

# Redesigning the Mobile User Experience for LINXEE Wireless Smart Lighting

INF1601 KMD Capstone Project 2015/2016 | Mari Roohi, Kristel Tan, Melissa Tomko & Xiwen Zhou

## Background

The Smart Lighting Kit distributed by Linxee contains two LED bulbs and a wireless router. By connecting to their smartphone apps (iOS and Android), a consumer is able to control the bulb's on and off switch, as well as change the bulbs' colour and brightness.

## The Future

As the Internet of Things (IoT) domain grows rapidly, user experience design in this area must adapt and scale accordingly. A sense of community can be fostered by implementing multi-user access within the app, as well as incorporating engaging features.

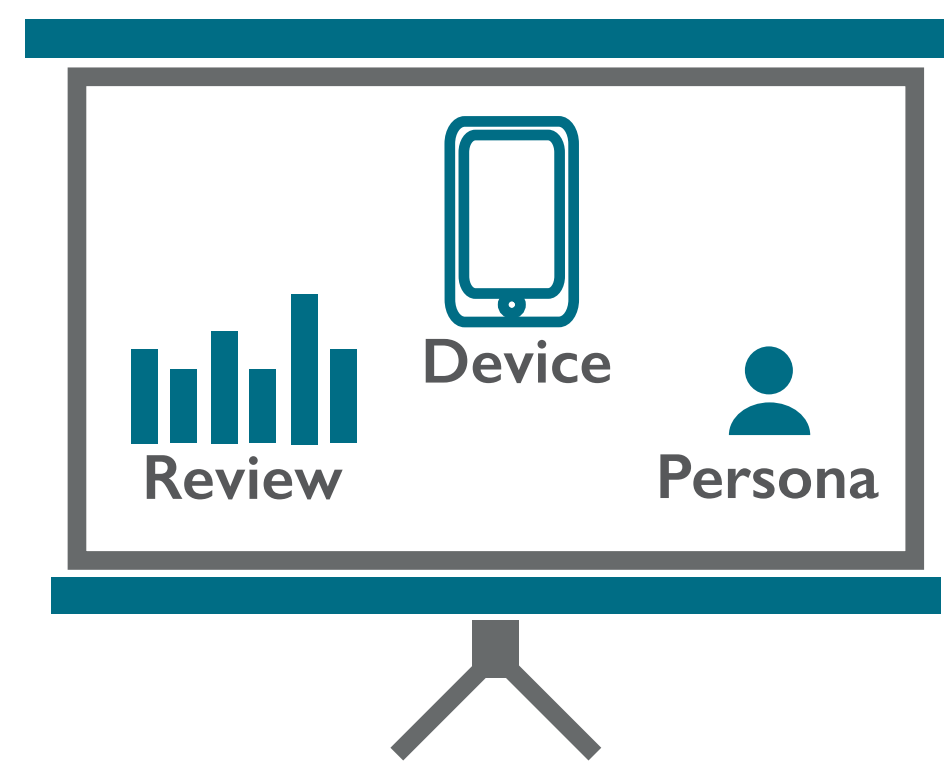
### Design Problem

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### Requirements Gathering

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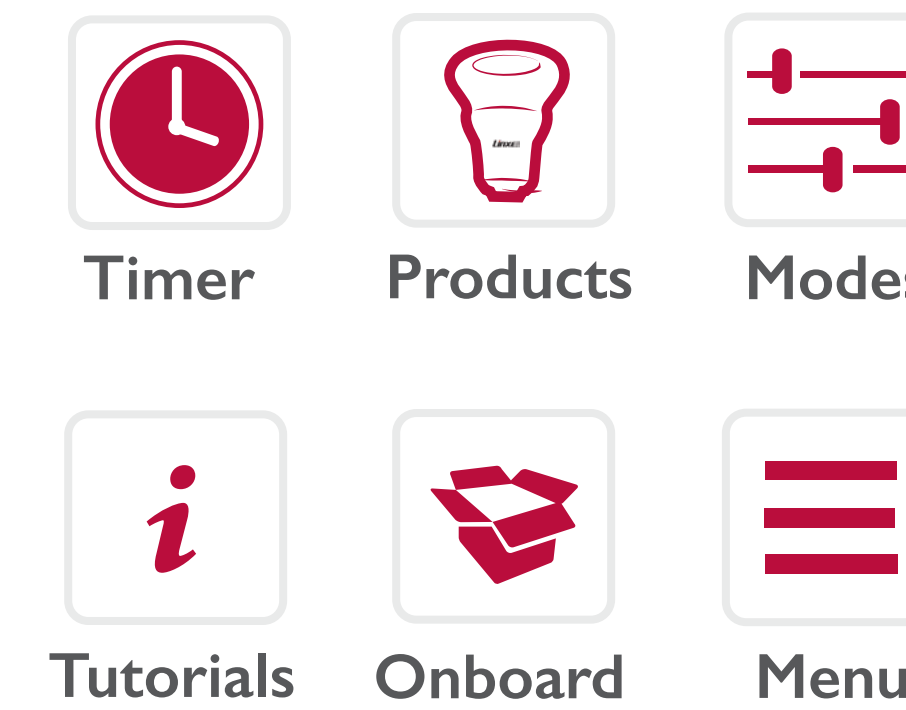
### Experience Mapping

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### Prototype Design

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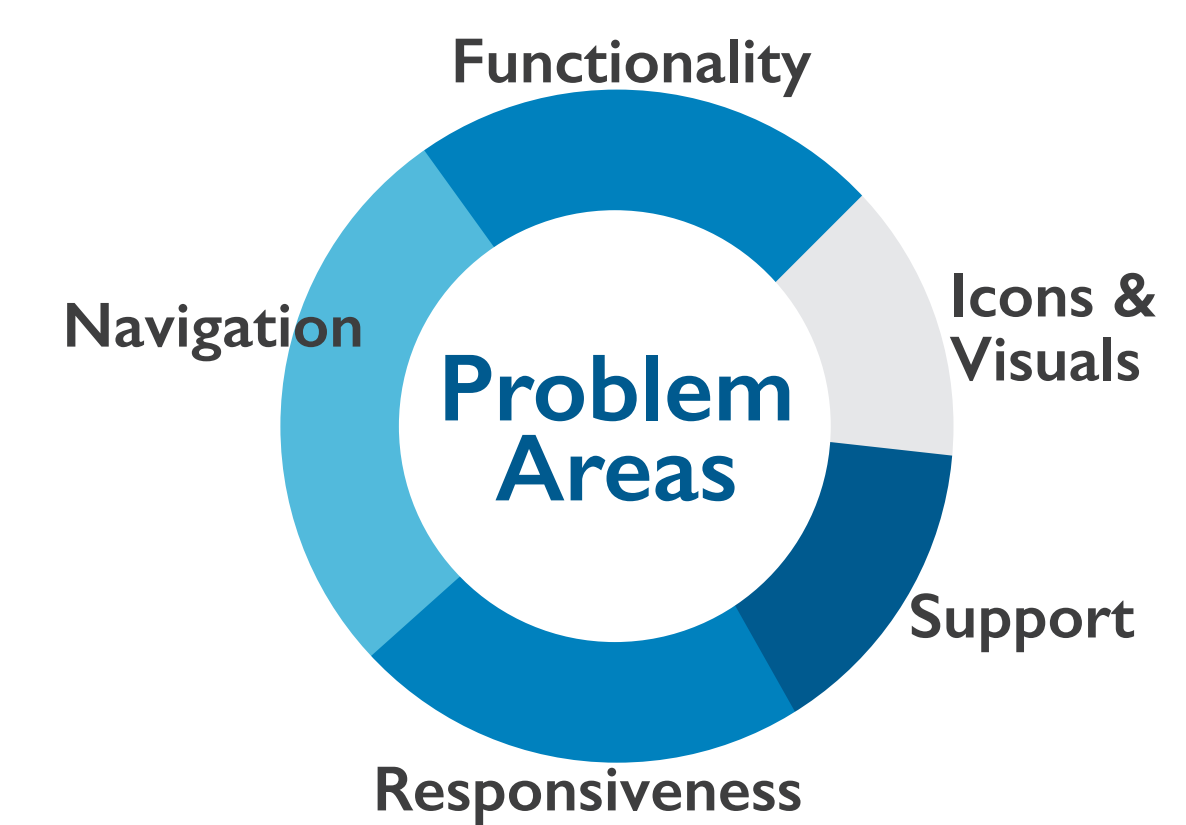
### Usability Testing

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### Findings Analysis

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- Ambiguous target market and unclear user needs
- High cognitive burden caused by inconsistencies between online and offline experiences
- Inadequate focus on onboarding and post-sales customer service

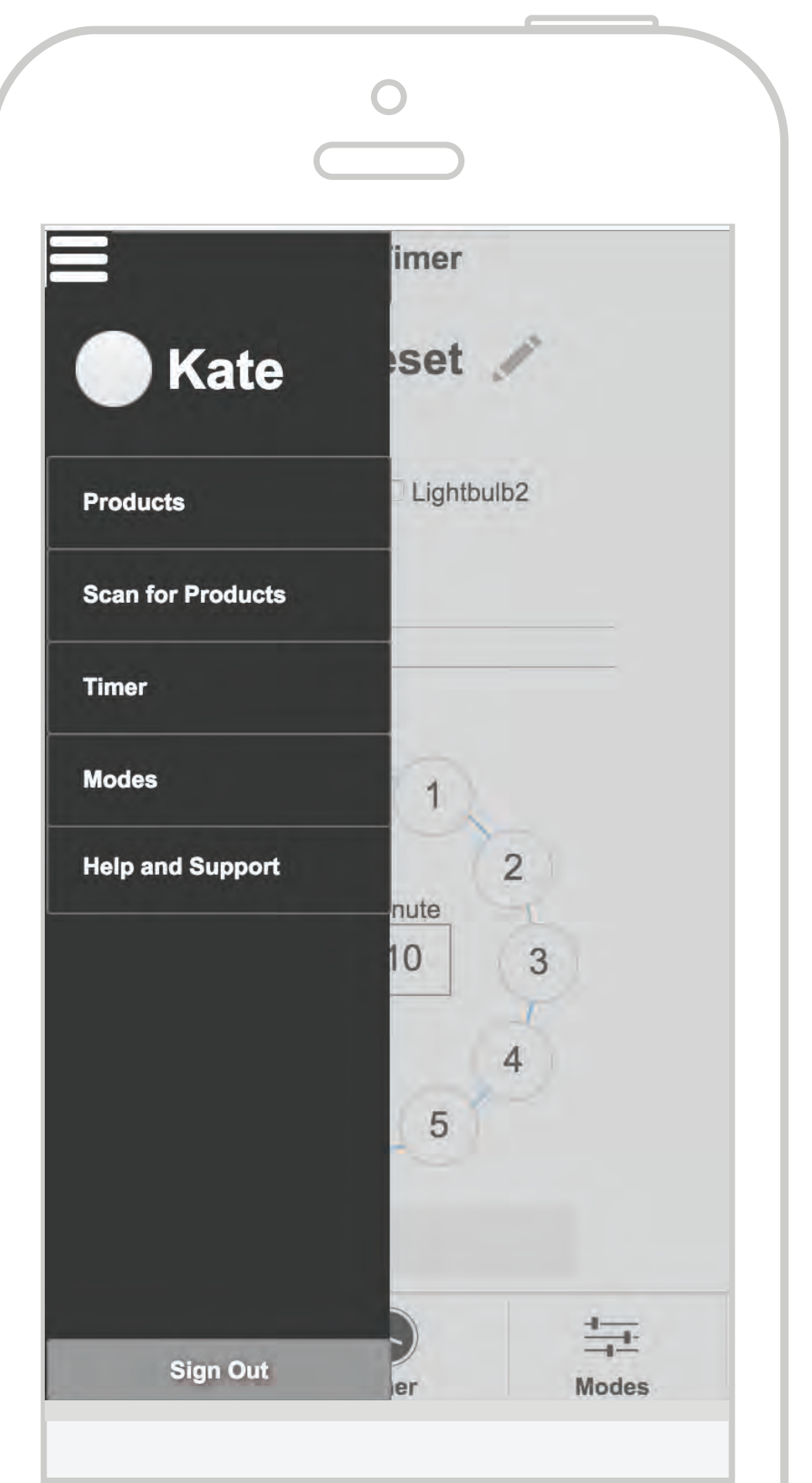
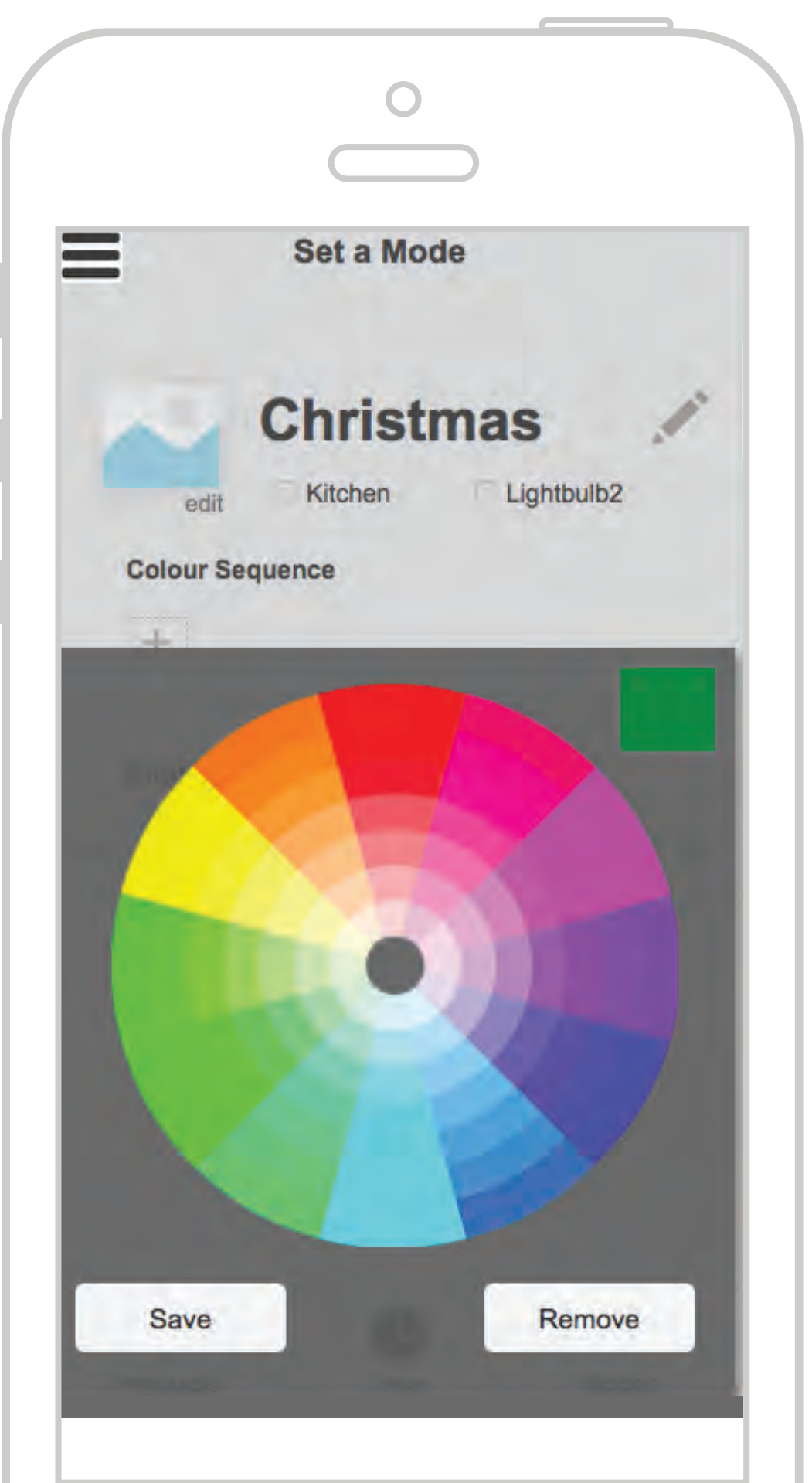
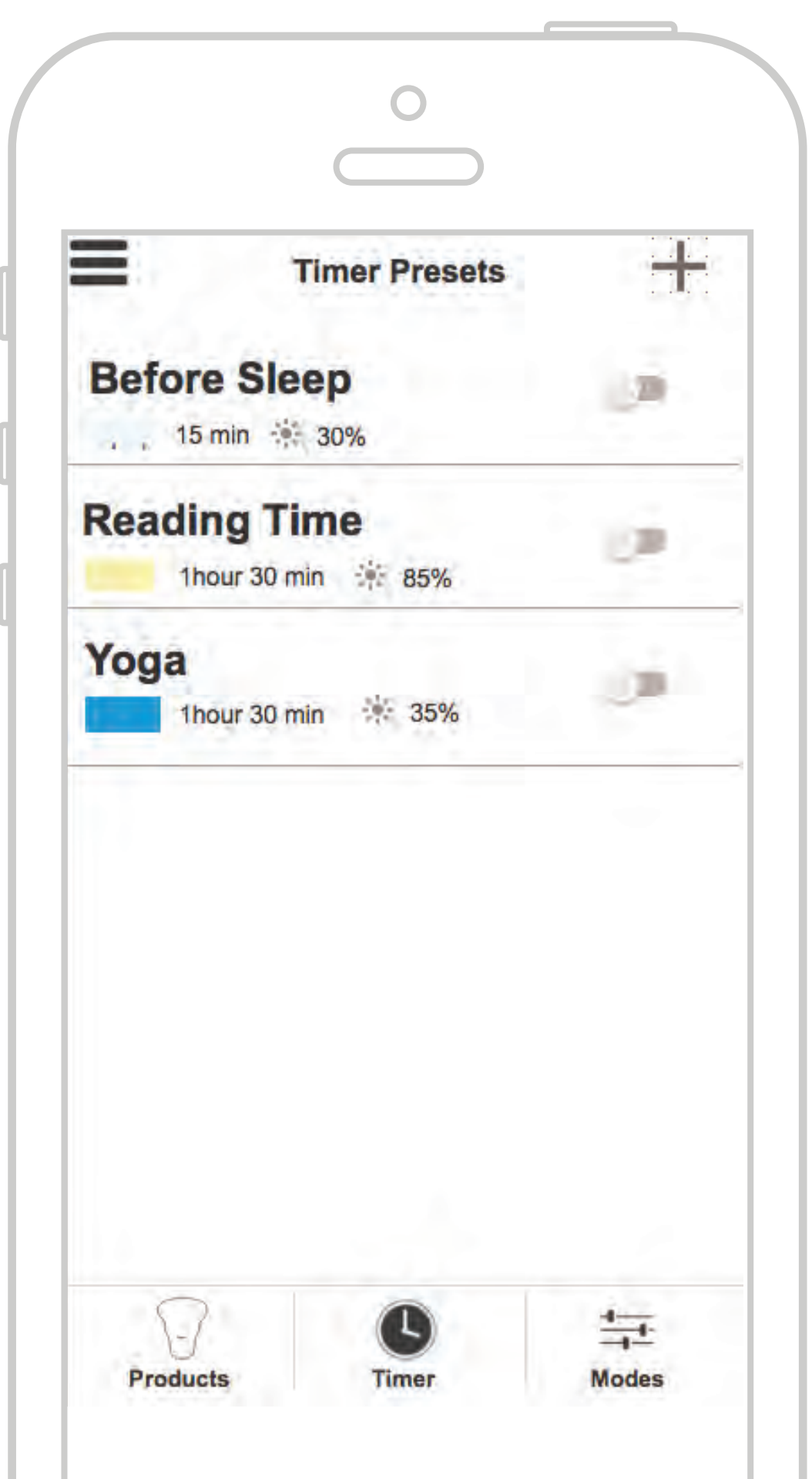
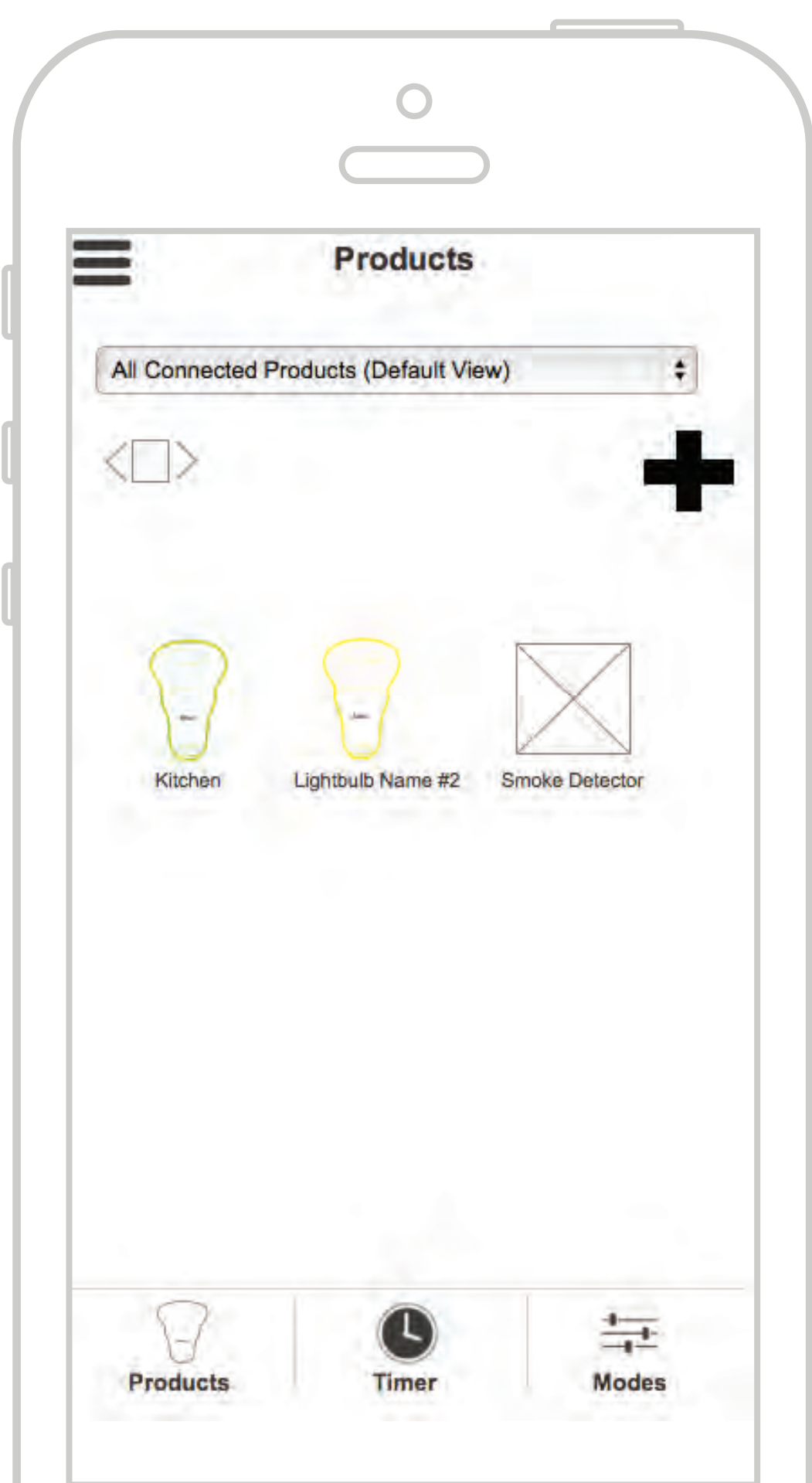
- Cognitive walkthrough and competitor review of current App
- Research on target user group and preferred device—Millennials and iOS
- Create persona as a typical user of the Smart Lighting Kit

- Capture Smart Lighting Kit usage scenarios: Onboarding, Installation, Configuration and Setup, Use and Feature Discovery, and Support
- Model user journey and interactions through the lens of a persona
- Identify opportunities for redesigned app

- Design interactive and functional prototypes using Axure
- Feature extraction based on opportunities generated from the experience map, including: Onboarding, Tutorials, Products, Timer, Modes, Navigation, Help and Support

- Plan usability testing for the functional prototype
- Generate tasks with estimated baseline time measures to gauge prototype performance
- 3 usability test sessions to generate key findings for prototype redesign

- Evaluate usability test results by analyzing participants' comments and behaviour
- Improve prototype based on key problem areas
- Provide Linxee with usability findings and recommendations



## Next: iBeacon

Use proximity-based services to foster a personalized experience

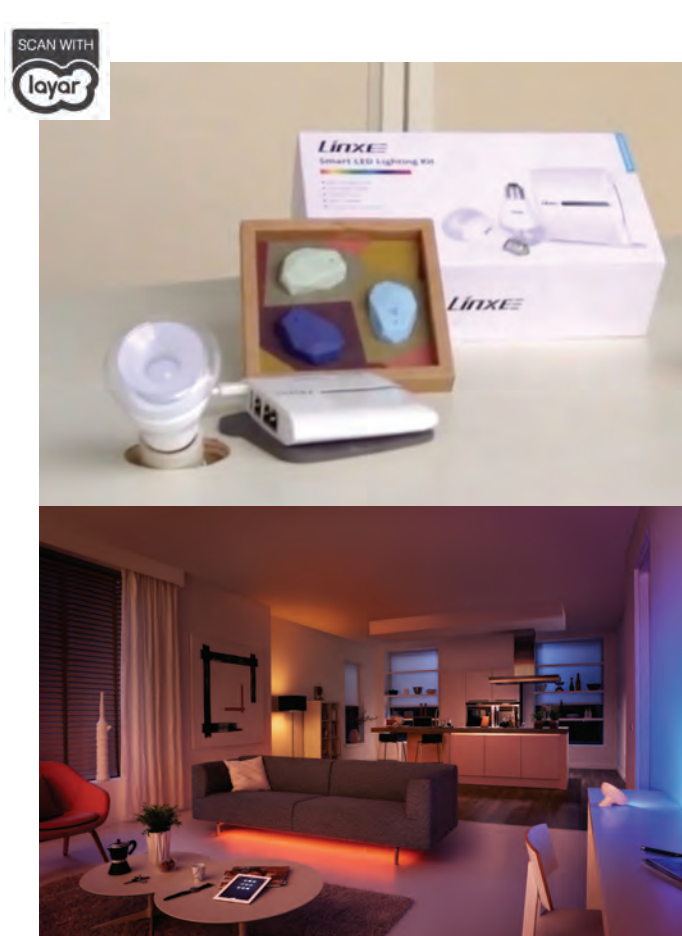


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