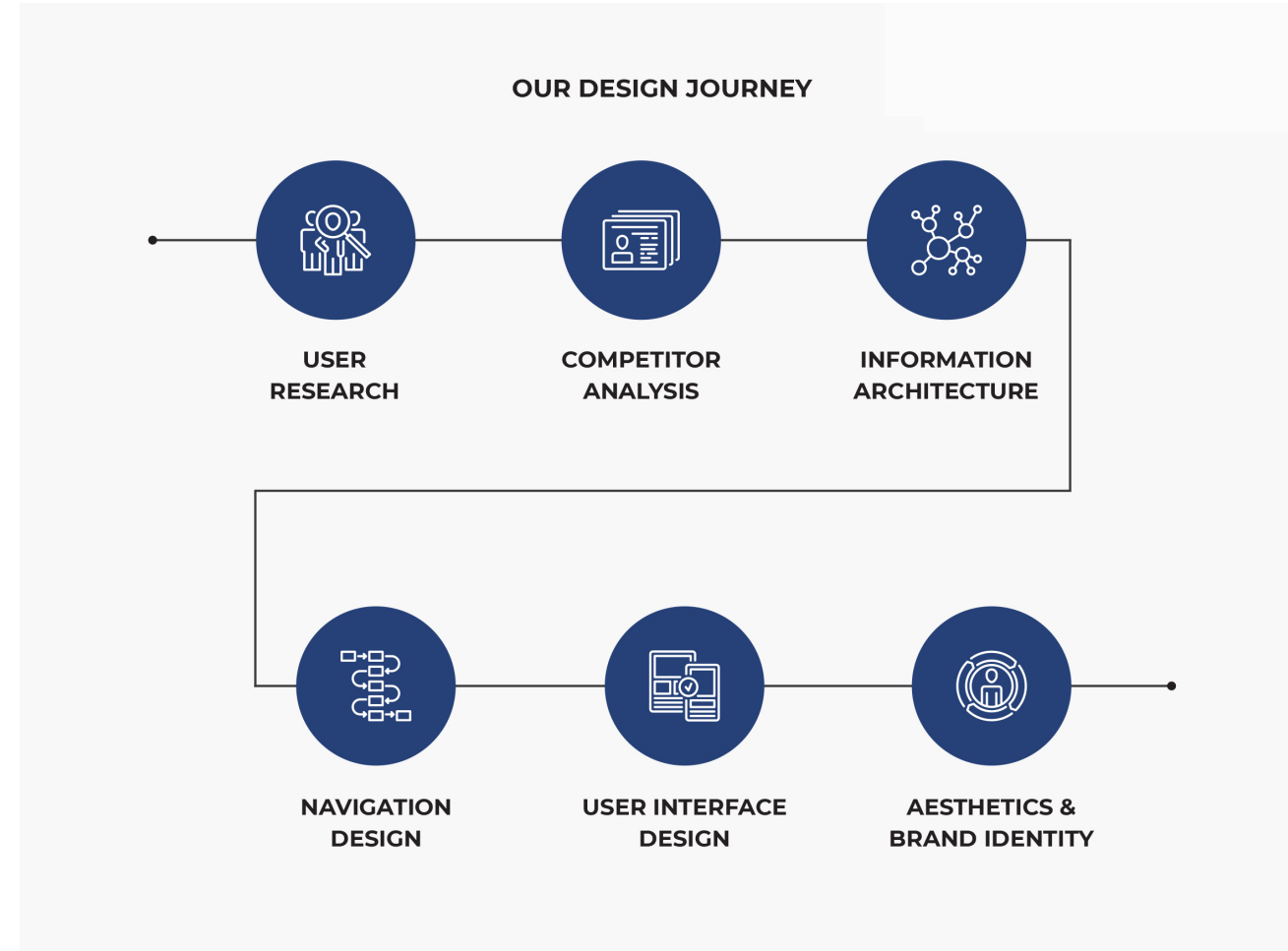**NORTEK™**
SECURITY & CONTROL

Security panel (GC3)

Helps users to enable security for their homes and also provides smart home features.

Our Design Thinking

Nortek's Smart Home systems not only monitor and protect your family, they simplify your life. Nortek's systems can turn on and off lights and appliances, raise or close blinds, change the temperature or do all of these with just one action/command.
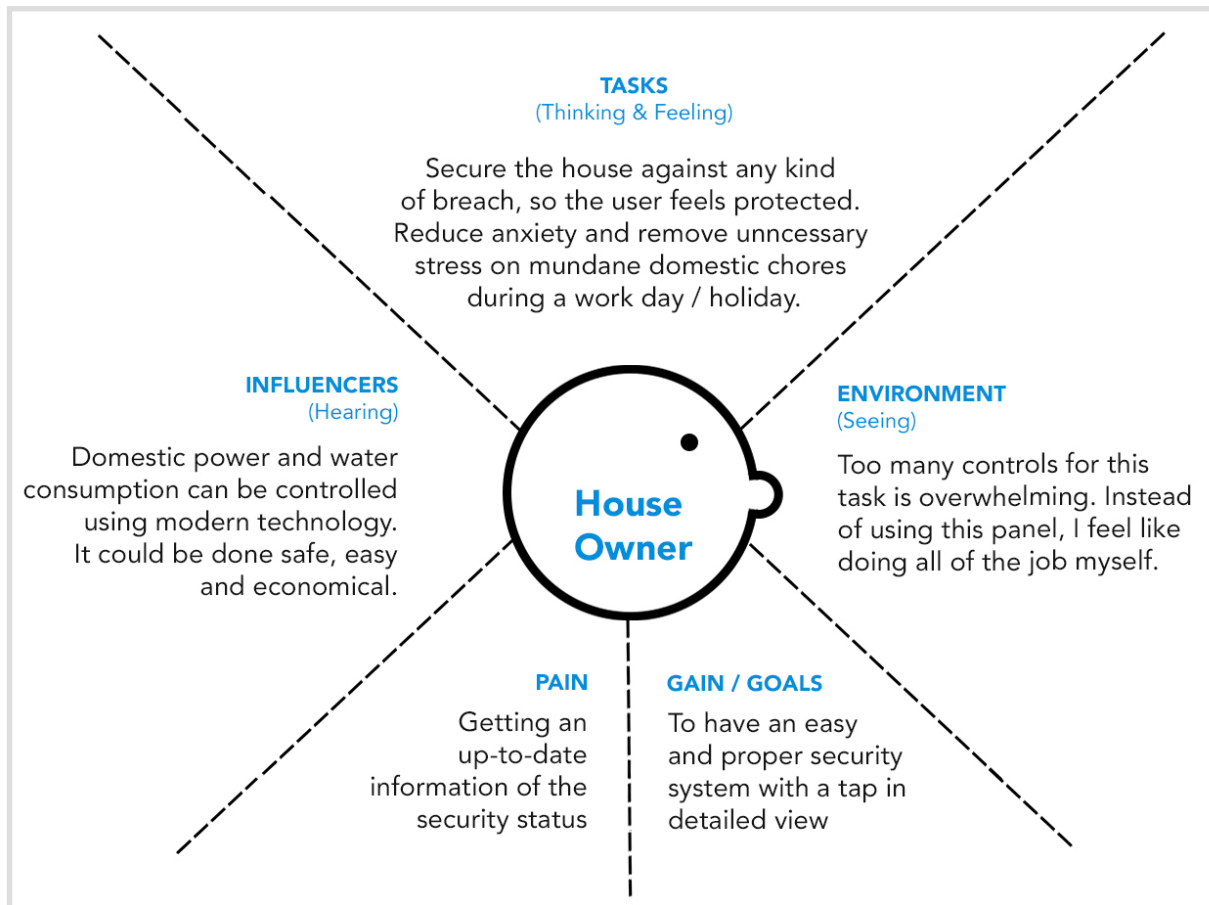
We approached this problem using "**Lean & Agile UX Principles**". We empathise with the pain points of the existing system/ UI, define user experience issues and ideate on possible solutions.

While designing, we make hypotheses, take "word-of-mouth" suggestions from stakeholders and move on.

OUR DESIGN JOURNEY

USER RESEARCH

COMPETITOR ANALYSIS

INFORMATION ARCHITECTURE

NAVIGATION DESIGN

USER INTERFACE DESIGN

AESTHETICS & BRAND IDENTITY

Empathy Mapping

An empathy map is a collaborative tool, designers use to gain a deeper insight into their customers. The map plots all the emotions a user has upon using a product/service.

TASKS
(Thinking & Feeling)

Secure the house against any kind of breach, so the user feels protected. Reduce anxiety and remove unncessary stress on mundane domestic chores during a work day / holiday.

INFLUENCERS
(Hearing)

Domestic power and water consumption can be controlled using modern technology. It could be done safe, easy and economical.

House Owner

ENVIRONMENT
(Seeing)

Too many controls for this task is overwhelming. Instead of using this panel, I feel like doing all of the job myself.

PAIN

Getting an up-to-date information of the security status

GAIN / GOALS

To have an easy and proper security system with a tap in detailed view

Persona Objectives:

- Provide a high quality dashboard

- Make it simple & interactive

- Great visibility to the system

- Action and alert focused UI

Experience Definition

1

Useful

Does it do something people need done?

2

Learnable

Can people figure out how to use it?

3

Memorable

Do they have to relearn it each time they use it?

4

Efficient

Does it do it with a reasonable amount of time and effort?

5

Delightful

Is using it enjoyable, or even fun?

6

Affordance

Does the user have an interaction?

Our Design Goals

Show Relevance
To make user focused and distraction-free

Progressive disclosure
Funnel view towards the data renders easy findability

Keep in the same page
Keeping the user in the same page and managing load by interactions.

Ideation
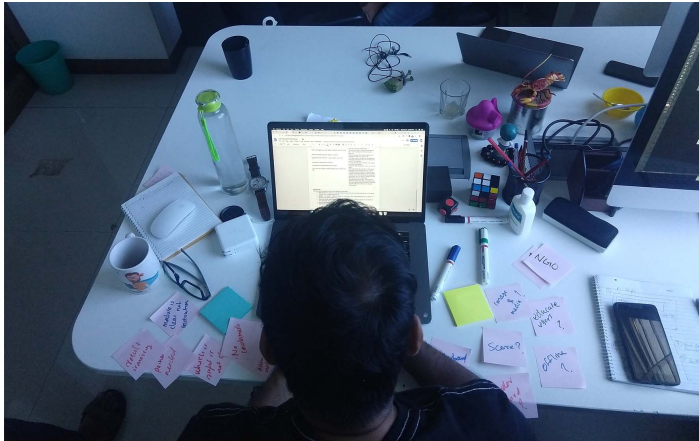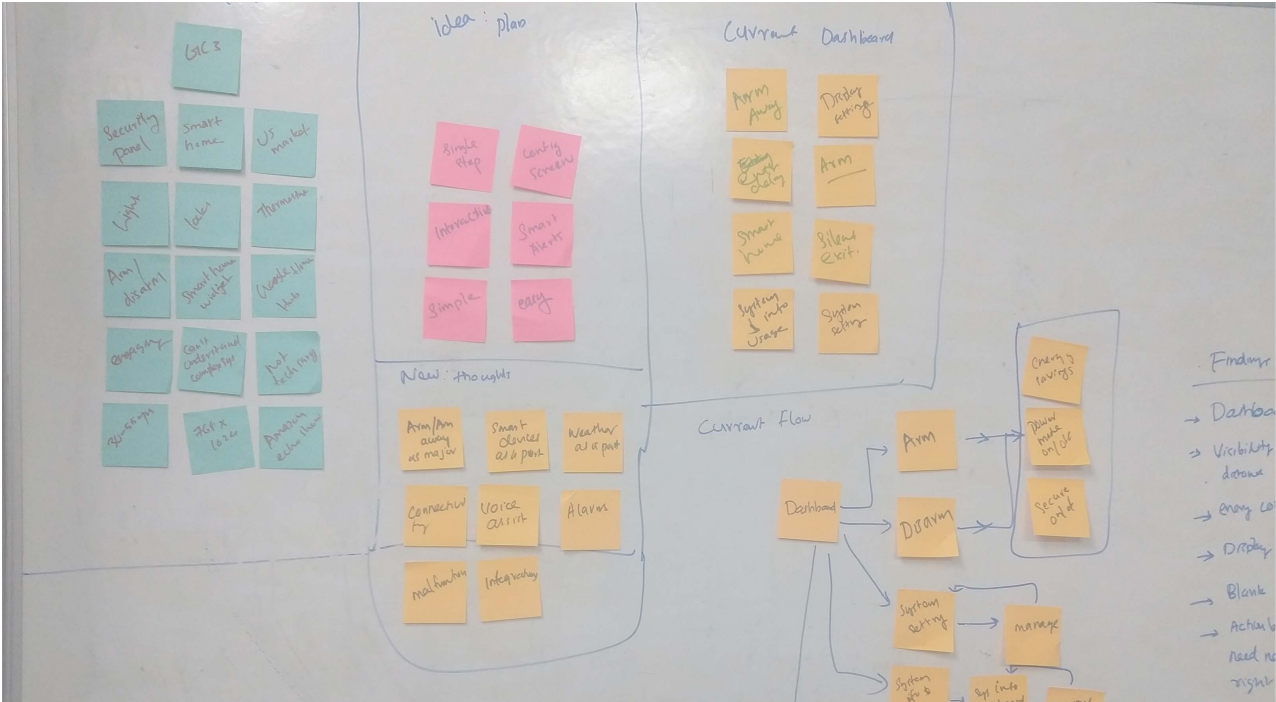
- Bold and bright
- Focused actions
- Smart devices status
- Day and night modes
- Dark theme approach
- Voice assists
- Device brightness control

Prototypes
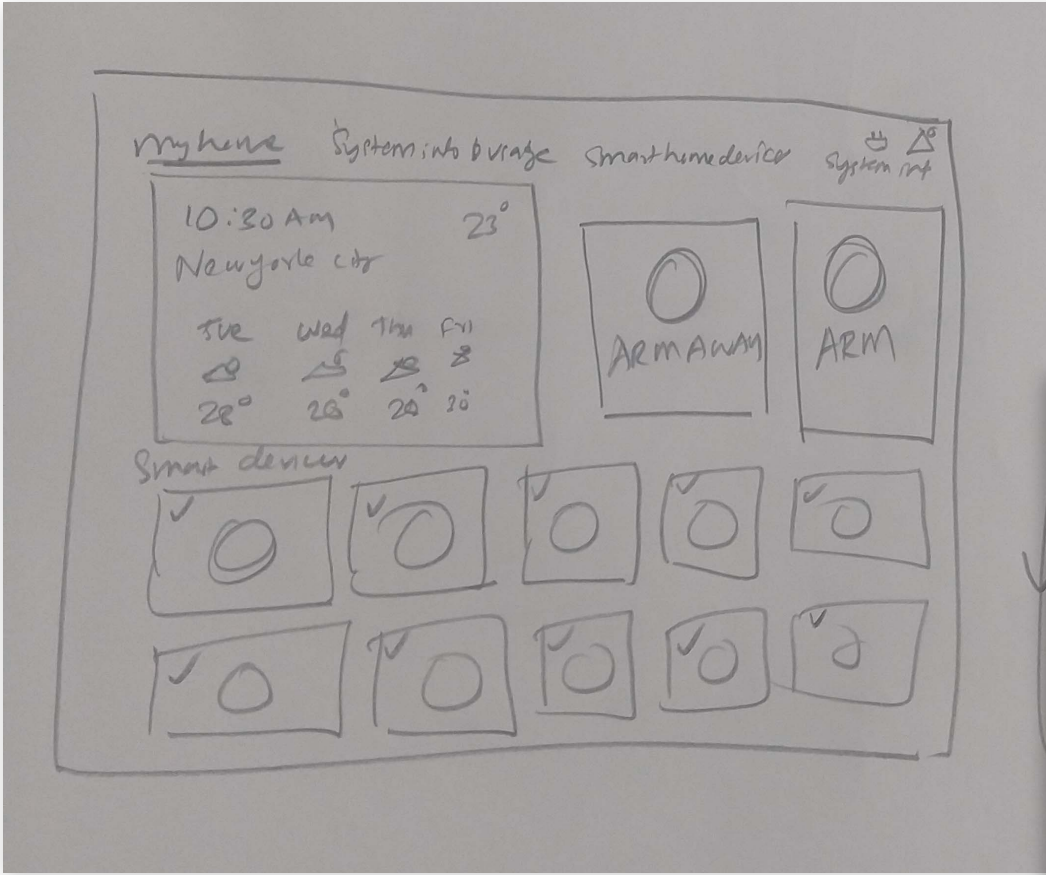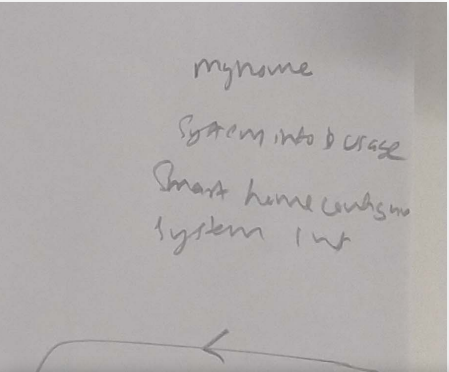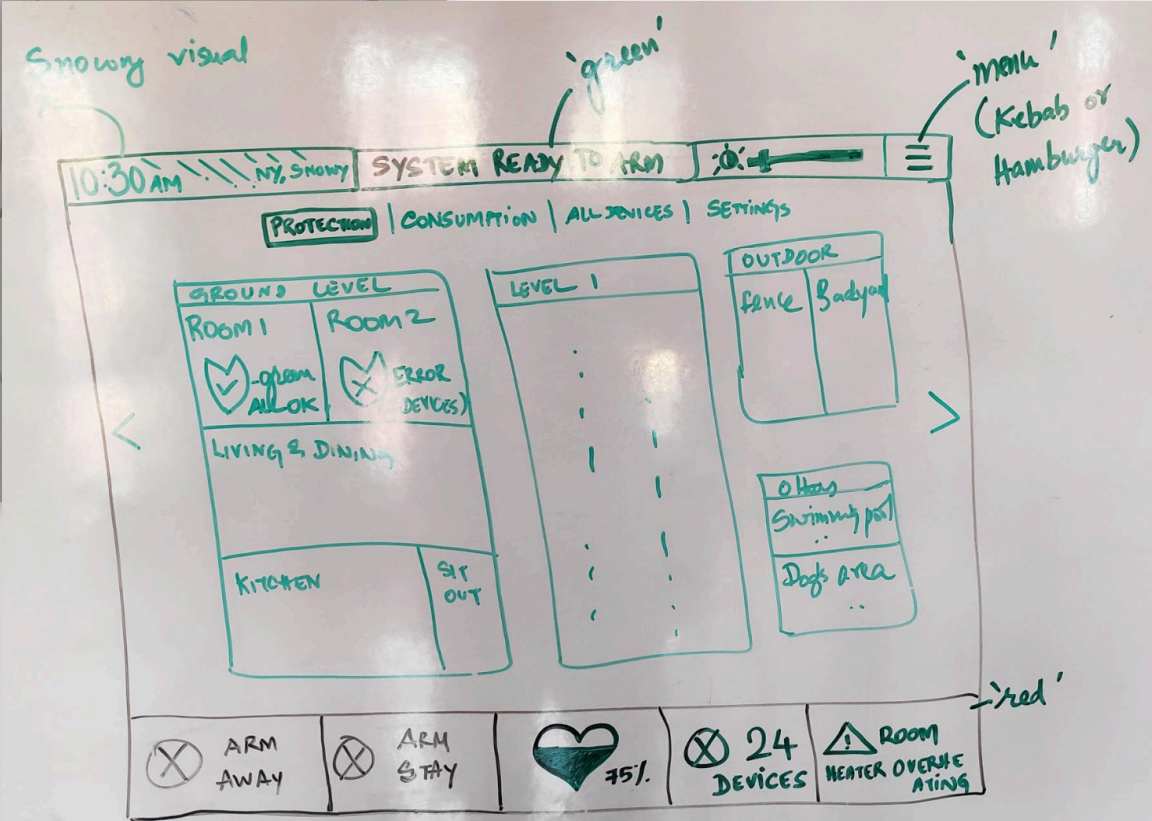
Option1

Option2

Mood Boards & Inspirations

HashedIn

hashedin.com
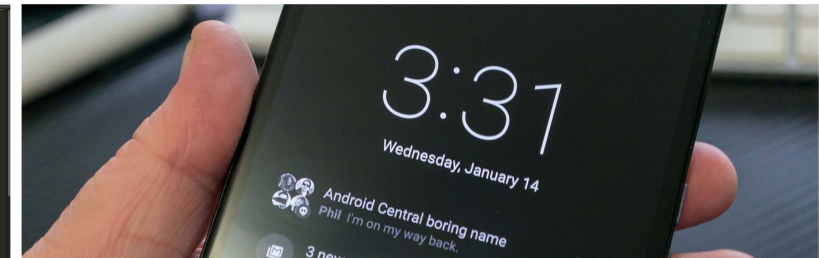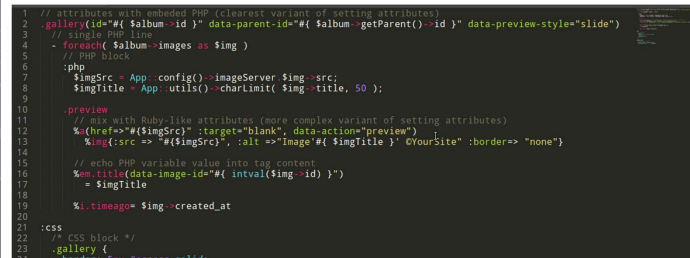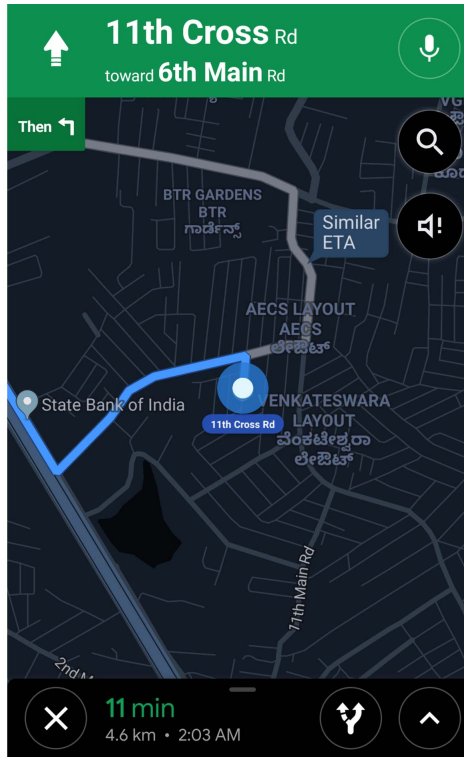
To get inspired

To involve clients in a process

To talk less and show more

To enhance communication with customers

To find a style for a design

Typography & Colors

PROXIMA
NOVA

The five boxing wizards jump quickly.
The five boxing wizards jump quickly.
The five boxing wizards jump quickly.
The five boxing wizards jump quickly.
The five boxing wizards jump quickly.
The five boxing wizards jump quickly.

- Works well for all screen types
- Great flexibility
- Trendy and Neo style

LOGO

NORTEK
SECURITY & CONTROL

PRIMARY

#124C89

NEUTRAL

#000000   #FFFFFF

BACKGROUND

#0C161C
100%

#001F31
100%

#061E38
100%

SECONDARY (INSPIRED FROM THE RESEARCH)

MANDYA
#E1574C

OCEAN
#3B78F7

TURQUOISE
#00CFF2

Iconography

Main icons optimised for day and night use

Navigation menun icons

System Ready for Arm

System icons

Smart device icons

hashedin.com
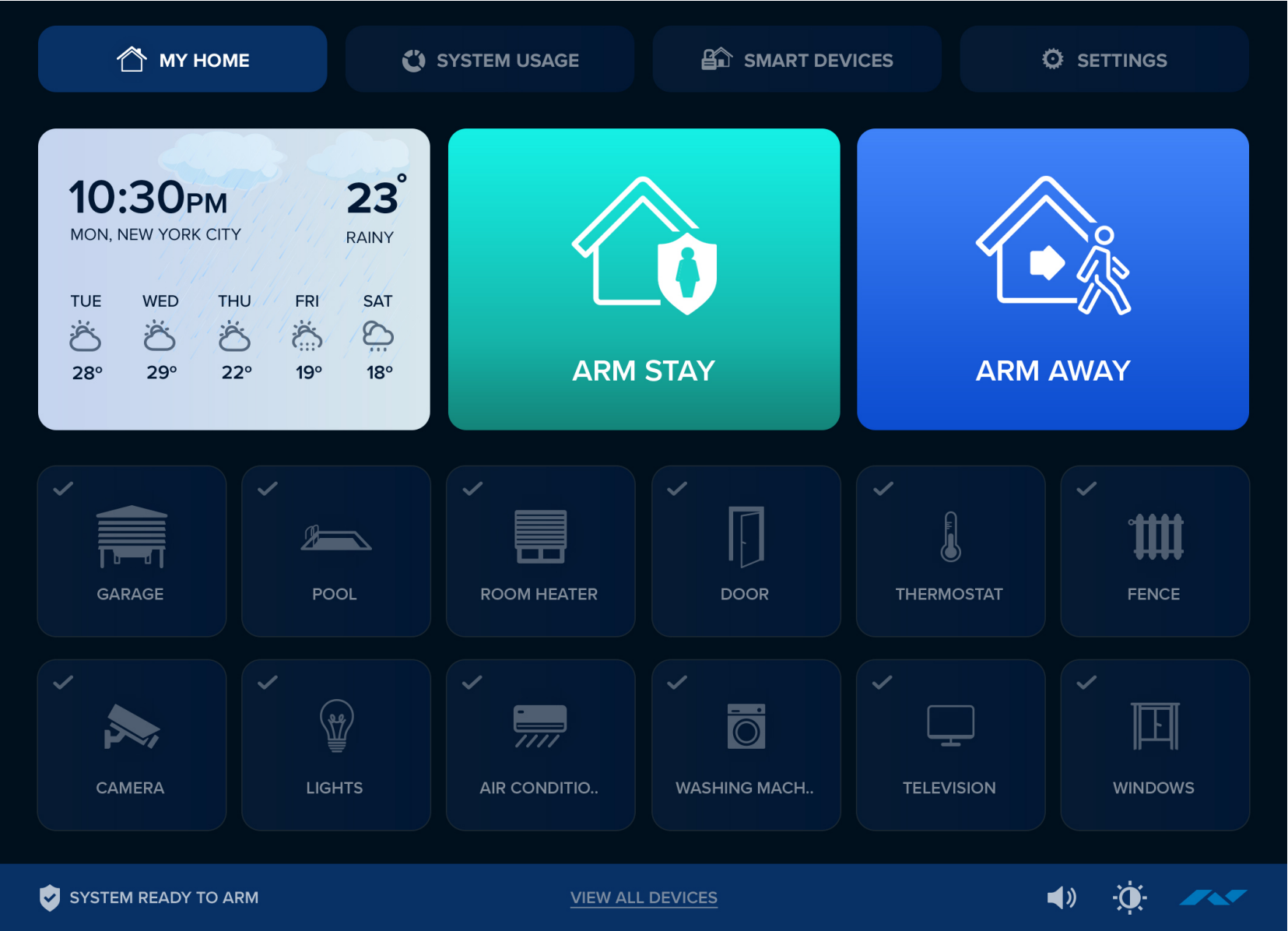
UI Decisions
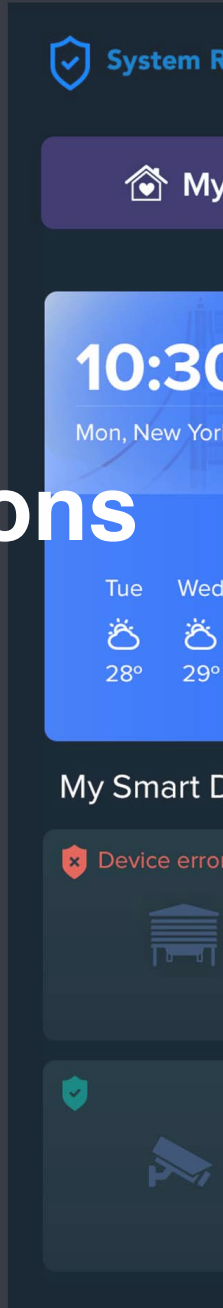
◇ **Dark background -** 90% of the vehicle digital displays keep it light as well focus on the information. Dark background reduces energy consumption, works great in day and night and work form a visible distance with minimal distraction.

◇ **Bright colours for information icons -** Using bright colour tone for icons and call-to-actions will get more contrast. This concept is inspired by ambient light settings found in smart phones of today.

◇ **Major actions on right side -** Ergonomically placing the most important actions/CTA on the right gives them more affordance and provides easy access.

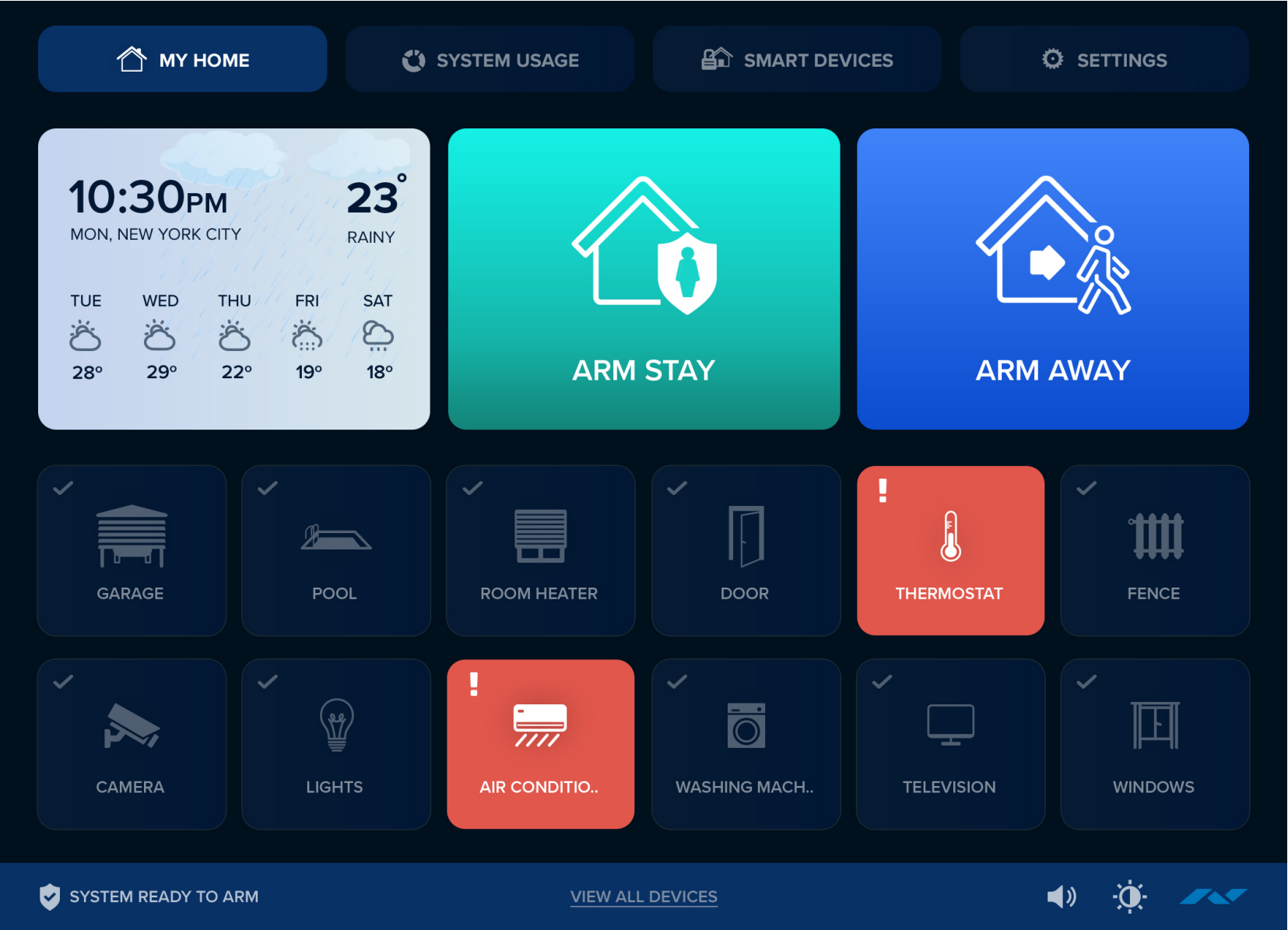◇ **Device Status-** This give the user a summary about the smart devices connected and indicate error.

HashedIn

Visual Designs: Concept 1

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Visual Designs: Concept 1

Visual Designs: Concept 1

HashedIn

hashedin.com

Primary **NAVIGATION** to access features

Live
TIME & WEATHER
widget

Visual Designs: Concept 1

Visual Designs: Concept 1

Visual Designs: Concept 1

Visual Designs: Concept 1

HashedIn

Visual Designs: Concept 2

hashedin.com

Visual Designs: Concept 2

Visual Designs: Concept 2

Engaging content
POWER SAVING TIPS

CALL TO ACTIONS
Power consumption & system usage

Visual Designs: Concept 2

HashedIn

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List of
ERROR
in devices & takes
the user directly to
the device
configuration

ALL DEVICES
list categorised
by the user
during device setup

HashedIn

hashedin.com

Thank You