

Fisher-Price Smart Connect App Redesign

MATTEL

Overview

Our team was tasked with completely redesigning the current Fisher-Price Smart Connect app. The Smart Connect app allows the user to control Fisher-Price bluetooth connected products (baby swings, soothers, etc) from their phone - similar to Philips Hue Lights. The app acts as a remote controlling things like light settings (colors, speed, brightness), music, and motion settings (vibration, swing speed) all designed to calm and soothe the baby.

There are currently eight Fisher-Price products supported by the Smart Connect app.

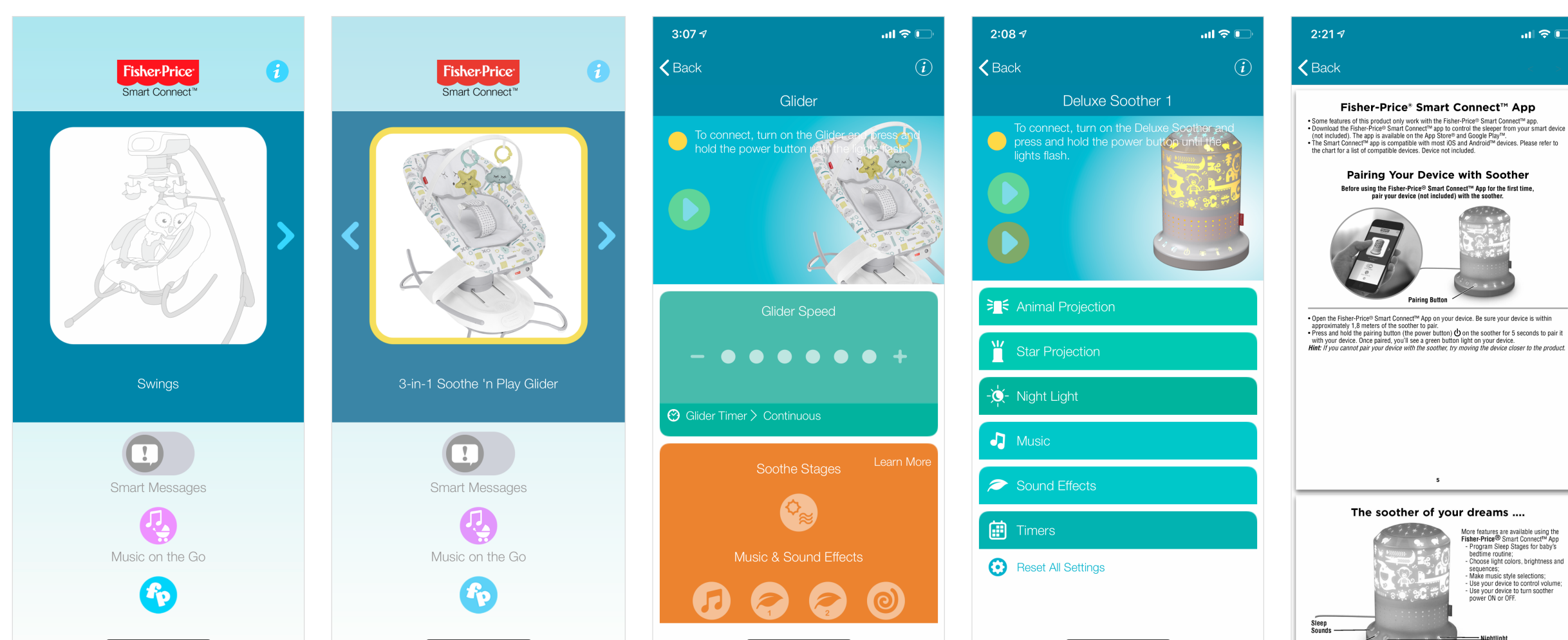


Challenges

The old app wasn't collecting much data so we didn't know exactly what users were having trouble with. However, we could tell from using the app ourselves that there were a lot of design issues such as:

- Cumbersome navigation
- Interaction inconsistencies
- Hidden prominent features
- "What does this button do?"
- Lack of onboarding

APP SCREENSHOTS - OLD



2-in-1 Swing Product Image Page

Glider Product Image Page

Glider Control Page

Soother Control Page

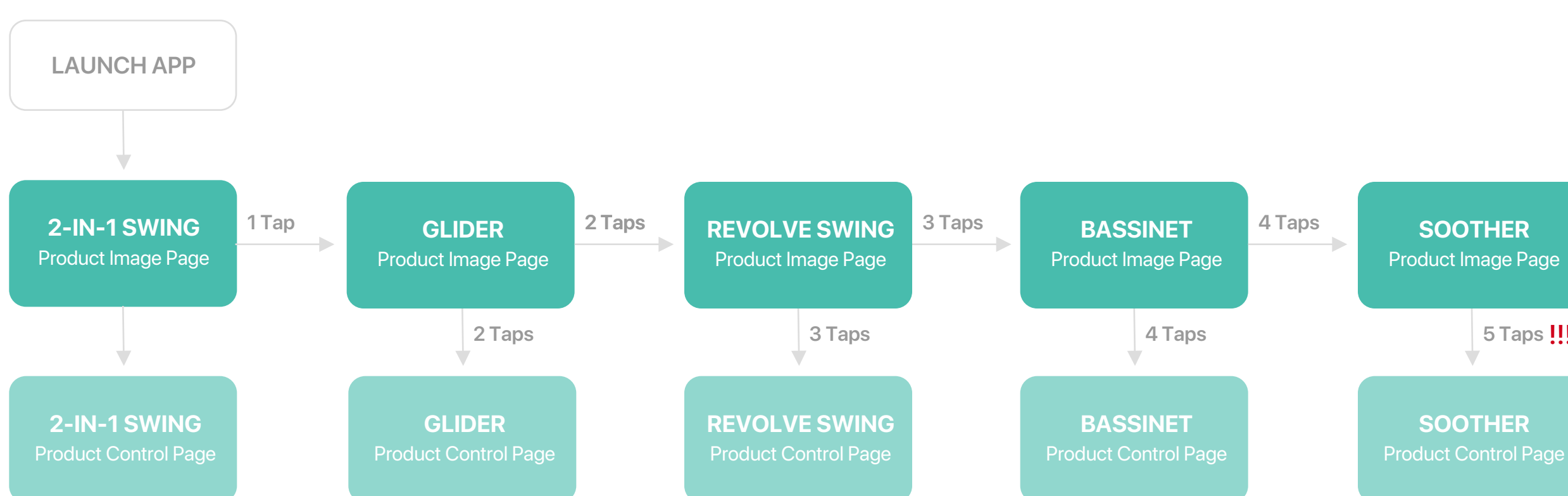
"Onboarding"

Fisher-Price Smart Connect App Redesign

CUMBERSOME NAVIGATION

The user doesn't have an easy way to see which products they've paired with in a list view. They have to page through all the Fisher-Price Smart Connect products one-by-one. The navigation design is not scalable as the line of products continues to grow.

APP NAV FLOW - OLD

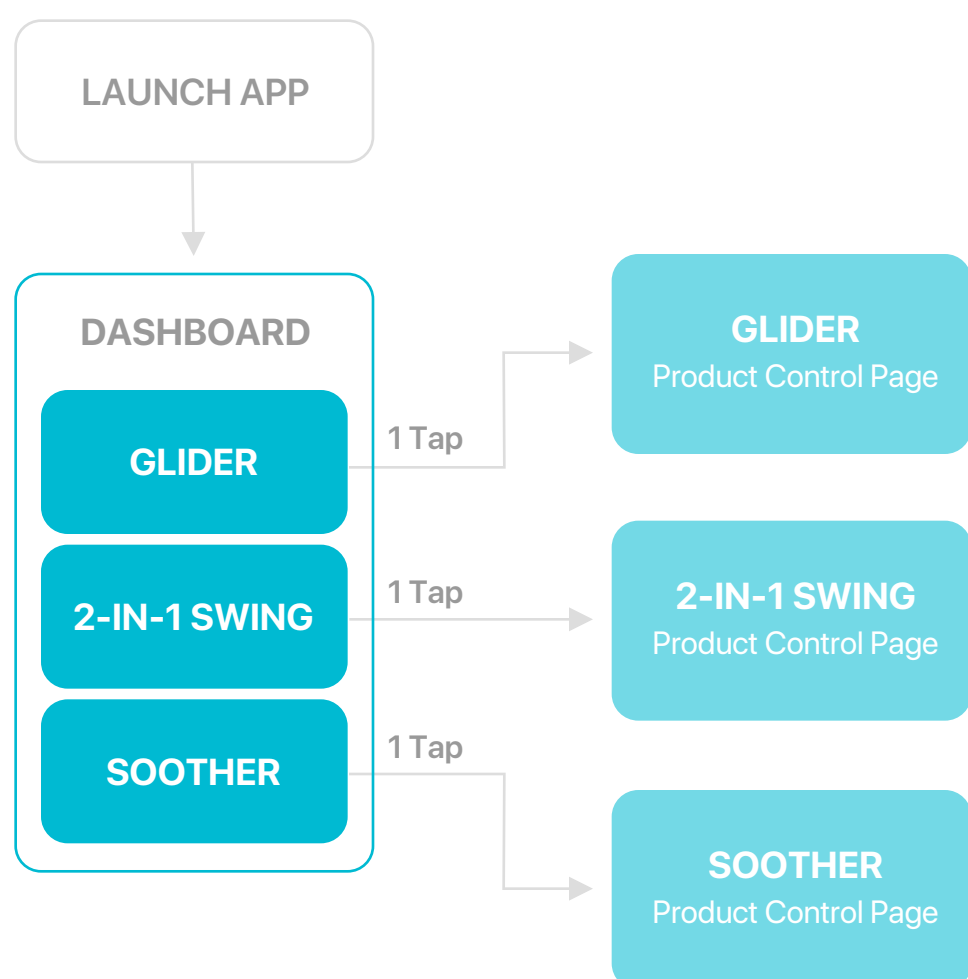


User could potentially go through 5+ pages (taps) to get to their product control page.

SOLUTION - THE DASHBOARD

We needed to fix the navigation. We decided that the user should land on a list of their products upon app launch from which they can easily navigate to the product control pages (the "remote"). The list should also only consist of products the user actually owns.

APP NAV FLOW - NEW

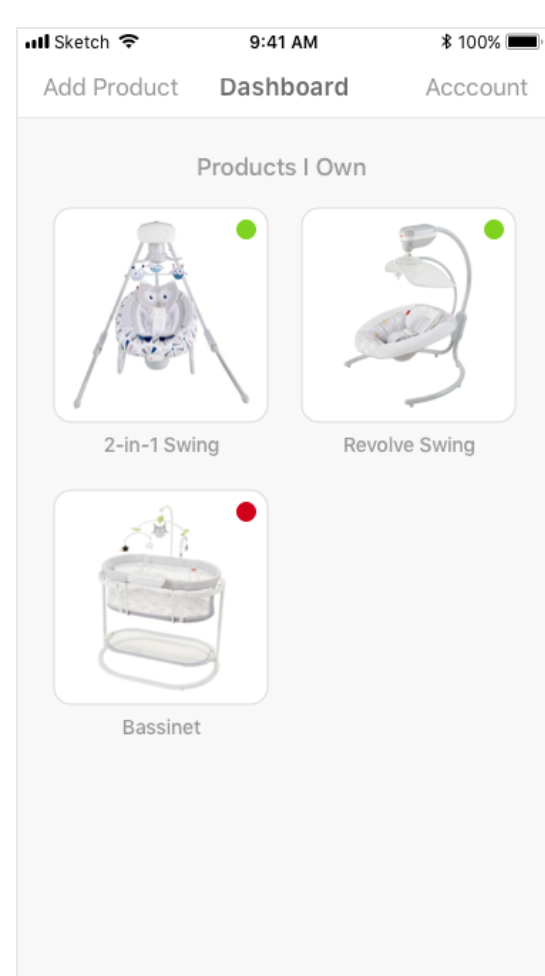


User only needs to go through one page (1 tap) to get to their product control page.

Our initial solution to the navigation was a pretty obvious one – a list view is far from revolutionary. That realization led to further questions. How could we maximize the value of the real estate on the home screen instead of solely using it as an access point to control pages? Trying to answer that question, we came up with the dashboard idea. We looked at other dashboards for inspiration and that started us on a journey to find out what information would be useful to our users about their products.

During early user testing sessions, we found that users wanted to be able to turn their products off and on quickly and easily. As we talked with more users, we decided that the dashboard should be like a mini control panel for all products with basic functionality like powering on and off the product, changing between two saved presets, and showing timer information. We wanted to minimize the users' need to navigate to the control page to do simple tasks.

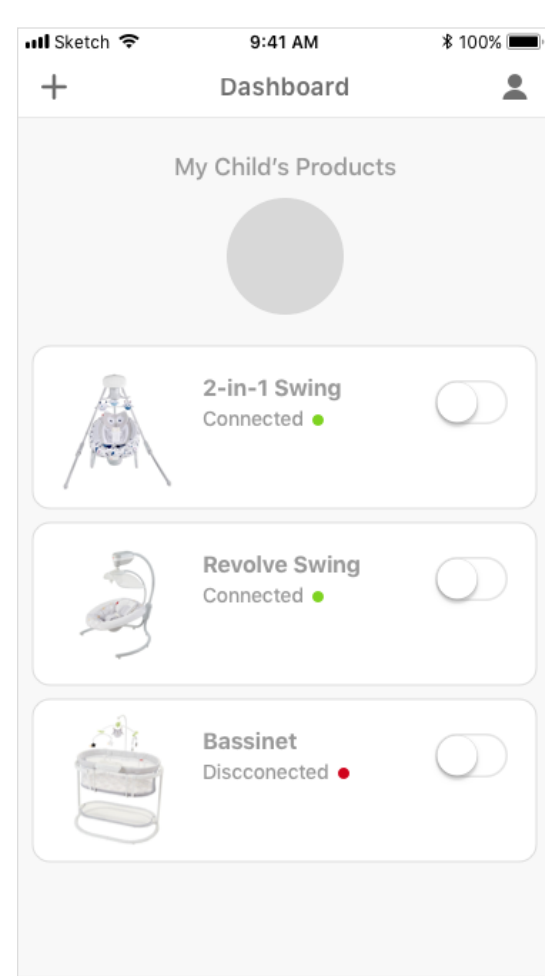
DASHBOARD ITERATIONS



Early wireframe

User testing uncovered that users did not know what the colored dots meant.

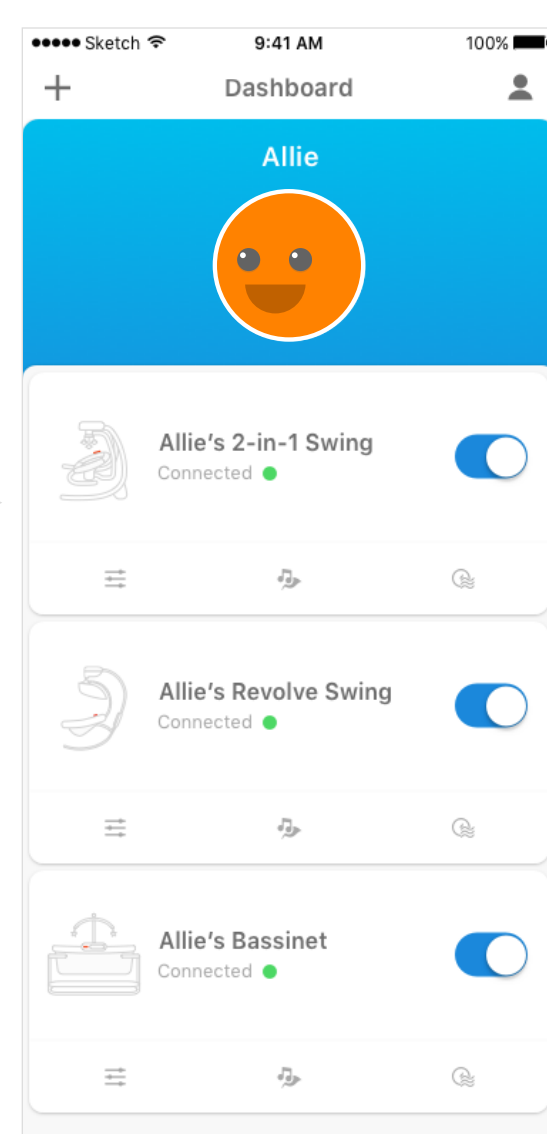
Users wanted to power on/off their products quickly.



Wireframe

This iteration implemented what we learned during our user testing.

We still saw opportunity to maximize the value of what we thought was under-utilized space.

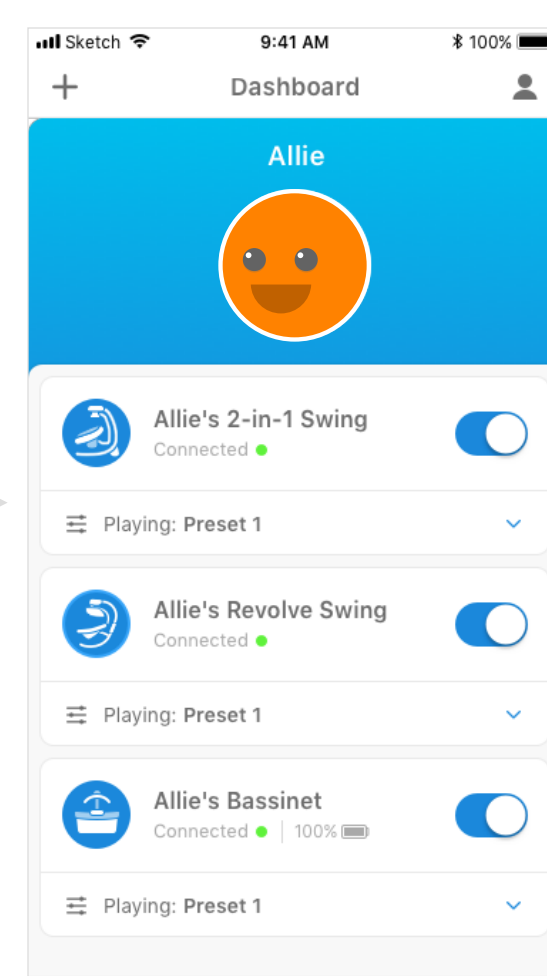


Visual

We decided to use illustrations instead of images for the products due to many variations among the SKUs (patterns, accessories, etc).

We brought users into our office to test this iteration and the control pages and discovered most people liked the design and found it intuitive.

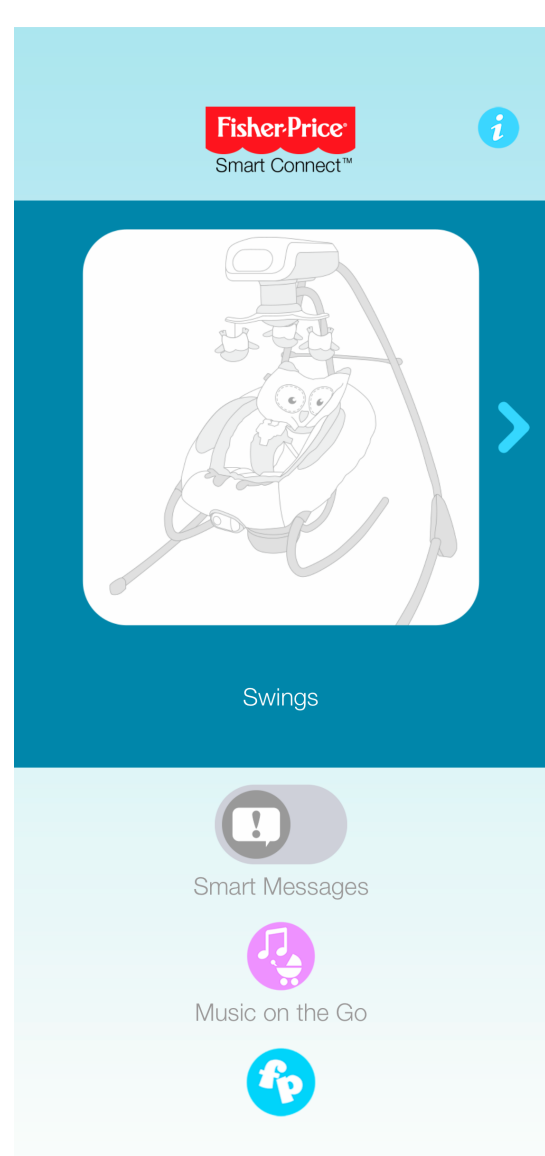
We saw one flaw which was the icon representation was a little confusing and not scalable in a horizontal form. Also for people with smaller phone sizes they may only be able to see one product card.



Final

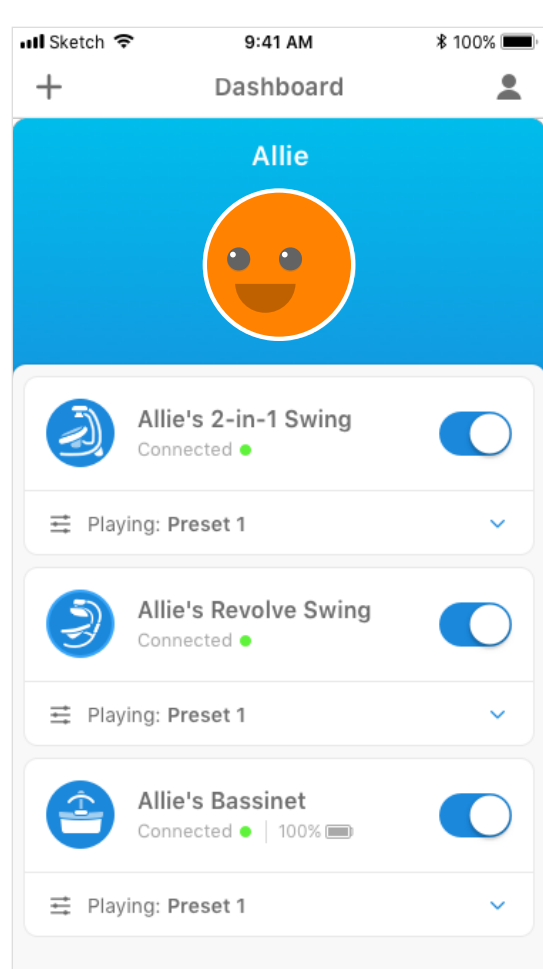
This was our final design. An expandable card which solves the navigational issue with added functionality. The user can turn their products off/on quickly and easily and if they expand the card, they get a quick "snapshot" of what settings their controls are currently playing.

OLD

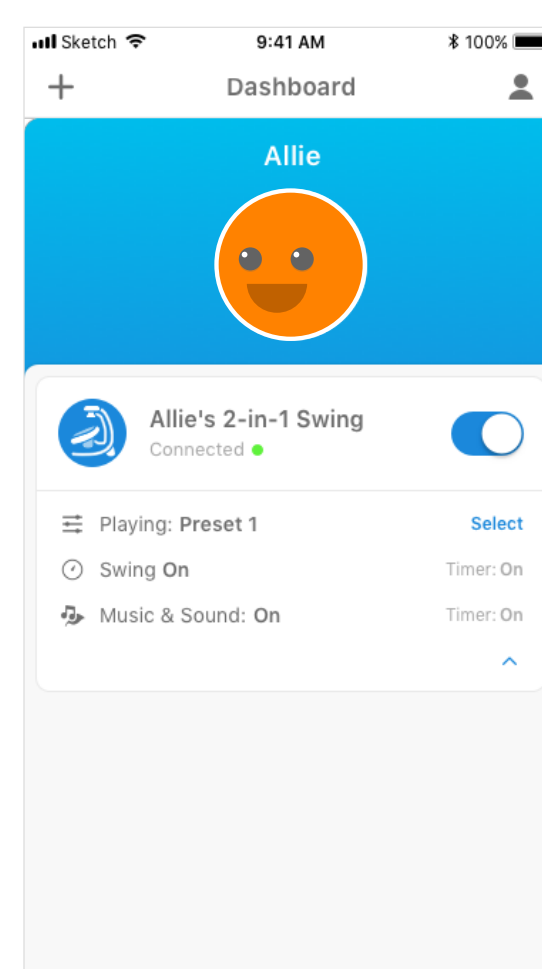


Screen on app launch

NEW



Final Dashboard



Final Dashboard - Card Expanded

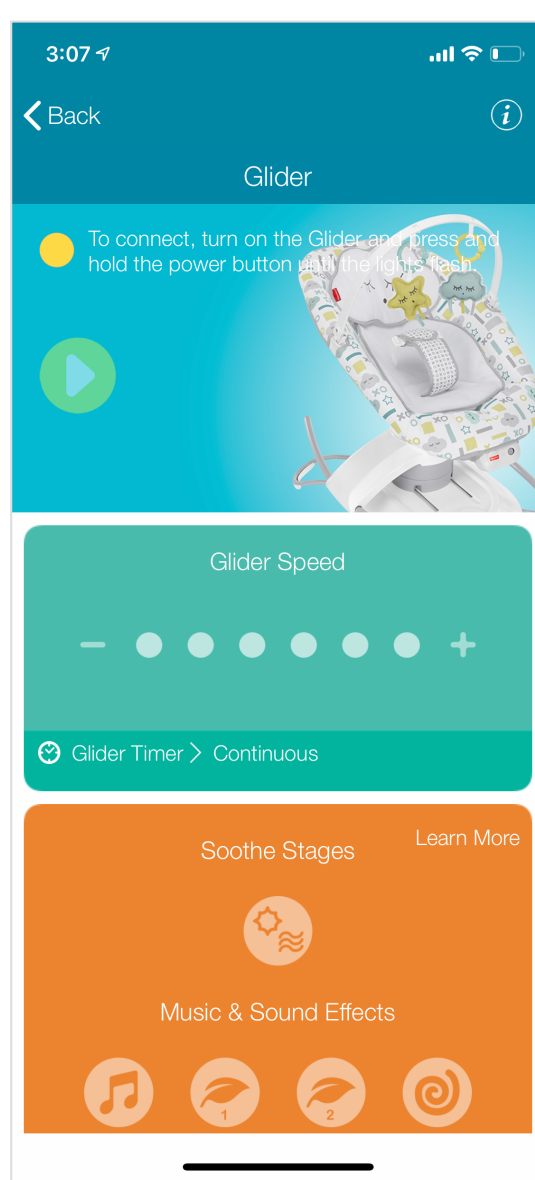
Fisher-Price Smart Connect App Redesign

INTERACTION INCONSISTENCIES, HIDDEN PROMINENT FEATURES, AND “WHAT DOES THIS BUTTON DO?”

All 8 products have a Control Page which allows the user to customize the settings on their product. They can set glider speed, control light settings and colors, play music, etc. It acts as the remote control for the physical product. The user has a set of physical controls on the product as well, but the app allows for certain customizations like timers and custom settings that are not possible on the product alone.

The old design had many inconsistencies across their different products even if the controls performed the same function. For example, tapping on the music note icon would turn on the music playlist and tapping it again would turn it off. Tapping on it a third time would advance to the next song in the playlist. However, the same interaction would not advance to the next song in a sound playlist (the leaf icon). The iconography and lack of description did not allow users to know that the music icon represented a playlist with multiple songs but that the leaf icon represented only one sound. We uncovered many interaction inconsistencies and confusing design choices - leading us to ask ourselves over and over - “ what does this/that button do?”

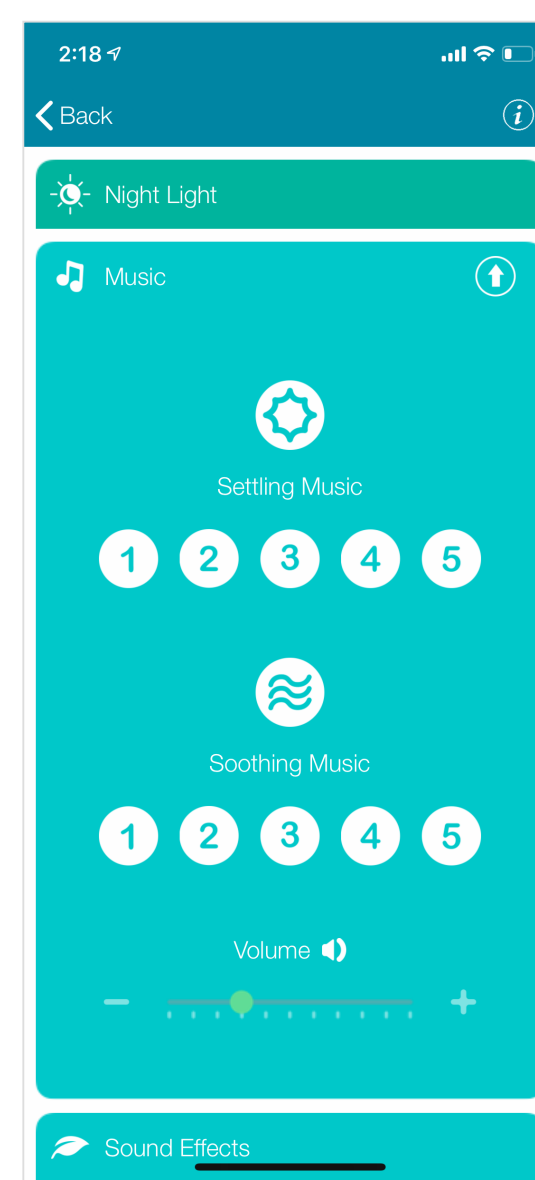
CONTROL PAGES - OLD



Glider Control Page



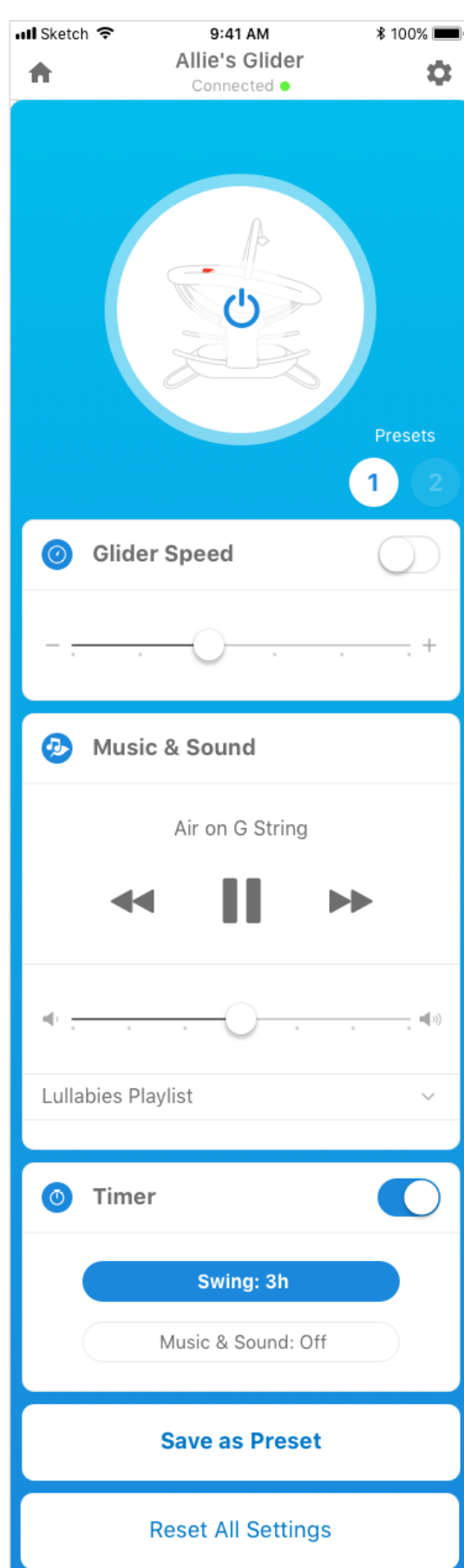
Soother Control Page



Soother Music Controls Expanded

Our strategy was to use interactions and affordances that users were more familiar with such as play and pause buttons for music playlists, dropdown pickers to show song names instead of numbers, switches to turn controls off/on, etc. We wanted to still utilize the iconography that existed on the product controls but enhance their utility with text labels so the user would not have to ask the question “what does this button do?”.

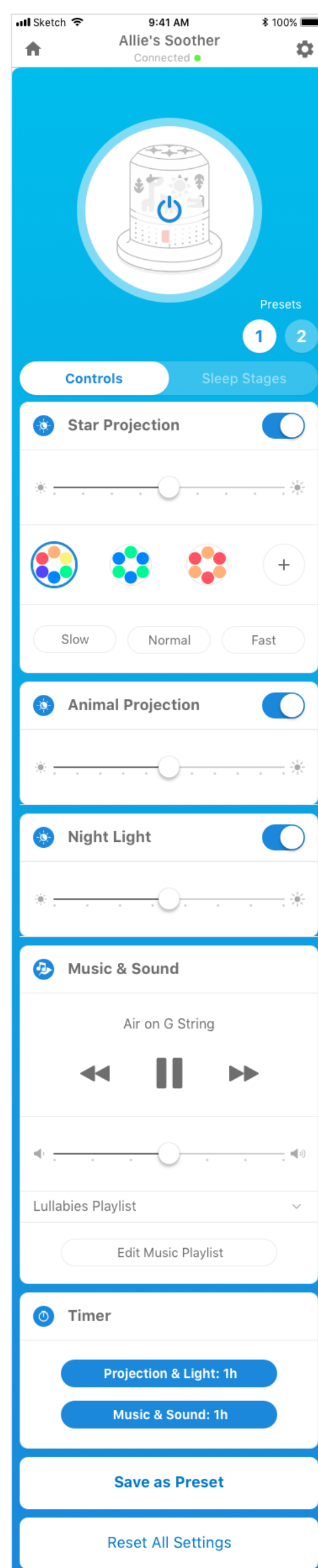
CONTROL PAGES - NEW



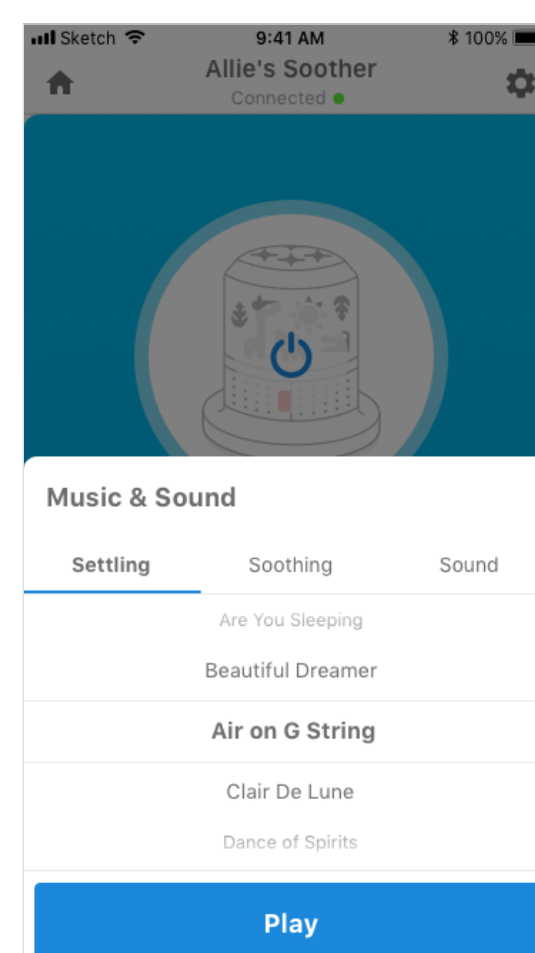
Glider Control Page

We introduced switches instead of tapping icons to turn things on and off.

We also redesigned the music player to include play, pause, next, and previous which users are accustomed to seeing in music player interfaces and already understand how to use them.



Soother Control Page

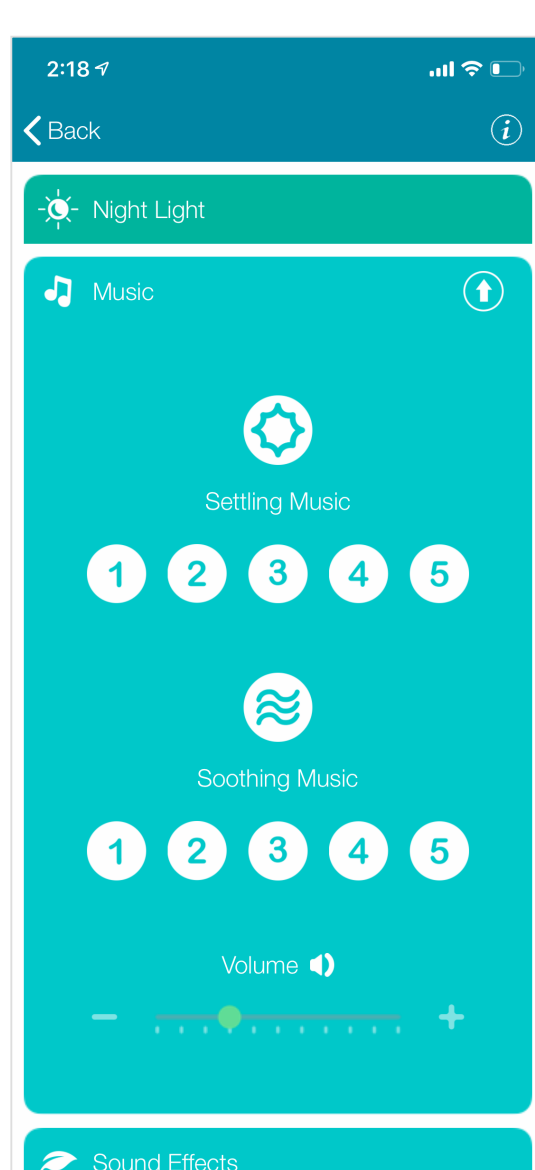


Music & Sound Picker

When a user taps on Lullabies Playlist caret tap space this drop down is triggered allowing the user to read their choices instead of only relying on iconography.

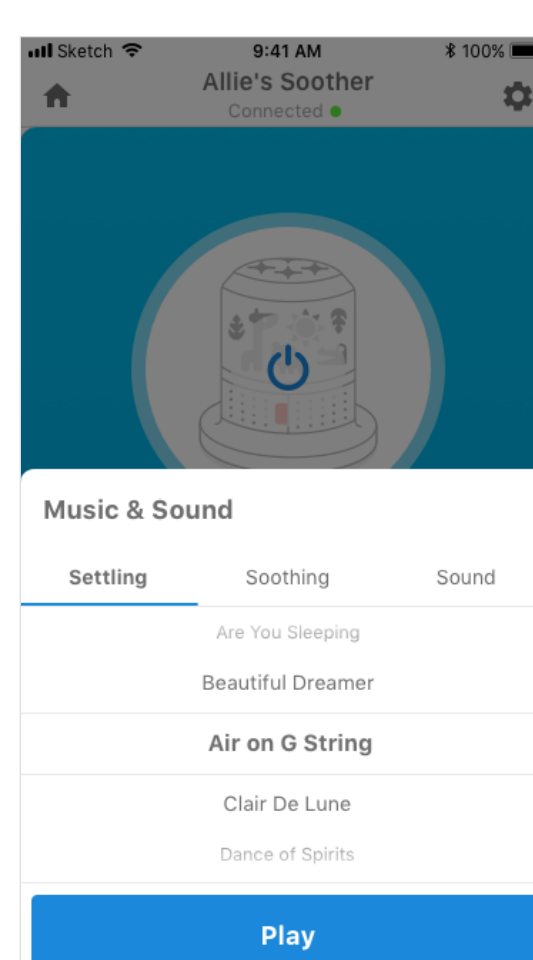
It gives the user much more information than the previous design.

MUSIC PICKER - OLD



Soother Control Page

MUSIC PICKER - NEW



Soother Control Page - Bottom Sheet Picker

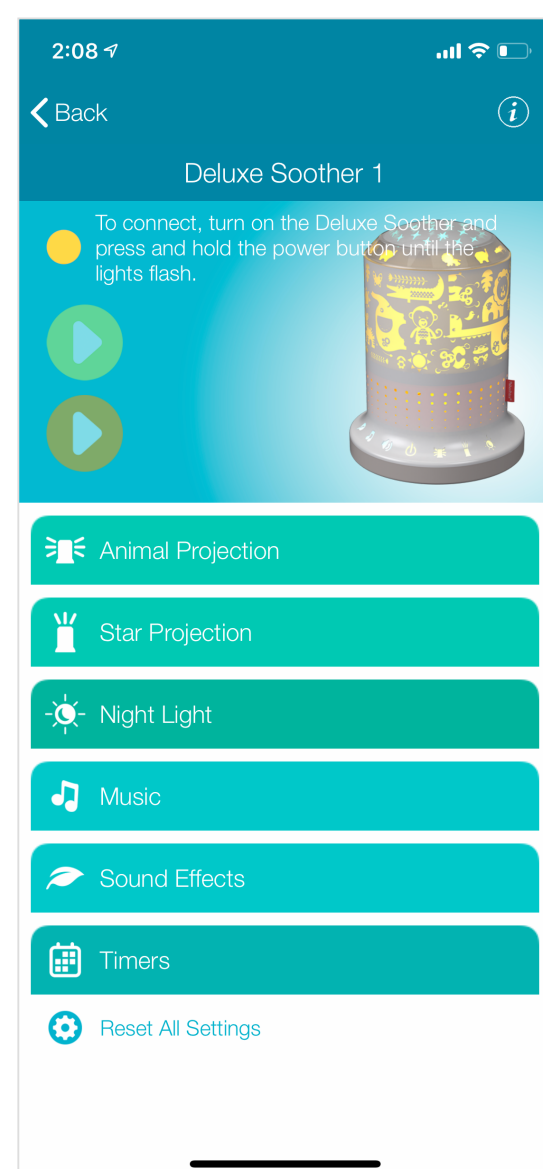
Fisher-Price Smart Connect App Redesign

LACK OF ONBOARDING

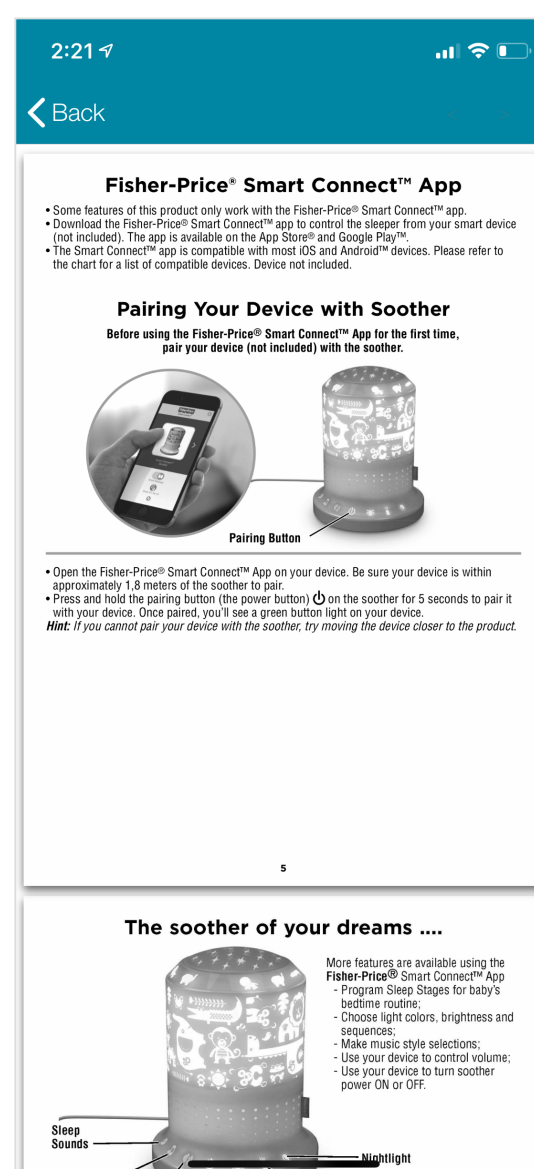
The old design lacked clear onboarding instructions for the user. The pairing instructions on the control pages were often almost illegible. The user could tap on the info button to read a black and white user manual which provided more visuals.

We wanted to improve this experience by giving the user more clear and engaging instructions before they had the chance to get frustrated with setup.

ONBOARDING - OLD



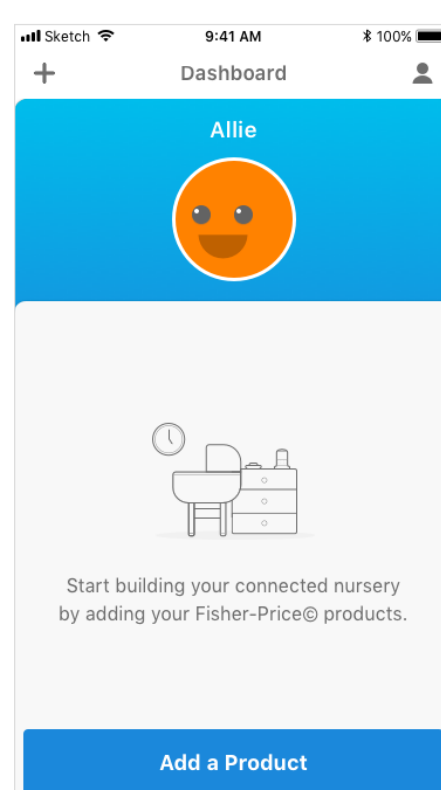
Soother Control Page



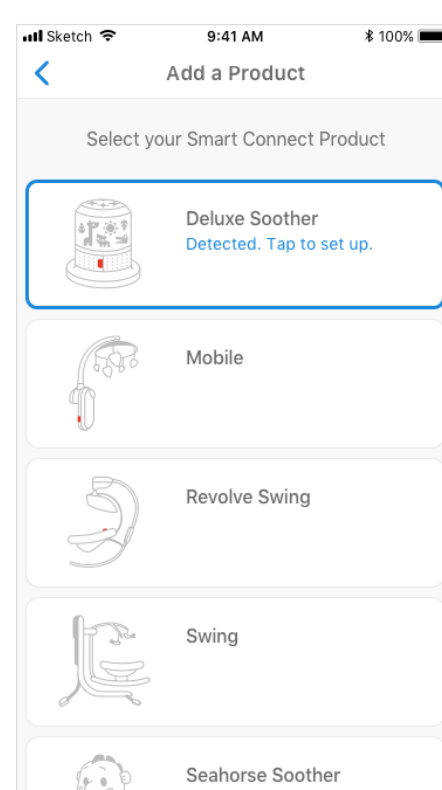
Soother Info Page

We decided that the natural place to onboard the user would be on the dashboard. When they first open the app and have no products added, they are encouraged to add a product. Since this is a companion app for a product we are working under the assumption that they have downloaded this app having purchased a product.

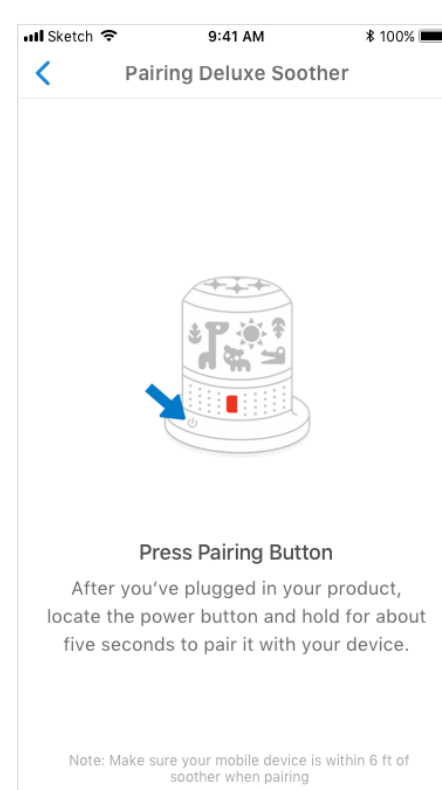
ONBOARDING - NEW



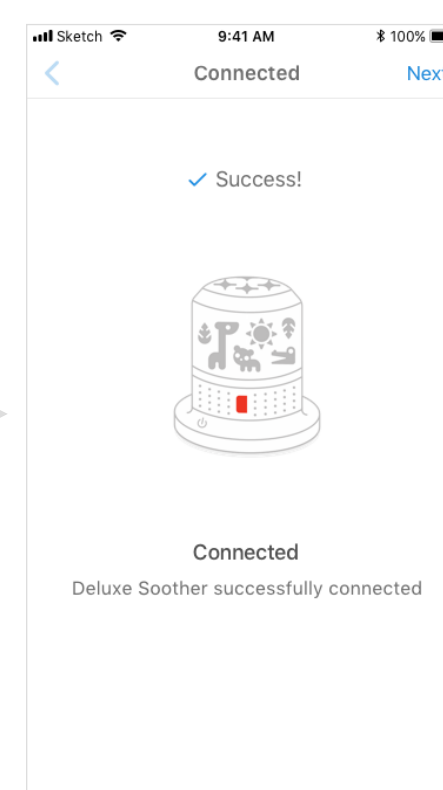
Dashboard - Empty



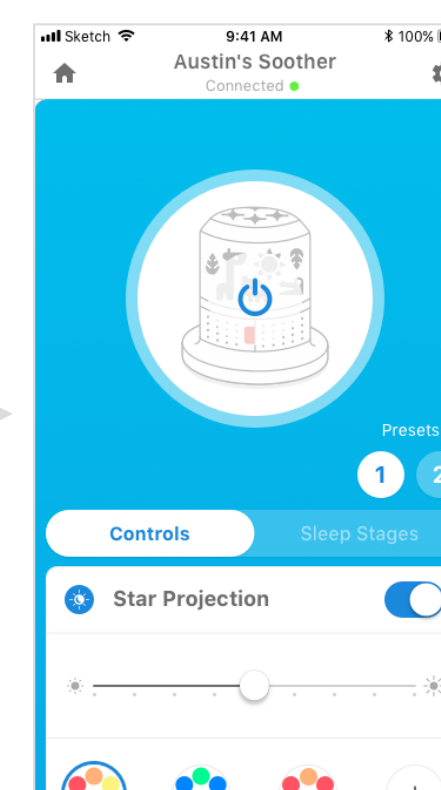
Add a Product Page



Onboarding/Pairing Instructions



Success



Soother Control Page

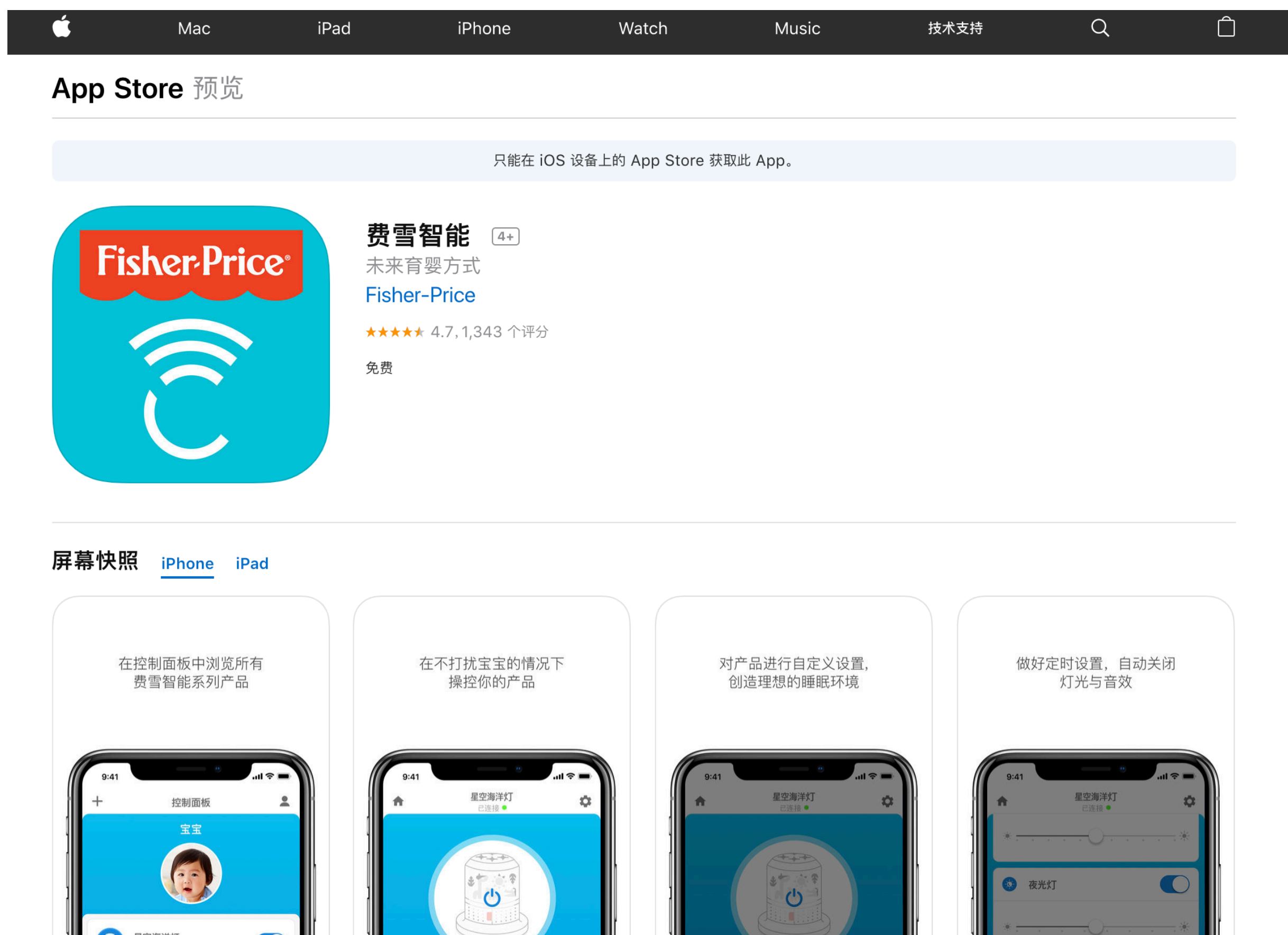
Fisher-Price Smart Connect App Redesign

Results

Our redesign and development efforts raised our app rating from 2.1 stars to 4.7 stars (with over 1,000 ratings) in the iOS China app store. This app is only live in China but will launch globally this year.

iOS App Store China Rating

2.1 ★ → 4.7 ★



*When we released our new version of the app, we started over fresh with no reviews.