
Design og
arkitektur

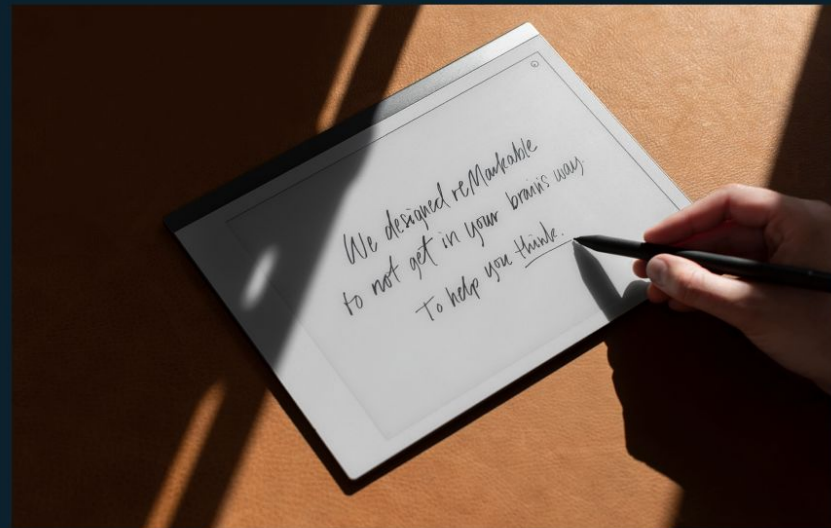


reMarkable



Our vision – What we work for

**Better thinking
through technology**

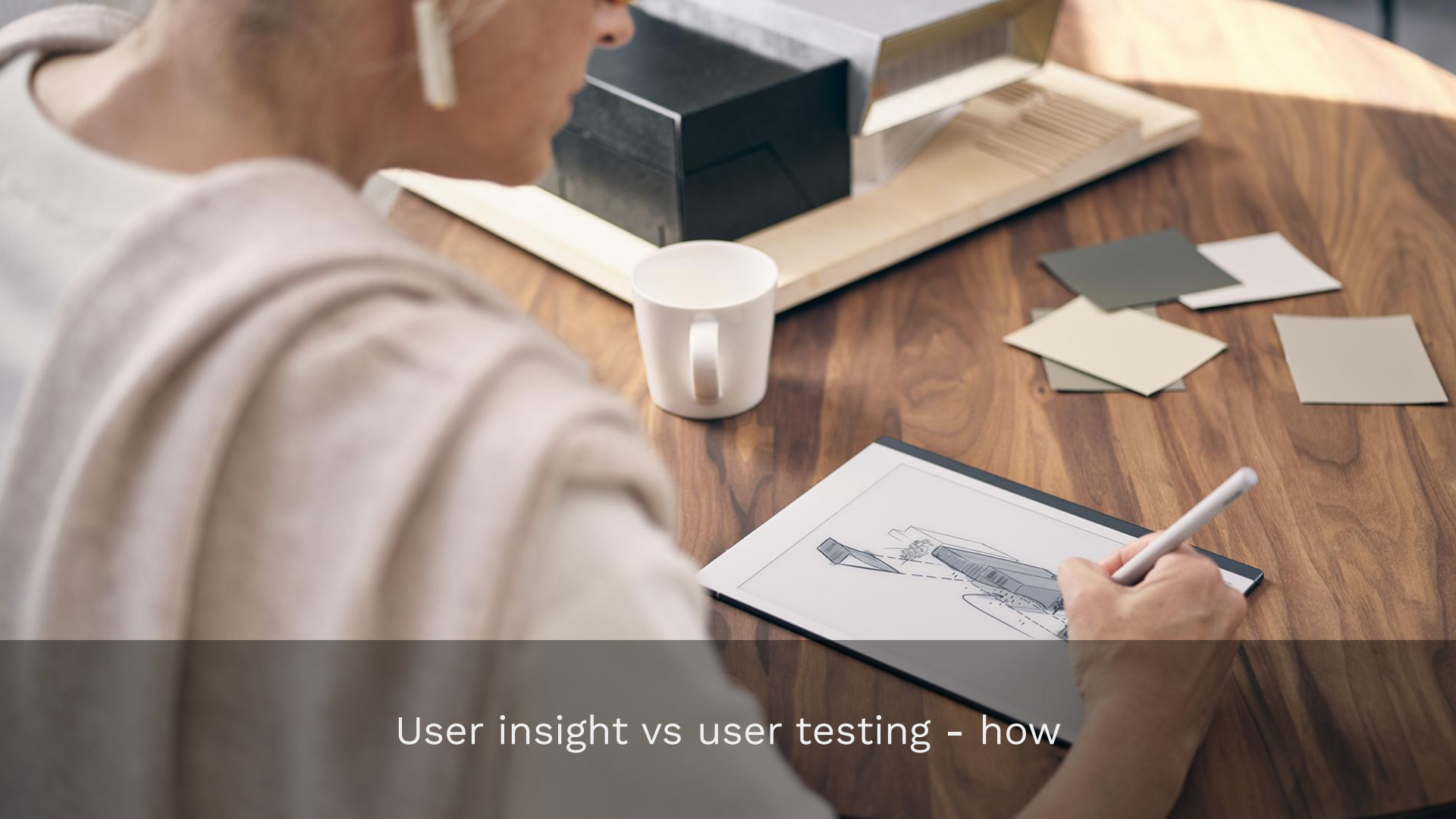


Our mission – What we do today

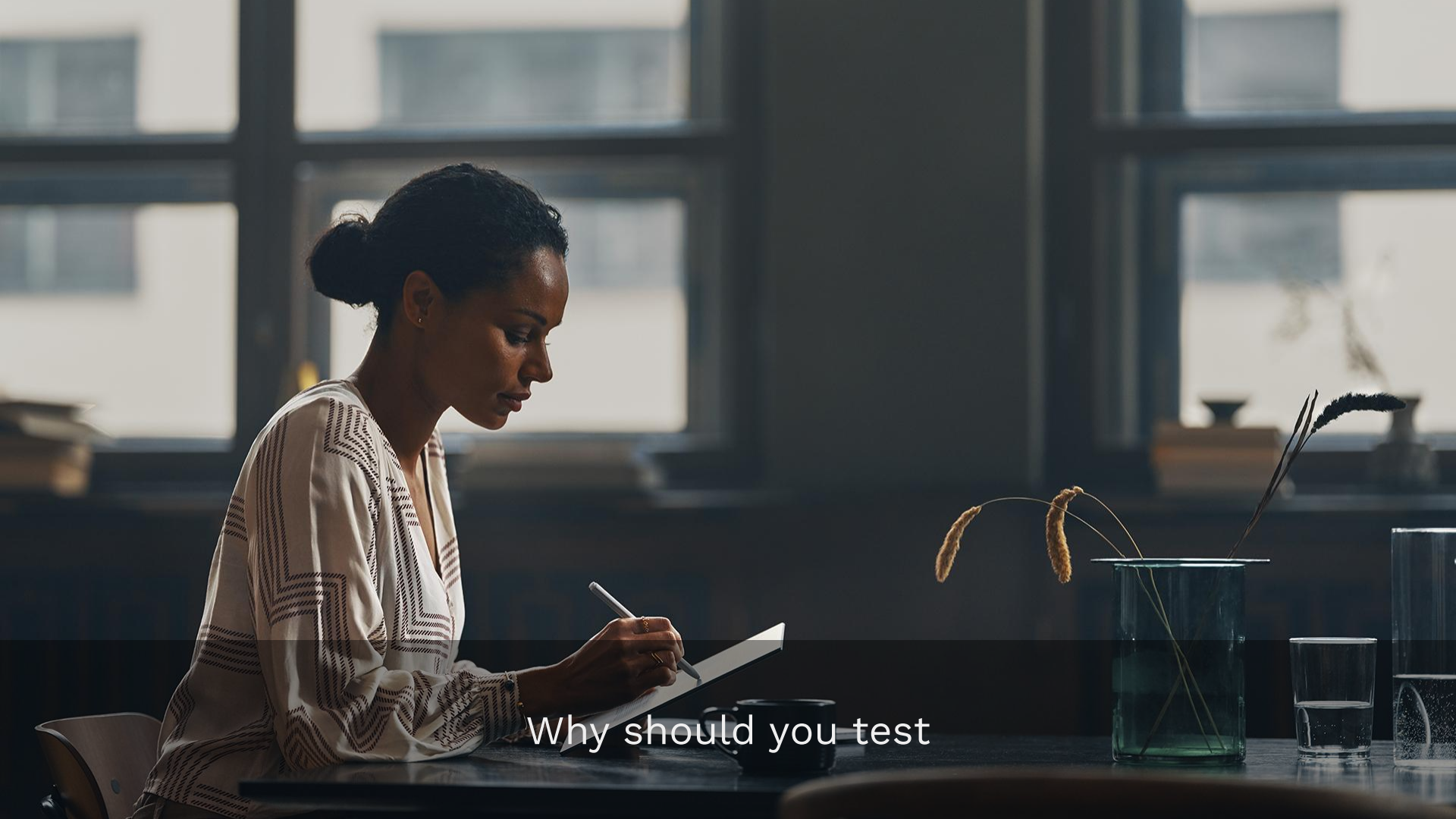
**Create better paper for
better thinking**

User testing



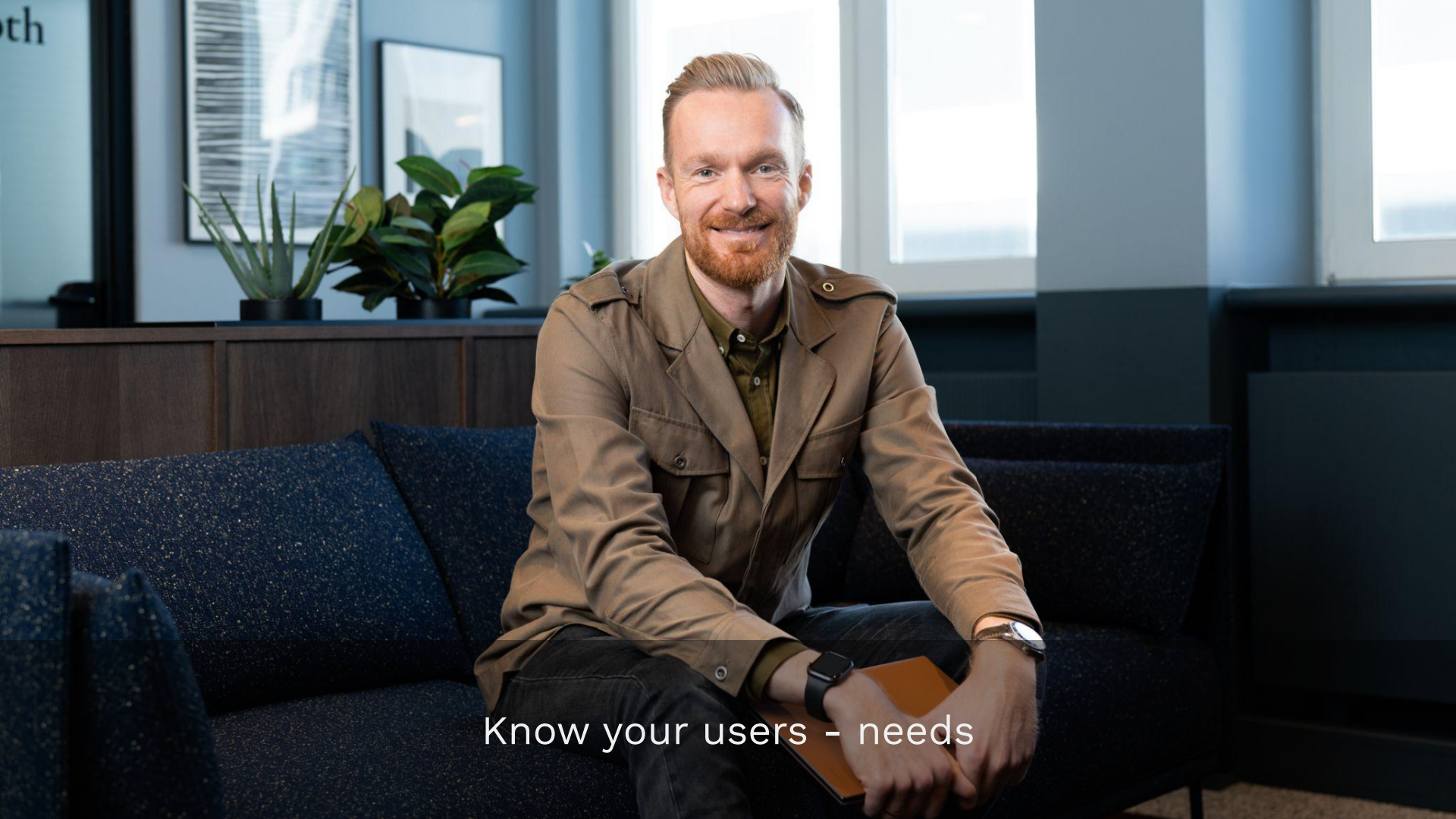


User insight vs user testing - how

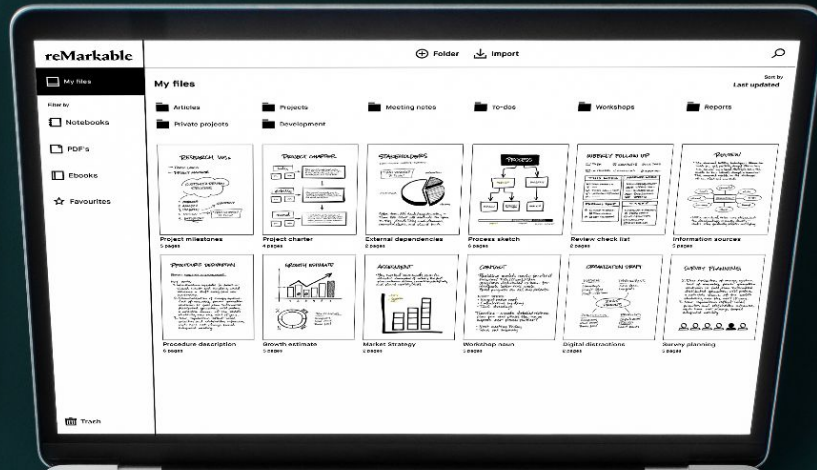
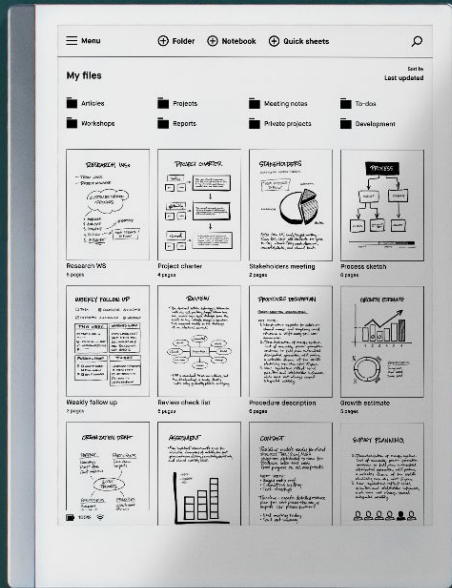


Why should you test

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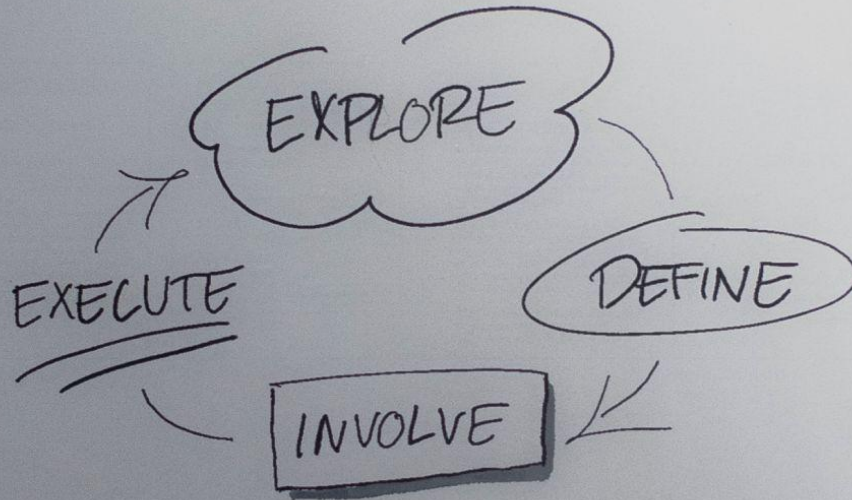


Know your users - needs



What you are testing - what

VISION 2025



NEXT STEPS:

Beware - biases, say vs do, nordic courtesy, feeling reviewed, losing face, frustrations vs ideas

- DETAIL MILESTONES
- TEAM MEETINGS
- PREPARE BOARD PRES.

Thank you for your attention