

SmartThings.com Website Redesign

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Executive Summary

The Problem:

- Very little website content for beginner users; the content that does exist is hard to find
- No consistent look and feel within each section, which weakens the brand message
- Navigation is not action-oriented or consistent and does not entice users to make a purchase or get more information

The Solution:

- Redesign website to include new, easy-to-find content for beginners
- Redesign the navigation to entice users to take action
- Apply a consistent look and feel across the entire website to strengthen brand message

Why Now?

The home automation market is poised to explode in the coming months, particularly with Apple's Home Kit entry. Apple has built their brand on making things easy for all users, regardless of experience level, so SmartThings needs to ensure that it is communicating appropriately to capture these users first. **By making the changes recommended in this report, the company will be better positioned to capture beginner users, create loyal customers, and generate increased revenue.**

Mission Statement

SmartThings' purpose is to create the easiest way for **anyone** to turn their home into a smart home.

Types of Users

Three main types of users visit SmartThings.com:

| Beginner Users | Intermediate Users | Advanced Users |
|---|--|--|
| <ul style="list-style-type: none">• Very little or no knowledge of home automation• Interested in learning more about what home automation can do for them | <ul style="list-style-type: none">• Some knowledge of and/or experience with home automation• May have a basic home automation system already in use, or have an interest in setting one up | <ul style="list-style-type: none">• Technical knowledge of home automation• In-depth knowledge of coding• Familiar with development tools such as GitHub |

Redesign Goals

Goals

Capture beginner users and turn them into loyal SmartThings customers

Strengthen the brand message through the use of a cohesive look-and-feel

Entice all users to take action, whether they are purchasing a product, downloading the app, or contributing code to the SmartThings platform

To do this, we must:

- Create new content to educate the beginner user on home automation
- Carry the same look and feel through all areas of the site, including the Developer section
- Redesign the site navigation so that it's actionable and consistent

Business Rationale

- According to a market report published by Transparency Market Research, the global home automation market was valued at \$4.41 billion in 2013 and is forecasted to grow to \$21.67 billion in 2020.
- SmartThings.com is currently geared toward users who have knowledge of and/or experience with home automation. For beginner users, SmartThings.com does not provide any of the basic information they need. In addition, design and navigation inconsistencies throughout the site are confusing to all users.
- By redesigning the SmartThings.com website to address these issues, the company will be better positioned to capitalize on the growth of the home automation industry and bring our brand message to life.

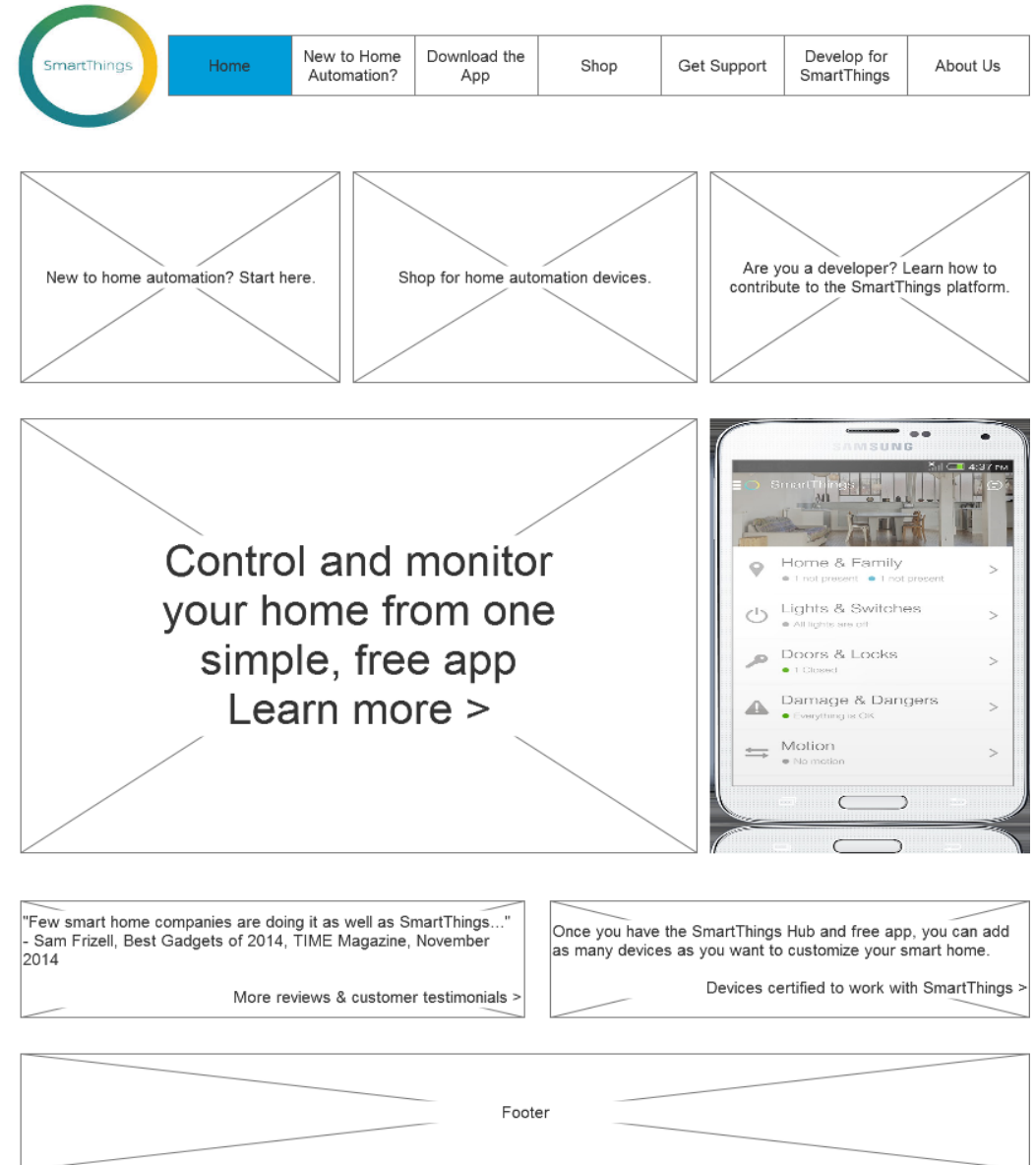
Current IA Issues

- There is no obvious “Start Here” section targeted specifically to beginner users.
- Existing educational content is located in the “Support” category. It’s unlikely that a beginner user would look in the “Support” category, especially if he or she doesn’t already own any SmartThings devices.
- The current navigation labels are not actionable. Also, the visual differentiation between some of the labels causes user confusion.
- Some content is not categorized logically. For example, most users probably think that the “Product” category contains the devices that SmartThings sells, but instead, the SmartThings app is the only product in this category.
- The “Developer Documentation” section does not use the same look and feel as the rest of the website

Wireframes: Home Page

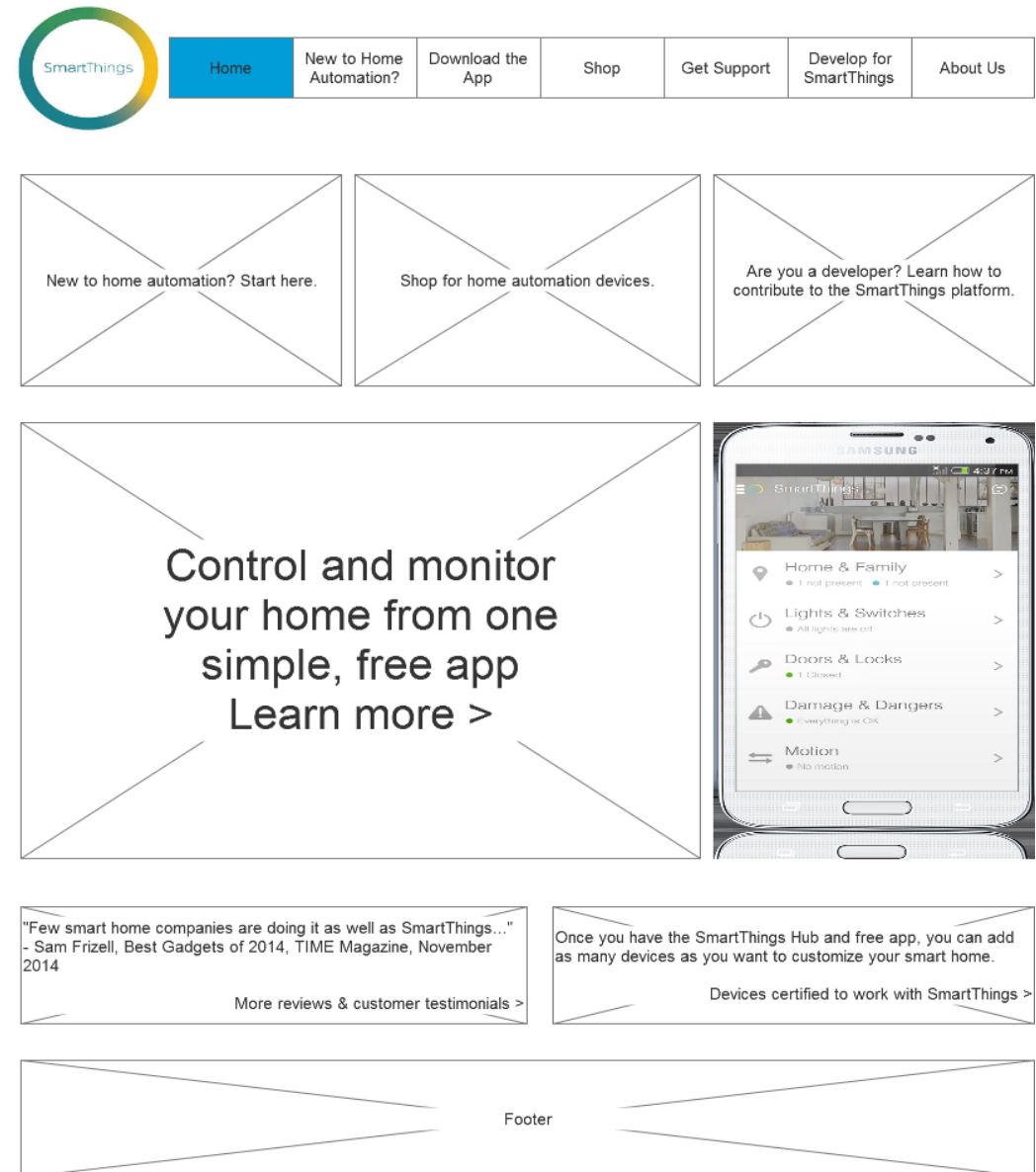
Proposed redesign on the home page includes:

- Create three new sections at the top that call attention to the most important user goals:
 - Beginners can learn about home automation
 - All users can shop for products
 - Developers can learn how to contribute
- Remove “Discover the benefits” section from home page; relocate to new user page ([see slide 11](#))
- Create an action-oriented global navigation system to enable users to easily find what they are looking for
- Elevate “About Us” to top-level navigation because users want to know more about the company; move “Blog” into this section



Wireframes: Home Page (cont)

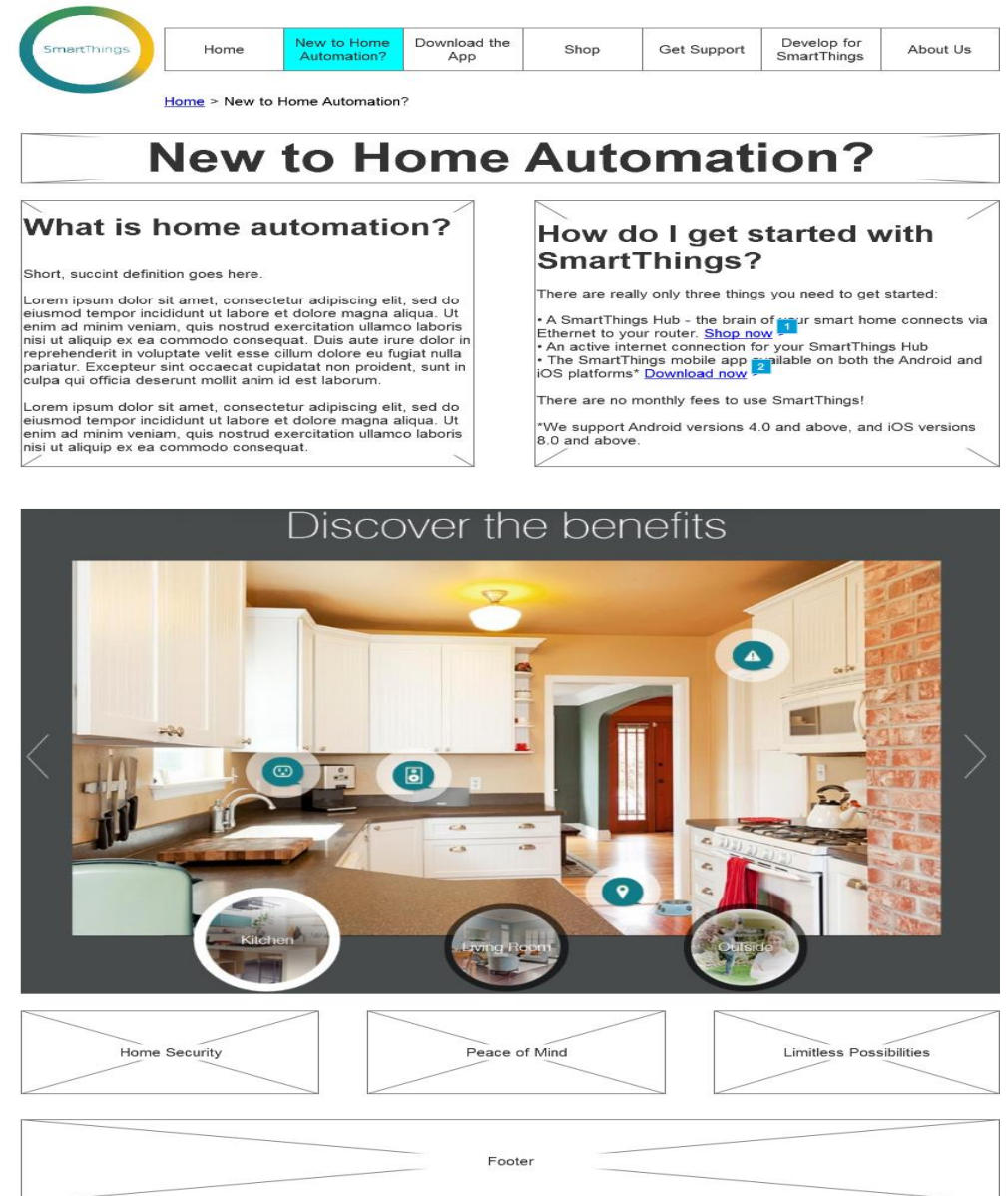
- Create new navigation labels: Home, New to Home Automation?, Download the App, Shop, Get Support, Develop for SmartThings, and About Us
- Move “Developer” and “Support” sections into the main navigation to ensure consistency across the site
- Remove “Community” from the top-level navigation because it applies only to Developers and should live under “Develop for SmartThings”
- Remove the “Products” section from the navigation and replace with “Download the App” because users don’t think of the app as a product



Wireframes: New User Page

Create new user page targeted to beginners:

- Users no longer have to search for educational content because it is the first thing they see on the page
- Content explaining how to get started with SmartThings is also prominent (currently this content is buried in the Support section)
- Include direct links to shop for products and download the app in the “get started” module
- Move “Discover the benefits” section to this page because the beginner user is the one who will be most interested in this information
- Add breadcrumbs to orient users about their place within the website



Wireframes: Developer Wiki

Proposed updated documentation page:

- Apply consistent global navigation to the top of the wiki page to strengthen brand message and orient users
- Apply consistent footer to the page to help orient users
- Add breadcrumbs to orient users about their place within the website
- Move Search field to the top right of the page, consistent with industry standards
- Rename “Get Started” section of wiki to “Tutorial” to better reflect its content
- Move “Tutorial” after “SmartThings Developer’s Guide,” so users can practice the skills they just learned when they read the guide

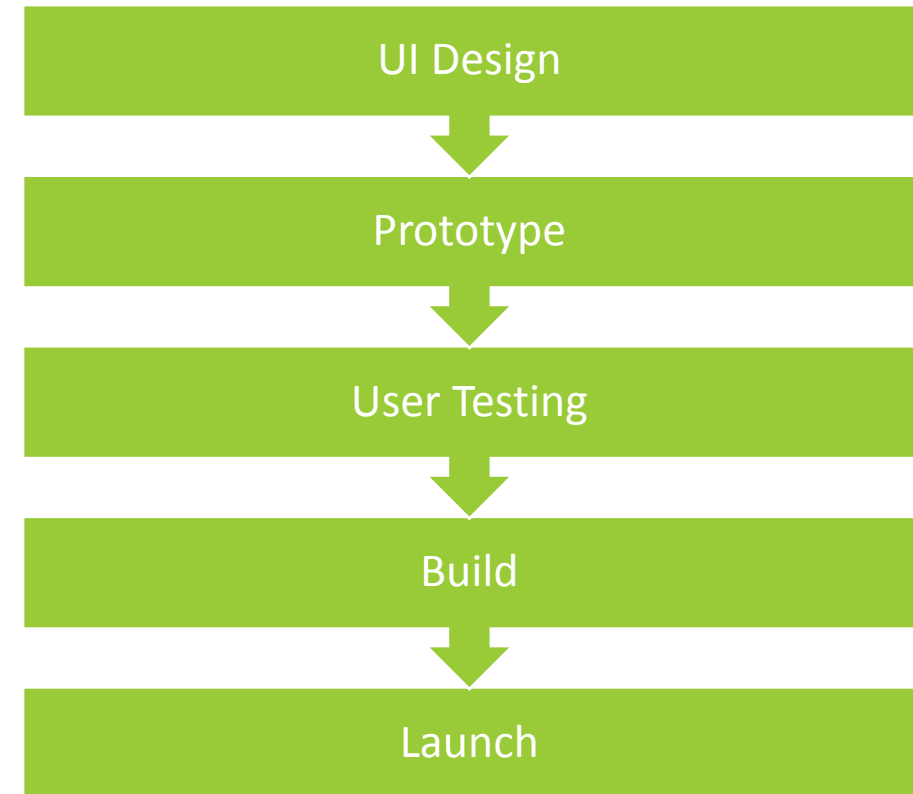
The wireframe shows a top navigation bar with the SmartThings logo and links for Home, New to Home Automation?, Download the App, Shop, Get Support, **Develop for SmartThings** (highlighted), and About Us. Below the navigation is a breadcrumb trail: Home > Develop for SmartThings > Developer Documentation. The main header is 'Developer Documentation'. A search bar is located in the top right. The content area is divided into two columns of links. The left column includes: Introduction, What is SmartThings?, SmartThings Architecture, SmartThings Important Concepts, What Can Developers Do with SmartThings?, Groovy – The SmartThings Programming Language, Introduction to the IDE, SmartApp Developer's Guide, Tutorial, Device Type Developer's Guide, Cloud-Connected & LAN-Connected Developer's Guide, SmartApp Web Services Developer's Guide, Arduino ThingShield, and Reference Material. The right column includes: Introduction, What is SmartThings?, What We Believe, How Does It Work?, What Protocols Does It Support?, Ways to Build Applications & Services Using the SmartThings Platform, SmartThings Architecture, Devices, Hub, Connectivity Management, Device-Type Execution, Subscription Management, SmartApp Execution, Core APIs, Web-UI & IDE, SmartThings Important Concepts, Asynchronous & Eventually Consistent Programming, Accounts, Locations & Users, Groups, Hubs, Device-Types, Device-Type Handlers, SmartApps, Installed SmartApps, What Can Developers Do with SmartThings?, SmartApp Overview, Event Handler SmartApps, Solution Module SmartApps, Service Manager SmartApps, Device Type Overview, Hub Connected Devices, Cloud Connected Devices, LAN-Connected Devices, Capability Taxonomy, Attributes & Events, Commands, Custom Capabilities, Integrating With SmartThings using APIs, Custom SmartApp APIs, Calling Outbound Web Services, Groovy – The SmartThings Programming Language, What is Groovy?, Why Groovy?, Groovy Sandboxing, Tips & Tricks, References and Resources, Introduction to the IDE, What is the IDE?, Account & Device Management Tools, SmartApp Editor & Simulator, Device Type Handler Development, Log Console, Building Your First SmartApp, SmartApp Capabilities, SmartApp Fundamentals, Front End Setup, SmartApp Preferences, SmartApp Event Handlers, Executing Device Commands, and Testing using the Simulator. A footer area is indicated at the bottom.

Conclusion & Next Steps

- SmartThings.com is missing out on the beginner user audience due to a lack of targeted content
- Navigation and design inconsistencies are causing user confusion and weakening the brand message
- SmartThings should invest in this website redesign because it will create loyal customers who will return again and again to the site to:
 - Deepen their knowledge
 - Expand their home automation network by purchasing devices
 - Contribute to the SmartThings platform by becoming developers

Ultimately, these users will generate increased revenue for the company.

Upcoming Project Milestones:



Questions

If you have any questions about this presentation, please contact Jennifer Honeycutt at honeycutt.j@husky.neu.edu.

References

Transparency Market Research. (2015). Global Home Automation Market is Expected to Reach USD 21.67 billion in 2020 [Press release]. Retrieved from <http://globenewswire.com/news-release/2015/01/16/697976/10115841/en/Global-Home-Automation-Market-is-Expected-to-Rreach-USD-21-67-billion-in-2020-Transparency-Market-Research.html>