



Wi-Fi

# SECURE IT

UX UI Case Study



Service

Home Security

Screens & Duration

70+ | 22 Weeks

Tools



Designer

Parvathavarthini A

@2025



**SECURE IT**

Project  
**Secure It**

Service  
**Home Security**

Screens & Duration  
**70+**      **22 Weeks**



**Mobile Application +  
Dashboard design**

Participation  
**UX UI 100%**

Designer  
**Parvathavarthini A**

Tools



## What is **Secure It?**

**Secure It** is a smart residential safety platform that lets homeowners control and monitor their living space, contact emergency services instantly, and helps responders act fast through real-time alerts and location tracking.

# Secure It





- Problem & Solutions

Homeowners lack a unified platform  to control smart devices, stay alert to local threats, and access emergency help. Meanwhile, emergency responders struggle with delays and poor navigation, limiting their ability to respond effectively.

#### Centralized smart control

Easily manage all connected security devices from one unified platform.

#### Live Monitoring & Quick Action

Access real-time camera feeds, arm/disarm systems, and take instant action when needed.

#### Instant Emergency Assistance

Reach out to police, medical, or fire services directly from the app in critical moments.

#### Community-Driven Safety Alerts

Stay updated on nearby incidents and connect with your neighborhood for shared vigilance.

#### Task Management with Priority Indicators

Get assigned incidents sorted by urgency, with location and status tracking.

#### Integrated Navigation & Live Feed Access

View live video from homeowners to assess the situation before arriving.



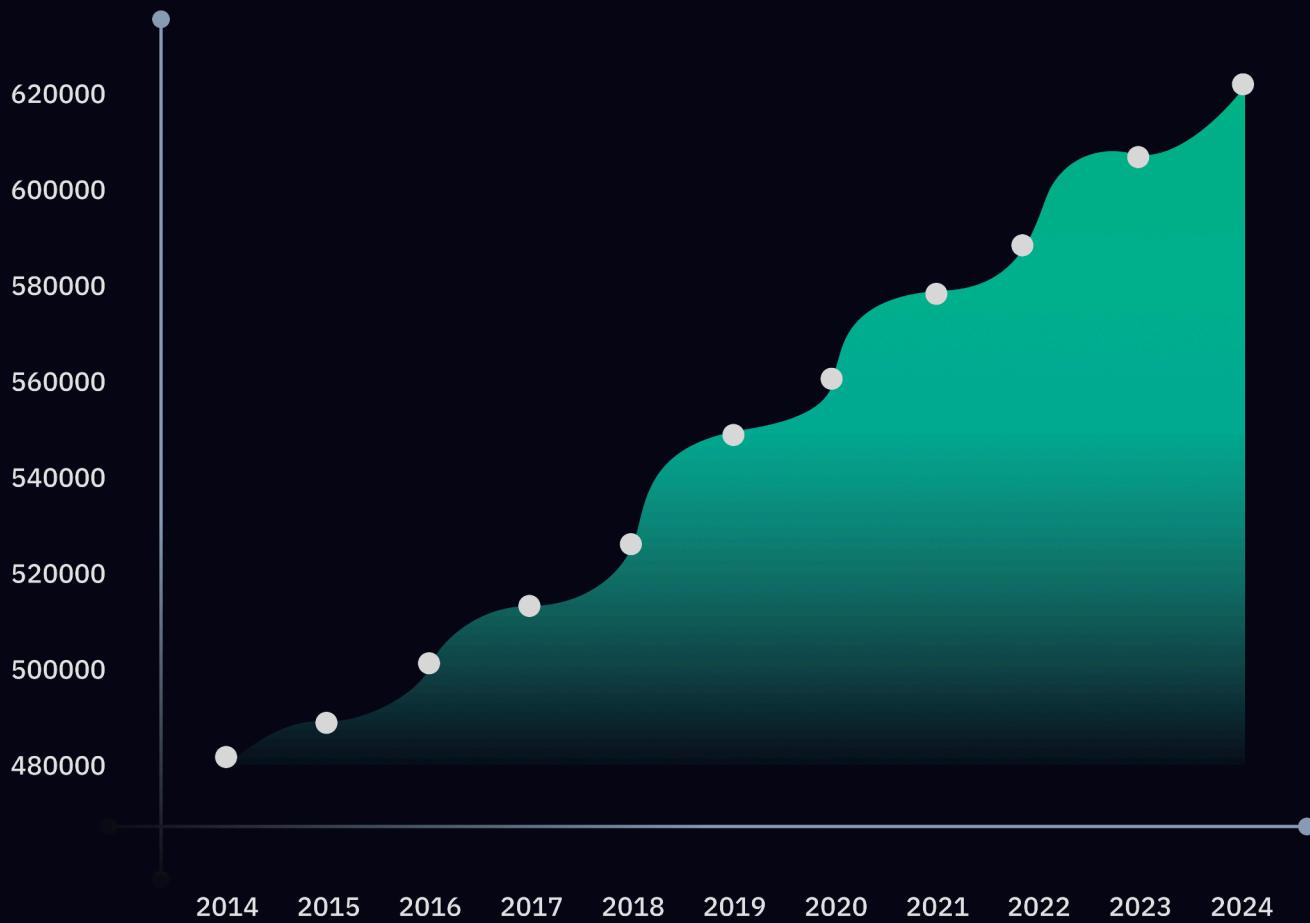
With **Secure It** you can,

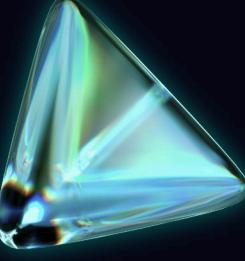
- Arm the system and monitor live feeds
- Individually control security devices
- Contact emergency responders instantly
- Respond to incident alerts in real-time
- Connect with your local safety community

- Statistics on burglary and residential break-ins

In 2024, India recorded 445.9 crimes per 100,000 people, with theft as the most common offense. In Tamil Nadu, residential burglary cases dropped by 10.7% - from 17,788 in 2023 to 15,892 in 2024 - highlighting the growing impact of tech-based policing. Still, break-ins remain a critical threat in urban homes.

**Burglary and Theft- related IPC cases in India from 2014 to 2024**





# Target Audience



## Homeowners with Families

Individuals who manage or reside in homes and are responsible for household security.



## Emergency Responders

Public responders who assist during critical events and emergencies.

# Logo Creation

From Ideation to Impact: Designing a Meaningful Mark



Home



Lock +  
Camera



Signal /  
Wifi



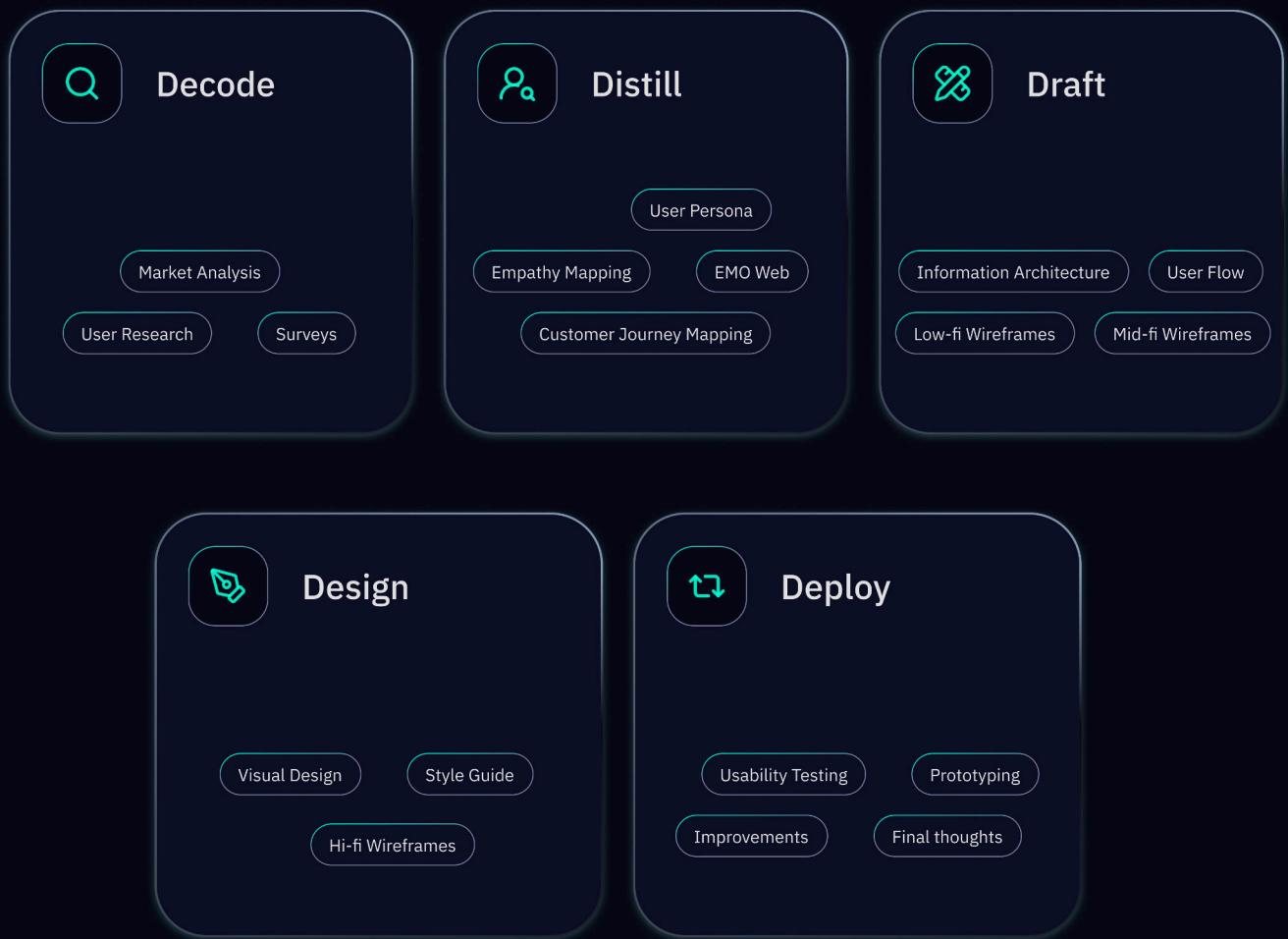
Shield



# Design Process



This project follows a non-linear UX approach that uncovers user needs, structures insights, and shapes intuitive interfaces, guiding decisions from research to final deployment.



# Decode

## Market Research

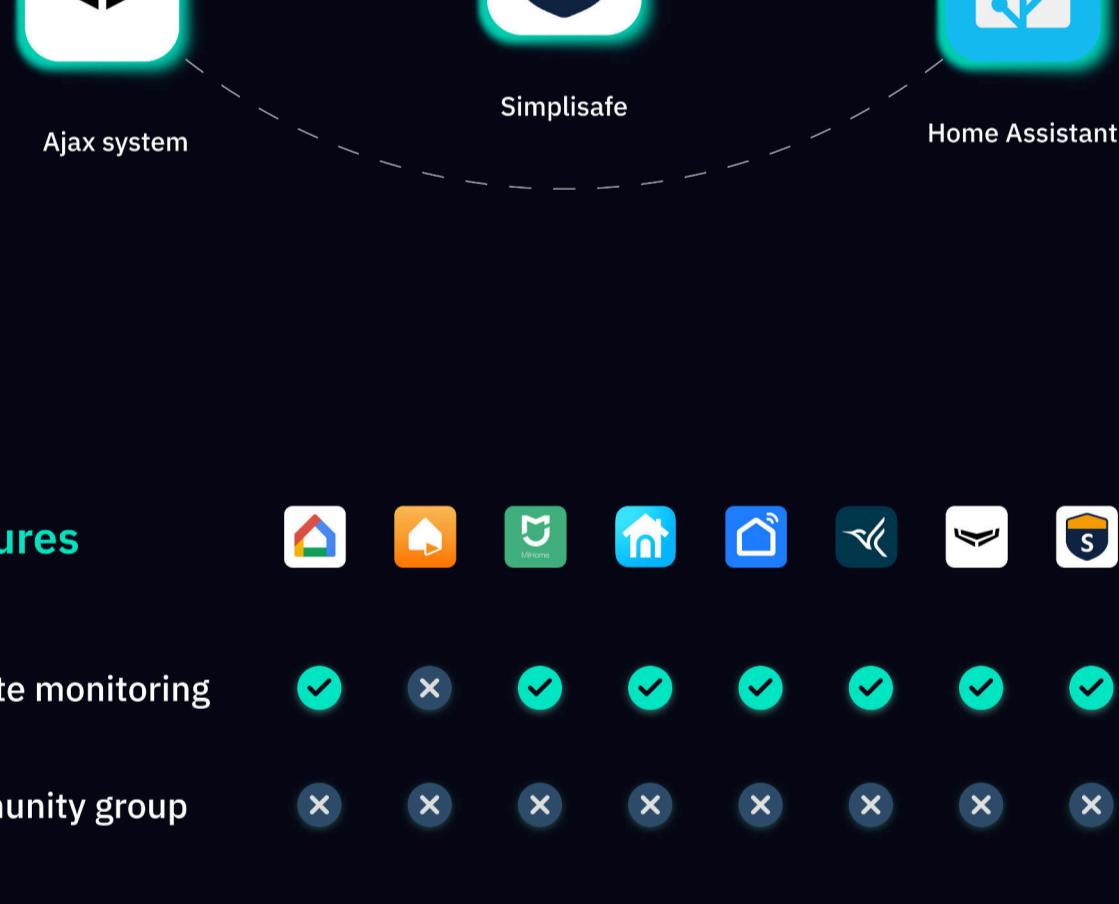
Breaking down the security market into total size, reachable users, and attainable share.

With a ₹6.64 lakh crore global market and a ₹1,470 crore opportunity in India, Secure It taps into a fast-growing home security sector with localized potential.

- TAM (Global): ₹6.64 Lakh Crore – Total global demand for home security.
- SAM (India): ₹9,794 Crore – 15% of 105M Indian households projected to adopt.
- SOM (Target): ₹1,469 Crore – 1.5% realistic capture based on positioning and strategy.

## Competitive Analysis

A representation of homeowners and emergency responders, capturing their needs, motivations, and challenges to guide meaningful and secure design solutions.

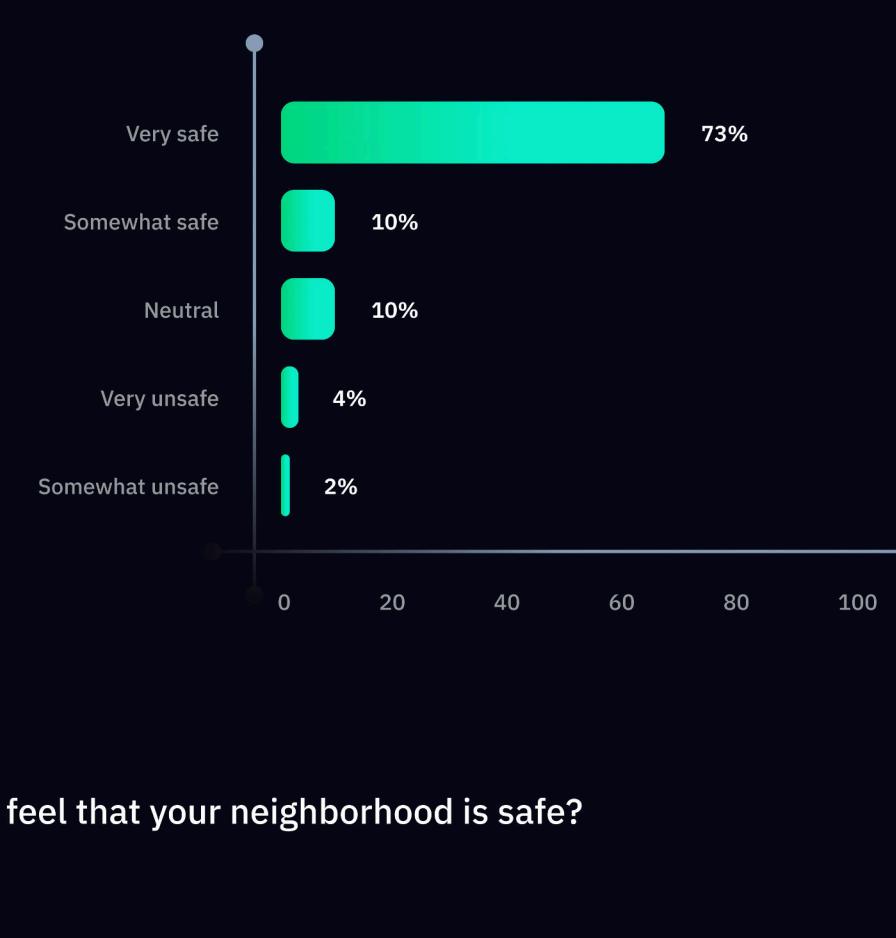


Features	Smart life	Alfred camera	Mi Home	Nest	Google Home	Arlo Secure	Ajax system	Simplisafe	Home Assistant
Remote monitoring	✓	✗	✓	✓	✓	✓	✓	✓	✓
Community group	✗	✗	✗	✗	✗	✗	✗	✗	✗
Motion detection alerts	✗	✓	✗	✗	✗	✓	✓	✓	✗
Smart home Integration	✓	✗	✓	✓	✓	✓	✓	✓	✓
Criminal alert	✓	✓	✗	✗	✗	✓	✓	✓	✗
Emergency services	✗	✗	✗	✗	✗	✓	✓	✗	✗
Live video streaming	✗	✓	✗	✓	✗	✗	✓	✓	✓
Remote door lock control	✓	✗	✓	✓	✗	✓	✓	✓	✓
Geofencing	✗	✗	✗	✓	✗	✗	✗	✗	✗
Smart notification	✓	✗	✓	✗	✗	✓	✓	✓	✓
Siren and alarm control	✓	✓	✓	✓	✓	✓	✓	✓	✗
Activity log	✓	✗	✓	✓	✓	✓	✗	✗	✓
Data privacy and security [App lock]	✓	✓	✗	✗	✗	✓	✓	✓	✓

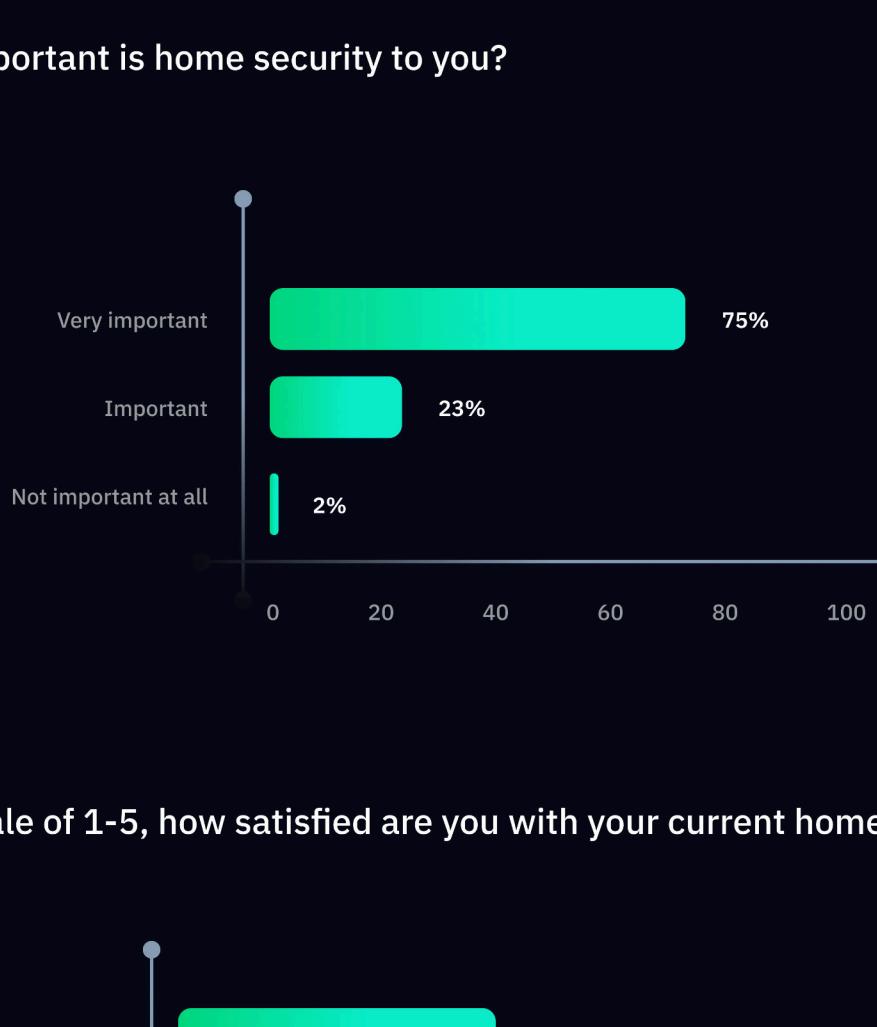
# Quantitative Research

Gathered insights from 50+ respondents via Google Forms to understand home security habits, user pain points, awareness, and user expectations.

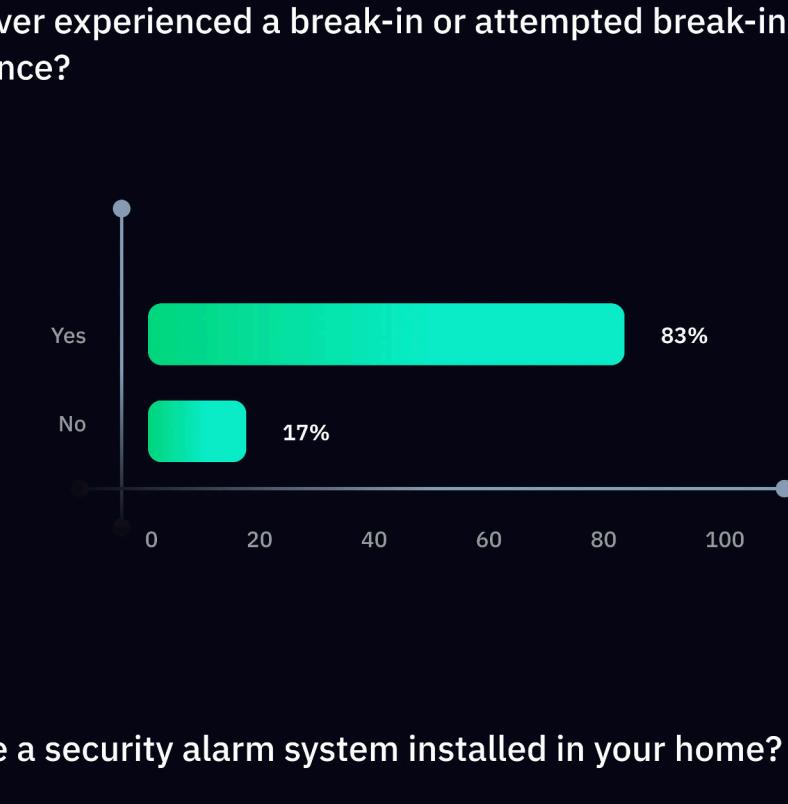
## 1) What type of home do you live in?



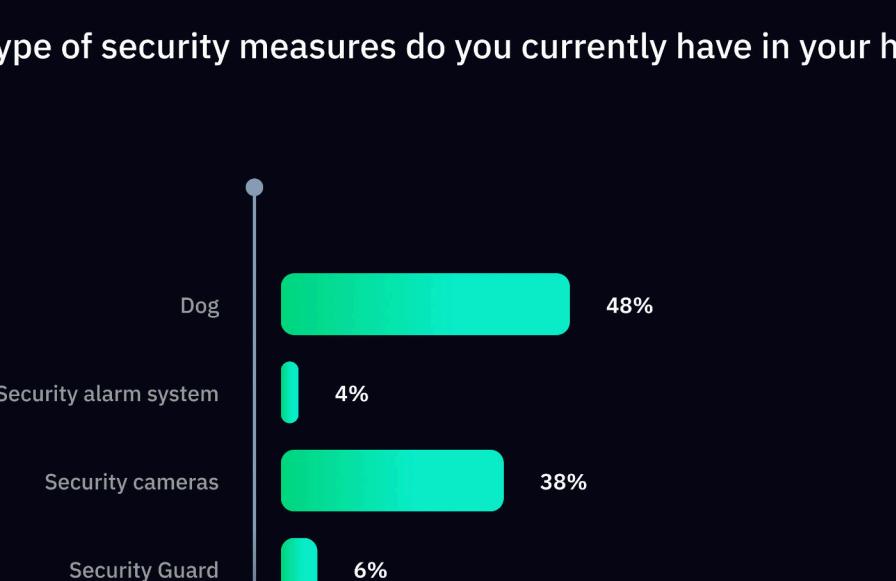
## 2) How safe do you feel in your home?



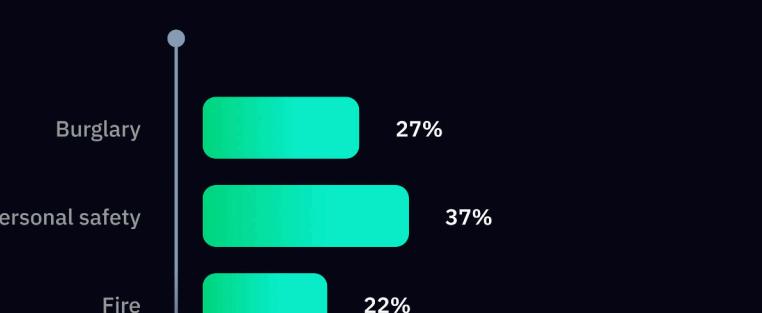
## 3) Do you feel that your neighborhood is safe?



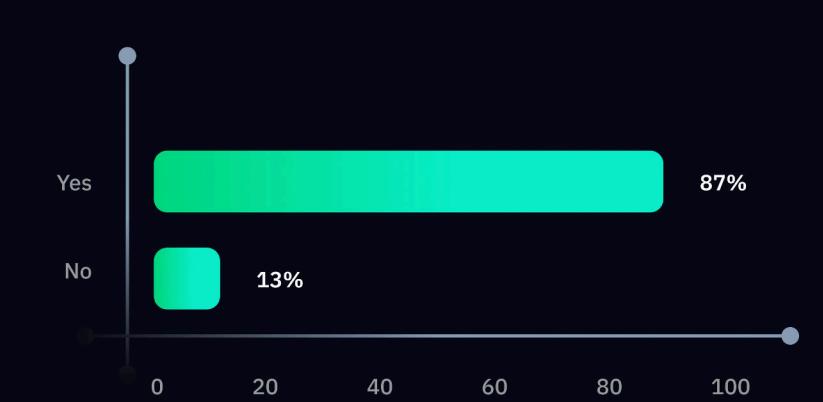
## 4) How important is home security to you?



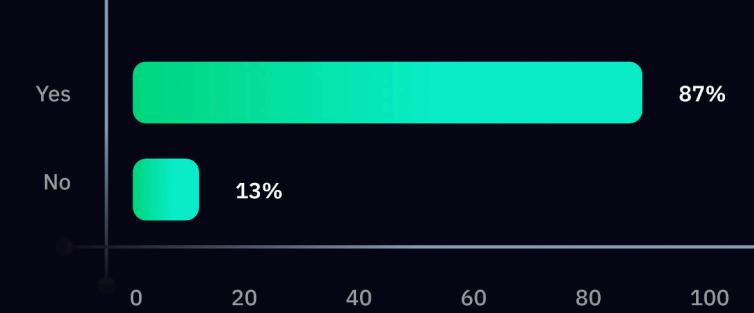
## 5) On a scale of 1-5, how satisfied are you with your current home security?



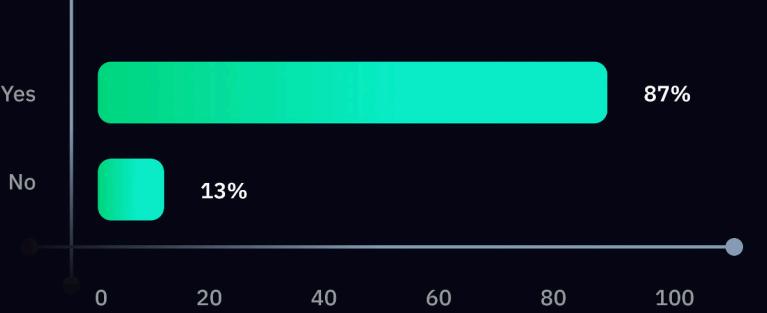
## 6) Have you ever experienced a break-in or attempted break-in at your current residence?



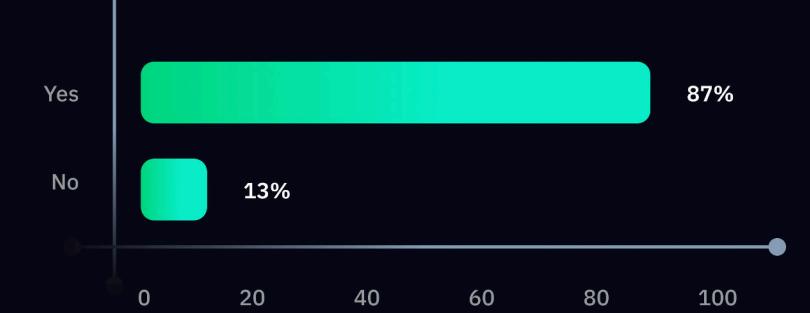
## 7) Do you have a security alarm system installed in your home?



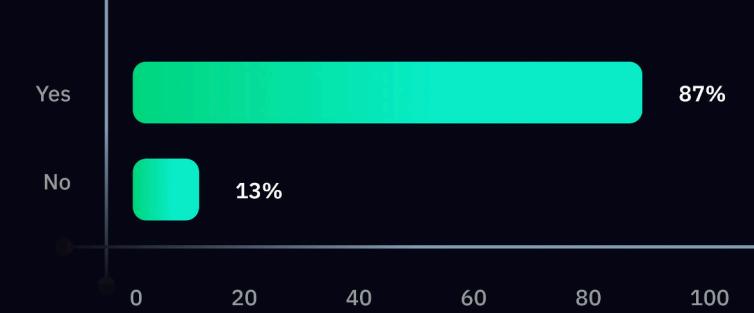
## 8) What type of security measures do you currently have in your home?



## 9) Select your top three fears regarding home security?



## 10) Do you have a fire extinguisher readily available in your home?





# Qualitative Research

Conducted 5 user interviews with homeowners and emergency personnel to identify critical needs and usage patterns.

## Home Owner

Do you currently use or are you interested in smart home security solutions?

How important is home security to you, and why?

What are your top three concerns when it comes to home security?

How safe do you feel in your current neighborhood and home environment?

What runs through your mind about home security when you're away from home?

Have you ever experienced or come close to a break-in at your current residence?

What security measures do you currently use at home?

How satisfied are you with your current home security setup?

What are your thoughts on involving external protection like a dog or a security guard?

What features would you expect or appreciate in a home security app?

Emergency Responders

Roughly what percentage of emergency calls are genuine?

What factors most influence successful emergency responses?

How frequently do you respond to theft or burglary-related emergencies?

How critical is accurate location info during emergency calls?

What's your opinion on today's home security and emergency apps?

How do you manage false alarm cases?

What protocols do you follow in high-risk situations?

How do you prioritize when multiple emergencies occur at once?

What improvements would enhance the current emergency call system?

What challenges arise when callers can't clearly explain the situation?

# Distill

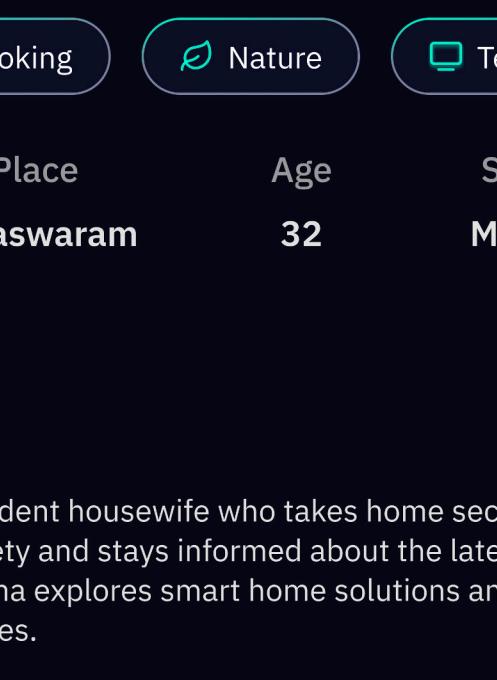


## User Persona



A representation of homeowners and emergency responders, capturing their needs, motivations, and challenges to guide meaningful and secure design solutions.

### Home Owner



#### Aadhana

Home maker

Cooking

Nature

Tech-Savy

Place

Daraswaram

Age

32

Status

Married

#### About

Aadhana is a bold and confident housewife who takes home security seriously. She's proactive in ensuring her family's safety and stays informed about the latest security practices. With a tech-savvy mindset, Aadhana explores smart home solutions and actively participates in her community's safety initiatives.

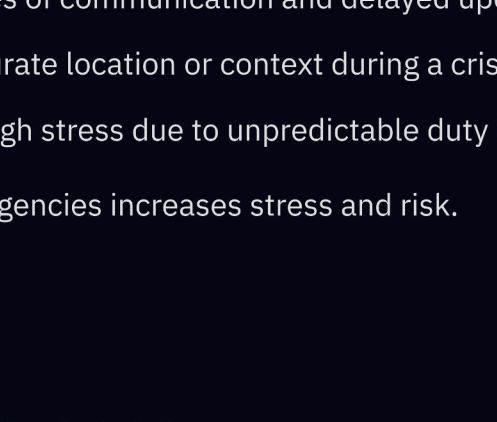
#### Painpoints

- Aadhana worries about the safety of her children and elders when she's not around.
- Anxiety when leaving the house unattended, especially during travel or late hours.
- Stress from hearing frequent news about thefts or accidents in nearby areas.
- Difficulty finding reliable security solutions.

#### Needs & Goals

- Aadhana seeks a reliable system to secure key entry points in her home.
- She aims to create a secure, nurturing environment where her family feels truly safe.
- To set up a future-ready home with advanced smart technology that enhances both safety and comfort.
- She seeks a community to share and learn home security practices.

### Emergency Responders



#### Emergency Personnel

Place : Natchiyarkoil, Kumbakonam

Fitness

Nature

Wellness

#### About

Mithun, Esther, Kannan are committed emergency responders working on the front lines to safeguard lives and manage critical situations. Whether maintaining public safety, treating patients, or responding to fires, they thrive under pressure and values efficiency, teamwork, and clear decision-making.

#### Painpoints

- Juggling multiple sources of communication and delayed updates.
- Difficulty accessing accurate location or context during a crisis.
- Emotional fatigue and high stress due to unpredictable duty hours.
- Delayed backup in emergencies increases stress and risk.

#### Needs & Goals

- To respond swiftly and effectively in high-pressure situations.
- To ensure the safety of individuals, teams, and the broader community.
- Stay mentally resilient and physically prepared for unpredictable challenges.
- To communicate clearly and coordinate seamlessly with other responders.
- To receive timely support, recognition, and understanding from peers and leadership.



# Empathy Mapping

Mapping the behaviors, thoughts, emotions, and expressions of homeowners and emergency responders to design solutions that align with their real-world experiences and priorities.

## Home Owner

### Says

I need an advanced security system for safety.

People should take home safety more seriously.

I just want to feel safe in my own house.

The system has to be reliable.

### Thinks

It's time to upgrade our security for better protection.

I hope my family knows what to do if something happens.

What if there's an emergency when I'm not around?

Maybe our neighbors will notice if something's off.

### Feels

I get anxious thinking about break-ins or harm to my family.

I feel calm when everything at home is secure.

I worry someone might steal valuables or documents.

I'm scared of fire risks inside home.

### Does

I get anxious thinking about break-ins or harm to my family.

I feel calm when everything at home is secure.

I worry someone might steal valuables or documents.

I'm scared of fire risks or gas leaks.

## Emergency Responders

### Says

Teamwork is essential to handle emergencies effectively.

Public safety and patient care come first.

We face unpredictable situations every single day.

We need better tools and support to do our job right.

### Thinks

How can we better manage the stress that comes with this job?

Are we doing enough to protect ourselves and our teams?

How can we build stronger trust with the community?

What more can we do to prevent future emergencies?

### Feels

I feel proud to protect and serve the community.

I get stressed handling dangerous, high-pressure situations.

I feel concerned for victims' safety and my team's well-being.

I'm fulfilled when I see lives saved or people helped.

### Does

I respond to calls, patrol areas, and handle critical incidents.

I provide first aid, treat patients, and monitor their recovery.

I engage in outreach to educate people on safety and prevention.

I train regularly and coordinate with other services during crises.

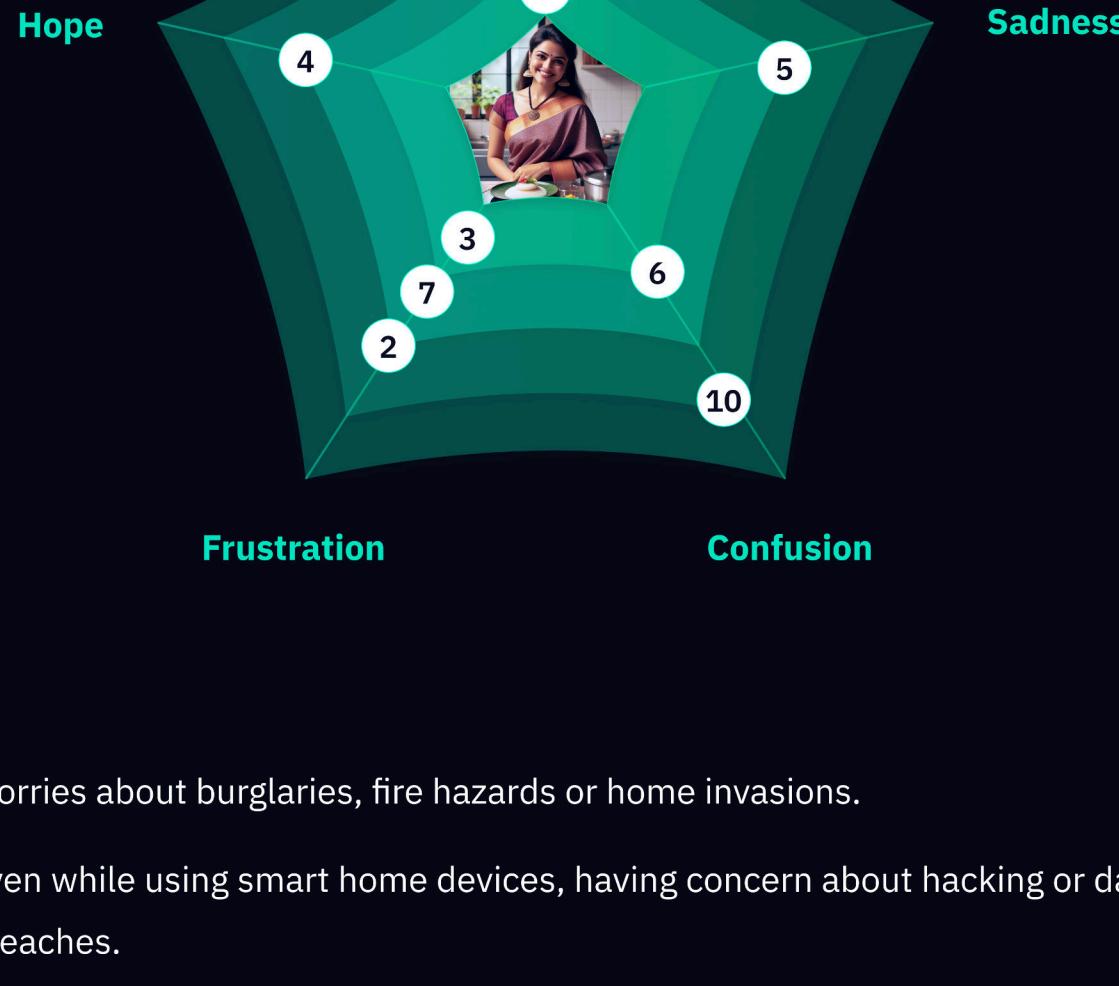


# EMO Web



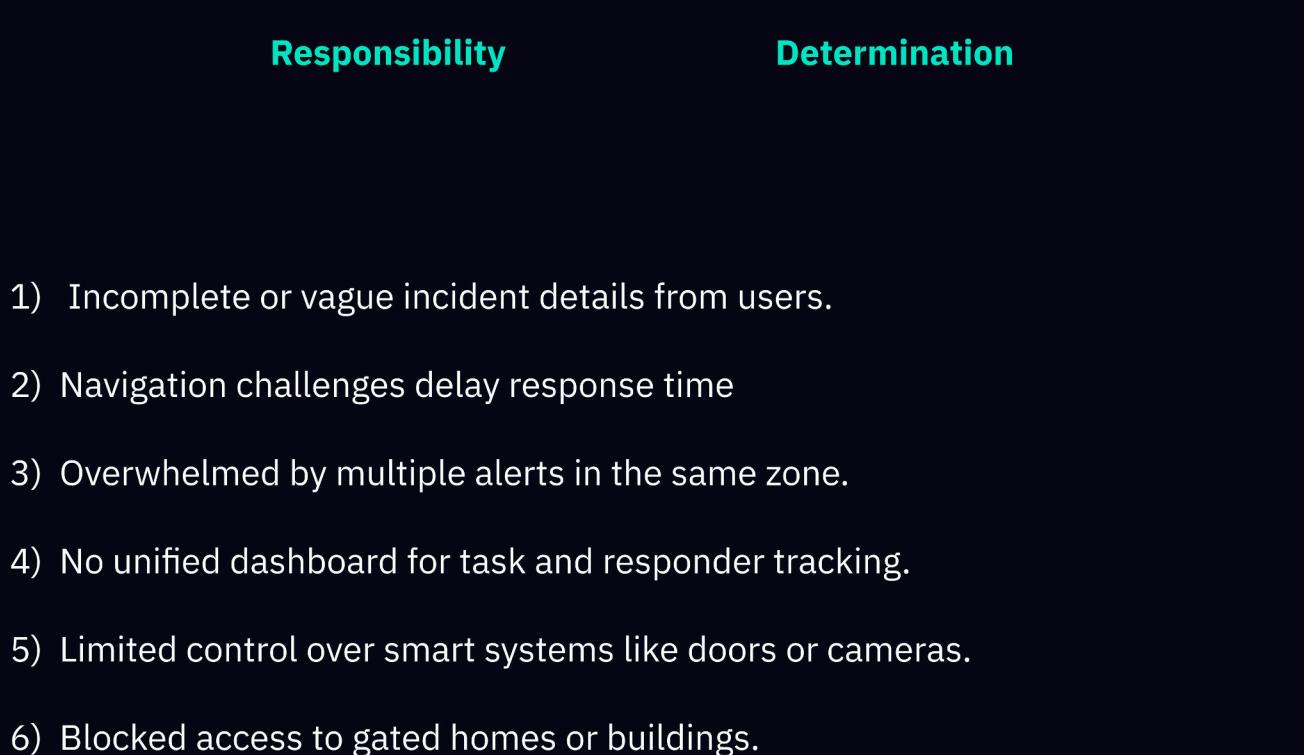
Identifying key user problems and aligning them with five core emotions to uncover emotional friction points and design more empathetic security solutions.

## Home Owner



- 1) Worries about burglaries, fire hazards or home invasions.
- 2) Even while using smart home devices, having concern about hacking or data breaches.
- 3) Facing difficulties in finding reliable security solutions.
- 4) Having motivation to create a secure environment for their family.
- 5) I feel alone when no help comes quickly during an emergency.
- 6) Leaving doors or windows unlocked due to urgency.
- 7) Left, misplaced or losing home keys.
- 8) Does not know what is happening at home on absence.
- 9) Fear about gas leakage and harm due to home appliances.
- 10) Double thoughts on using the technology due to less awareness.

## Emergency Responders



- 1) Incomplete or vague incident details from users.
- 2) Navigation challenges delay response time
- 3) Overwhelmed by multiple alerts in the same zone.
- 4) No unified dashboard for task and responder tracking.
- 5) Limited control over smart systems like doors or cameras.
- 6) Blocked access to gated homes or buildings.
- 7) Fear of losing community trust due to delays.
- 8) No real-time updates after dispatch.
- 9) Uncertainty about the threat level before entry.
- 10) Lack of recognition despite risking their lives.

# Customer Journey Mapping

Mapping the journey of homeowners and emergency responders to find design opportunities that align with their real-world experiences and priorities.

## Home Owner



## Emergency Responders



# Draft



## Information Architecture

Structuring Information to Support User Goals and App Clarity



## Emergency Responders

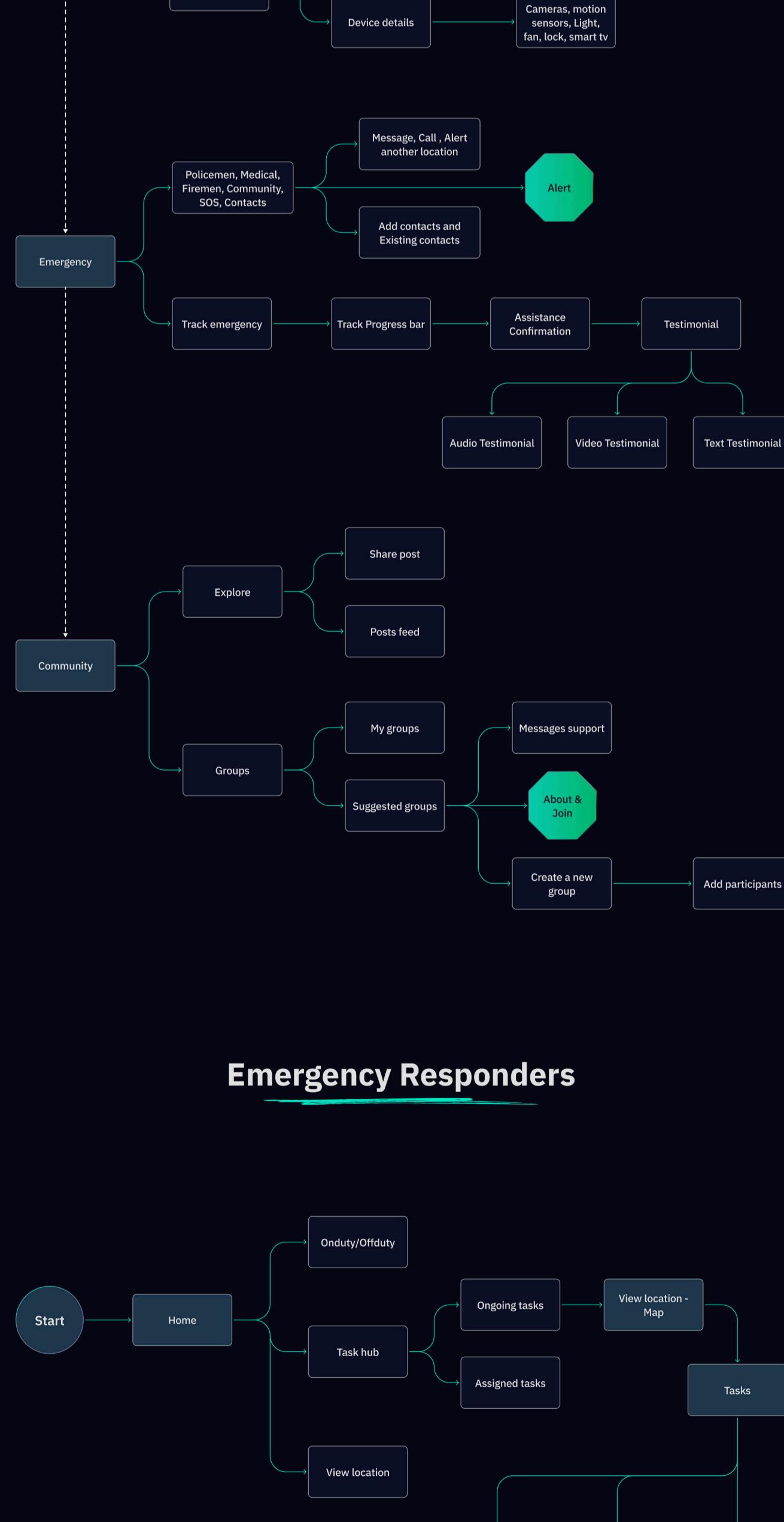
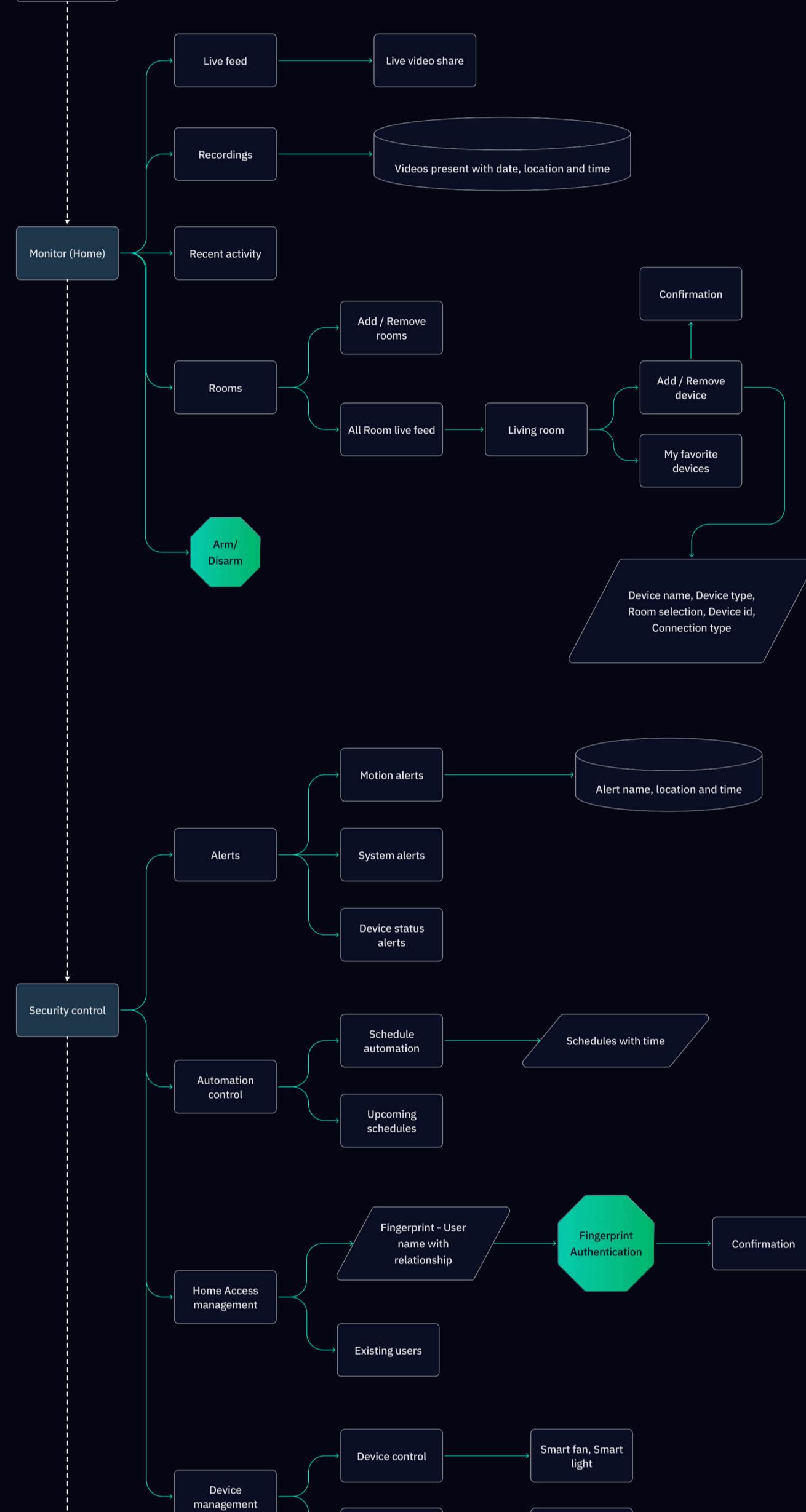


# User Flow

A step-by-step journey of how a homeowner navigates SecureIt. From login to real-time monitoring, managing security, handling emergencies, and engaging with the community.



## Home Owner



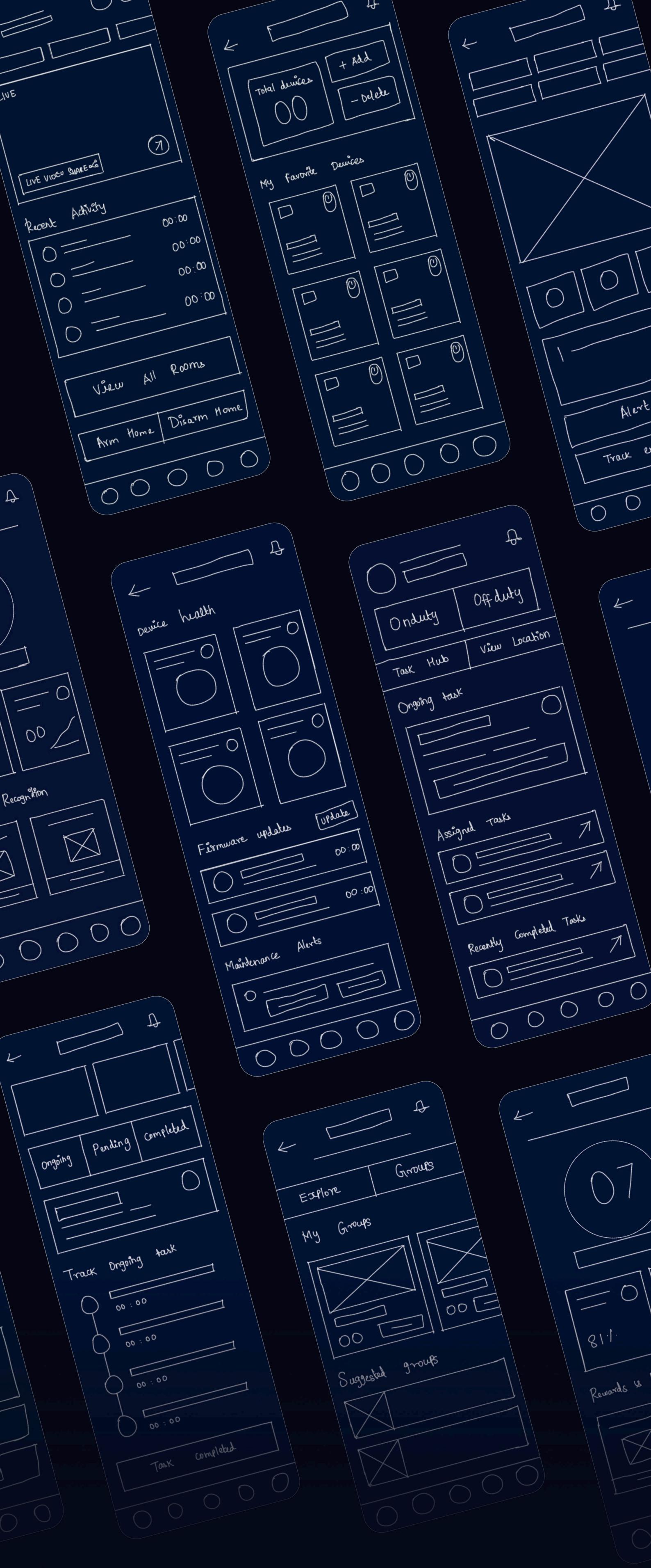
## Emergency Responders

# Low-fi



## Wireframes

Structuring ideas into quick, functional layouts to test flows and interactions early, prioritizing usability over aesthetics.



# Design

## Mid-fi Wireframes

Detailed wireframes to validate structure, flow, and function before visual design.



# Typography



A basic reading across



Aa

# Style Overview

# Colors

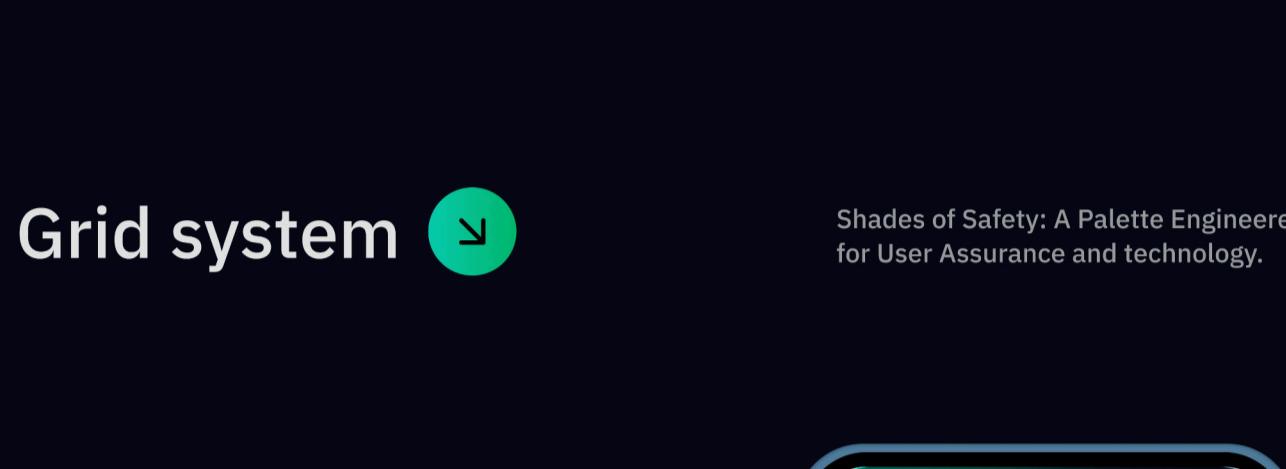


## Shades of Safety: A Palette Engineered for User Assurance and technology.

E

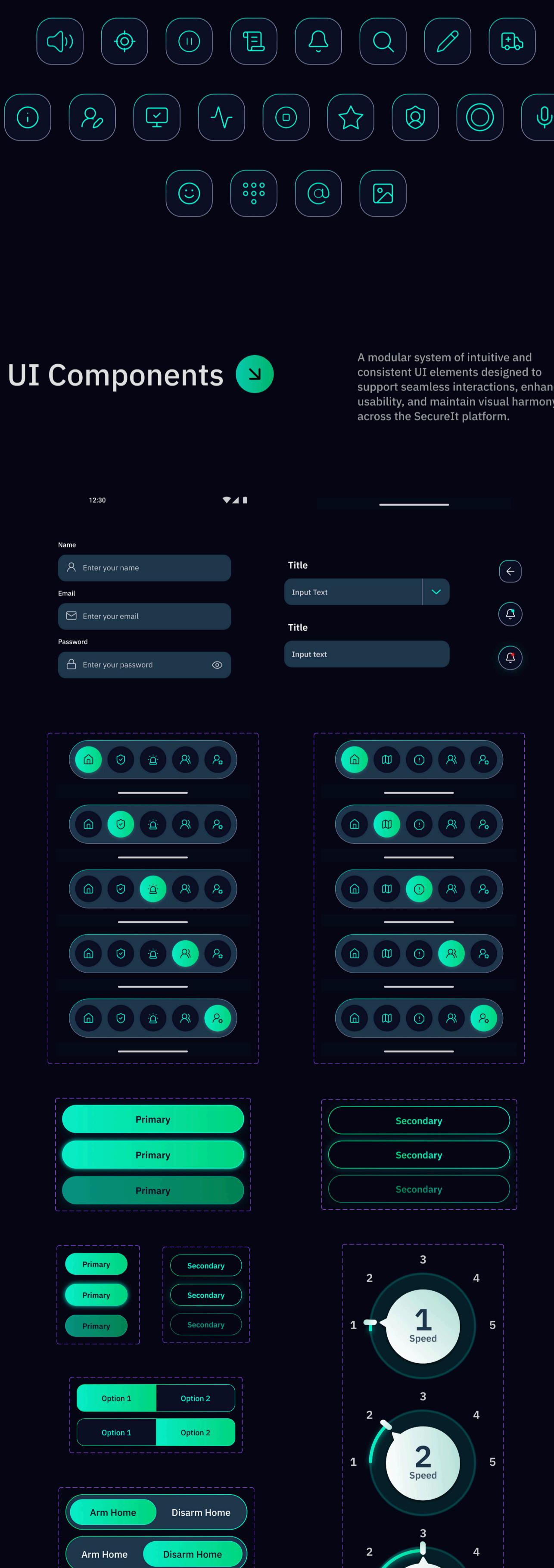
A solid black rectangle with a large, semi-transparent teal circle centered on it. The circle covers approximately the top half of the rectangle. The teal color is a vibrant shade of cyan.

1



04

Share your experience in text, audio or video.  
Choose a testimonial format



A circular progress bar with a green arc indicating the current speed level. The number '3' is prominently displayed in the center of the circle, with the word 'Speed' written below it. The scale is marked with '1' at the top left and '5' at the top right.



SECURE IT



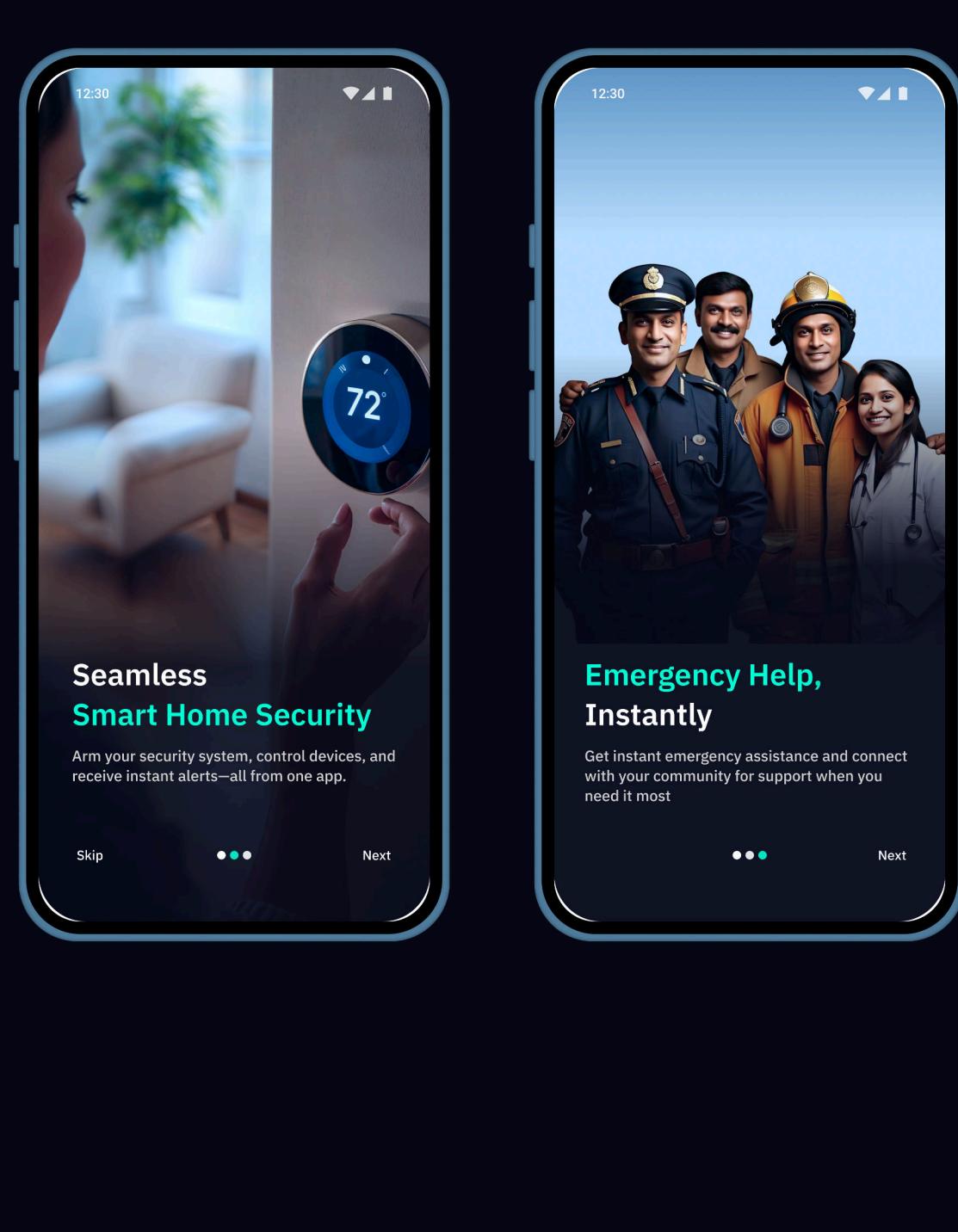
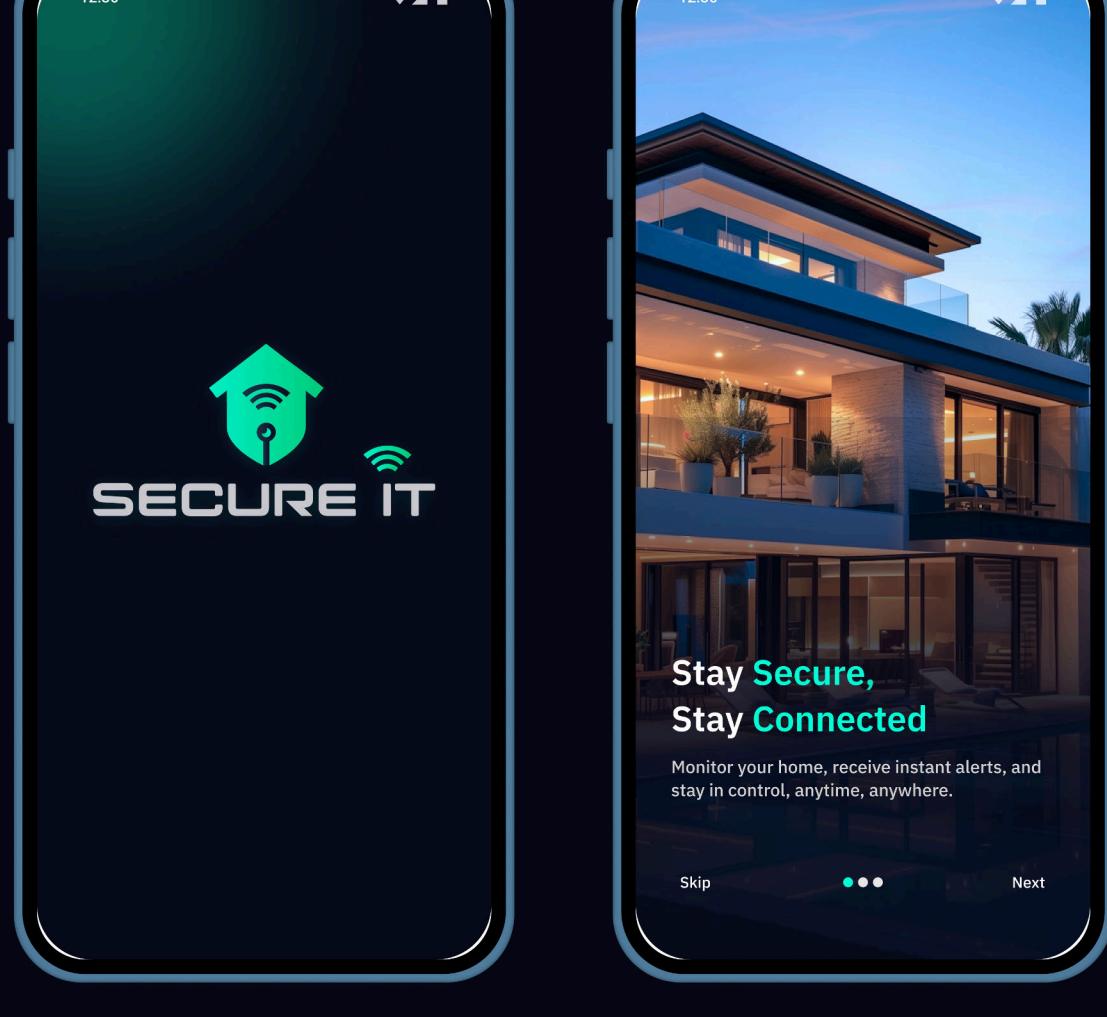
Hi-fi 

# Wireframes

Bringing Secure It's Vision to Life.  
Functional, Intuitive, and Visually  
Aligned with the Brand.

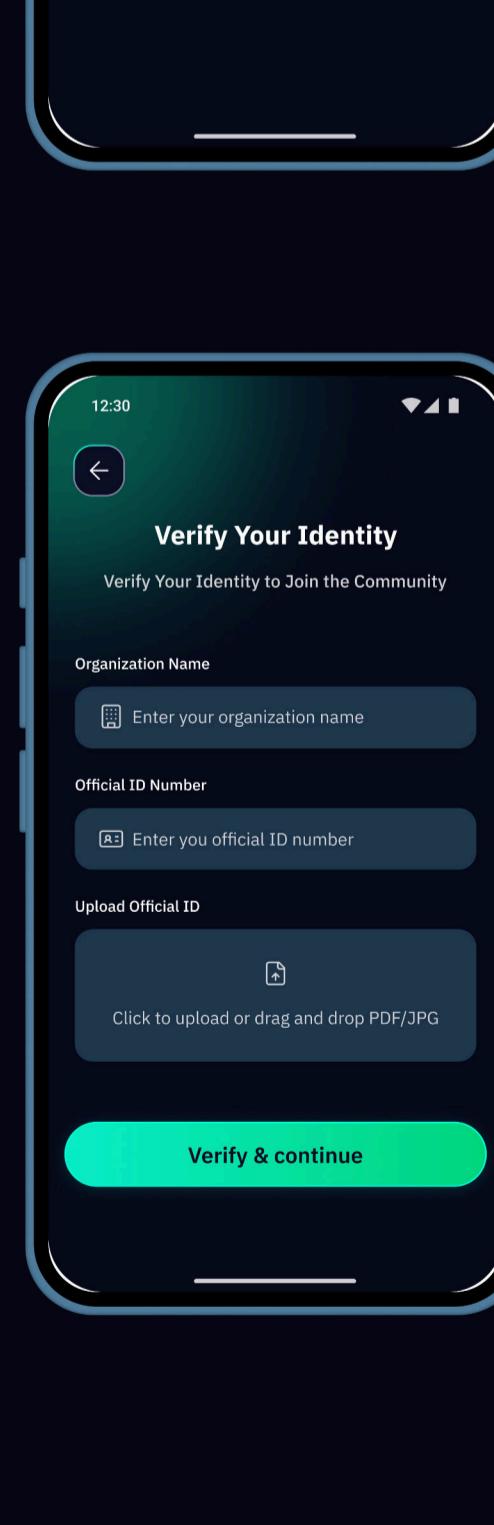
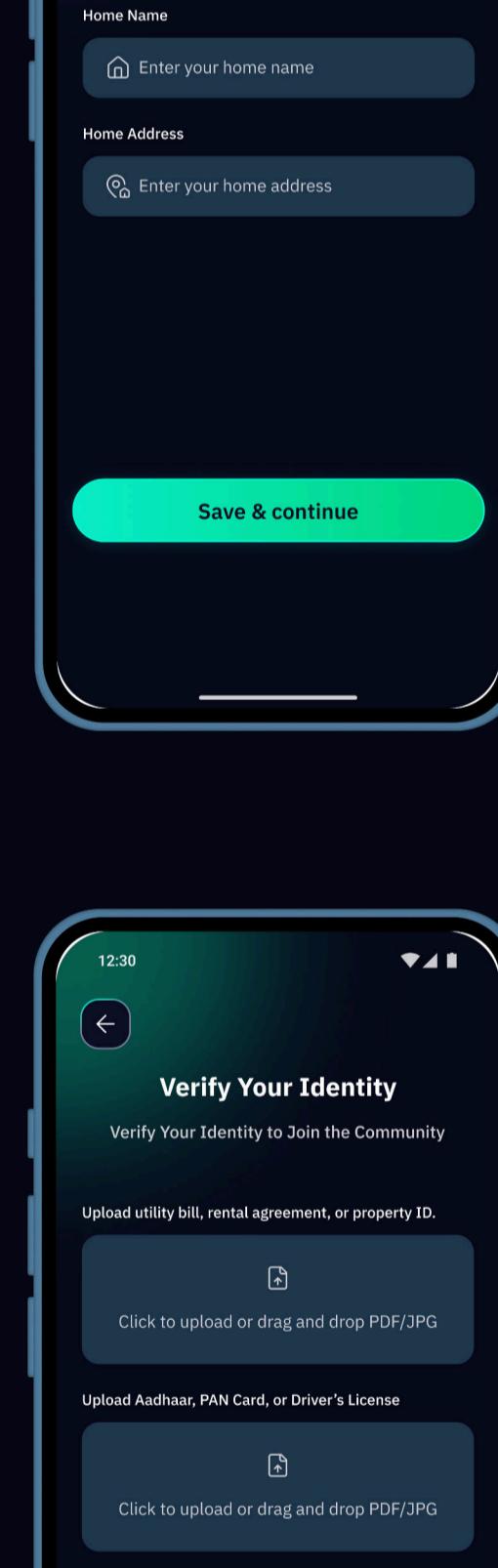
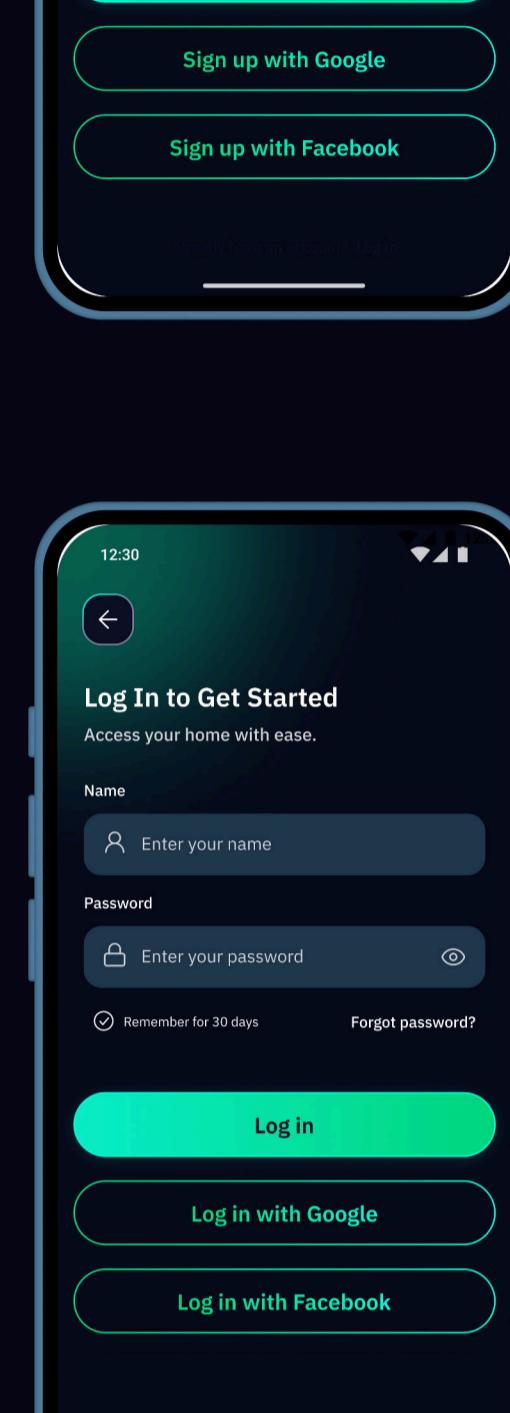
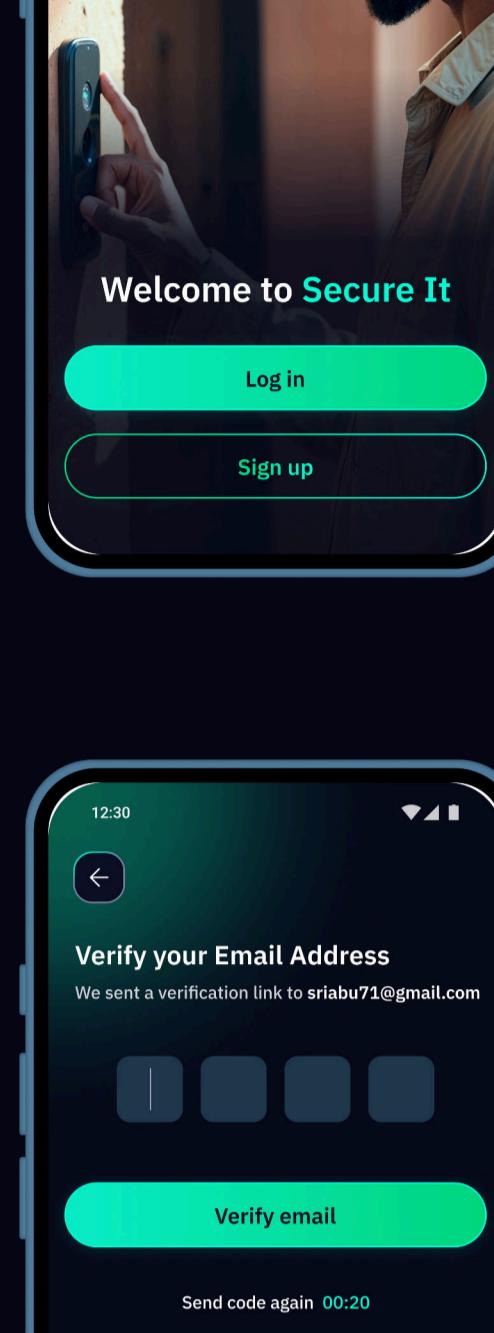
## Splash + Welcome Screens

Establishing brand presence from the first glance



# Login Screens

Establishing brand presence from the first glance

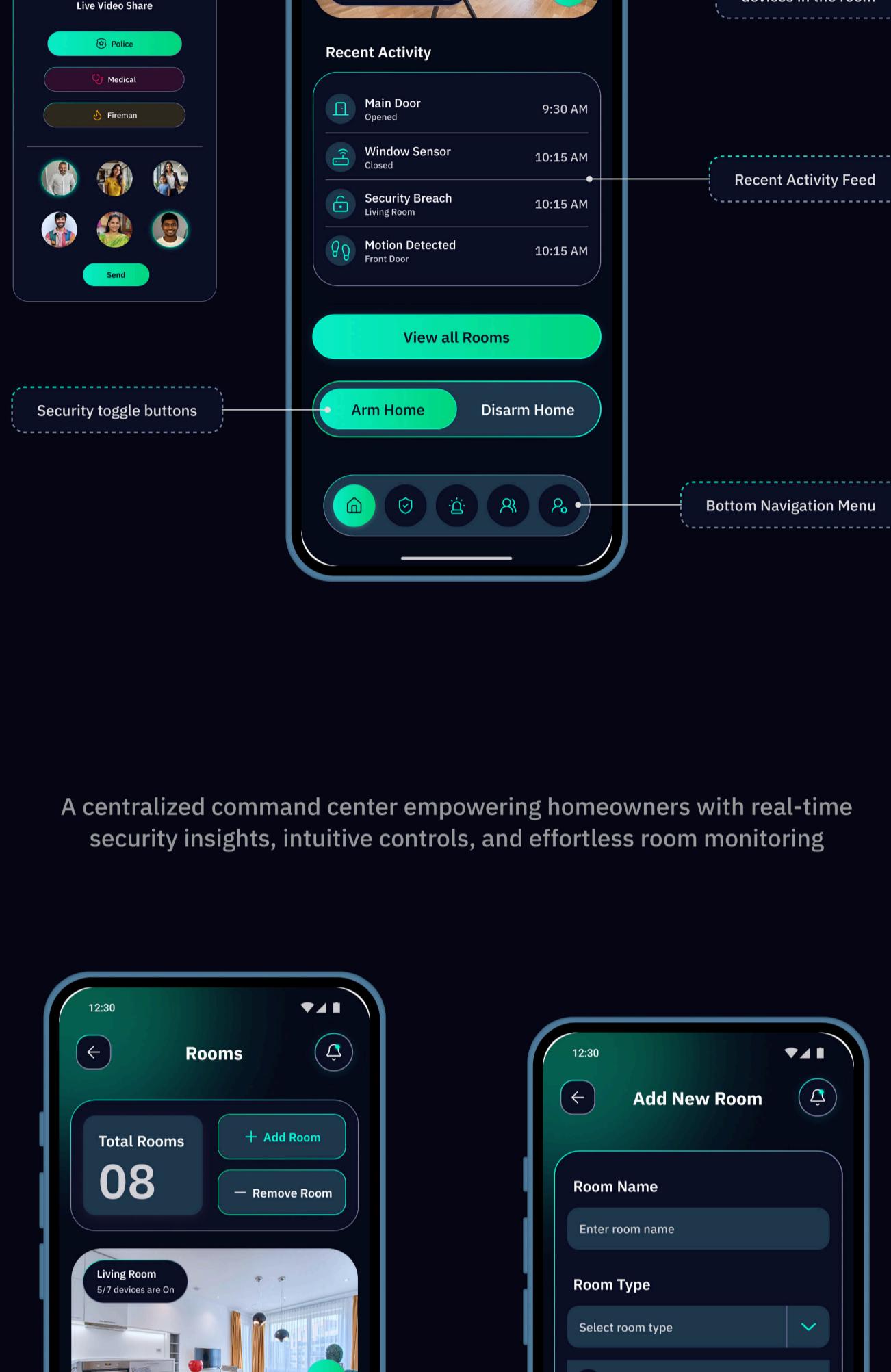


## Reset Password Flow

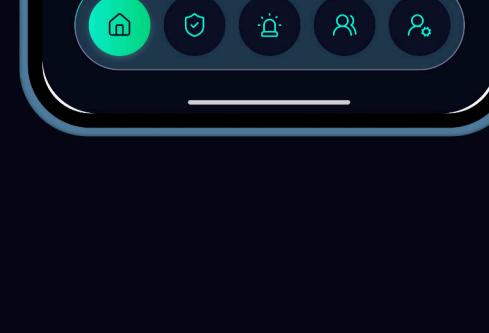
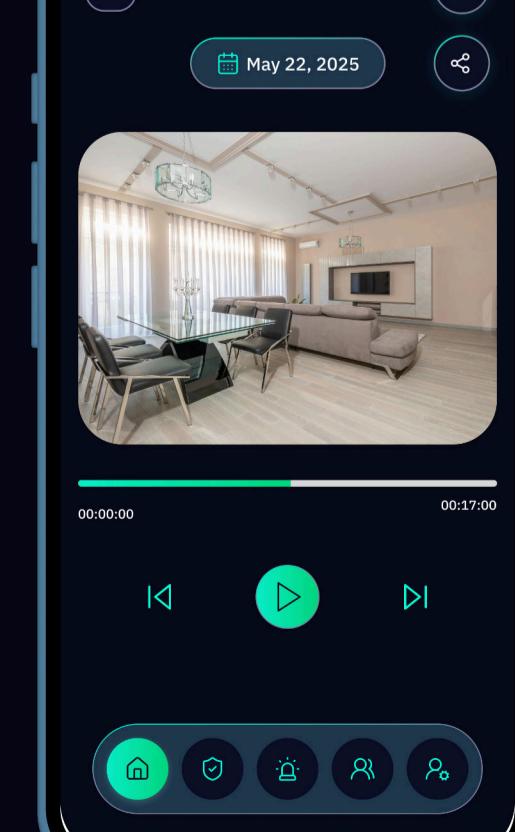
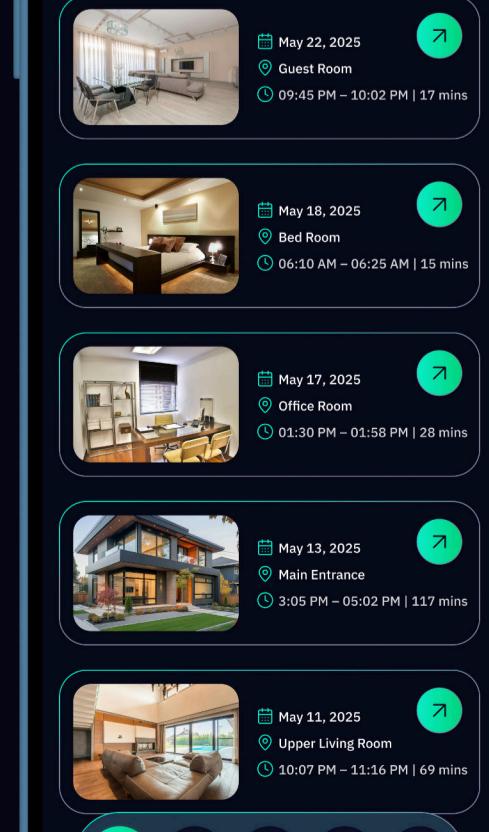
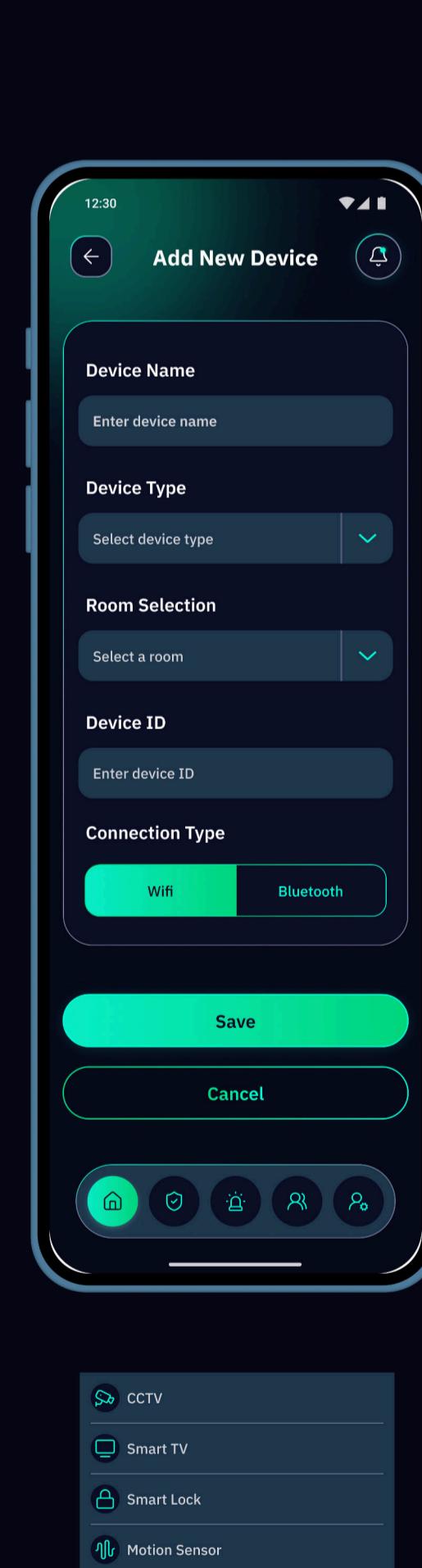


# Home owner Dashboard

A centralized command center empowering homeowners with real-time security insights, intuitive controls, and effortless room monitoring



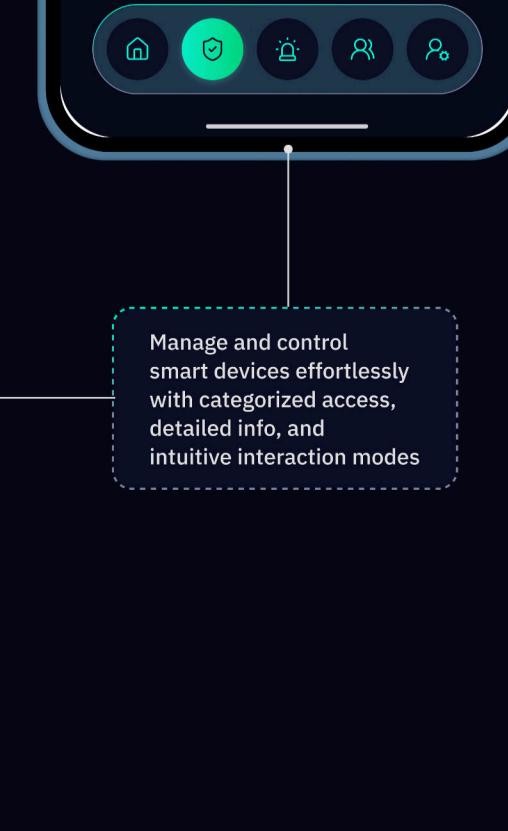
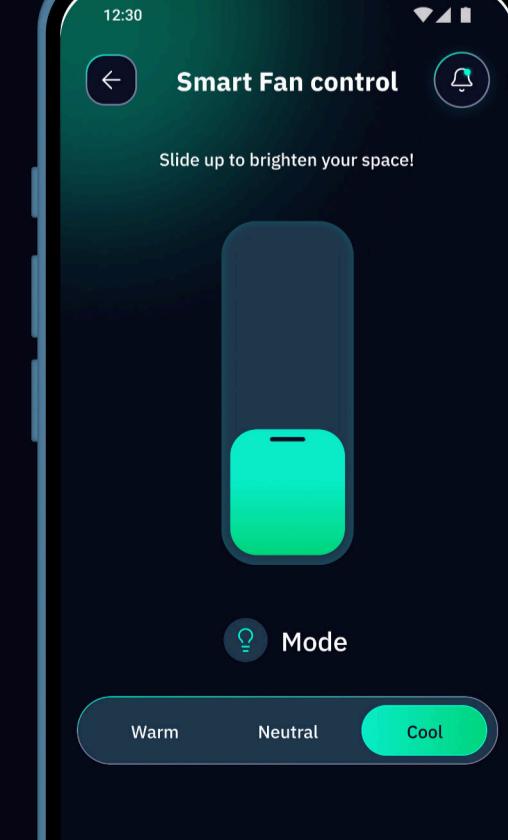
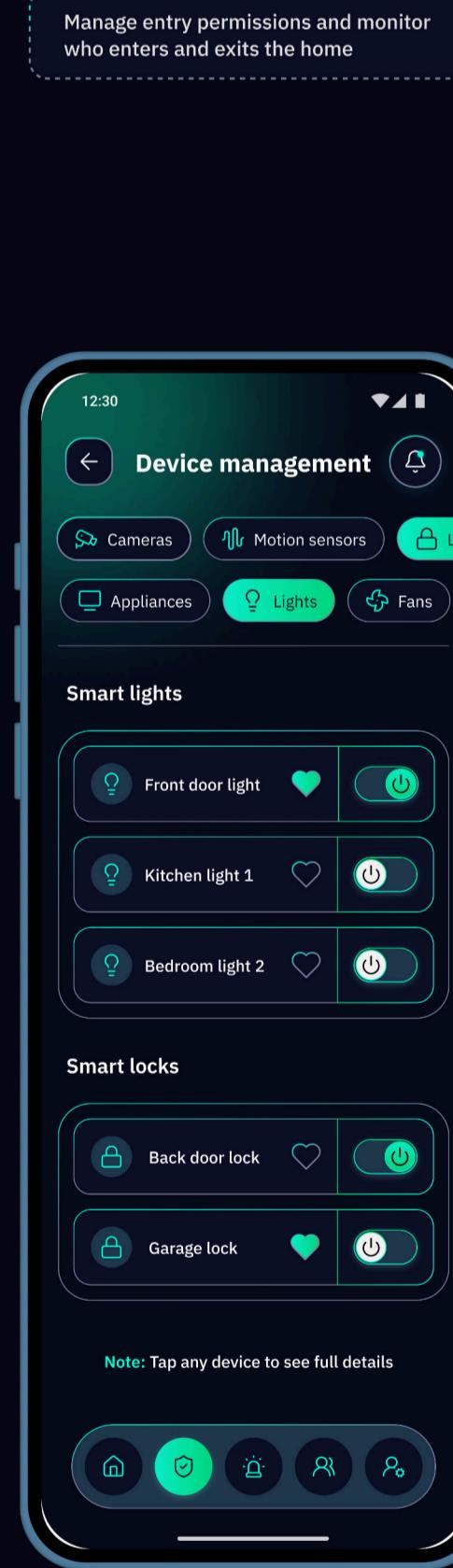
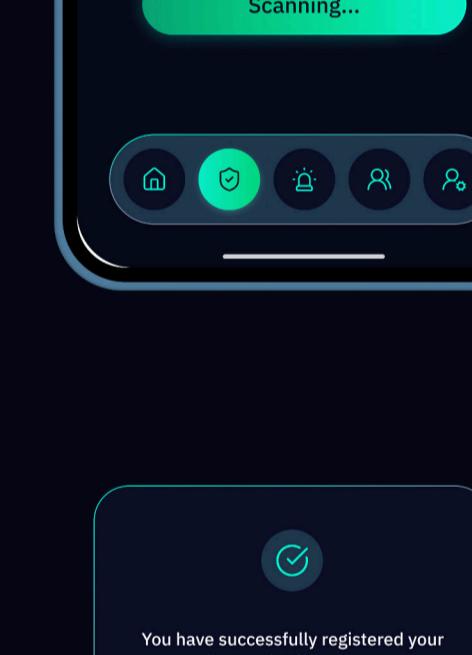
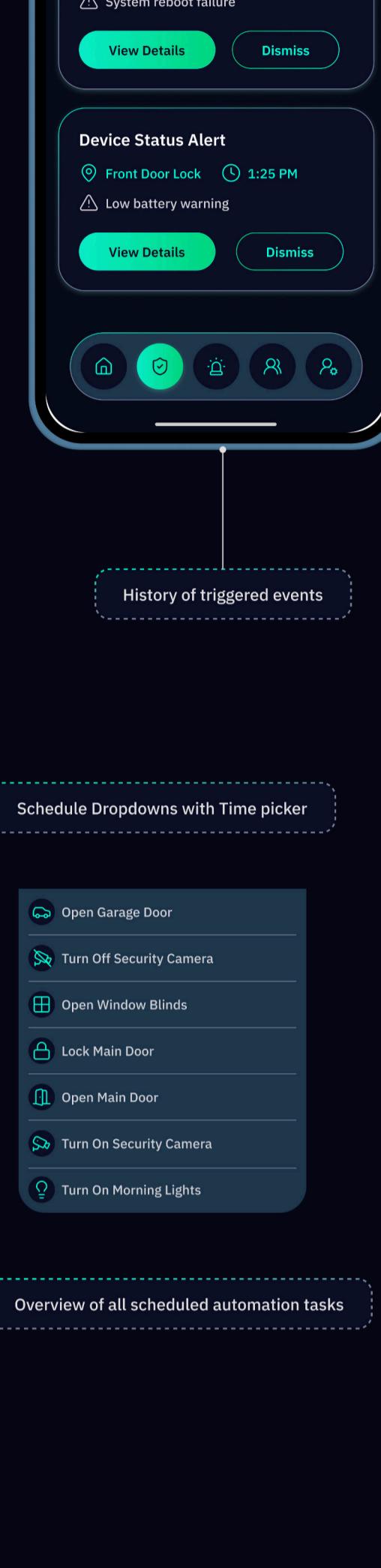
A centralized command center empowering homeowners with real-time security insights, intuitive controls, and effortless room monitoring





## Security control screens

Centralized access to manage alerts, automate actions, control home entry, and configure device settings seamlessly.



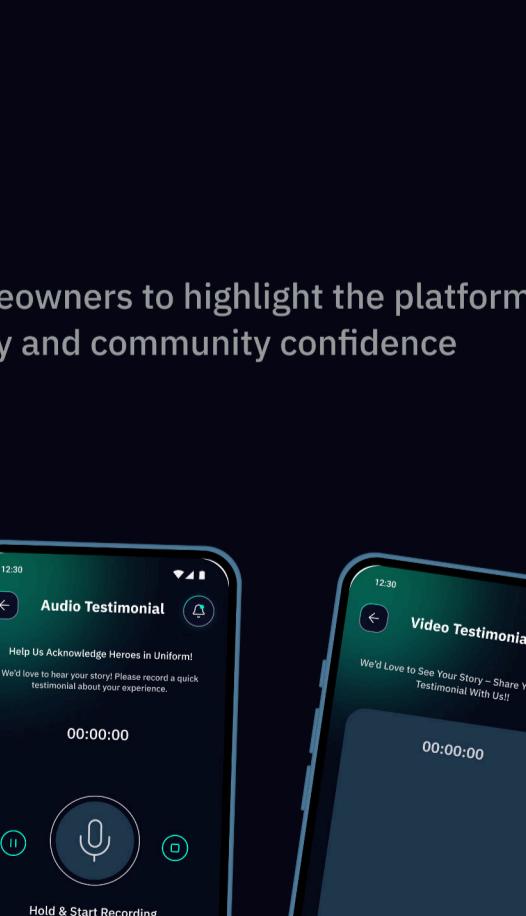
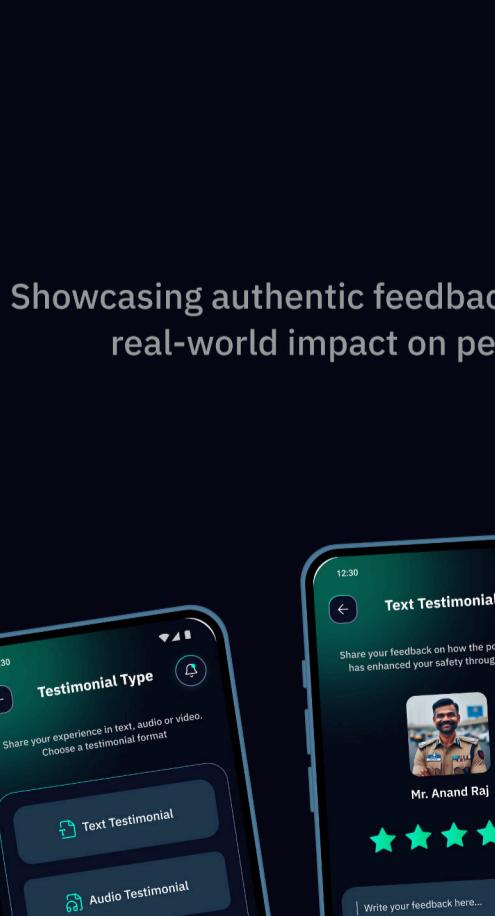
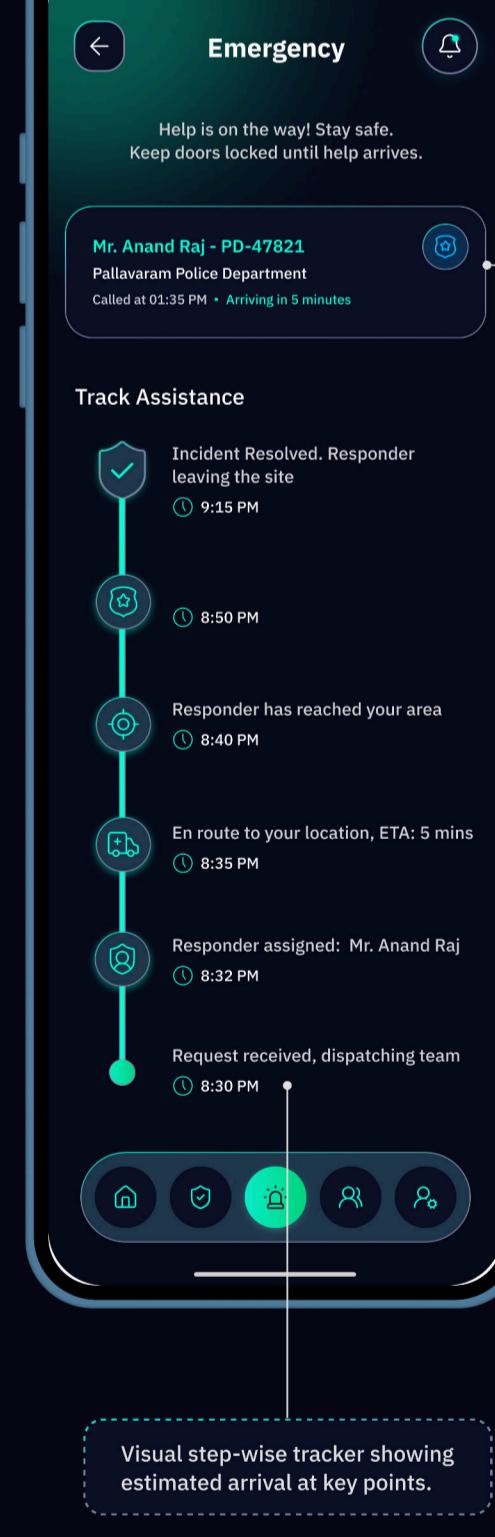
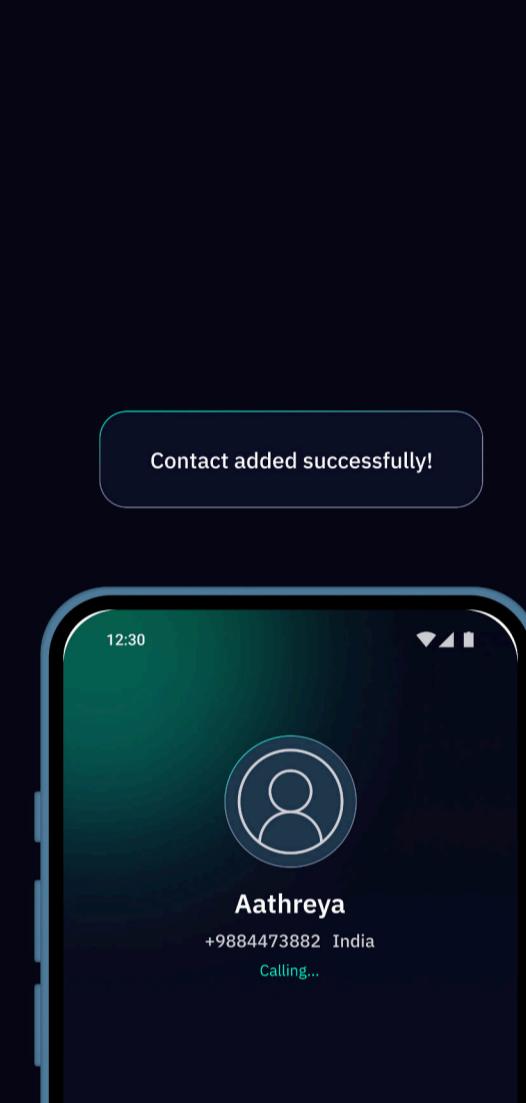
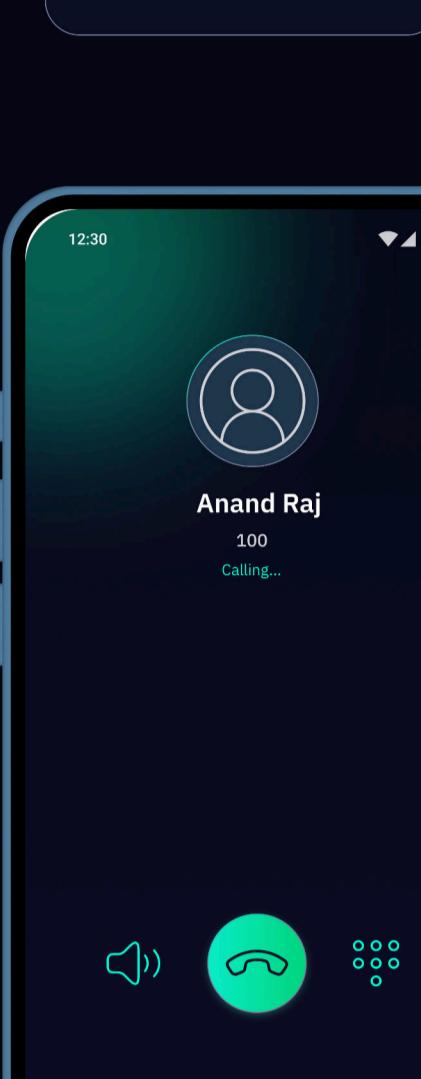
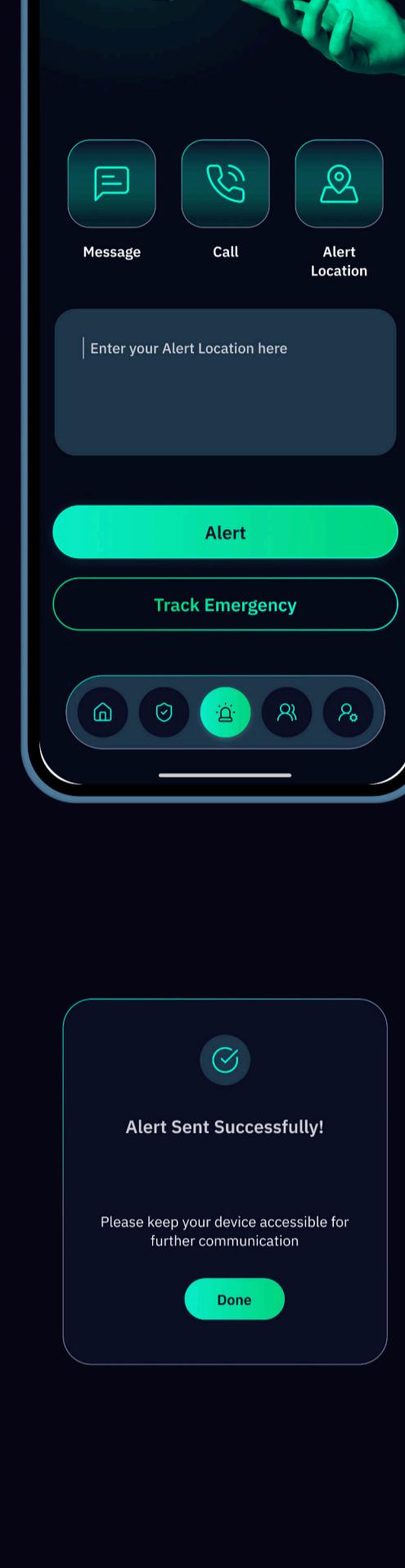


+ Add Device

- Remove Device

## Emergency screens

Centralized access to manage alerts, automate actions, control home entry, and configure device settings seamlessly.



Showcasing authentic feedback from homeowners to highlight the platform's real-world impact on personal safety and community confidence



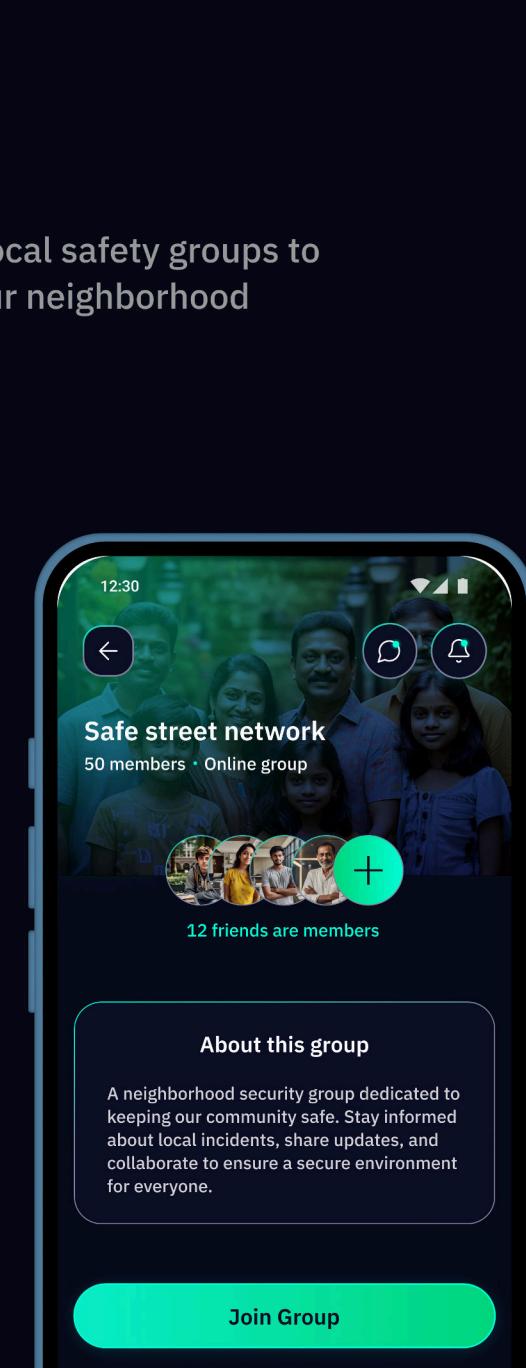
## User Community screens

Fostering Neighborhood Awareness - Empowering users to share incidents, updates, and stay connected within their local community.

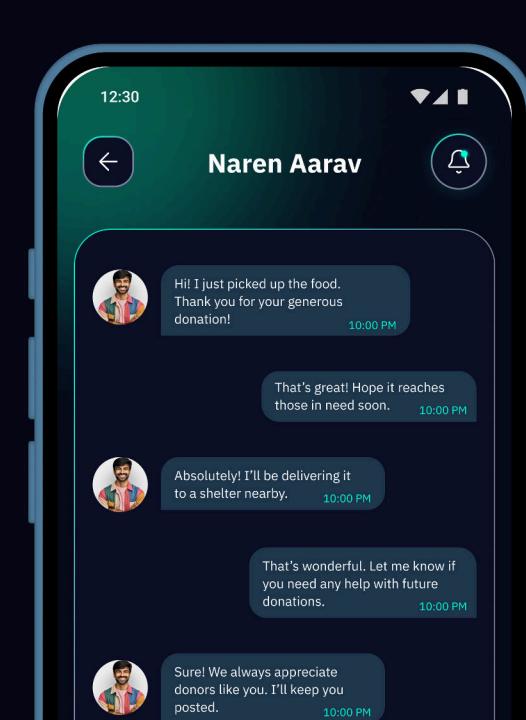
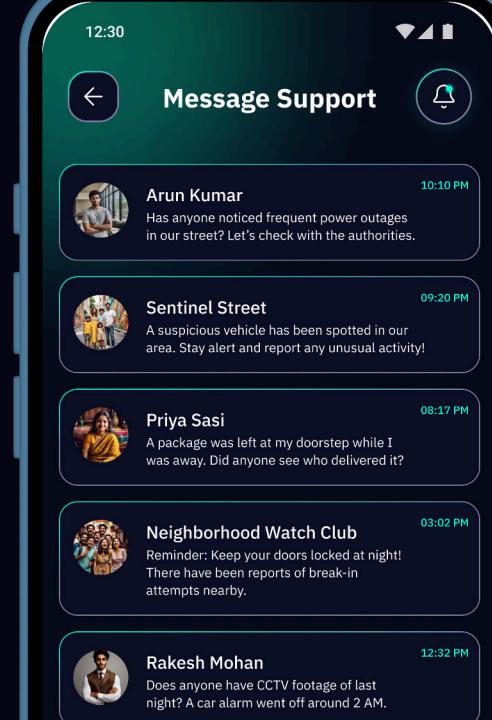
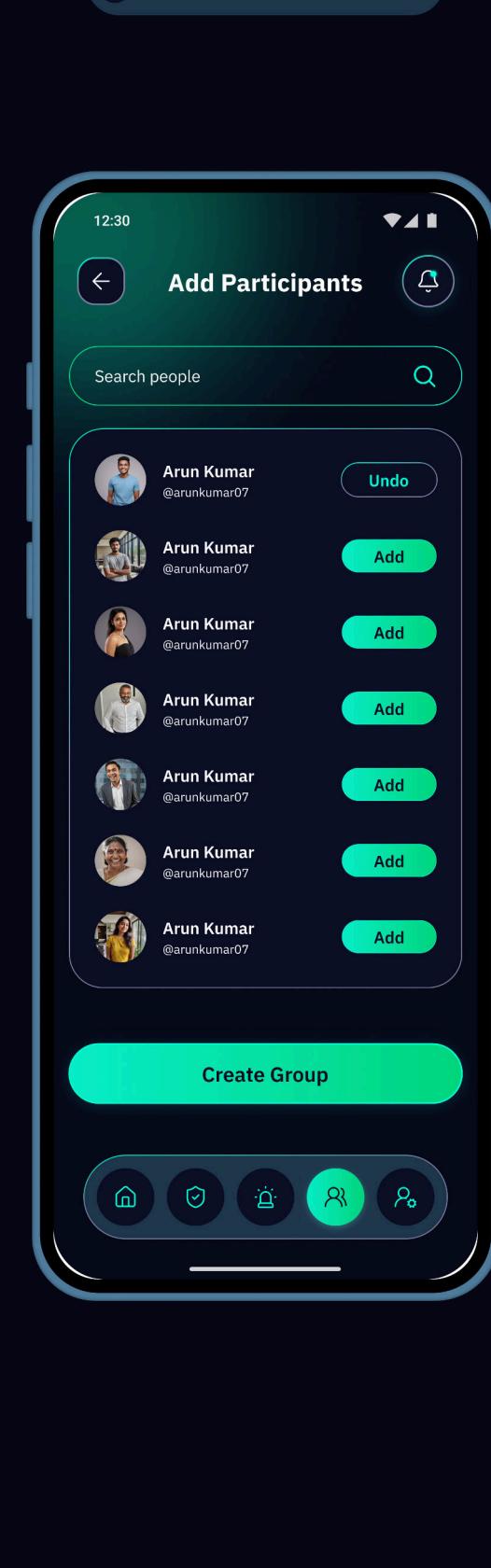
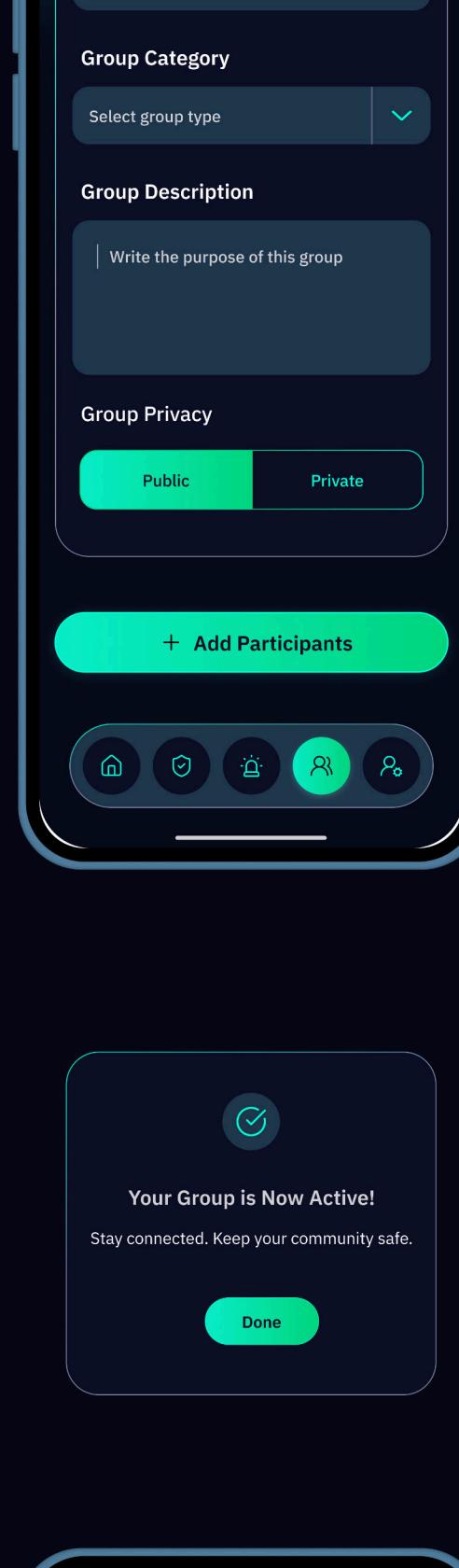


Switch between community feed and local safety groups.

Post Preview Card



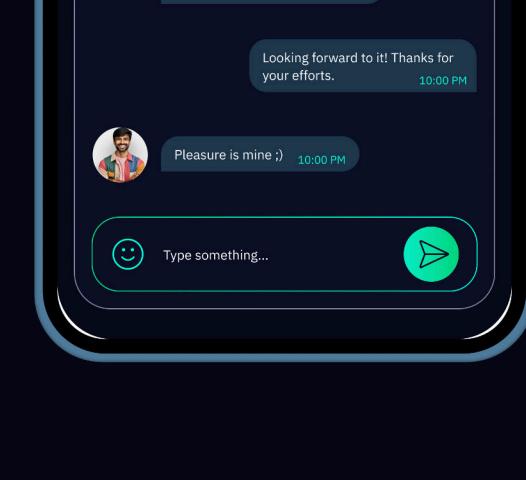
Join, explore, and manage local safety groups to stay connected with your neighborhood



Your Group is Now Active!

Stay connected. Keep your community safe.

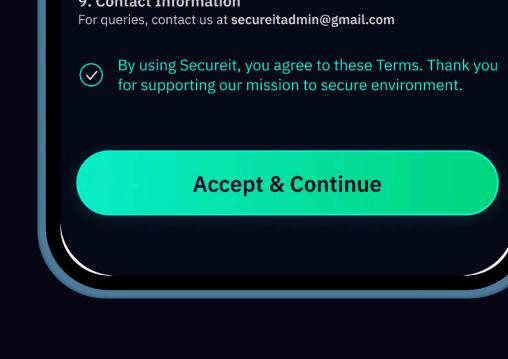
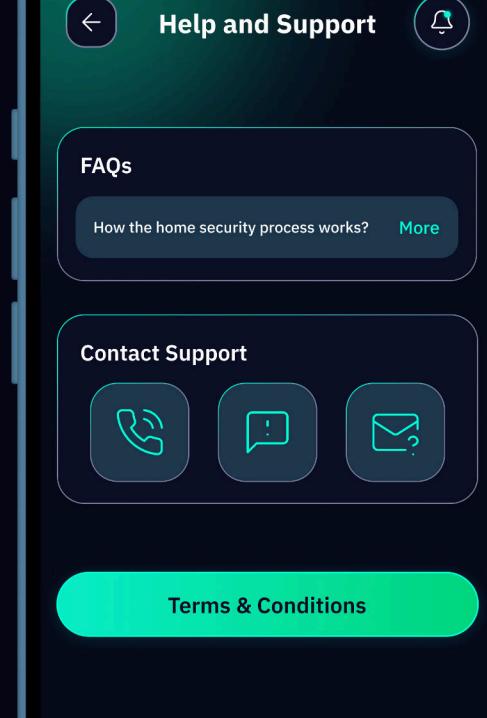
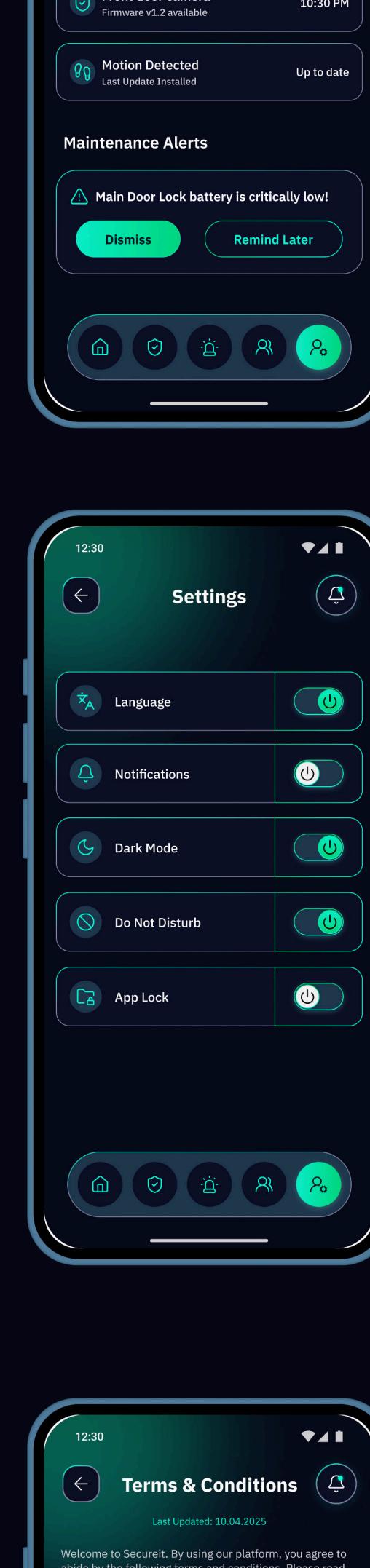
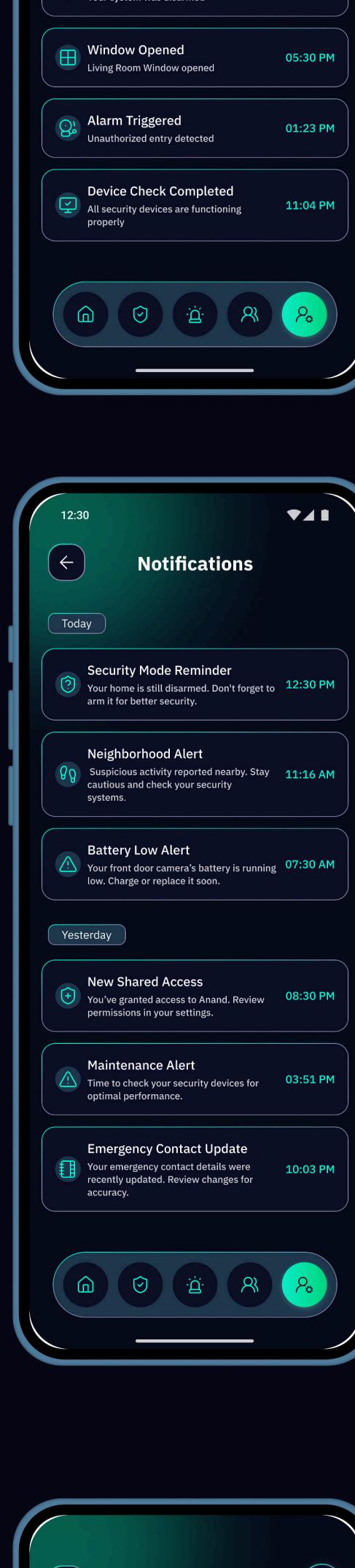
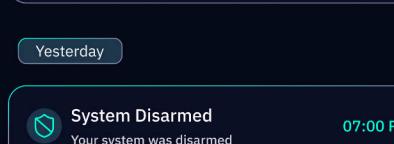
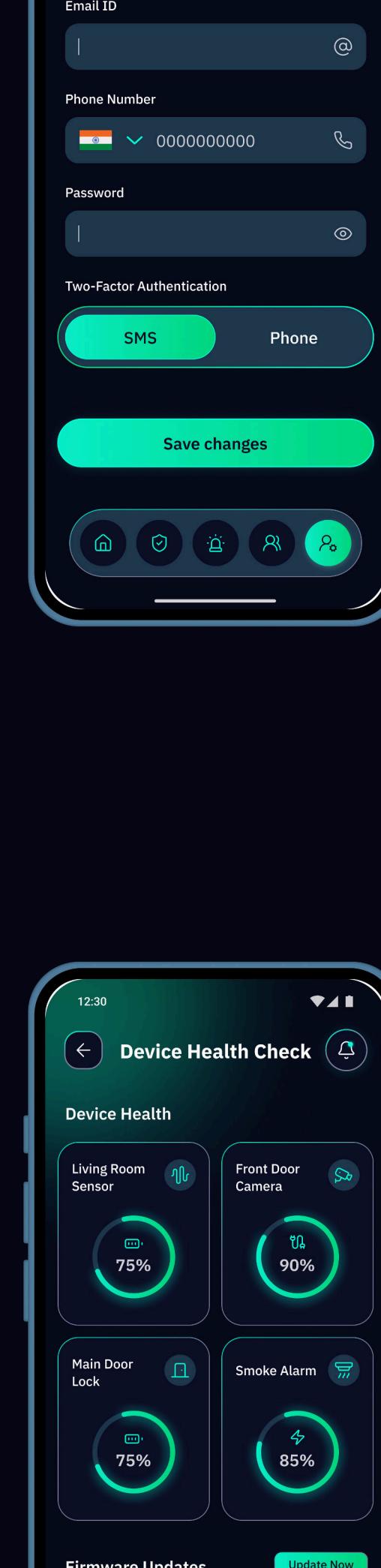
Done





# Profile management screens

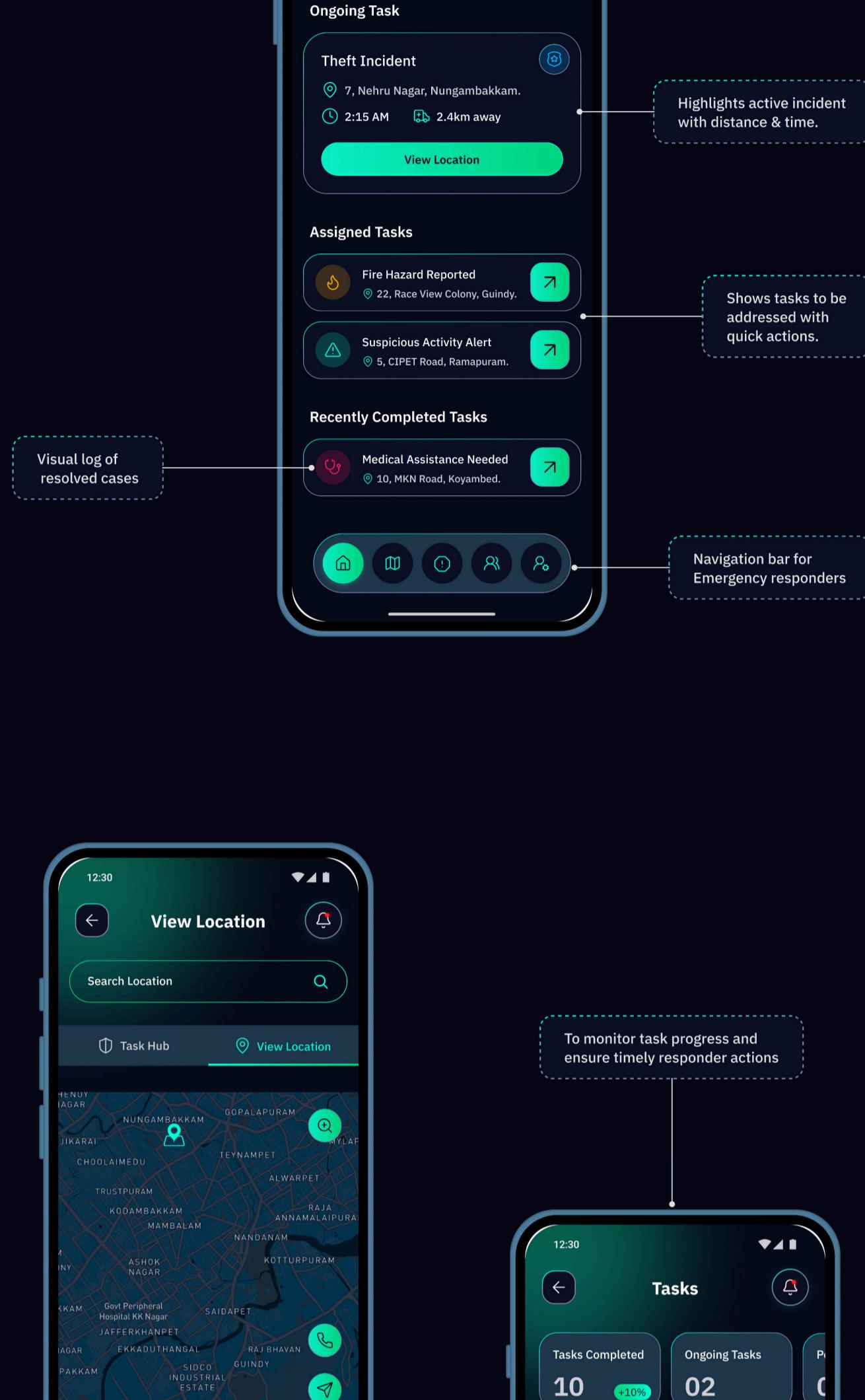
Users can manage personal info, preferences, and app settings in one place

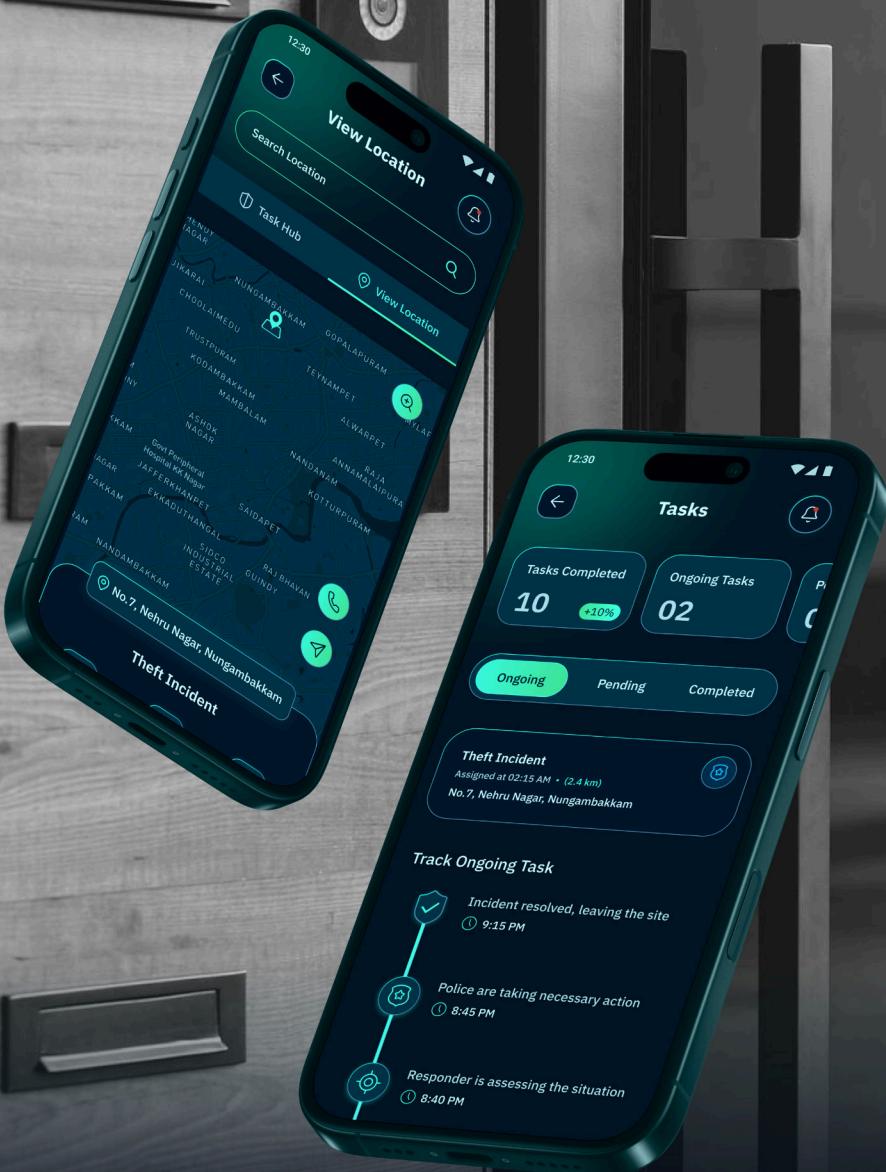




# Emergency Responder screens

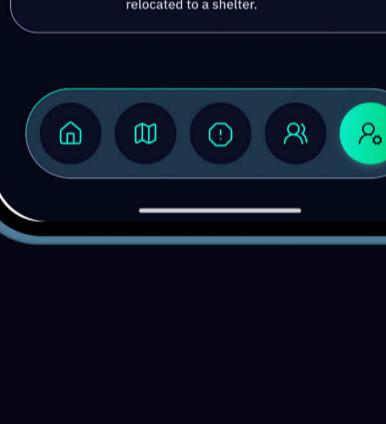
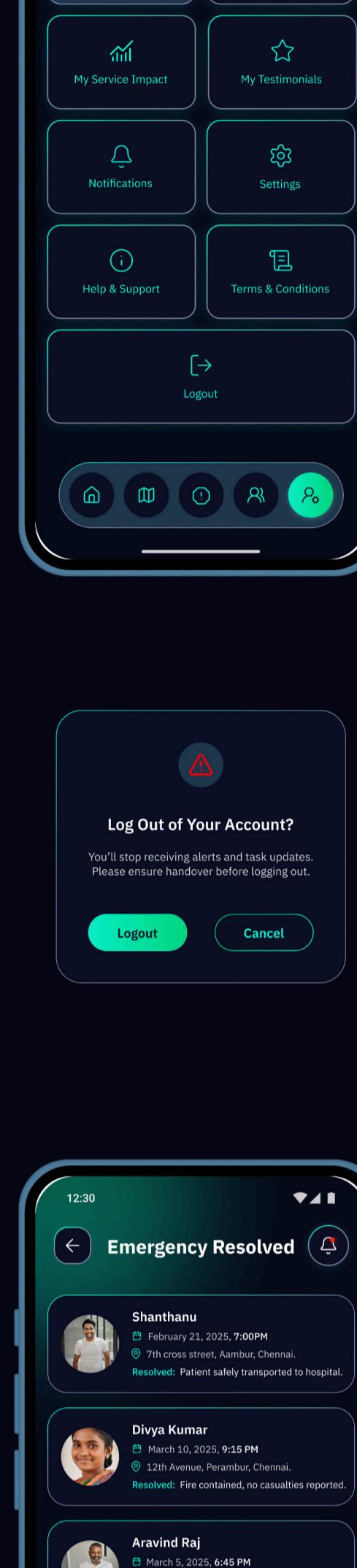
To empower emergency responders with real-time coordination, rapid task access, and situational clarity



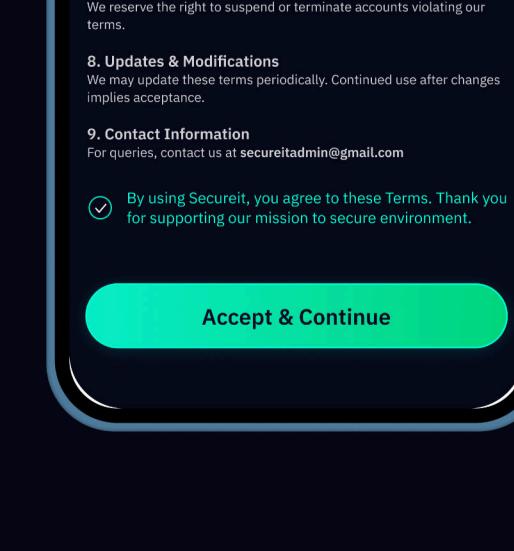


# Profile management screens

To empower emergency responders with real-time coordination, rapid task access, and situational clarity



## Testimonials received from Home owners





# Dashboard Design

A Unified Interface to Monitor, Control, and Respond All From One Secure Place

The wireframe illustrates the initial layout of the dashboard, featuring a dark blue background with white hand-drawn sketches of various interface components. It includes sections for Alerts, Device Control, Activity log, Health check, Emergency, and Navigation.

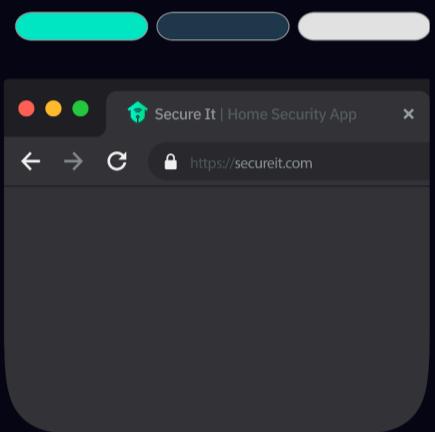
The final design of the dashboard is presented in a dark-themed interface. Key features include:

- Welcome Home, Shanthi!** at the top left.
- Alerts** section listing Motion Alert, System Alert, Device Alert, Motion Alert, and Motion Alert with timestamps and locations.
- Device Control** section with buttons for Front door light, Kitchen Fan, and Back door Lock.
- Activity Log** section showing System Armed, Motion Detected, and Alarm Triggered events with timestamps.
- Device Health Check** section showing Sensor 3 (75%) and Cam 2 Battery (90%).
- Emergency** section with four large buttons for shield, siren, fire, and bell, and a text input field for Alert Location.
- Track Navigation** section showing a map with locations like CHOOLAIMEEDU, TRUSTPURAM, NUNGAMBakkAM, SDAT Stadium, THOUSAND LIGHTS, ODAMBakkAM, MAMBALAM, GOPALAPUR, TEYNAMPET, VANIYA, and Estimated Time: 5 mins.



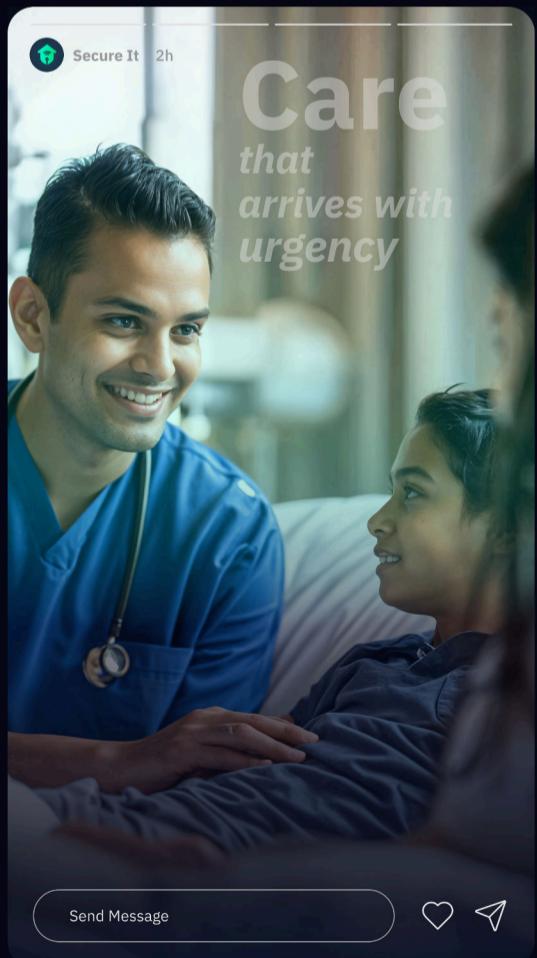
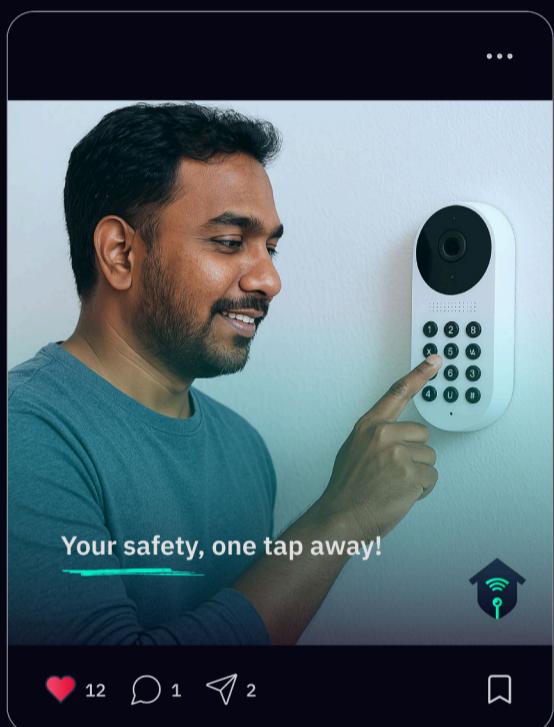
# Brand Identity

A visual identity shaped to communicate trust, safety, and seamless digital protection.

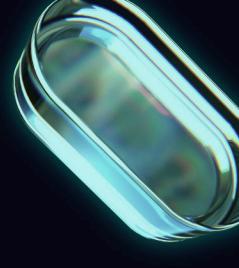


# Social Media

A visual identity shaped to communicate trust, safety, and seamless digital protection.



# Deploy



## Usability Testing

Tested with 6 Target Users to Identify Pain Points and Improve User Experience

Responses	# of blocks
05	3

### #1 Prototype Testing: Accessing Home Alerts & Managing Devices

Success Rate      Drop-off      Mousedown Rate

94%      6.0%      26.3%

### #2 Prototype Testing: Requesting Emergency Assistance

Success Rate      Drop-off      Mousedown Rate

100%      0.0%      14.7%

### #3 Prototype Testing: Assisting and Completing Emergency Tasks

Success Rate      Drop-off      Mousedown Rate

100%      0.0%      9.9%

Improved clarity by 30% after user feedback

## Improvements made post usability testing

- Resolved a bug that caused disconnection during the homeowner logout process, ensuring a smoother user exit.
- Added success messages and visual cues for adding/removing devices to reduce user confusion.
- Added a dedicated modal for homeowners to instantly share live footage with Police, Medical, or Fire personnel.
- Created separate identity verify ID screens for both homeowners and emergency responders to ensure role-based security and trust.

# Heatmaps



Identifying key user problems and aligning them with five core emotions to uncover emotional friction points and design more empathetic security solutions.

### Study Overview

3 blocks on this study

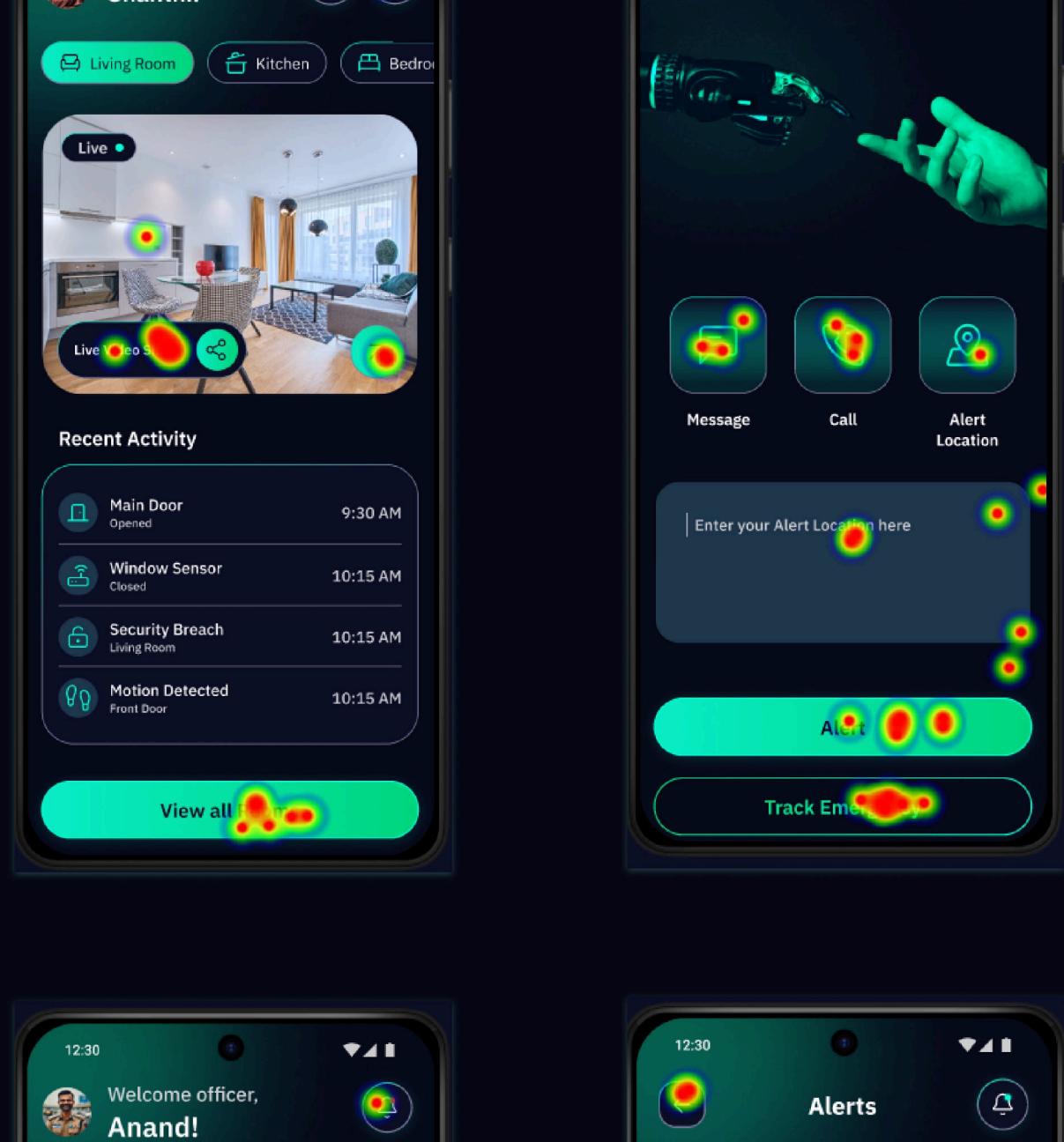
Responses collected: 5

Completed	Not-completed	Time
Users who finished the study 100%	Users who dropped-off the study 0%	Overall average time 3m 41.3s

#### Blocks

Blocks used on this study

BLOCK	TOTAL	COMPLETED	NOT-COMPLETED	TIME ON TASK
Single Task	5	5	0	1m 42.3s
Single Task	5	5	0	39.0s
Single Task	5	5	0	28.8s



# Future Roadmap & Innovations





## What this Project taught me



**Secure It** taught me how to translate complex safety needs into intuitive digital experiences. I learned to balance empathy, accessibility, and visual clarity while solving real user problems. This project deepened my confidence in leading end-to-end design thinking with purpose and impact.

# Thanks for *Joining the Mission* to secure lives!

Grateful for your time and interest in **Secure It**. If this project sparked your interest, I'd truly value your **thoughts, encouragement**, or a **Quick follow**

 Follow

Let's keep building *safer digital experiences* together!

Connect : [parvathavarthini445@gmail.com](mailto:parvathavarthini445@gmail.com)



# Prototyping



Validating Design Through  
Functional Prototypes

After gathering user feedback and heatmap data, I refined the prototype.  
**You can interact** with the updated version below:

[Click here to Explore Interactive Prototype](#)