

Understanding the problem

Goal and summary of problem:

The goal of this remote is to enable the user to connect their smart TV to a universal remote that enables them to use said remote for all tasks pertaining to the TV. The product will be a mobile application that enables the user to connect their smartphone to their smart TV.

Summary

The main problem that customers face when buying a smart TV is that users often must use a different remote when using applications on the smart TV. The goal of this project is to build a remote that functions as a universal remote and can be used to operate all applications on the smart TV with ease. The remote must be an Android or iOS application that makes it convenient for TV owners to download the application with just a click. The mobile application must be intuitive and easy-to-use and must pair with all smart TVs.

Understanding the user

Customer Segments

- Students
- Avid TV watchers
- People with one or multiple online streaming services subscriptions

Benefits to the user

- Easy navigation of the application
- Easy pairing with devices
- Haptic feedback to let the user know about actions

Possible problems faced by the user

- Difficulty with pairing devices
- Application crashes constantly

Designing the user flows

