



# DESIGNER USER EXPERIENCE

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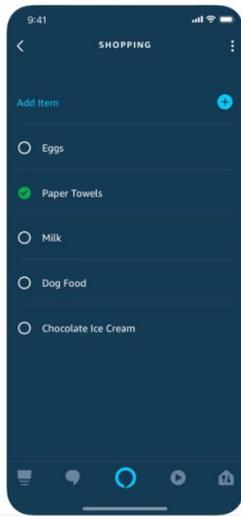
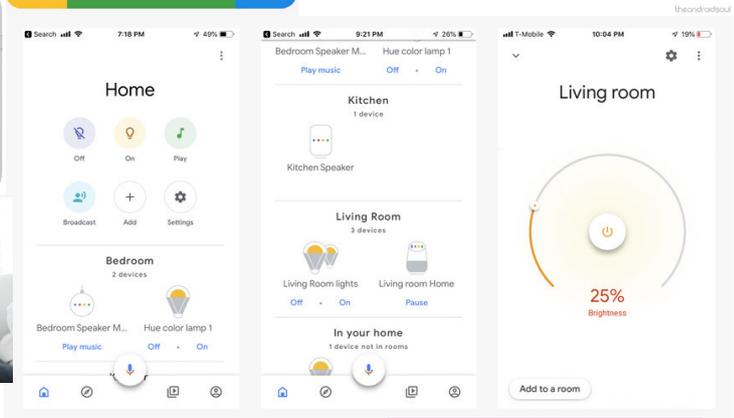
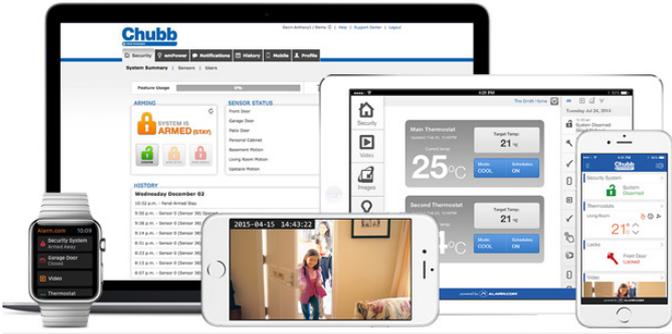
ADD201 EMILY DAVITT

ASSIGNMENT 2  
STUDENT ID: 218252132



# RESEARCH

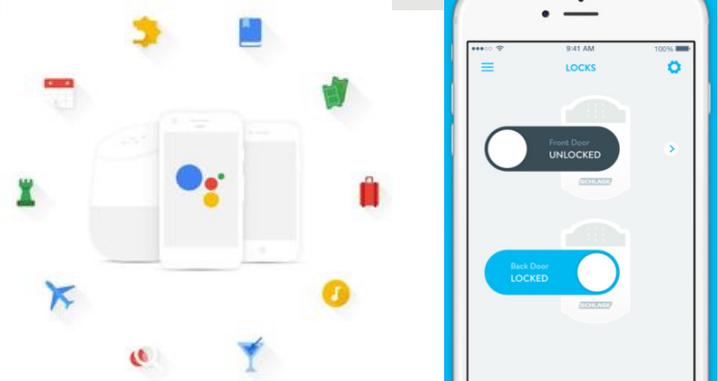
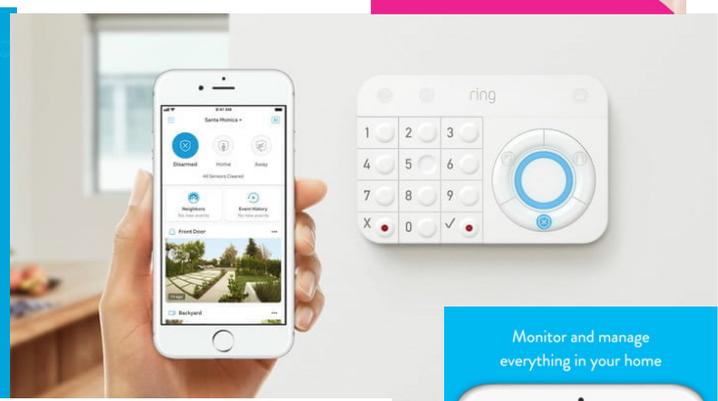




**CHUBB®**  
Mobile Assistance

Leading service wherever you are.

Chubb. Insured.™

# How they are effective

These images are effective to show how simple the app needs to be to be successful as these products are seen everywhere and are very popular. The simple colours and icons are recognizable with each brand such as Google's colours and icons.

## Measures of success for Nidus

These days, measurements of success will be the YouTube reviews, Facebook reviews and other views even on the product in sales on the website.

The item could be sent to a few people before release to test out in their home and then get feed back straight from the testers who tried these products and fit needs of the products/service.

Can give 1-5 star reviews and also contact Nidus on social networks to ensure Nidus then reply and gives feedback or obtains the information to fix the areas that need attention from the clients.

# Competition

## Connect O2

**CONNECT O<sub>2</sub>**  
Smart Home Security



Connect O2 is the most intuitive wireless Smart Home Security & Automation Platform for your home. The first fully wireless home security & automation system that can be installed anywhere in the home to deliver interactive security & home automation services.

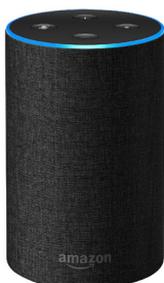
## Chubb

**Protect your family and your home from as little as \$249\***



Ideal for modern families, the UltraSync™ smart home system brings smart, cost-effective security and lifestyle management into your home and at your fingertips. Reliable and convenient, UltraSync lets you synchronise your home systems with your day-to-day activities and create customised scenarios so that your home responds to your unique schedule.

## Amazon Echo



Amazon Echo is a hands-free speaker you control with your voice. Echo plays music, ask questions, make calls, send and receive messages, provide information, news, sports scores, weather, and more - instantly. All you have to do is ask. Echo has an enhanced speaker that features advanced processing for improved immersive sound. It has seven microphones and beam-forming technology so it can hear you from across the room - even while music is playing.

## Google Home and Google Home mini



Google Home is a brand of smart speakers developed by Google. ... Google Home speakers enable users to speak voice commands to interact with services through Google's personal assistant software called Google Assistant.

Google's smart speaker just got smaller. ... The Home Mini is a voice-controlled speaker that can be used to play music, control smart home gadgets, answer trivia questions, add things to a shopping list, create calendar appointments, or play video on a Chromecast-enabled screen.

## Ring Security



When armed, the Ring Alarm Security Kit sends notifications to your phone and tablet whenever doors or windows open and when motion is detected at home. It lets you control your entire home security system with one simple app, and it's fully customizable to fit any house or apartment.

# What they offer

When you design your app – that you can provide a new and unique service...

Connect O2



Chubb

Protect your family and your home from as little as \$249\*



Amazon Echo



Google Home and Google Home mini



Ring Security



## Common Things They Offer:

- Wireless ways to control your home
- Ability to call people without your phone
- Ability to use music throughout the house
- Ability to secure the house and watch using security cameras
- The capability to use the Internet without having to log into a computer or open up your phone.

These devices have the ability to do many things. They can secure your home or turn your home into a party house for guests and to host the best party ever! Motion Sensors are able to let you know what is happening around your home and make sure you can capture things if needed to report them. It gives you the ability to listen to music and search the Internet for songs, recipes or even what the weather forecast is without touching your phone and just by your voice.

These devices do give you the ability though to use the devices with your phone to make specific changes or to check up on your house. Although they all do these things separately on different devices, Nidus combines all these qualities together for the ultimate SMART HOME device. All at your fingertips.

# Nidus - Information as found on Assignment 2.

Introducing the new service, website and app - "Nidus".

What is this app/service?

"Nidus" automation is "The Internet of Things"... The way that all of our devices and appliances will be networked together to provide us with a seamless control over all aspects of our home and more. The idea of home automation has been around from many decades in terms of lighting and simple appliance control, and only recently has technology caught up for the idea of the interconnected world, allowing full control of your home from anywhere, to become a reality. With home automation, the user dictates how a device should react, when it should react, and why it should react. You set the schedule and the rest is automated and based off of your personal preferences thus providing convenience, control, money savings, and an overall smarter home. "Nidus" automation can also alert you to events that you might want to know about right-away while you are gone like water leaks and unexpected access to your home, or any part of it. At any time, you can grab your iPhone, Android device or log on with your desktop and change the settings in your house as desired.

Convenience

Control and automate just about every device and appliance within your home whether you are at home or far away. We've all gotten used to controlling our TV from the couch; just wait until you are able to dim the lights as well. Imagine adjusting the temperature from your bed or controlling the volume of your whole-house audio system from any room. Or imagine the wall/ceiling heater in your bathroom coming on automatically on chilly mornings 5 minutes before your alarm clock goes off so that it is warm when you enter. Many smarthome products also save energy -- we'll all agree that's a nice convenience.

Safety

Always on guard and at the ready, "Nidus" automation provides security, safeguarding your home. From a security camera's peering eye to a water sensor that will alert you of a possible costly leak, an automated home keeps your property under surveillance so you can react at a moment's notice. We're all used to opening the garage door from the car, but you'll be surprised how much safer you'll feel coming home to a lit home and even turning on more lights from your keyfob remote upon your arrival. With a couple of basic products you can have your whole house light up like Fort Knox when there is motion detected at any corner of your house. Imagine your house sending you an email if there is motion where there shouldn't be any. Or you can have your security system call you if there is an alarm, which might include your typical security alarm or even a low or high temperature or water in the laundry room or basement.

Energy Savings

"Nidus" automation works efficiently for you, saving money on your utilities and providing overall convenience.

Fun

'Nidus' automation gets you involved. Set your personal preferences and actions, then sit back and enjoy using the latest in home automation technology. Though such technology is quite complex, it remains completely flexible and user friendly making for a fun experience. High-tech products for the home are fun to use and share with others. Whether viewing visitors at your front door on your TV or tuning your stereo by using voice recognition, you'll find home automation surprisingly enjoyable. And when it comes to impressing the friends, you'll be happy to show off your newfound applications.

## Specifications:

### Brand Positioning Statement:

'Nidus' automation service is a website and web service with Apple and Android application that seeks to control the 'internet of things' in your home. 'Nidus' is the interface and control centre of this service that assists users with energy savings, convenience, safety and a fun way to control the digital life of the appliances in your home in an easy to use way. 'Nidus' provides a seamless experience for all of home owners, making decisions and task executions stress free and easily achieved. 'Nidus's' automated technology is based on best practice, is enjoyable and intuitive to user's changing needs.

### Brand Goals:

1. 'Nidus' automation service seeks to be the leading automation service on the Australian market by 2020.
2. Home' aims to create brand loyalty in users that ensures users speak about and share positively their experiences with 'Nidus's' products and services to colleagues, and friends.
3. 'Nidus' extends its brand positioning statement through ease of use, tone, style and navigation in its products
4. 'Nidus' is convenient, intuitive and fun to engage with and achieve automation in the home.

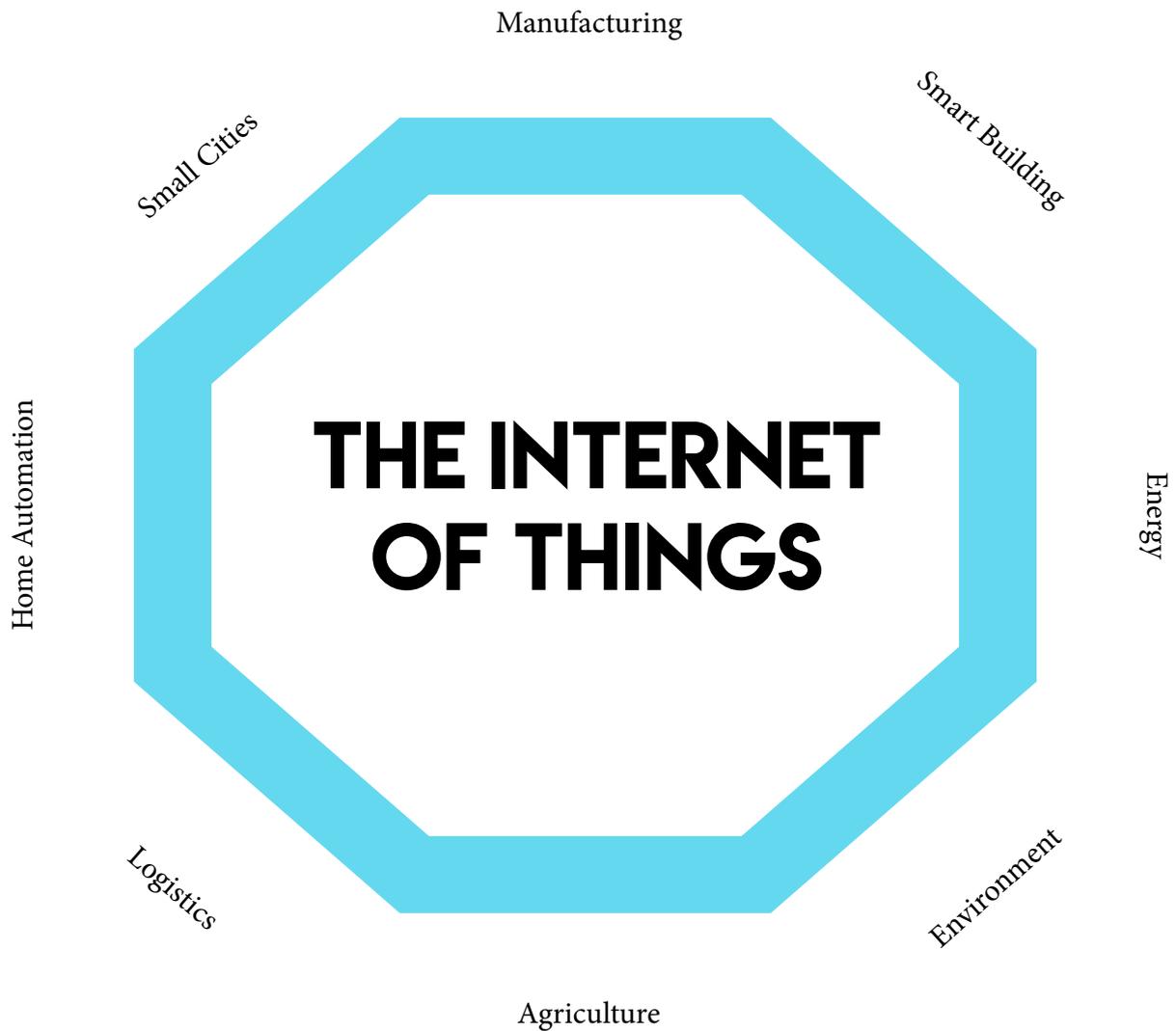
### Setting

1. 'Nidus' automation service comprises a physical office and tradesman centre at 555 Dandenong Way, Dandenong, Victoria, Australia.
2. 'Nidus' is an entirely new business and automation service, website and app for Android and Apple systems.
3. 'Nidus' aims to attract the target market of home owning middle class and higher class home owners in Australia. Professionals who are 35+, travel overseas often and who may have a family or may not.

# The Internet Of Things

What is the Internet Of Things:

The internet of things, or IoT, is a system of interrelated computing devices, mechanical and digital machines, objects, animals or people that are provided with unique identifiers (UIDs) and the ability to transfer data over a network without requiring human-to-human or human-to-computer interaction



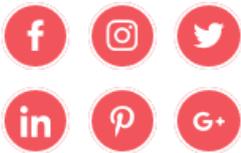
# Baxter

# Persona's

**Age**  
35 to 44 years

**Highest Level of Education**  
Bachelor's degree (e.g. BA, B

**Social Networks**



**Industry**  
Sales

**Preferred Method of Communication**

- Phone
- Email
- Text Messaging
- Social Media
- Face-To-face

**Tools They Need to Do Their Job**

- Email
- Employee Scheduling Software
- Invoicing Software

**Goals or Objectives**

Serving Customers

**Job Responsibilities**

people management and making sure the customers are happy

**Biggest Challenges**

- Communication
- Project Management & Disorganization
- Problem Solving & Decision Making
- Professional Development
- Change Management
- Resources
- Navigating Client Relationships & Communications

**They Gain Information By**

full time work

**Background:**

works full time and drops the kids off at school, goes to work and then picks the kids up and gets them home, hopes to be able to use home and have alerts on for packages and notifications if break ins or other sensors that go off at her home.

Single parent



## Technology

IT and Internet



Using Software



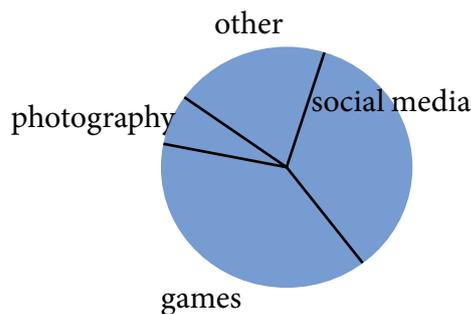
Using Mobile - tablet apps



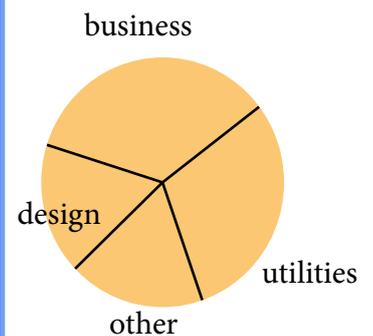
Using Social Networks



App:



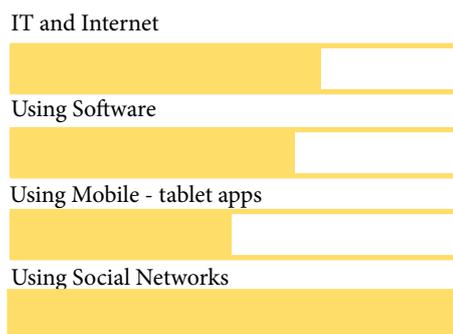
Software:



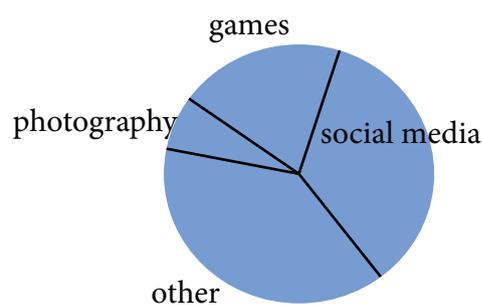
# Caitie

<p><b>Age</b> 30 to 40 years</p>	<p><b>Preferred Method of Communication</b></p> <ul style="list-style-type: none"> <li>• Email</li> <li>• Phone</li> <li>• Text Messaging</li> <li>• Social Media</li> <li>• Face-To-face</li> </ul>	<p><b>Tools They Need to Do Their Job</b></p> <ul style="list-style-type: none"> <li>• Email</li> <li>• Accounting and Bookkeeping Systems</li> <li>• Employee Scheduling Software</li> <li>• Invoicing Software</li> <li>• Communication</li> </ul>	
<p><b>Highest Level of Education</b> Doctorate (e.g. PhD, EdD)</p>	<p><b>Job Responsibilities</b> Saving Lives, On the Clock 24/7, Quick on the feet thinker</p>	<p><b>Goals or Objectives</b> Doctor, Paramedic, Nurse</p>	
<p><b>Social Networks</b></p> 	<p><b>Reports to</b> Doctors and Bosses</p>	<p><b>Biggest Challenges</b></p> <ul style="list-style-type: none"> <li>• Professional Development</li> <li>• Problem Solving &amp; Decision Making</li> <li>• Mental Health</li> </ul>	
<p><b>Industry</b> Nurse</p>	<p><b>They Gain Information By</b> take online courses at night, learning</p>		
			<p><b>Background:</b> Nurse</p> <p>Works around the clock and needs to make sure her home is safe, lives alone In a relationship but needing that extra security in her house as her partner doesn't live with her.</p>

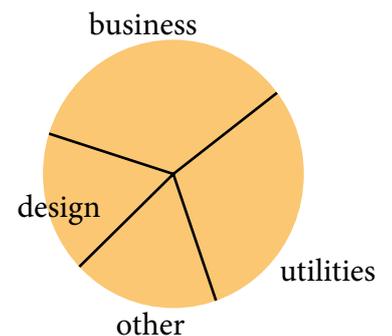
## Technology



## App:



## Software:

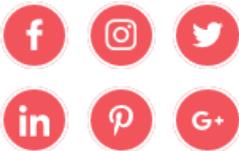


# Beth

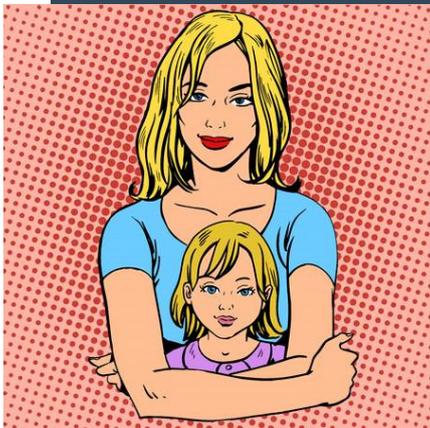
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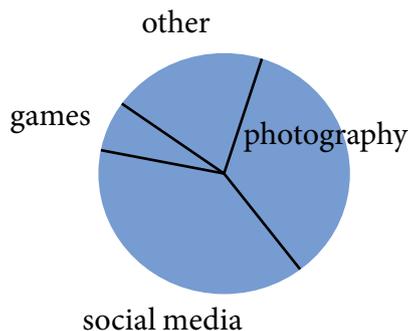
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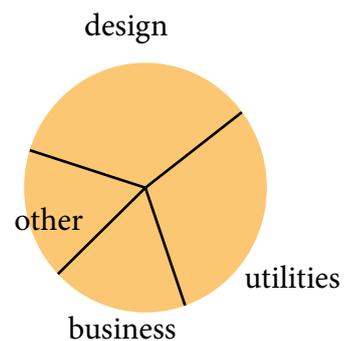
Using Social Networks



App:



Software:



The logo features two clusters of colorful paint splatters. The left cluster is larger and more dense, with colors including blue, orange, yellow, and pink. The right cluster is smaller and more sparse, with colors including blue, orange, pink, and green. The text is centered between these two clusters.

**NIDUS Home**  
Creation

# Core Strategy

The content we produce helps our company accomplish a satisfactory service and a service that benefits the customer by providing comfort and easy access to the Internet that makes a busy life style feel planned and structured or more under control so that they can use the device at home or gift it to someone who they think needs it in their home

Business goals : safety, convince, service, nidus want to become the leading automation service in Australia.

Target audience: busy lifestyle

Feel: comfortable and fulfilled

Needs: Save time and energy.

## Themes and Messages

Themes & Messages: colourful, energy savings, sustainable, a feature to be able to turn something off while out. Designing of the internet but also thinking about other ideas on the way of the product and idea of how that product is used.

Safety and secure

Fun and happy, colourful

The idea of a homely feel with an app that allows you to secure your home while you're out or on the couch, you feel safe and comfortable. The Nidus Smart Home gives you the ability to have fun with using music in the house and even change the lights - can change the colour with the help of the partnership with Hue Phillips. Or be out and be able to view your house plan to see what is open and what is locked. With also being able to have security camera and be able to view your cameras while not at home.

Videos  
Links

Contact Page  
FAQs

The Contact Page would display :

First and Last Name, Email, Comment. With the ability to subscribe to updates to Nidus and their information about new products and sales etc. The Page will be able to show their audience that they care about answering questions if they had quires about the Smart Home app and device.

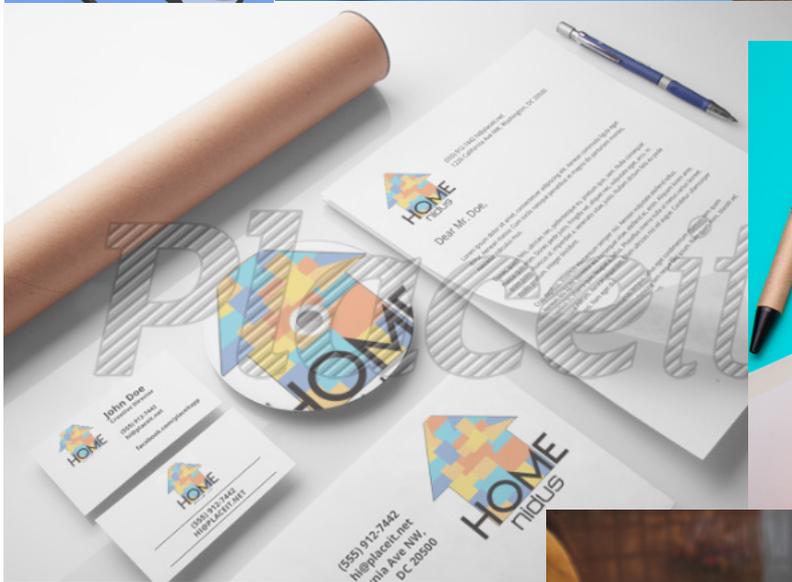
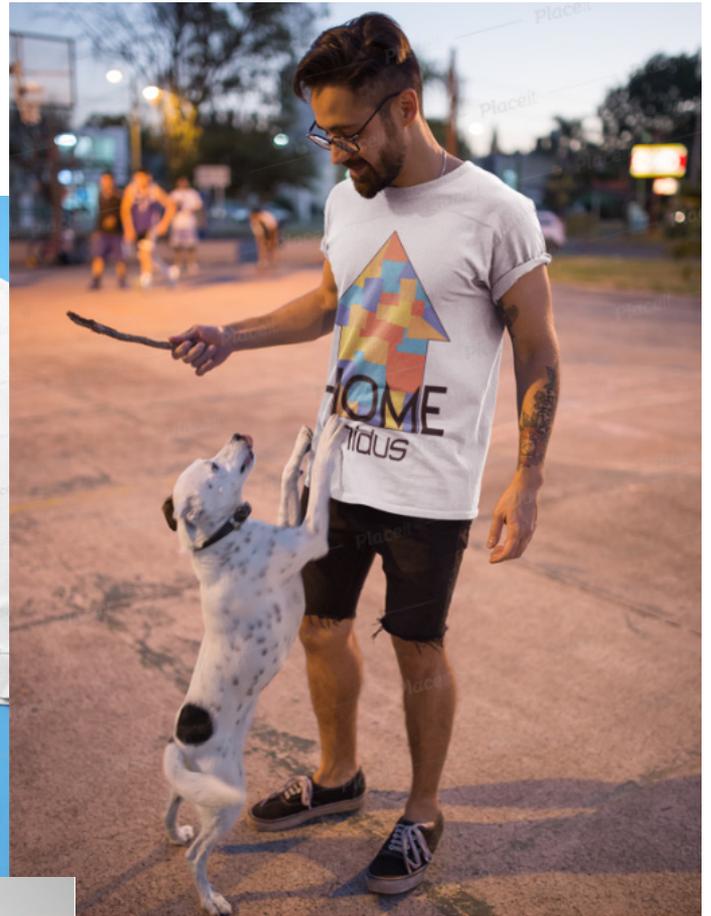
The contact page will also have a FAQ page too or drop down tab to show questions that have already been answered in case the question the audience is writing out on the contact page is already answered.

Videos and Links will be on a separate page but together to show Videos on how to use the Nidus Home device and also find links to see replacement parts or to write reviews and linked to the website to give the best experience to their customers.

But also would be using Television ads to share the Product and Service. Could also go on 'Sunrise' or 'The Morning Show'. Or even Facebook Ads when scrolling through the news feed.

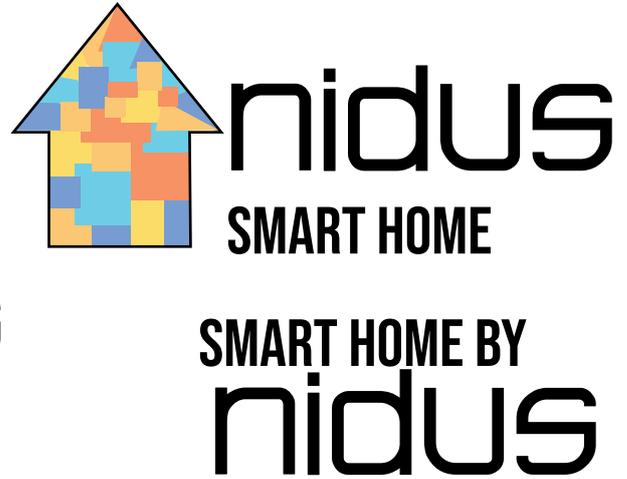
Nidus could also become a sponsor for youtube channels and so that gets the word out. Letter heads and business cards could be sent out with flyer's to middle and higher class suburbs and neighborhoods

# Sales Materials



nidus  
SMART HOME

nidus Text  
SMART HOME



## OUR FONTS:

Advanced Architecture

Our two fonts, include Advanced Architecture and Bebas Neue. As Advanced Architecture is all lowercase, Nidus in advanced architecture can be written in this font. The reason for this decision is for the idea of nidus being technical and architecture font, giving the idea of the both the Home Security smart home device and the nidus brand.

abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*()-=+

Advanced Architecture, this font comes with no variations. It is best for the main headline. Caps only as lower case isn't available.

Bebas Neue

Bebas Neue this font comes with no variations besides the individual right here. And this is the choice that will create the 'Smart Home'. no italics. Caps only as lower case isnt available.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !@#\$%^&\*()-=+

## USING OUR FONTS:

Our fonts have very little flexibility, Both fonts can only be used in caps or as lowercase as bebas neue is only caps and Advanced Architecture is only lowercase. The examples here provide a general guideline on how to use these fonts to maximize legibility and aesthetic appeal

Advanced Architecture

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headline or large text

Advanced Architecture

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lorem ipsum dolor sit amet,  
consectetur adipiscing elit, sed diam  
nonummy nibh euismod tincidunt ut  
laoreet dolore magna aliquam erat  
volutpat. ut wisi enim ad minim veniam,  
quis nostrud exerci tation ullamcorper  
suscipit lobortis nisl ut aliquip ex ea  
commodo consequat.

Quote and byline in Bebas Neue, all caps.

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**“LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT,  
SED DIAM NONUMMY NIBH EUISMOD TINCIDUNT UT LAOREET DOLORE  
MAGNA ALIQUAM ERAT VOLUTPAT.”**

**AUTHOR'S NAME**

# Shapes



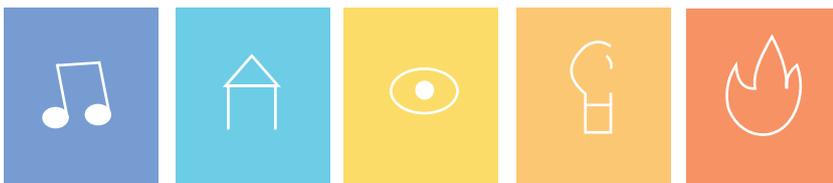
Which shapes are best fitting for Nidus?

The best shapes for Nidus is the polygon shape with 6 sides. as icons can fit nicely in the shape and using a white colour icon it can give a aesthetically pleasing visual.

How can these shapes be used?  
These shapes can be used as icons like apps inside the App of Nidus Smart Home.

What shape is chosen and why is the shape chosen?

The polygon has been chosen as most apps and icons are in either circles or squares.



Just an idea of how the icons could look on the app.



# Colour Palette:

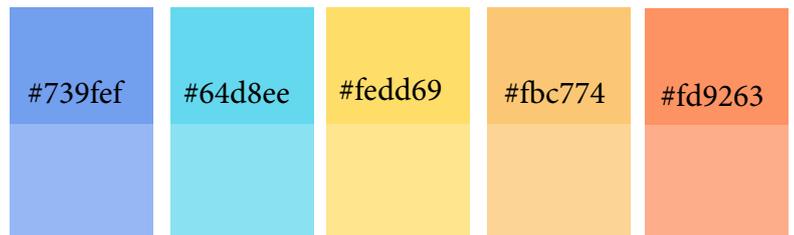
# Colours



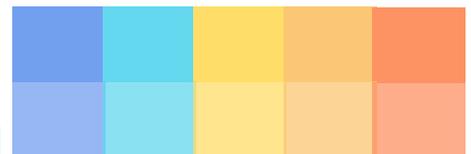
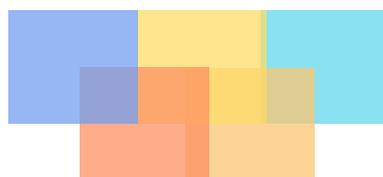
# Colour Palette

When reading through Nidus' information, it sounds like a program that might involve a little colour in their design but also have the idea of keeping the visual design simple throughout the app a quick few mock ups of their logo can include the five colours that can be looked at as fun and playful but also as water, sun, sky and warmth. These colours also give a happy vibe.

100%  
75%



These colours also can look like a calm rainbow. And be used in overlapping colours.



refined icons & buttons



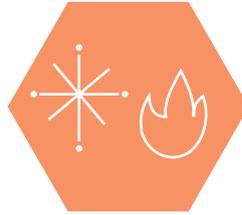
Drop down to show all options



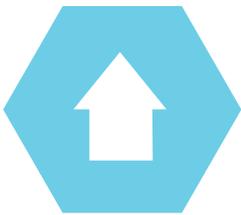
To show more options in the drop down icon, or to show the symbol icons in each screen



Surround sound and music - connect to home speakers



Temperature control - room by room or all together



Check house and get notifications on house and lock up or unlock your house



Lights by Hue Phillips, natural lights or party lights and able to make just in one room or all rooms



Security, house look, able to go into and control the house - icons below.



Back Home Forward. Be placed at the bottom of the screen like a android or apple phone



Search Icon



Unlocked



Danger or movement



Temperature



Locked



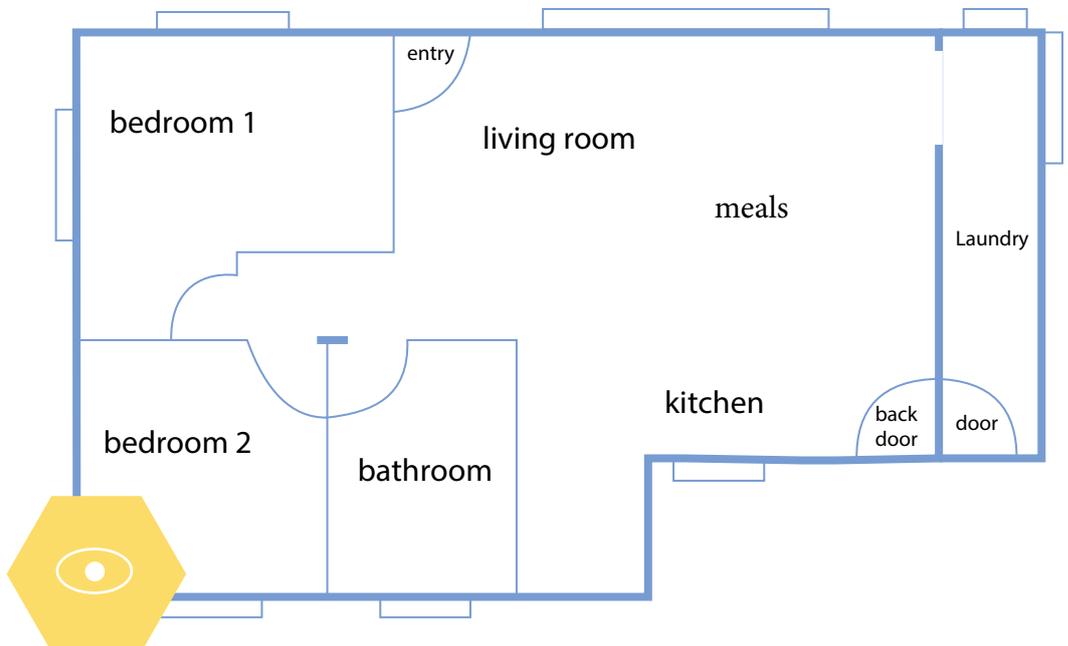
Lights



Music

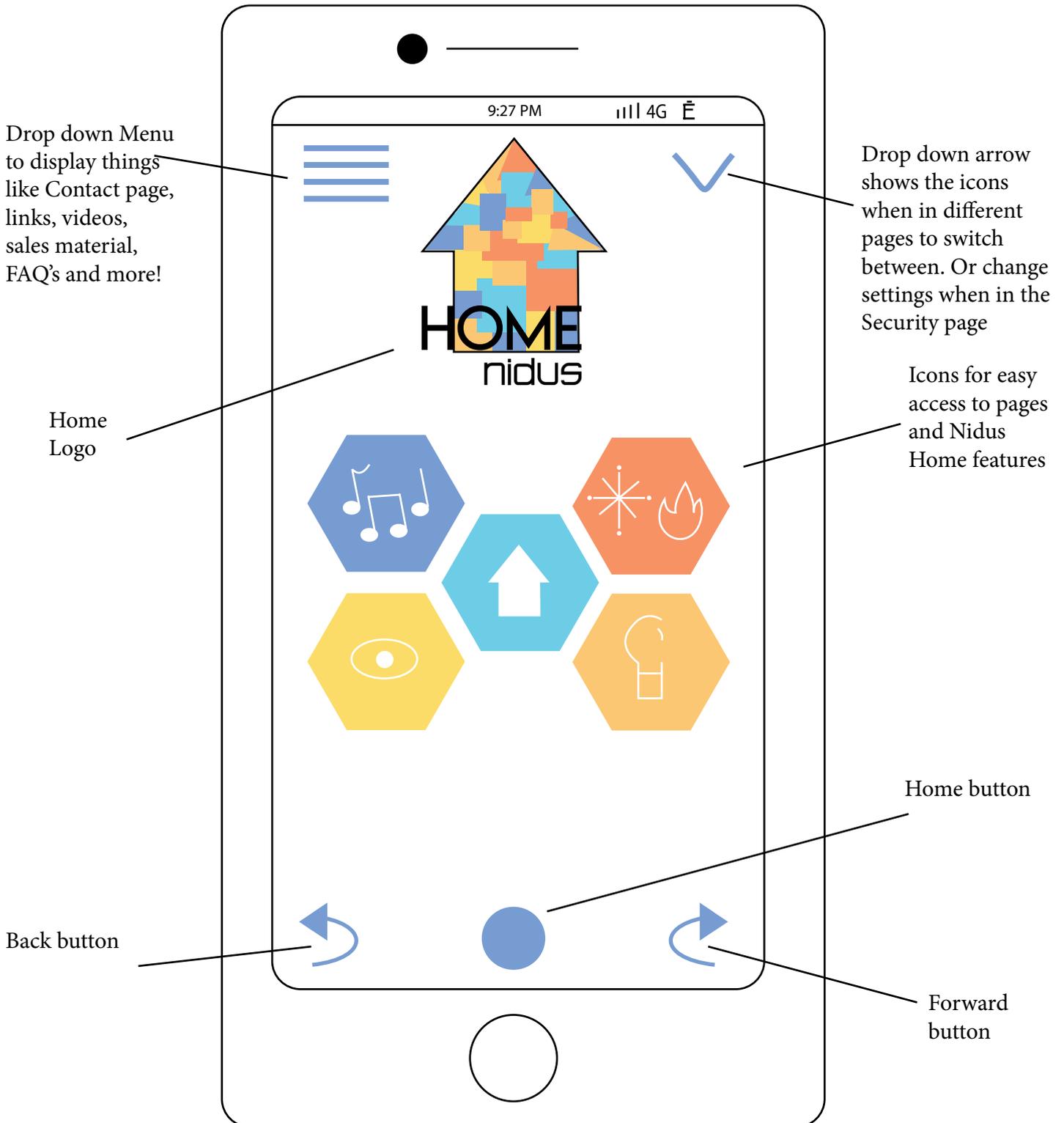


Security Cameras

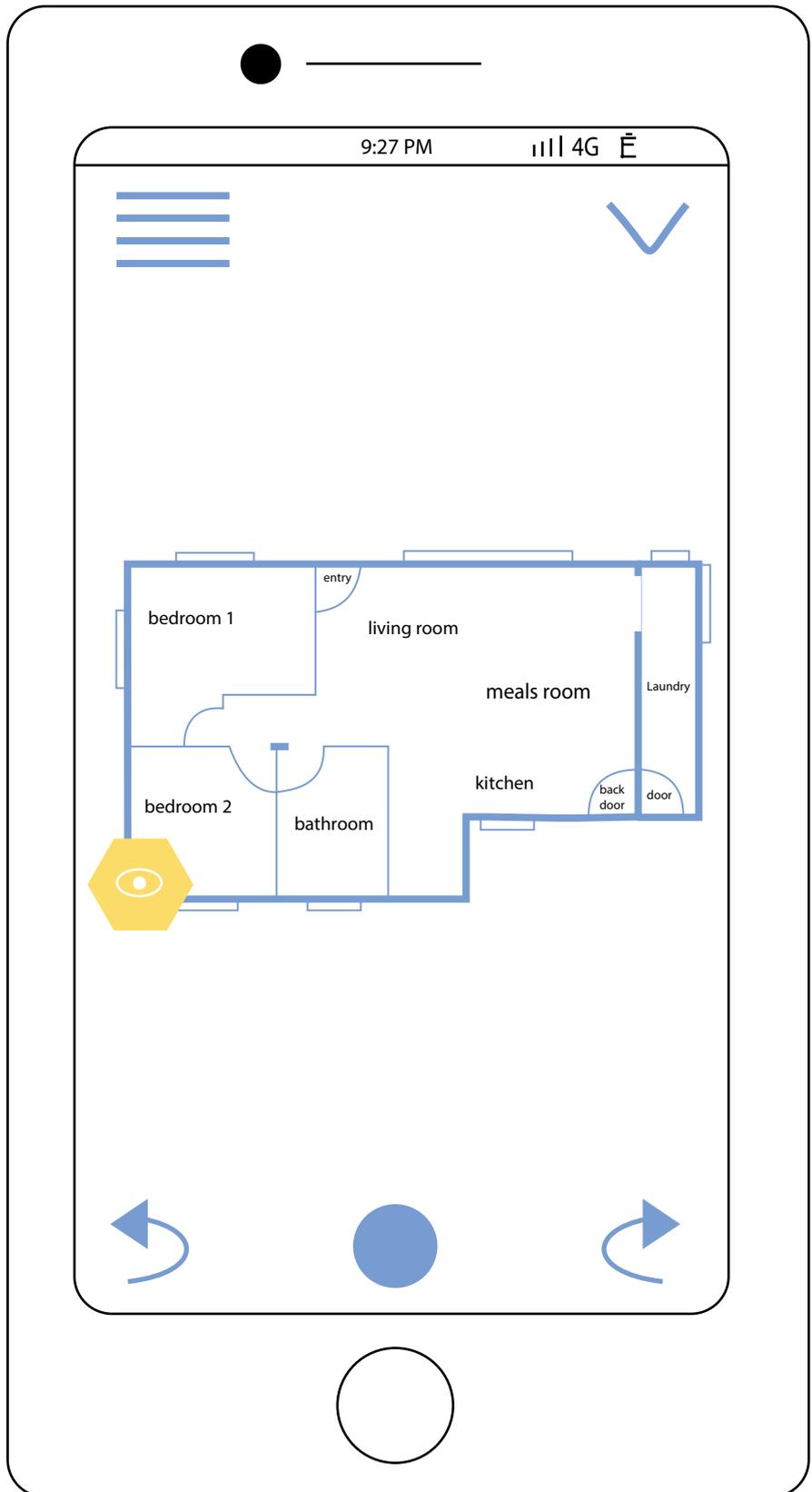


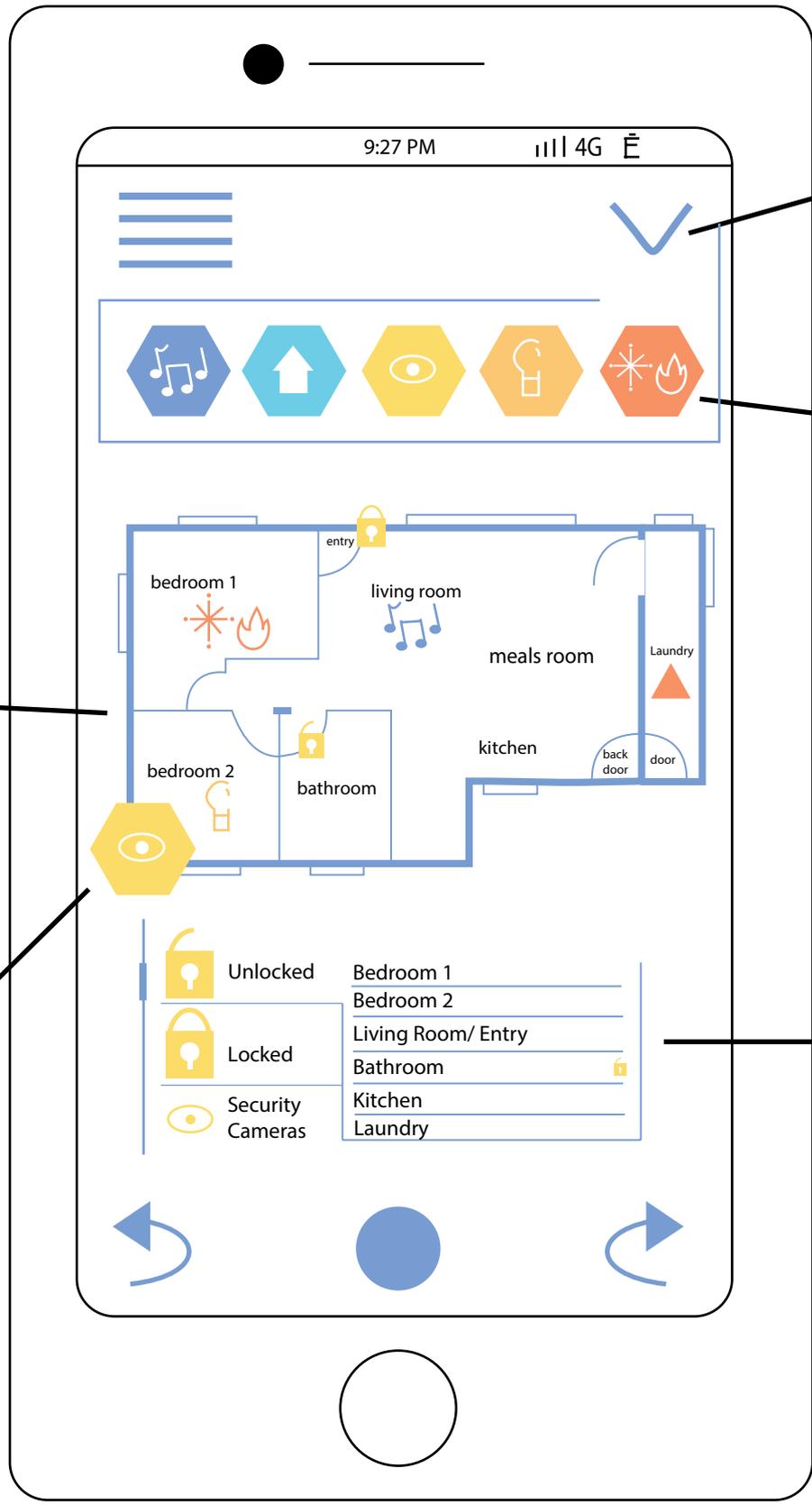
# Visual Design Imagery

# Navigation and Information Architecture



When clicked on the Security Icon, it brings you to your house plan that you would make up or work out. It shows the house and then you would need to click on each room to change or add to the rooms etc, so you can click on doors and lock or unlock them. And with the drop down menu when in the security icon page, you cant switch between but you can pick what you want in the house.





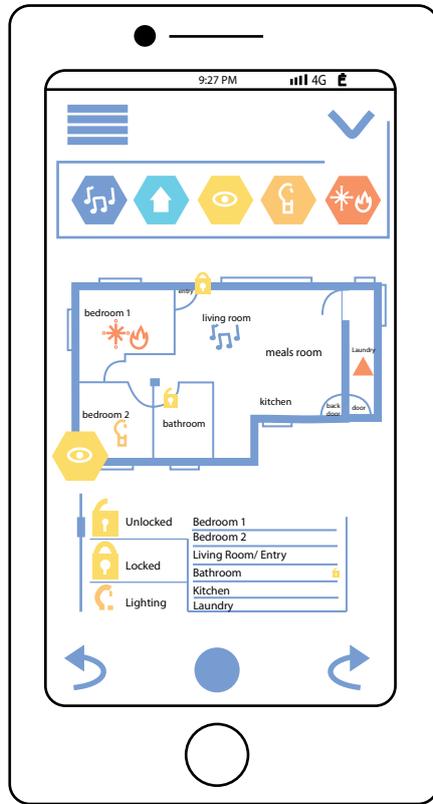
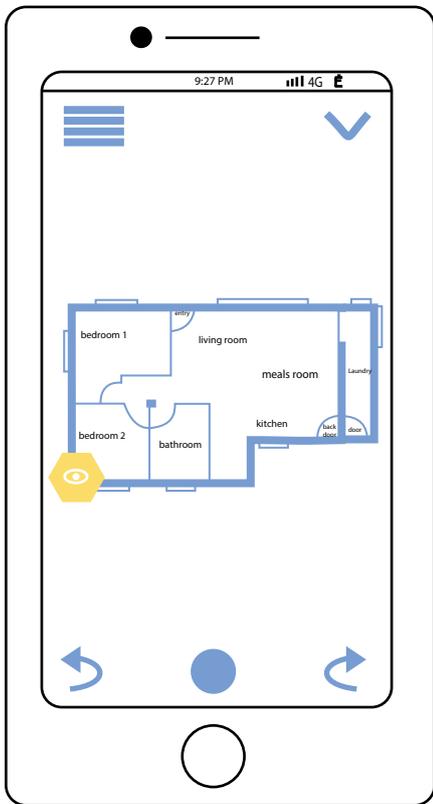
Drop down to show icons to then click on what you want to control in the house

Icons to then switch between

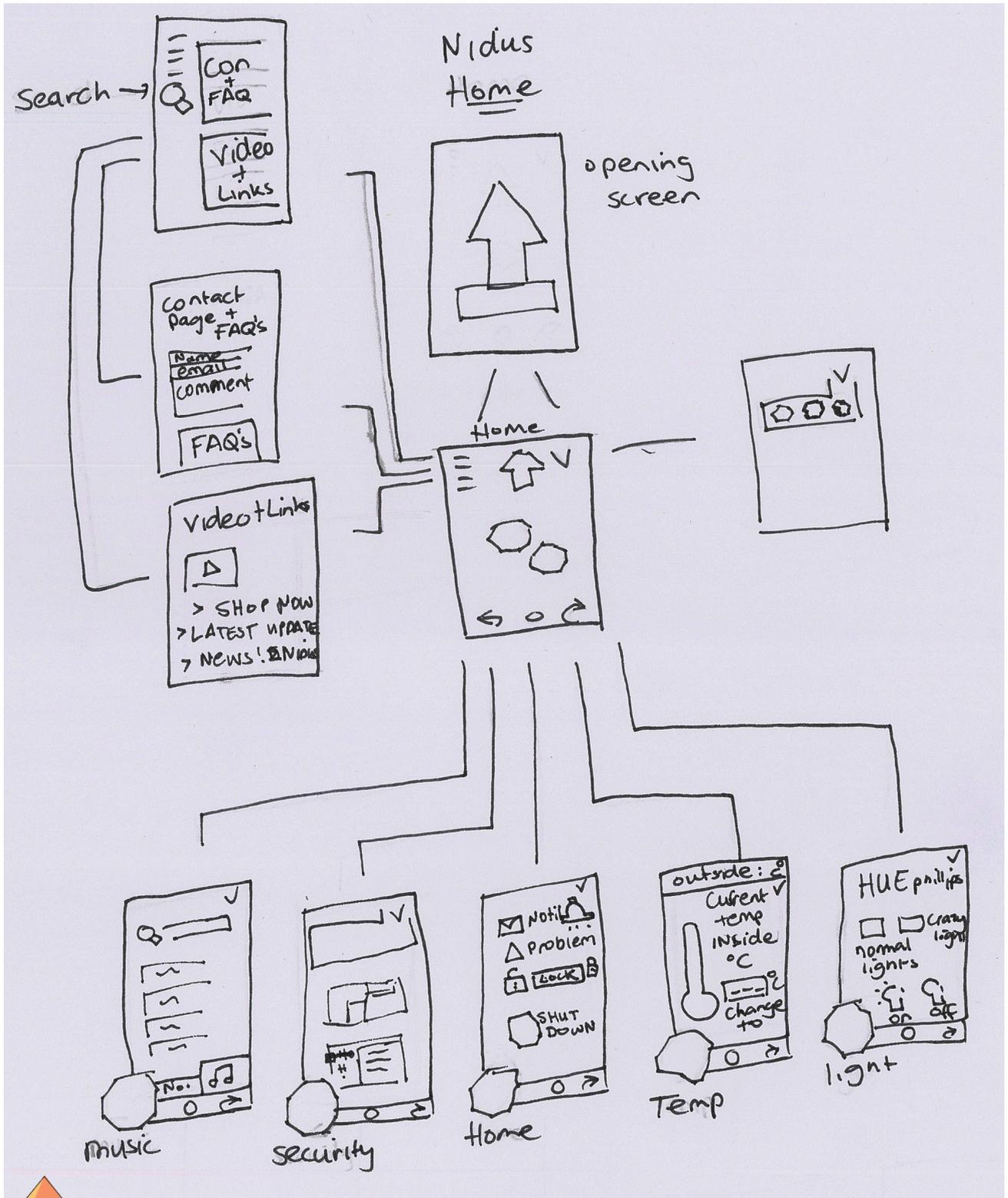
Model of your house to show what you can turn on and change between or what is on at the time of using the app

The icon/page you are in you see it in the corner of your house plan.

The list of being able to scroll when in each section and lock or unlock rooms and then look at the security cameras, either if you have them set up inside or outside or both



# Wire Framing



# nidus

SMART HOME

