

NIDUS

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Background

Home automation, or smart homes, is the concept of having the appliances and devices in your home act automatically without direct input being needed all the time. This is accomplished with the system known as the “Internet of things” or IoT.

IoT is extending the internet and connectivity beyond computers into everyday objects. These devices can communicate with each other, the internet and be remotely monitored and controlled.

Since it’s rise in the last decade, many companies and start-ups have developed devices and systems for the smart home market.

Nidus offers a new way to control your smart home. With Nidus, nearly every appliance or device in your home can be controlled and monitored. Appliances, security devices and utilities can all be brought together and seamlessly controlled through the Nidus app, making your home safer and more efficient than ever before.

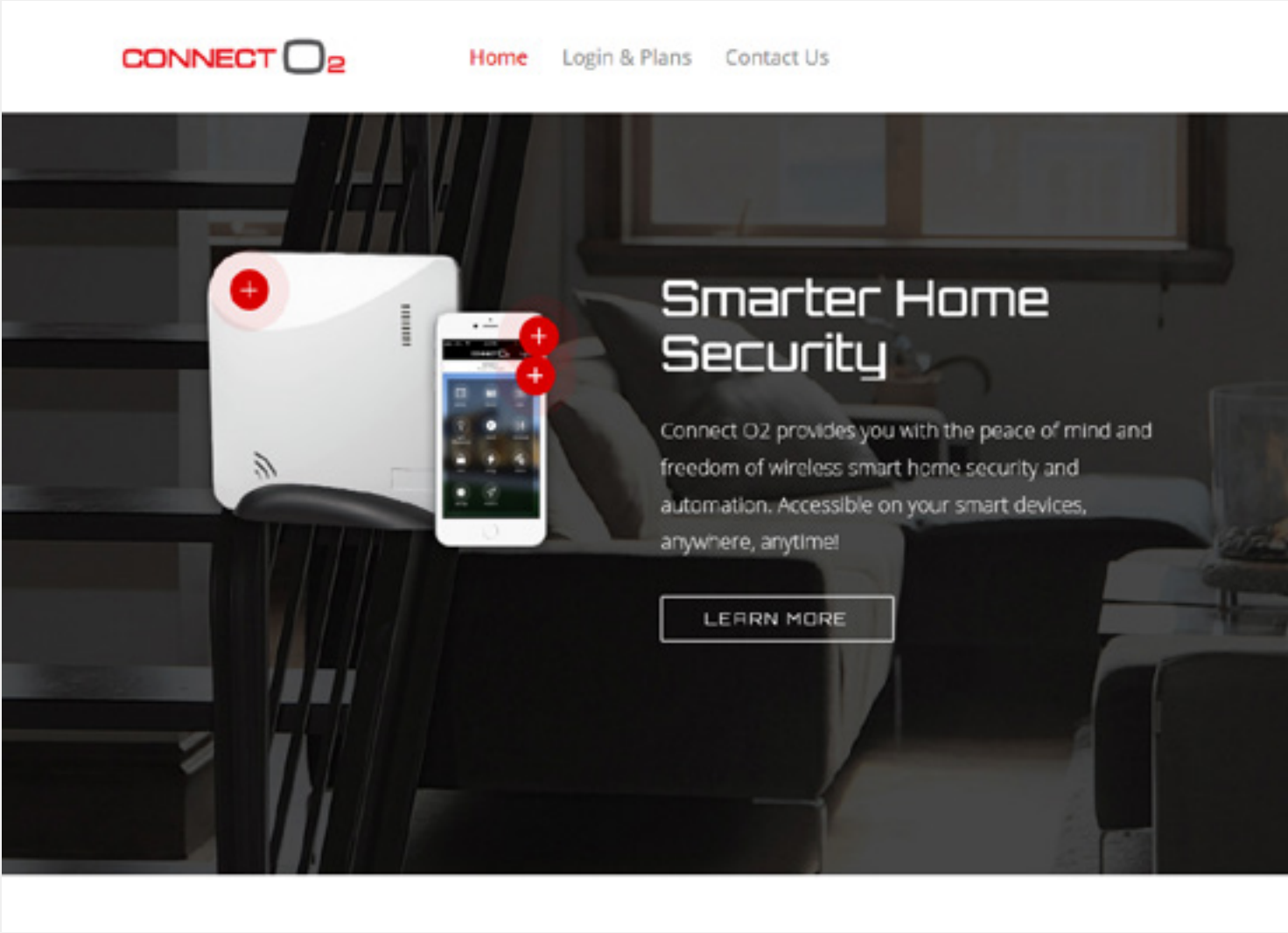


Competitor Analysis

Connect 02

Connect 02 presents itself as a sleek, modern, state of the art security solution for homes. They use a darker theme compared to the other competitors, with contrasting red and white that emphasises the "cutting edge" theme they have.

They offer sensors for both security and environment, as well as a camera and smoke detector. While all their hardware is security focused, Z-wave compatible products can also be integrated into the system for full smart home automation.



Chubb Home Security

Chubb's focus is primarily on family and security, as evidenced by the website screen shot below. They use bold blue and yellow colours and imagery of families in modern homes.

They offer security in the form of various sensors, remotes and keypad locks, as well as video surveillance. All of this can be controlled and automated via their UltraSync Mobile App. While Chubb hardware is mainly security focused, other Z-wave compatible products can be integrated.

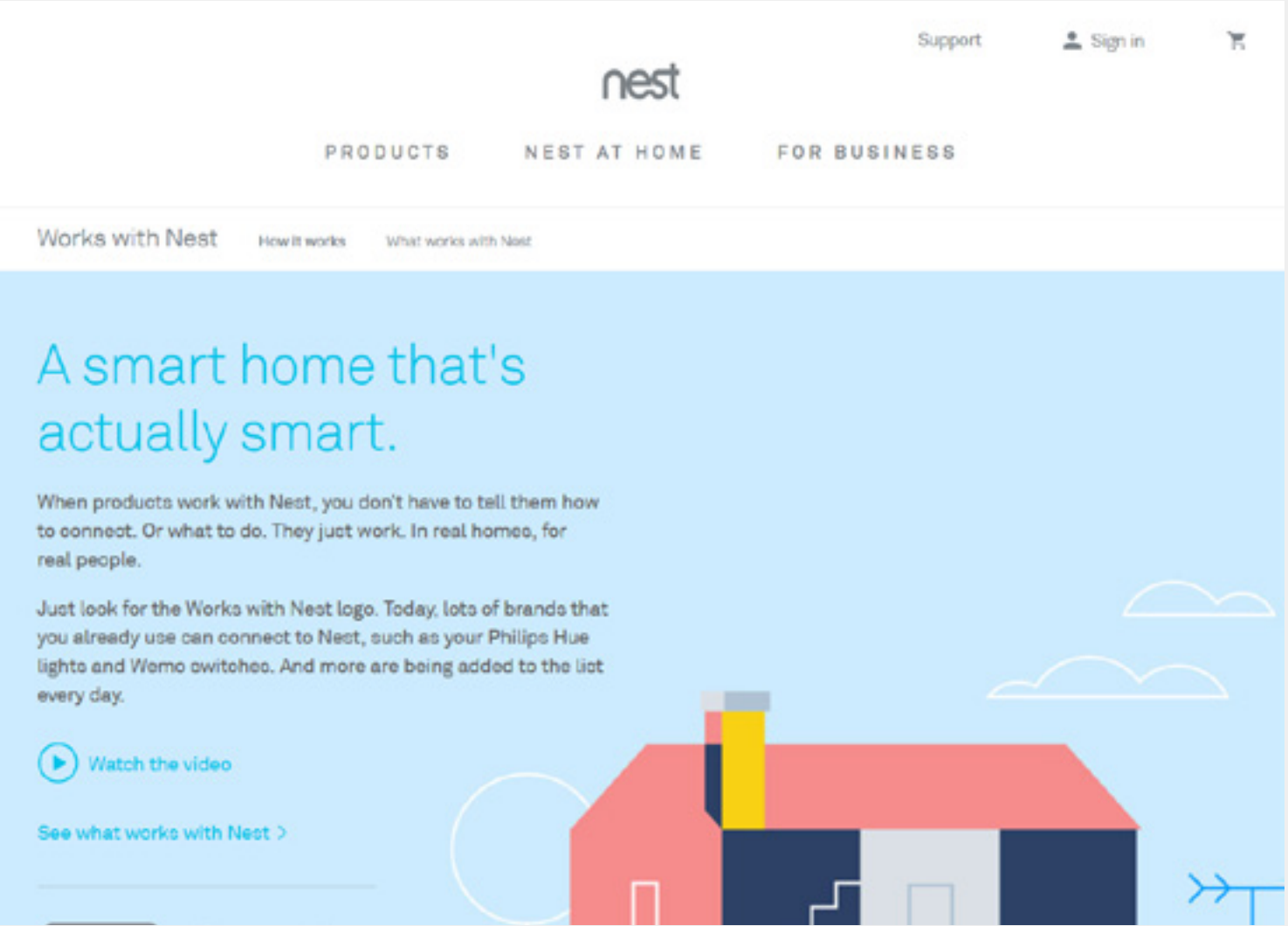


Competitor Analysis

Nest

Nest competes not only with Nidus, but with other smart-home protocols such as Z-wave and ZigBee. Nest is presented in a light and minimalist art style. The keywords and imagery on the website imply simplicity and ease-of-use.

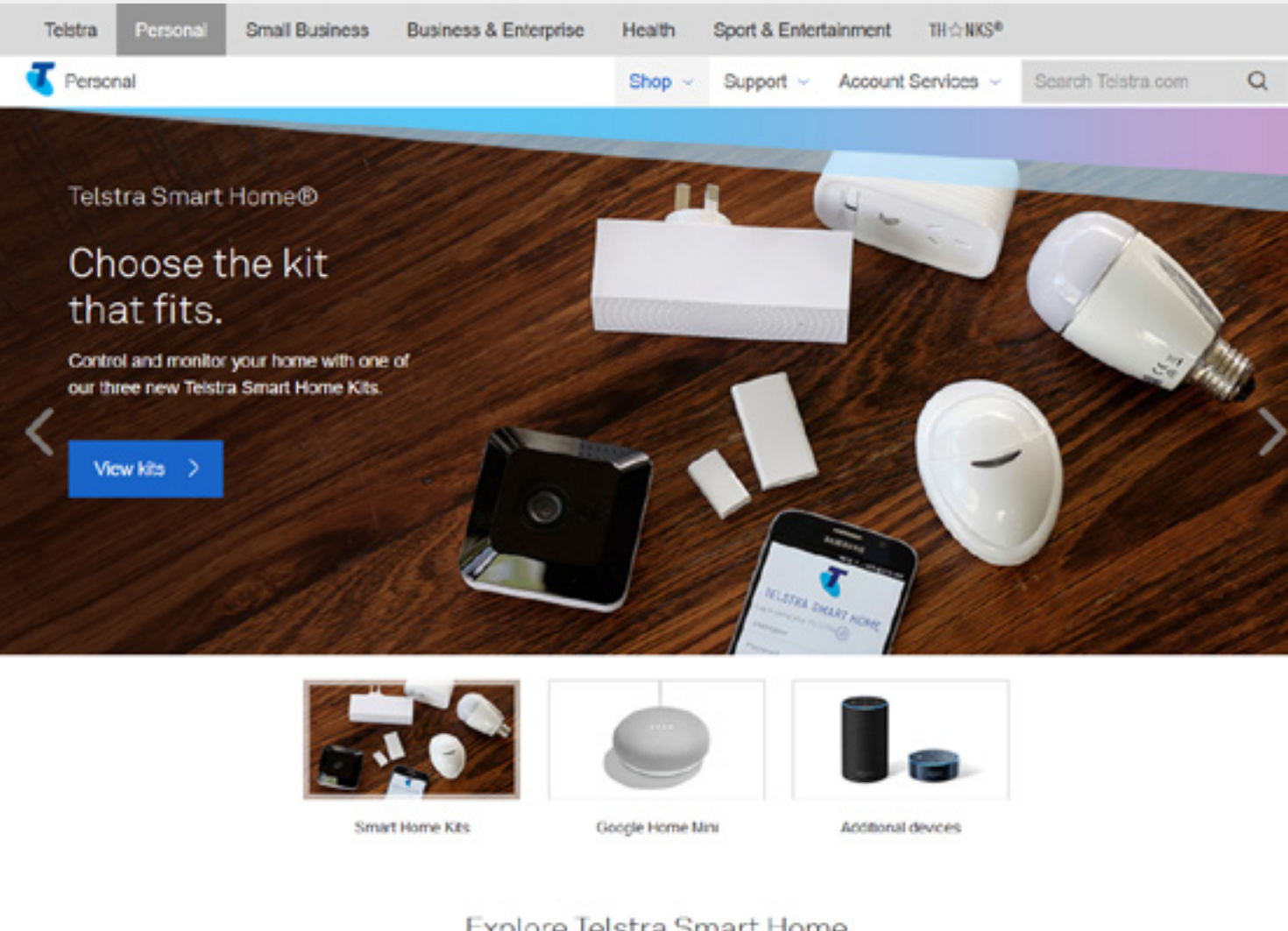
Nest doesn't offer any kind of sensor or appliance hardware, but does sell it's own cameras and smoke alarms. Nest relies on other smart home manufacturers to make Nest compatible products, all of which can be controlled via Nest's own mobile app.



Telstra Smart Home

Telstra Smart Home presents itself as the obvious choice for existing Telstra customers. The simple layout with white and grey colouring with bold accents gives a sense of practicality and simplicity.

There is a wide array of hardware with plugs, sensors, light bulbs and remotes for most household products. These all operate on the ZigBee protocol, but are not compatible with other Zigbee devices and work only with Telstra's hub.



User Personas



Laura, 35

“Inspiration can be found anywhere if you look hard enough.”

 Inner City, High-rise Apartment

 Professional writer

 High income

Personal goals

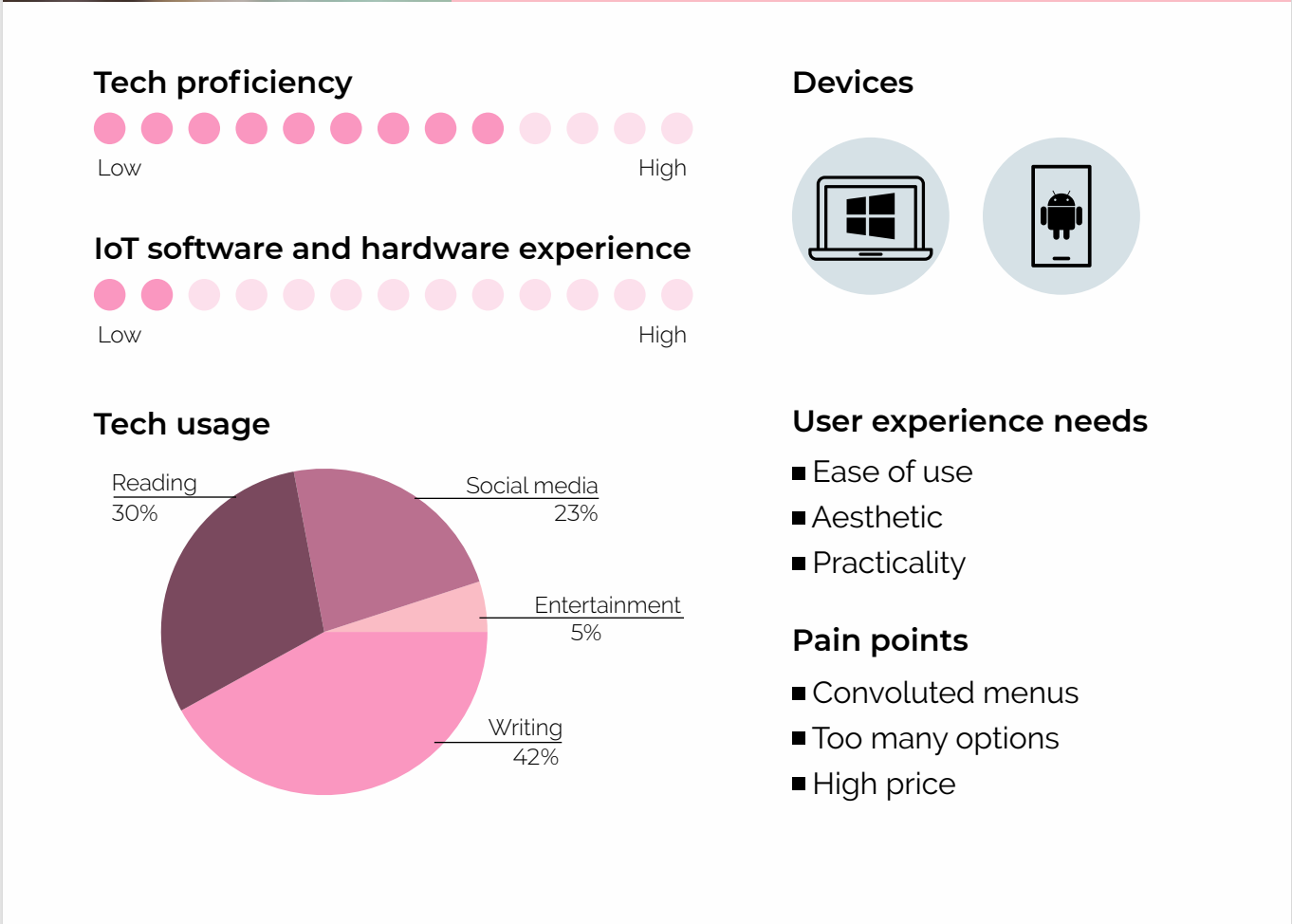
- Publish current book
- Stay healthy
- Maintain social life

Interests

Nature, decorating, reading

Traits

Quiet, open-minded, creative



Job stories

When I am at my desk, I want to turn on my stereo and control the lights, so that I can control the atmosphere in my room.

When I am out, I want to schedule A/C to turn on before I come home, so the room temperature is comfortable when I get home.

When I am in bed, I want to control the lights, so I can turn them off when I want to sleep.



Jack, 41

“I want to see everything the world has to offer.”

 Outer city, Luxury home

 Executive manager for large company

 Very high income

Personal goals

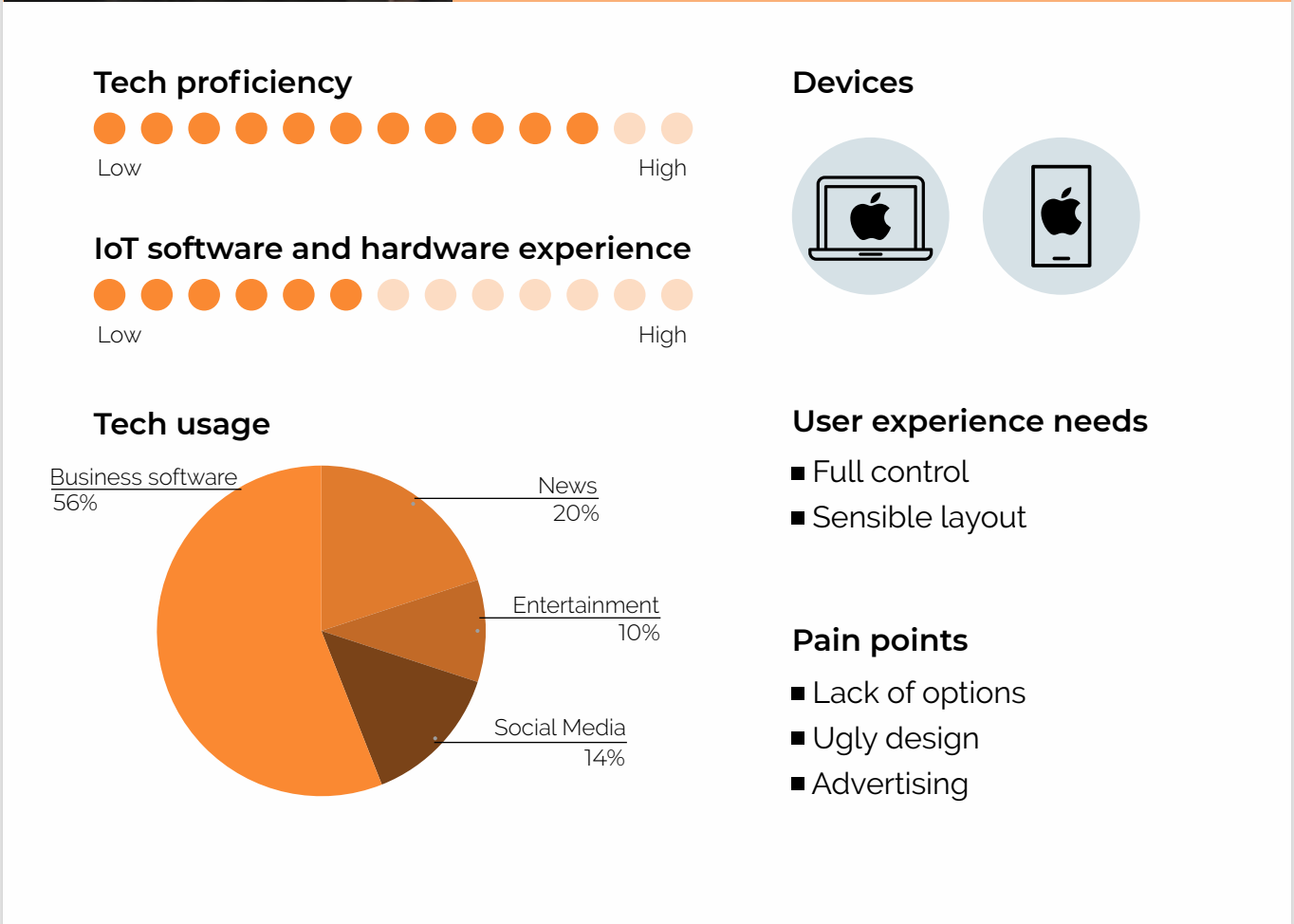
- Become CEO
- Stay healthy
- Travel the world

Interests

Latest tech, new experiences

Traits

Outgoing, analytic, motivated



Job stories

When I am traveling abroad, I want to view the status of my security devices so I know everything is okay.

When I am nearby, I want my doors to automatically unlock, so I don't need to use my keys.

When I am getting ready for work, I want my heater and kettle to turn on automatically before my alarm goes off, so I can get ready faster.



Phil, 55

“I work hard so I can enjoy life with my family.”

 Suburbs, Family home

 Self-employed blacksmith

 Medium income

Personal goals

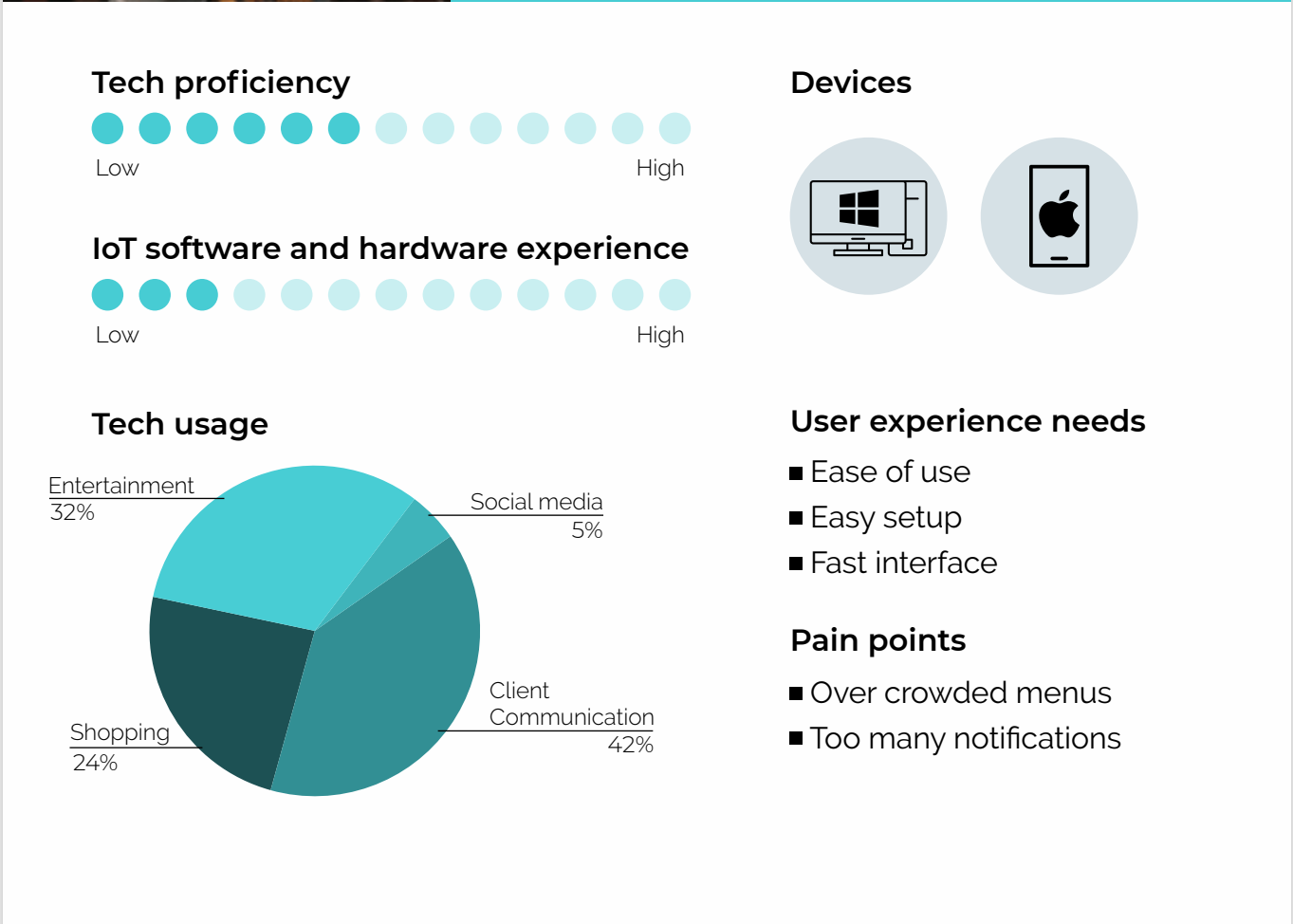
- Retire comfortably
- Give kids a safety net
- Finish their project car

Interests

Cars, gardening, movies

Traits

Realistic, friendly, handy




Job stories

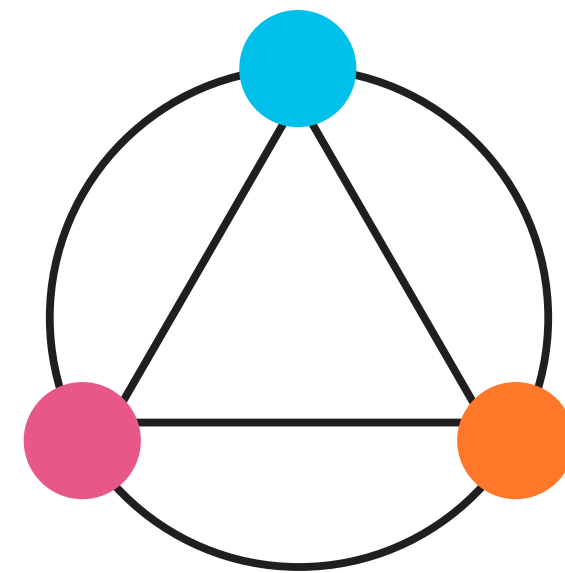
When I am at work, I want to check the flood and temperature sensor so I can make sure my home is ok.

When I am in my workshop, I want to operate the stereo and lights with my phone, so I don't have to stop what I am working on.

When I am at home, I want to monitor the energy usage of my appliances so I know how much energy I can save.

Core Strategy

 Nidus provides a high quality and easy to use home automation service for middle and upper-class homeowners that provides safety, convenience and enjoyment for the home.



Themes and Messages

Modern

Nidus is a new and modern experience that will improve your home

Enjoyment

Using Nidus in your home is a fun and enjoyable experience that anyone can experience.

Ease of use

Nidus lets users take advantage of the smart appliances in their homes through an efficient and effective interface.

Interaction

Nidus lets you operate any compatible device from anywhere within your home.

Convenience

Nidus allows for completely custom automation for your home and can help you save energy.

Energy savings

Nidus lets you monitor your energy usage and helps you reduce the amount of energy your appliances use.

Automation

Nidus allows you to set up automatic events that can trigger from a wide variety of sources, such as your alarm going off or when you walk in the front door.

Safety

Nidus provides advanced security and monitoring features for you home.

Security

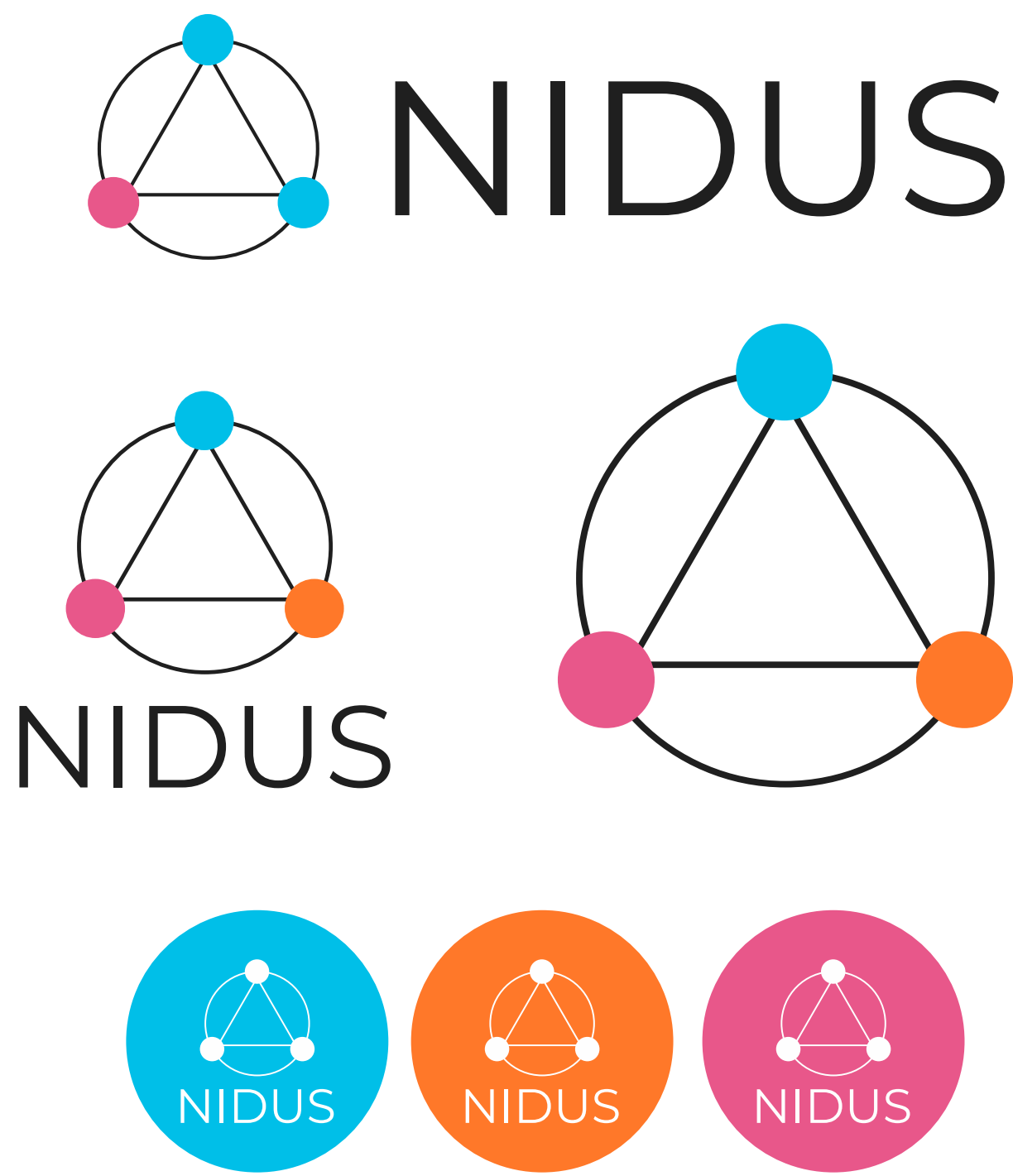
View your security cameras in real time or recordings and get live notifications from your security sensors.

Monitor

Use an array of sensors to monitor the status of your home and catch any disasters before they happen.

Branding Style Guide

Brand Logo



Font family
Montserrat

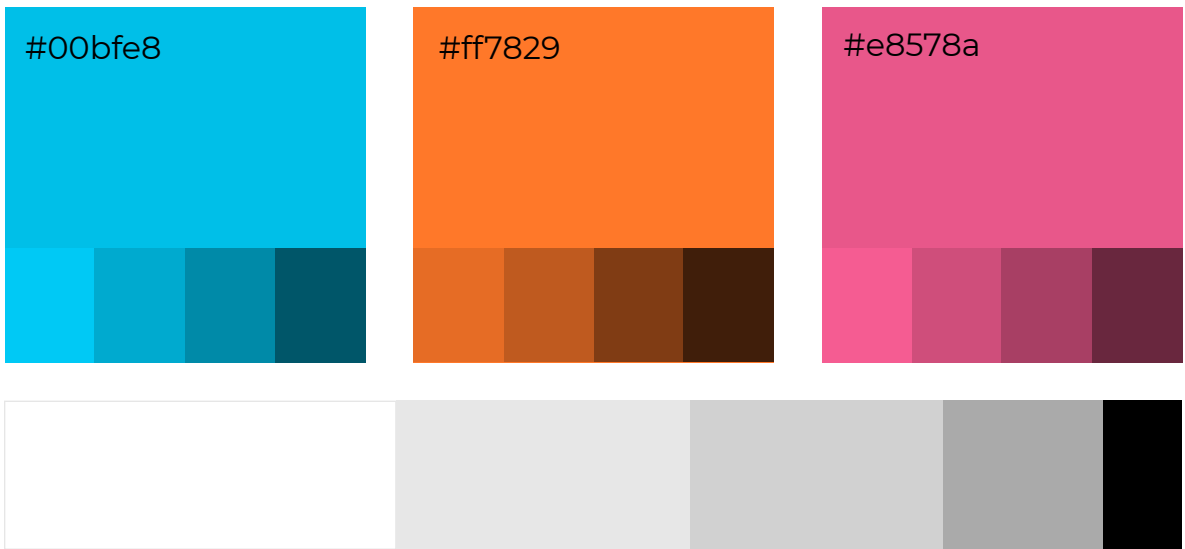
Slogan
A new generation of smart home

Branding Keywords:
Modern, Safety, convenience,
enjoyment, home

Design Keywords:
Light, minimal, clean

Colour guide
Brand colours (Blue, orange, pink) should be primarily used for accenting and highlighting while background colours should primarily be white or grey tones. This can be inversed where appropriate.

Black should be primarily used for text and not other elements.




App Style Guide


Colour Scheme


#f8f8f8

#00bfe8
#00aace

#f0f0f0

General

Appliances

Security

Components

Button + >>


Button


Pressed

Button


Pressed


Active

100%
Bedroom light

Locked
Front door

Inactive

OFF
Bedroom light

Unlocked
Front door

15px rounded corners

Typography

Heading

Page titles

Sub headings

Button

Body

Tab buttons

Semibold 30pt

Bold 24pt

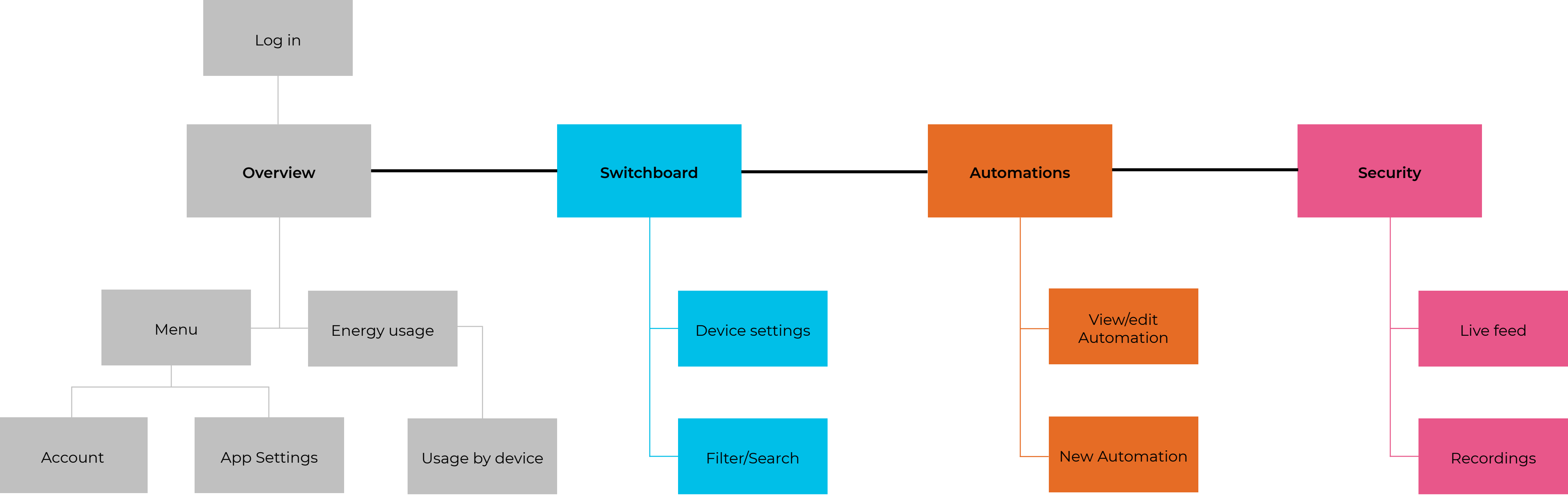
Regular 15pt

Semibold 13pt

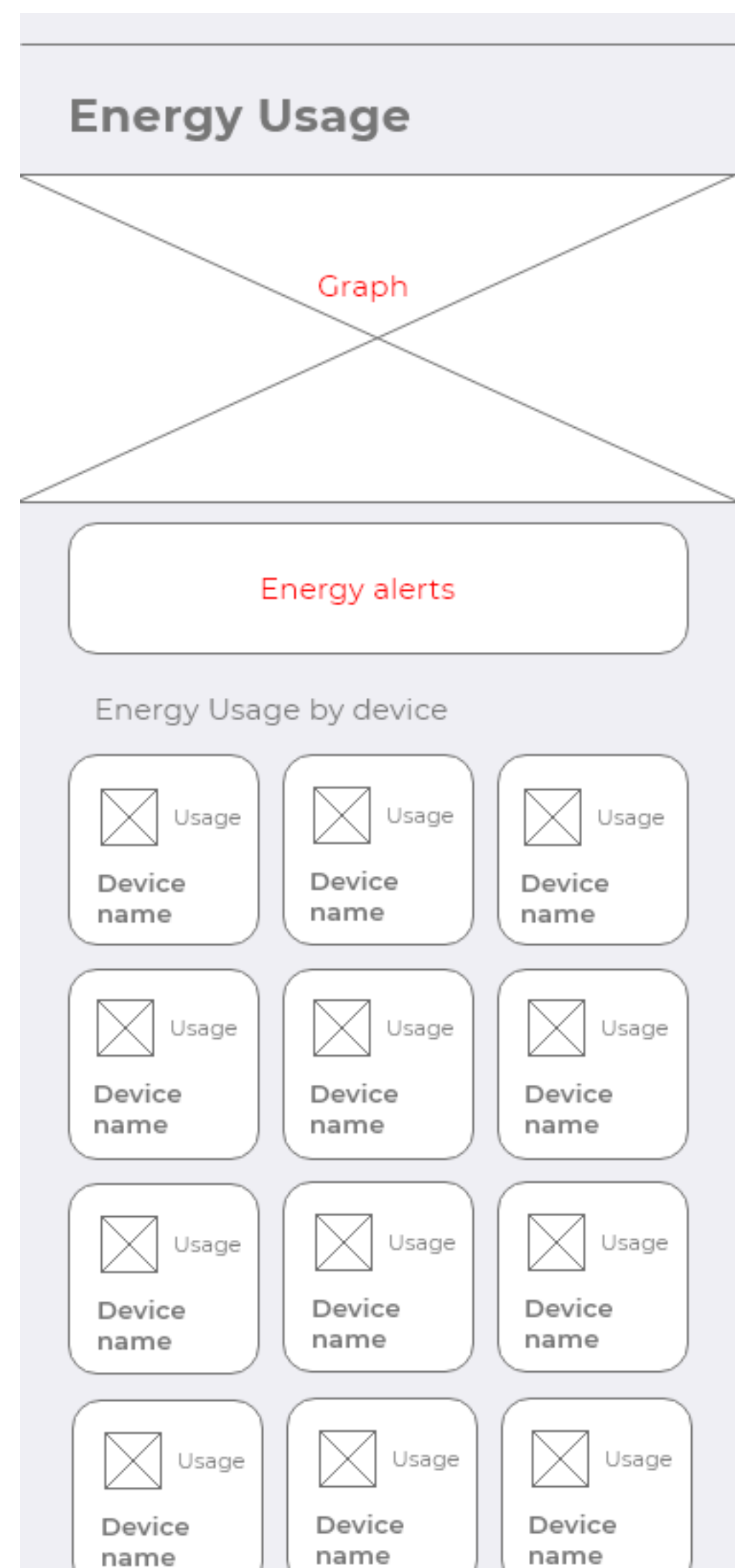
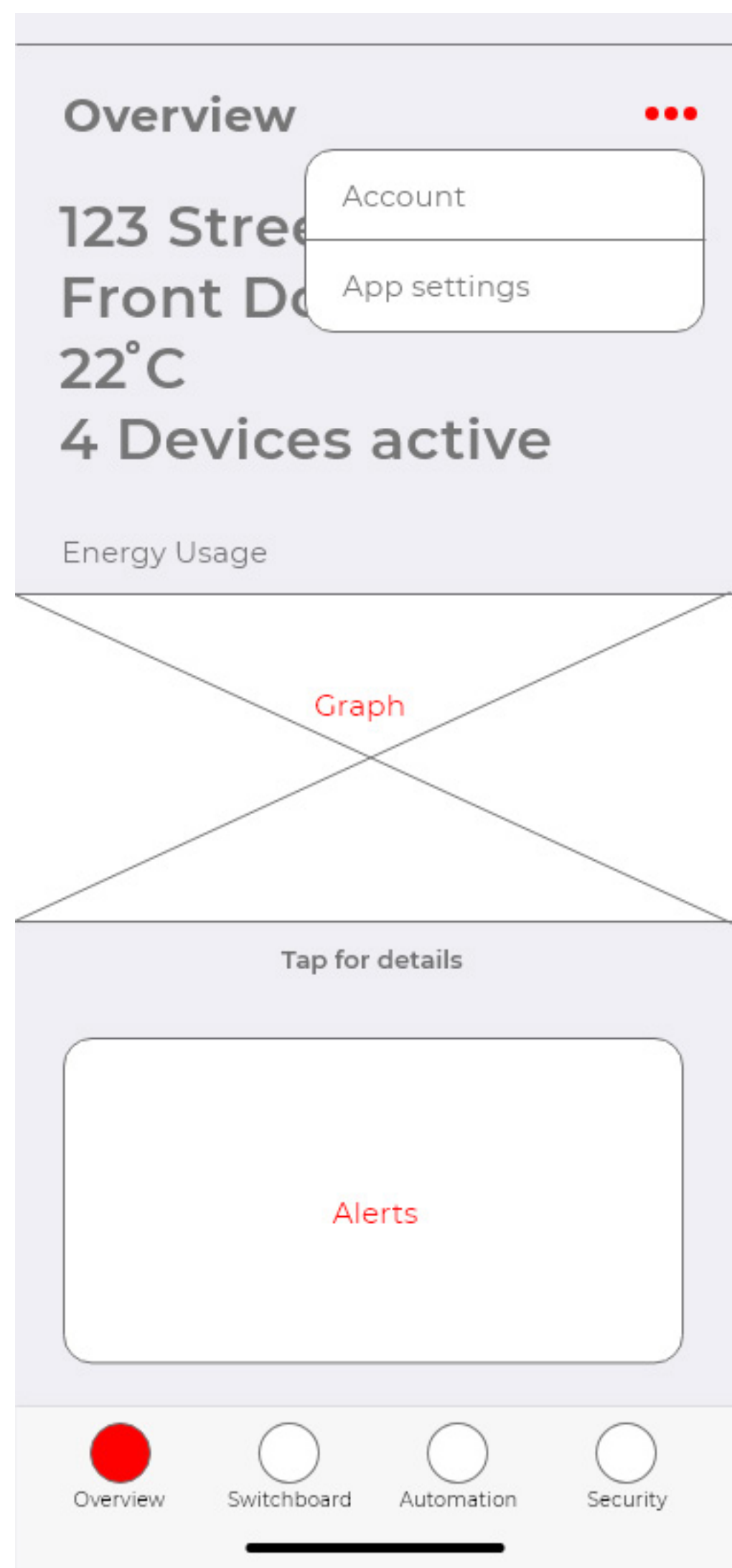
Regular 13pt

Regular 10pt

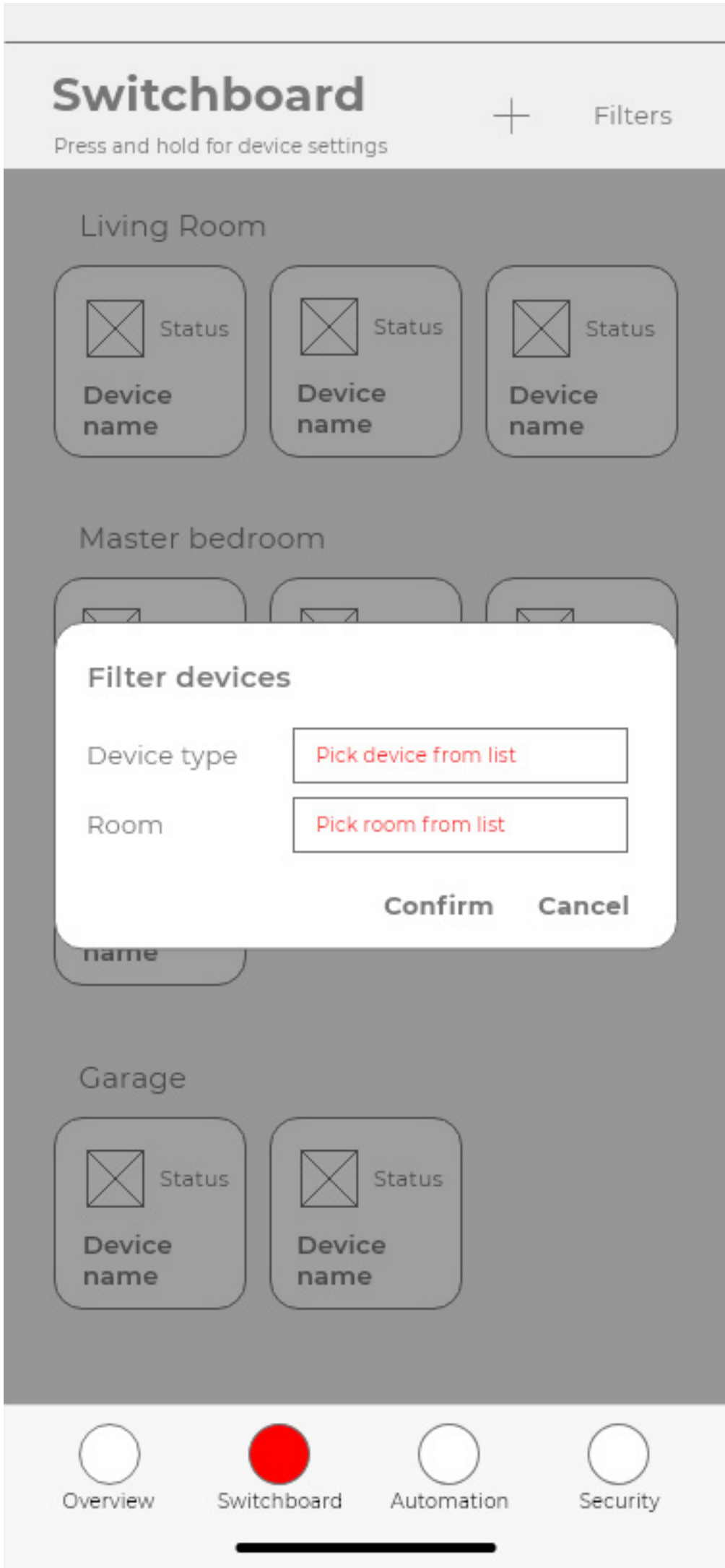
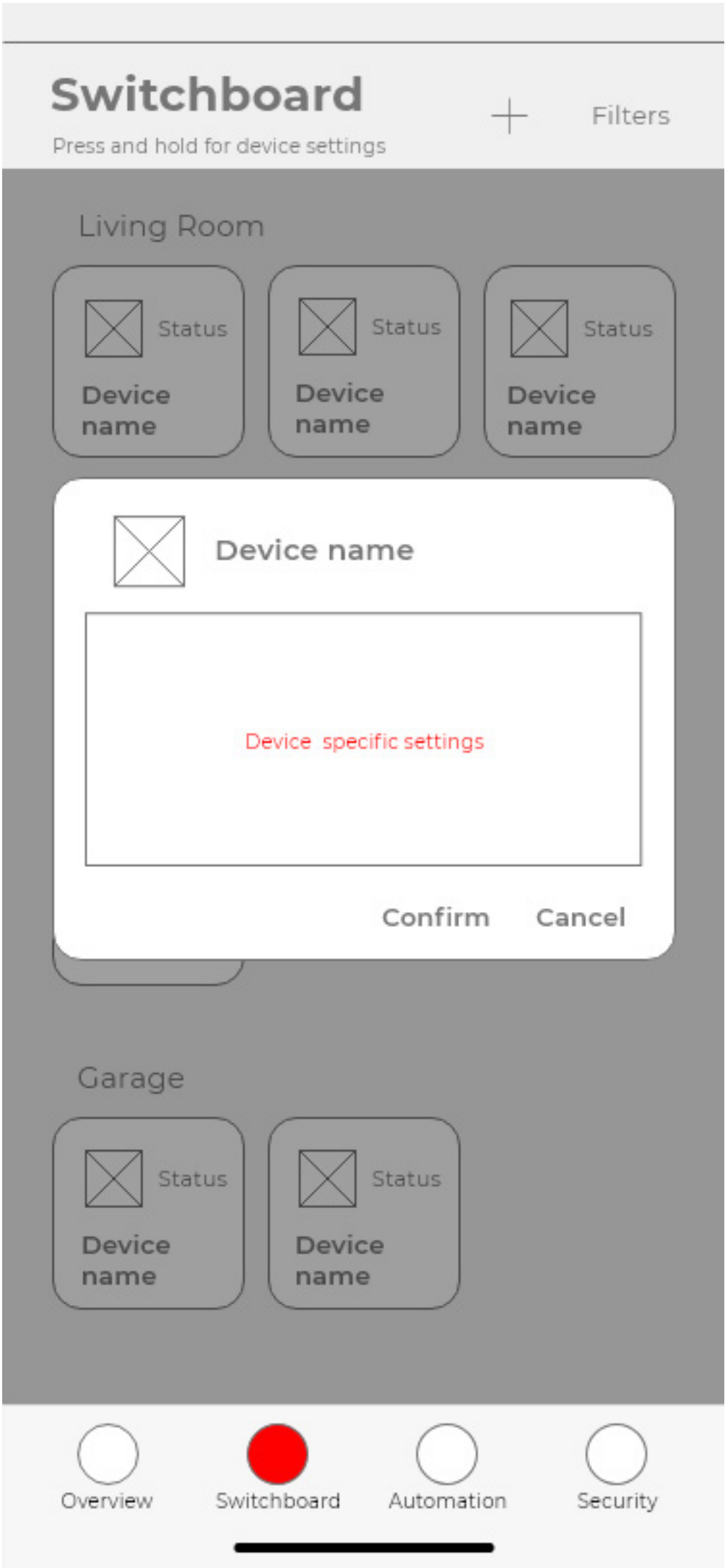
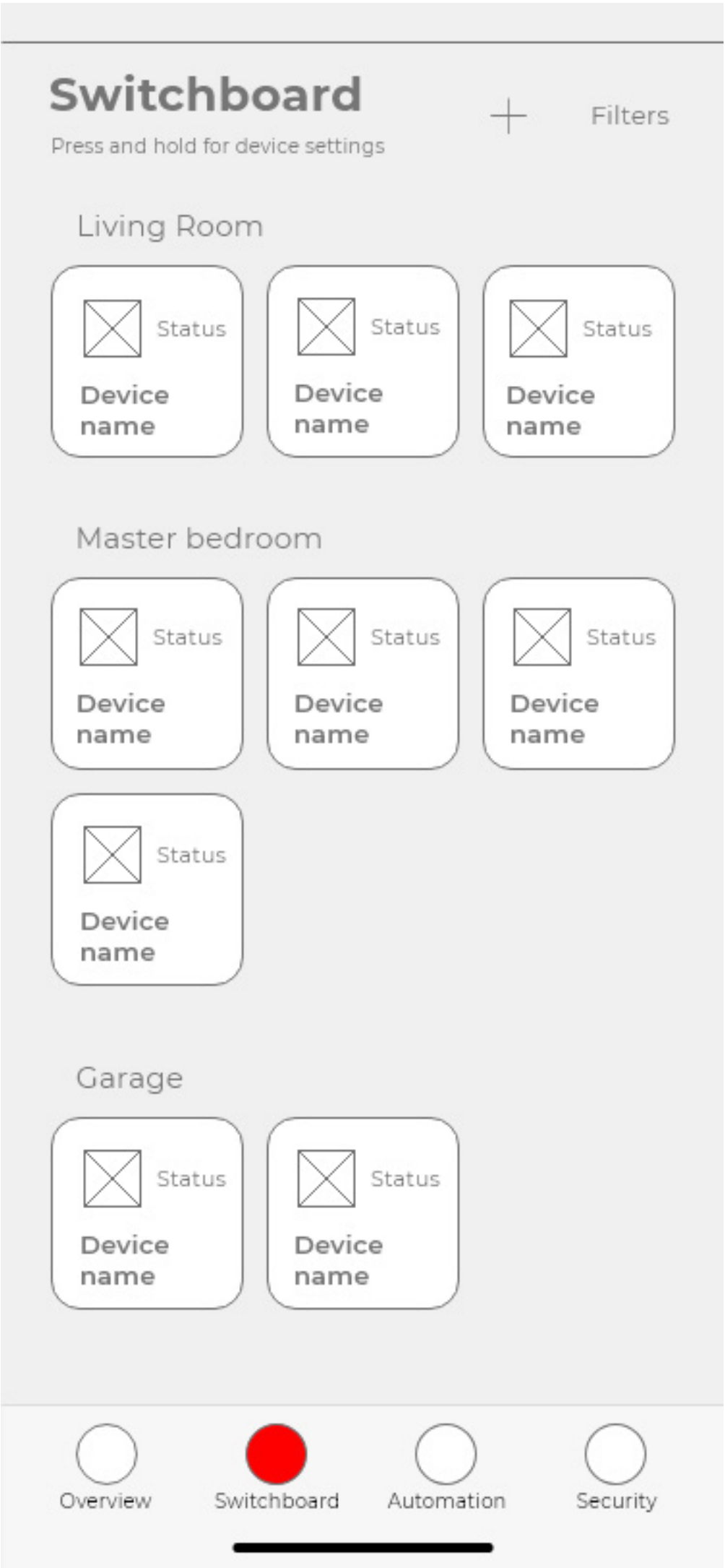
Information Architecture



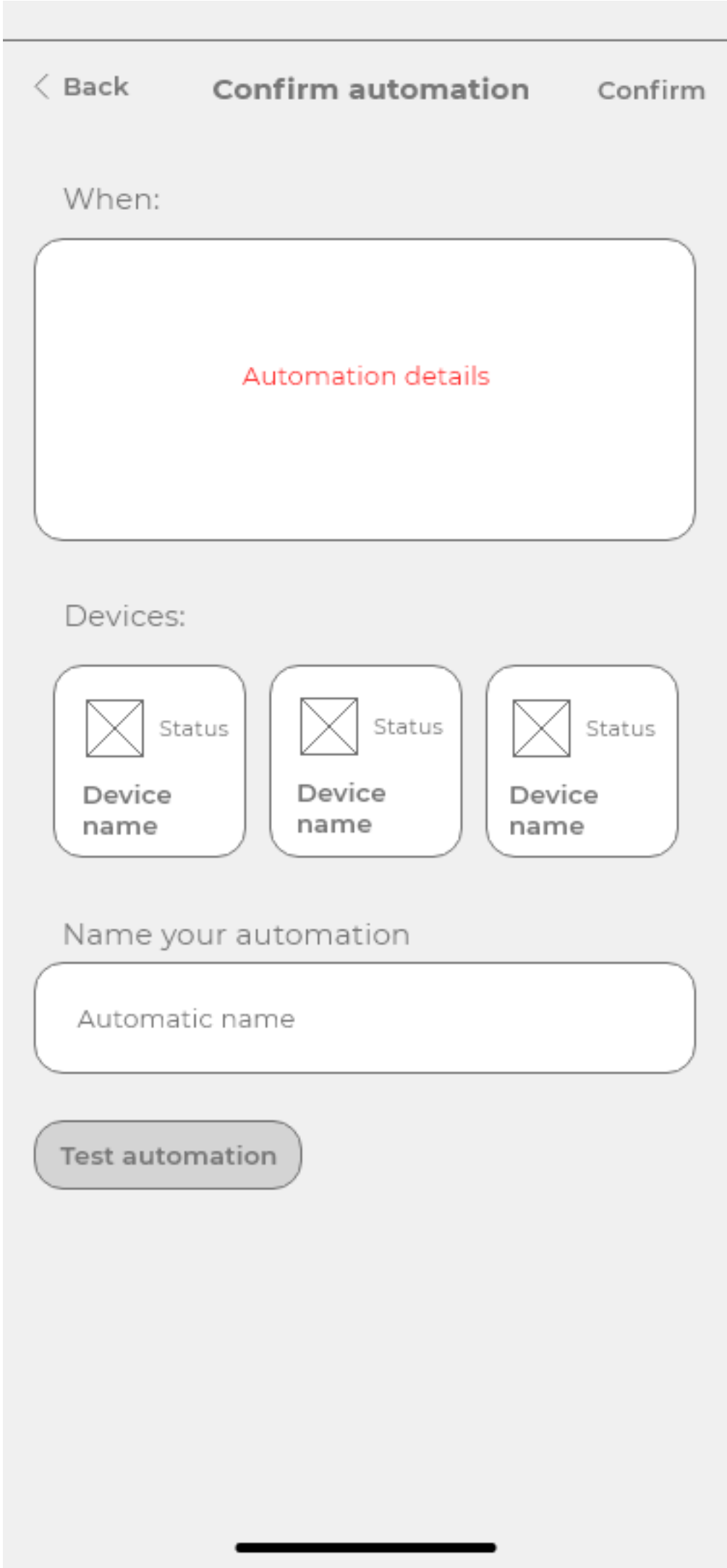
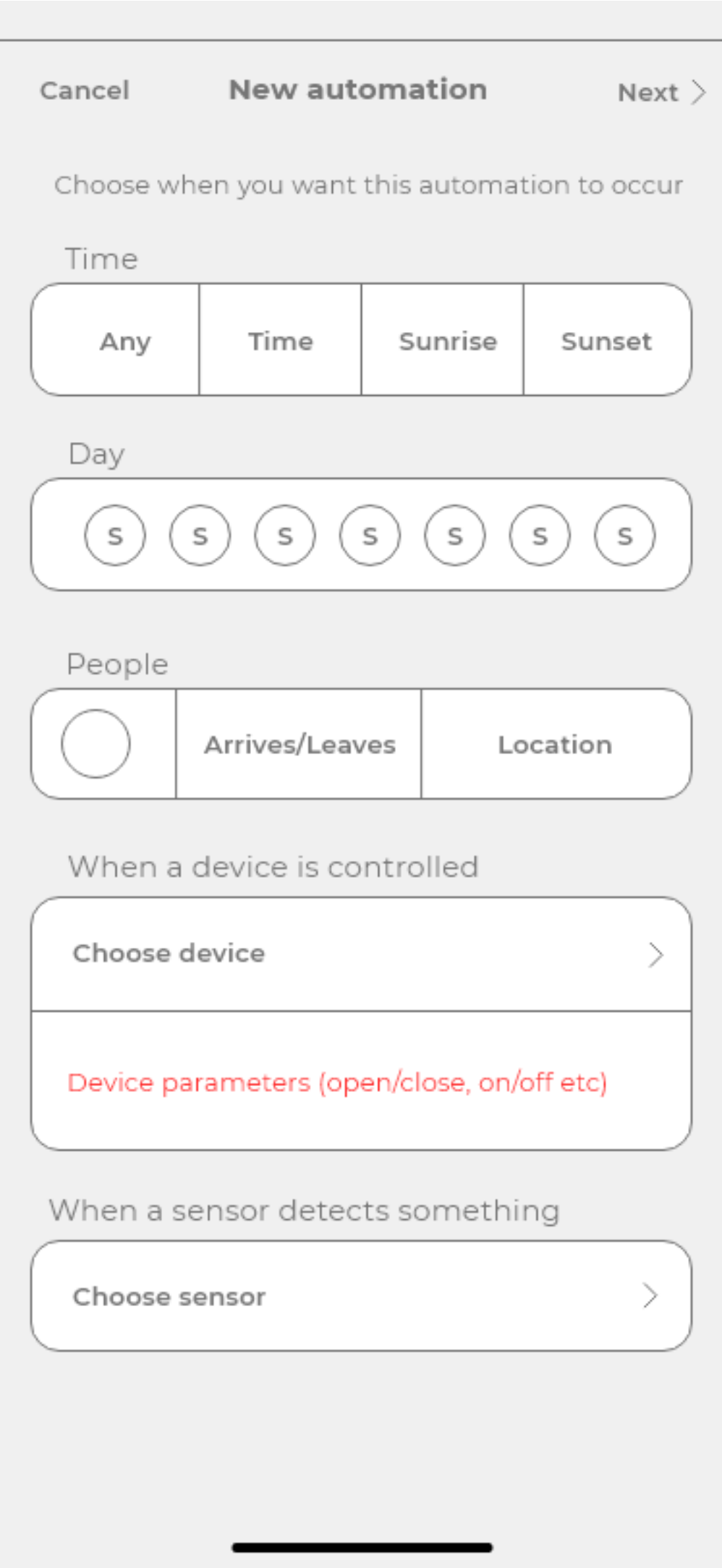
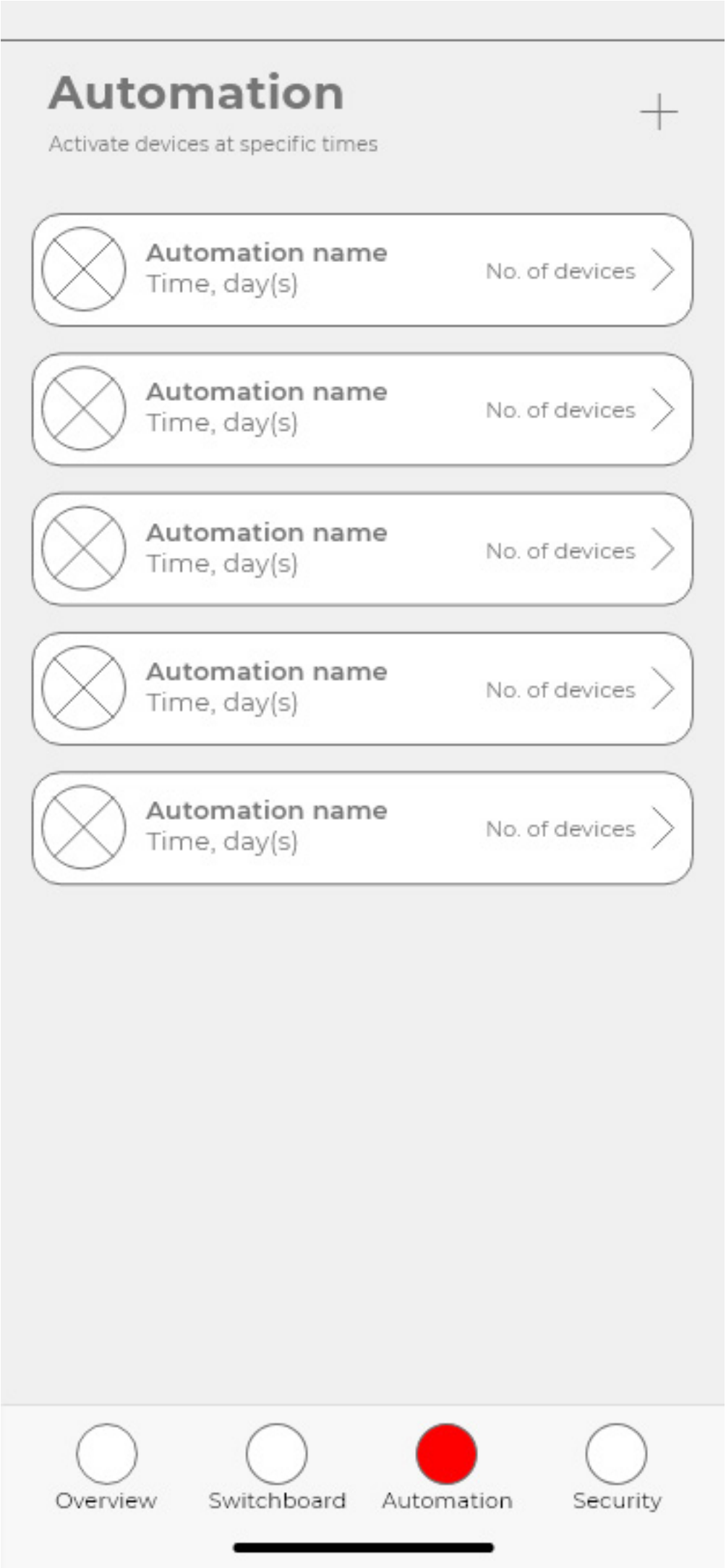
Wireframes - Overview



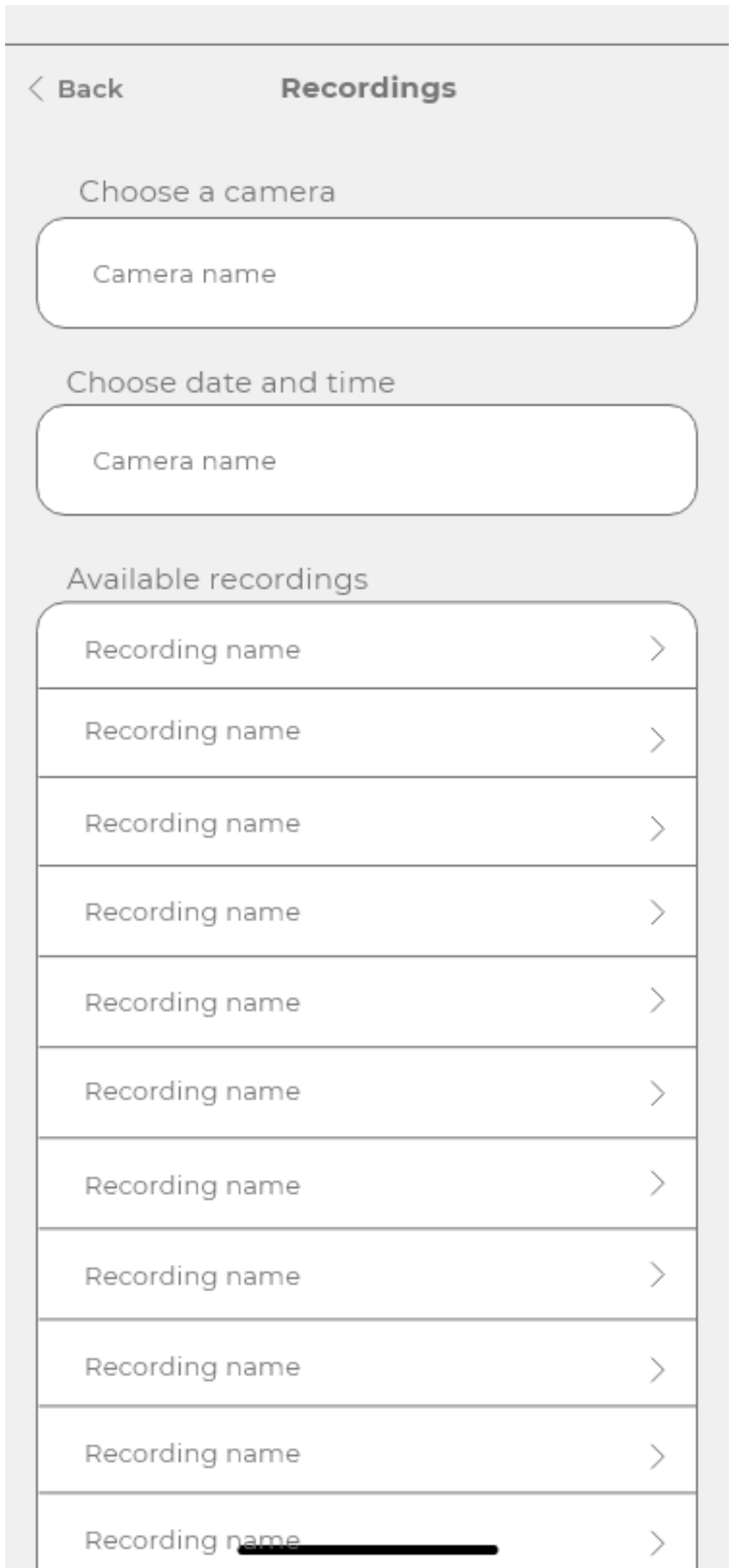
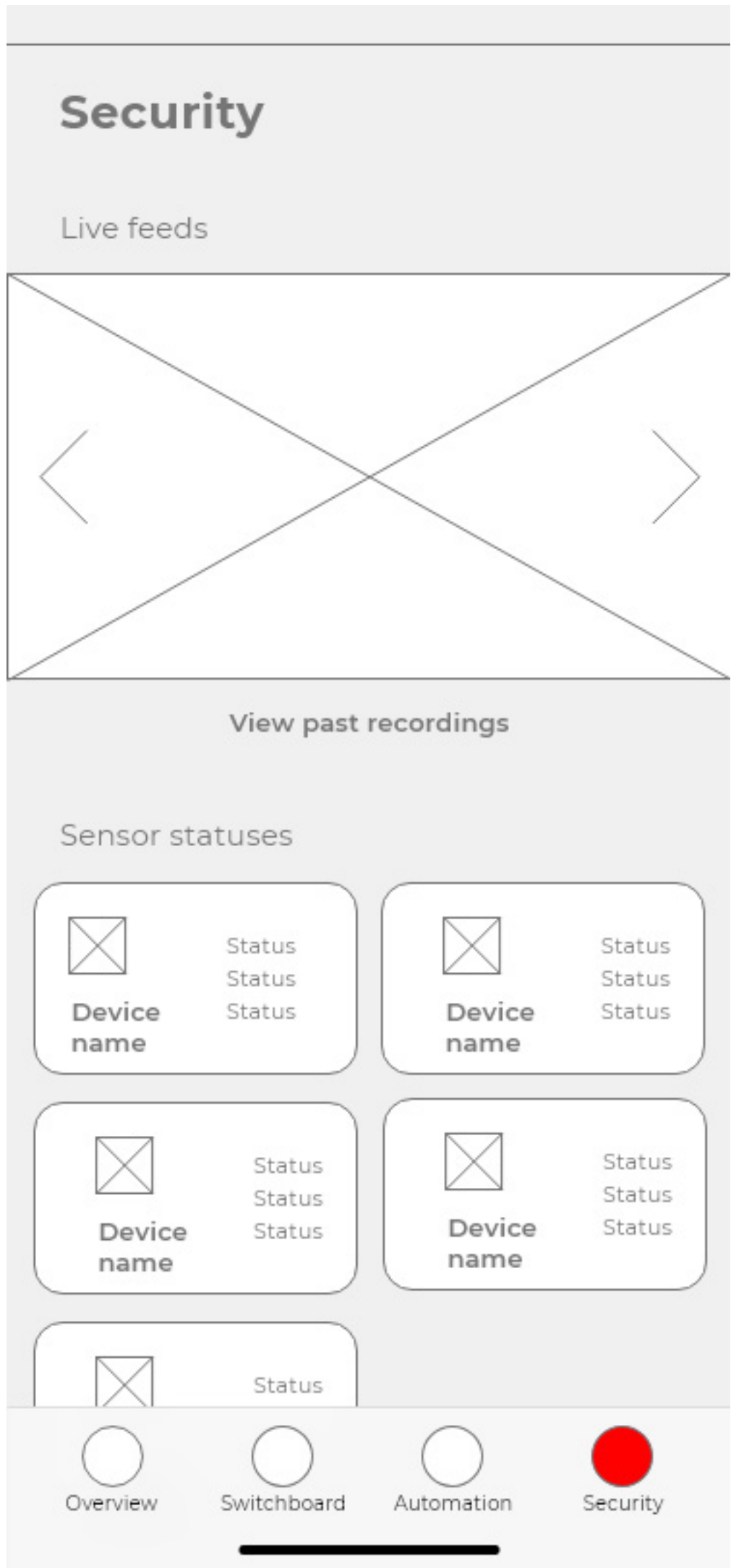
Wireframes - Switchboard



Wireframes - Automation



Wireframes - Security



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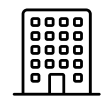
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