

that robot company.

concept alex griffith

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this is what's to come.



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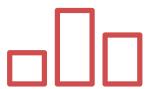
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# overview

this is who we are.

that robot company strives to improve the quality of living for households by applying modern technology to everyday problems. We provide the highest standard of quality in our field and are unrivaled in community engagement.

We seek to fully expand market and make home robotics a possibility and reality for all. We are passionate about creating products that our customers will enjoy.

## to err is human. our products don't err.

that robot company.

Our passion for our products is only matched by our outstanding customers. We like to think of our customers less like an exclusive country club and more like a community; anyone is welcome to join. Though our users tend to be technically-inclined, we strive to make our products as accessible as possible to anyone who could use a hand around the house. Our online social hub is brimming with easy-to-follow tutorials for newcomers and the open-source extension gallery is packed with free ways to enhance the functionality of your robot, all created by our brilliant community.

# community

this is who we serve.

# targeting

this is who we want to reach

While we welcome and encourage anyone into our product ecosystem, there is a key group we focus our marketing efforts on.

Demographics

Gender

Male & Female

Age

25 - 70

Relationship

Single or Married

Income

Over \$65,000 Annually

Location

United States

Interests

Music

Movies

Technology

Psychographics

Busy

Living alone

No time for chores

Enjoy new technology

Behavior

Socialite

Extroverted

Adoptive of new technology

Busy

Technical

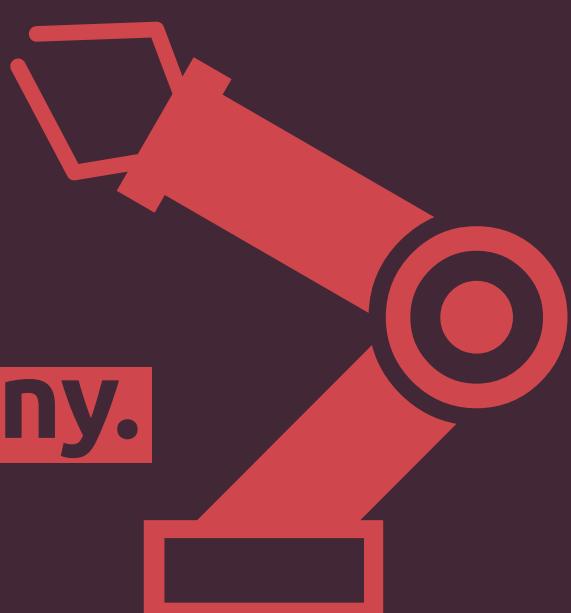
Devices

Phones

Tablets

Laptops

that  
robot  
company.



# branding

this is how we distinguish ourselves.



Our brand uses what we have dubbed the Elara color scheme. The scheme is built on soothing cool colors but its central colors, Gable Green and Livid Brown, adopt a darker tone, introducing grit and an aura of the unknown to the mix.



Font

that robot company uses the typeface Ubuntu, which is symbolic of compassion and humanity.

**h1** – ubuntu medium, 26pt.

**h2** – ubuntu, underlined, 22pt.

**h3** – ubuntu light, 18pt.

**h4** – ubuntu light, 14pt.

p – roboto light, 11pt.

figcaption – roboto thin, 11pt.

We offer two software services to compliment our physical products: an online website and a mobile app. Our website will be available for patrons to learn about and purchase our products. The site's counterpart, the app, enables users to personalize and program their home assistants.

software

this is how you access us.

## User personas

These personas represent the kinds of people we seek to please in our design.

[personas begin on the next page >](#)



# meet douglas nichols

**“ Alexa, play some smooth jazz. ”**

Judging  Perceiving

Thinking  Feeling

Sensing  Intuitive

Extroverted  Introverted

Age 29

Occupation Head Security Analyst

Relationship Status Married

Annual Income \$100,000 US

Location Washington

Doug is an information security specialist whose wife lets him spend a little too much on home automation. He doesn't have any kids but his wife has been dropping hints about adoption. Doug likes to build models on the weekends and still takes a few seconds to remember which one is his left hand.

Likes New toys  
Arch  
Mesh WiFi

Motivations Having cool tech  
Making more time to have fun  
Keeping the missus happy

Dislikes Proprietary software  
The smell of gasoline  
Most orange things



## meet katie smith

**"I wish there was more time in the day."**



Age 34  
Occupation Lawyer  
Relationship Status Married with Kids  
Annual Income \$170,000 US  
Location California

Katie is a busy Lawyer who works long hours. When she isn't working she is taking care of her kids and feels like she has no time to keep up on her house. She is very tech savvy and always is looking at any new technologies.

Likes Rules  
Reliability

Motivations Making partner within the next 5 years  
Devote more time to her kids

Dislikes Products that don't work  
Dirty house with no one helping out



## meet charles edwards

**“I’m getting too old for this.”**

Age **48**

Occupation **Accountant**

Relationship Status **Single**

Annual Income **\$125,000 US**

Location **California**

Judging  Perceiving

Thinking  Feeling

Sensing  Intuitive

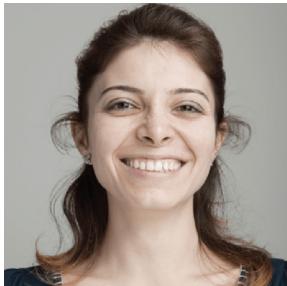
Extroverted  Introverted

Doug is rarely home and frequently stays late at the office. He's flying (mostly) solo and has two dogs. Doug works for a Fortune 500 company. He usually doesn't have the energy to clean when he's home and doesn't want to hire a maid to keep the apartment tidy.

Likes **Nice watches  
Leading meetings  
Huskies**

Motivations **Succeeding at work  
Maximizing rest time at home**

Dislikes **Housework  
Tax season  
Cable bills**



## meet emma charlotte

**“Let's get inspired and make something svelte.”**

Judging Perceiving

Thinking Feeling

Sensing Intuitive

Extroverted Introverted

Age 29

Occupation Interior Designer

Relationship Status Single

Annual Income \$60,000 US

Location Indiana

Charlotte is a blossoming interior designer who seeks to translate her passion for design into every space she works on. She approaches each project as a puzzle and believes in creating pieces that blend beauty, functionality, and practicality into elegant spaces that can only be described as ethereal.

Likes Designer Products  
Personalization  
Convenience

Motivations Grow a strong reputation  
Build long-term relationships with clients  
Increase leads and expand business

Dislikes Poor marketing results  
Upward competition  
Poor communication



## meet ethan markey

**"I can wear Google Glass without looking weird."**

Judging  Perceiving

Thinking  Feeling

Sensing  Intuitive

Extroverted  Introverted

Age 27

Occupation Entrepreneur

Relationship Status Single

Annual Income \$210,000 US

Location Colorado

Ethan is currently trying to start up his fourth company. While trying to get that up and running, he is extremely busy everyday maintaining his current businesses. He is so busy he does not have time to keep his glass home clean.

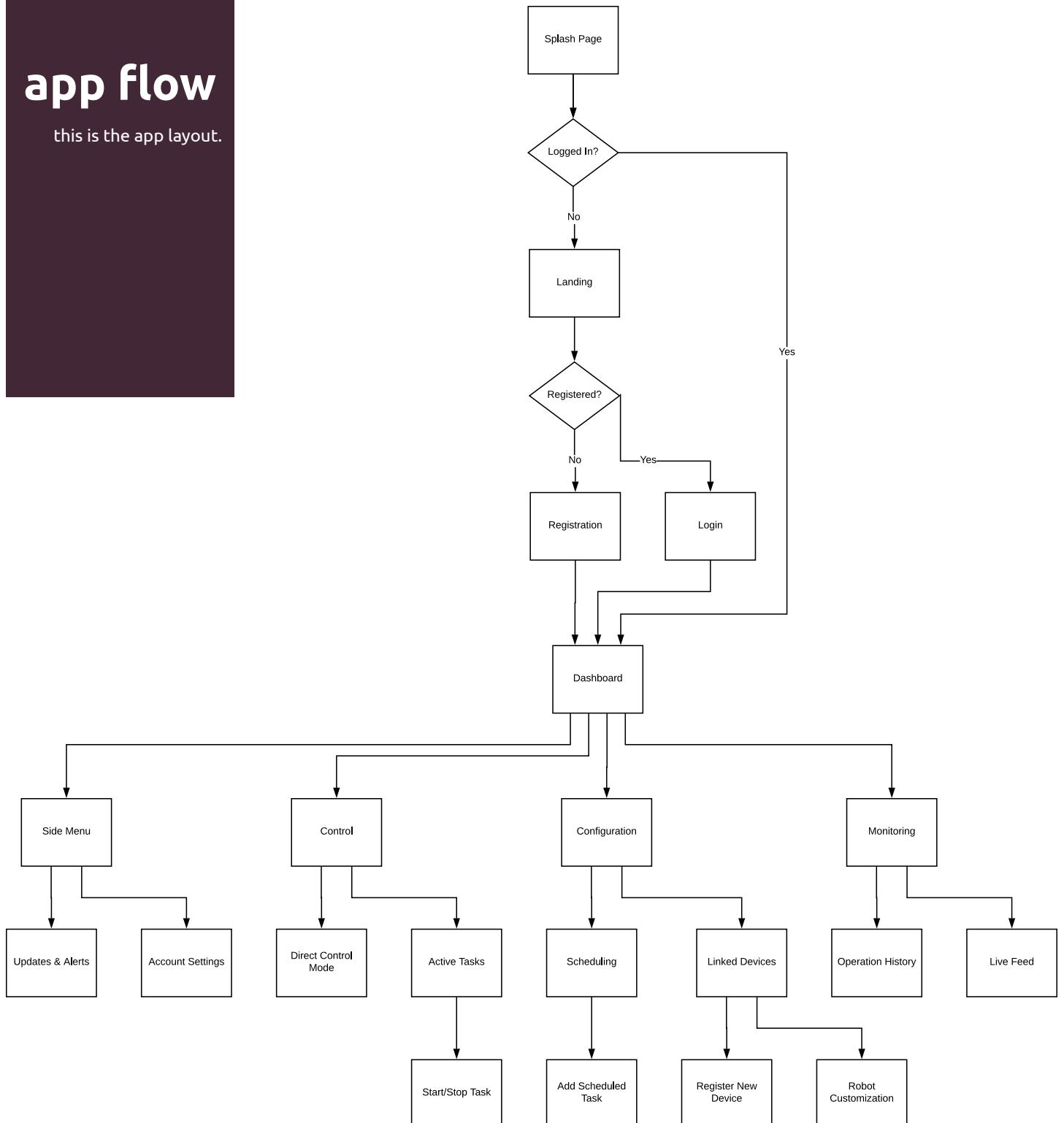
Likes **New trends**  
**Cool technology**  
**Living on-the-go**

Motivations **Creating startups**  
**Maximizing profits at work**

Dislikes **Long waits**  
**Birds**  
**Poor reception**

# app flow

this is the app layout.

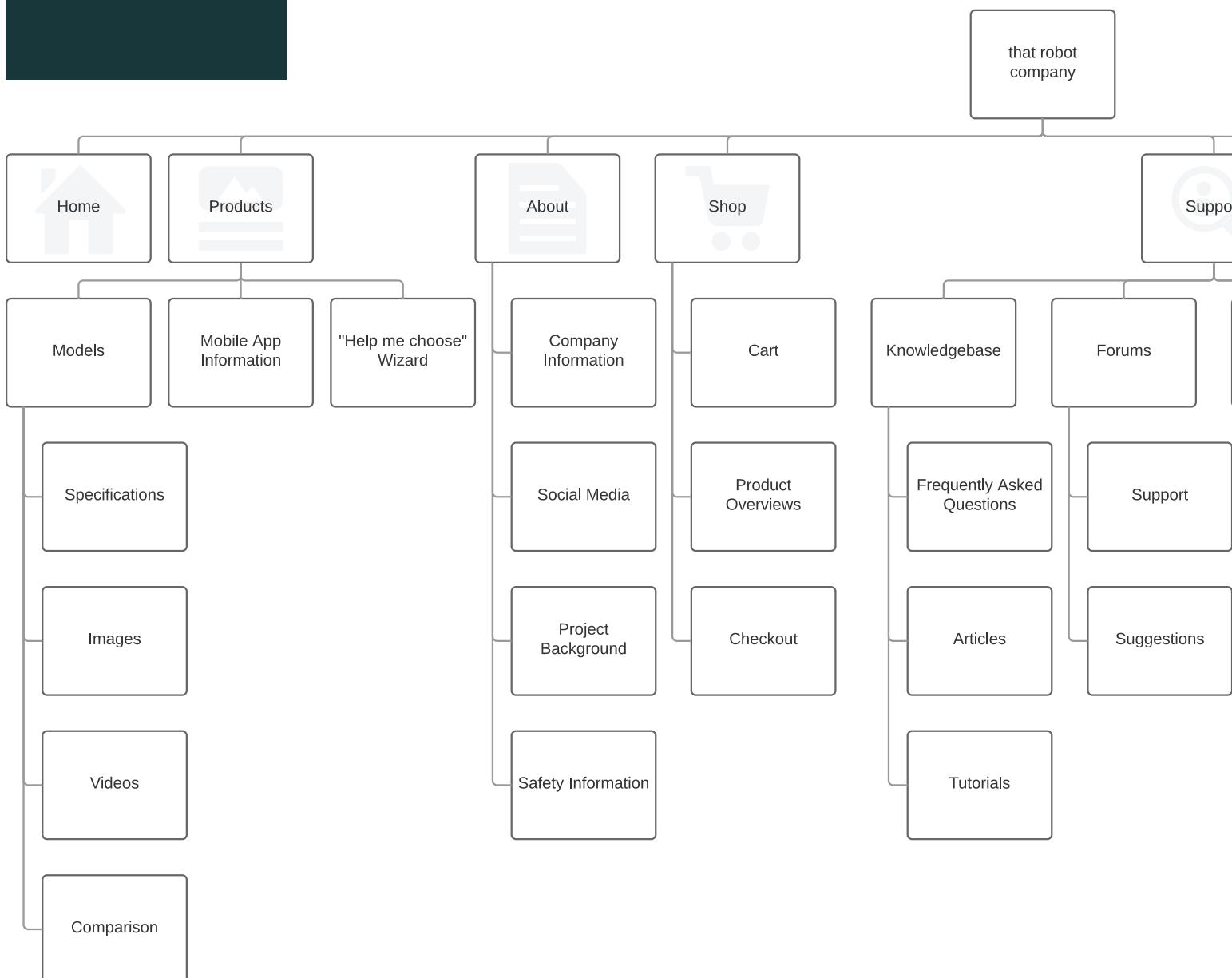


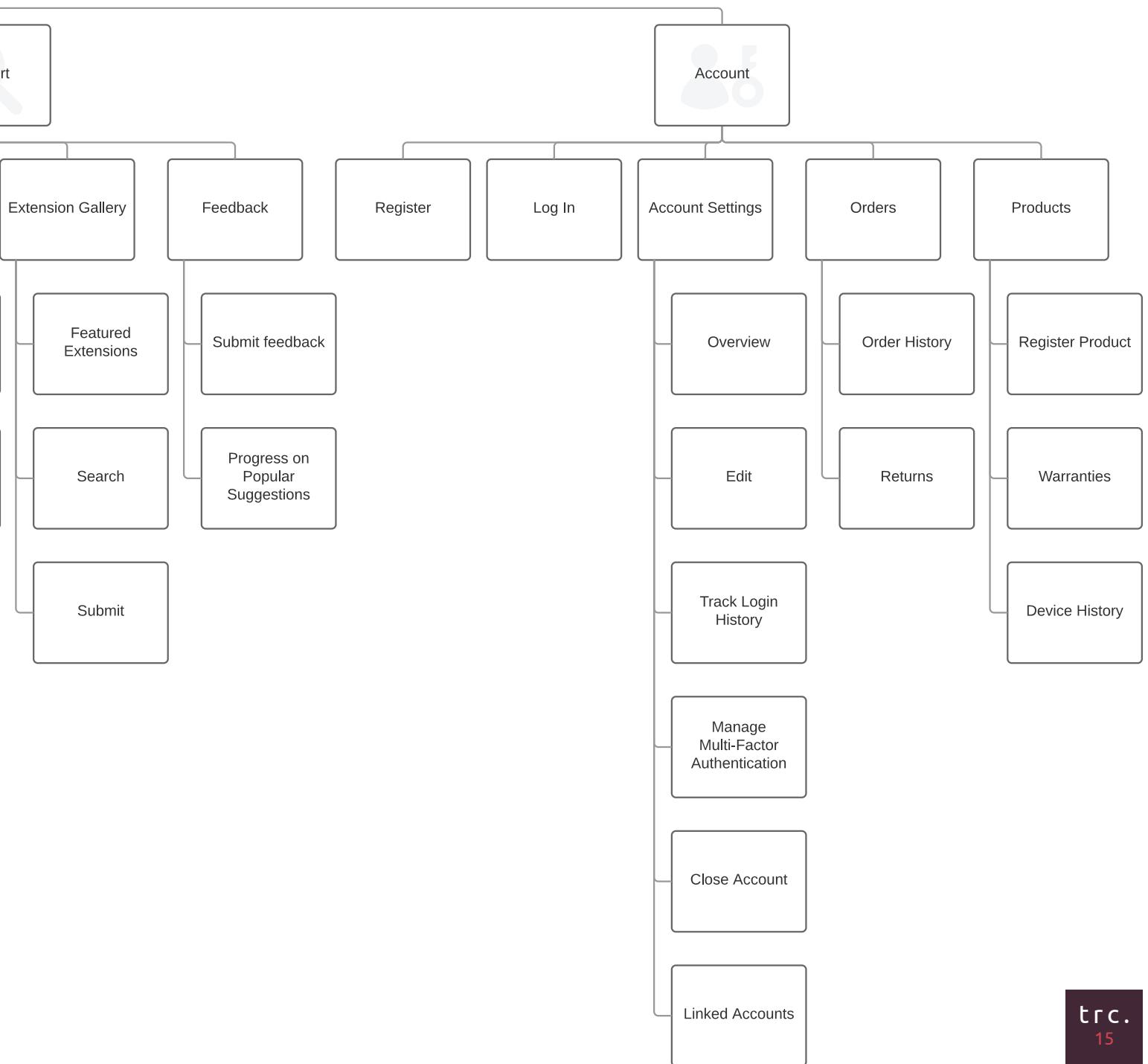
# navigation

this will show you the way.

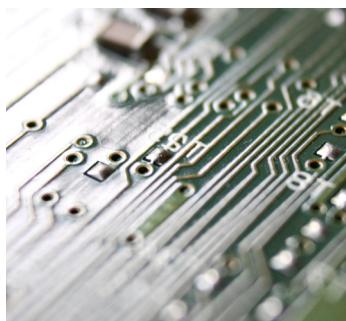
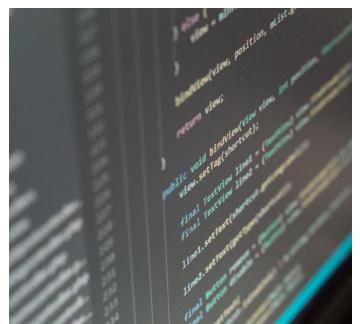
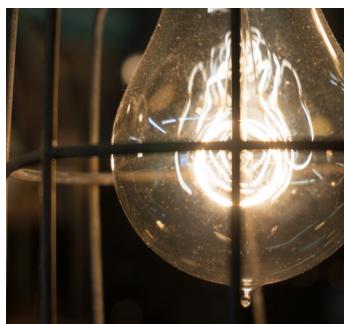
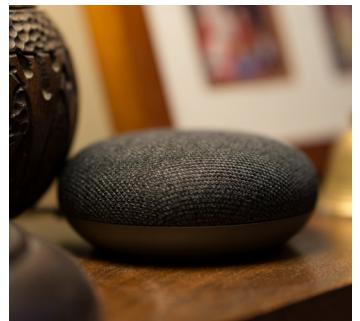
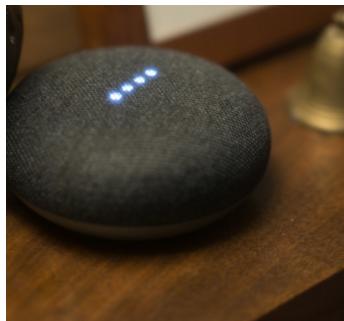
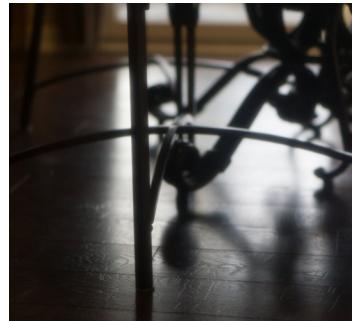
thatrobot

we haven't bought the c





# photos



# stories

## site

- As a home automation enthusiast, I need detailed specifications on the product so I can compare it to its competitors.
- As a home automation enthusiast, I need different configuration options to make sure I am getting a variant of the product that is well-suited to me.
- As a home automation enthusiast, I need clear information on cross-compatibility so I can verify that the product will fit into my existing setup.
- As a home automation enthusiast, I need a way to purchase the product so I can begin to use it.
- As a home automation enthusiast, I need a way to interact with other owners so I can discuss advanced functionality.
- As a busy mother, I need a good overview of the product so I don't have to get caught up in the details.
- As a busy mother, I need clear, simple options when purchasing a product so I don't get overwhelmed by nerd speak.
- As a busy mother, I need information on how I can use the product in my household so I'm sure it will be a worthwhile investment.
- As a busy mother, I need a reliable support system so headaches are minimized if something goes wrong.
- As a busy mother, I need safety information so I can be sure I'm not putting my kids in any sort of danger.
- As a startup entrepreneur, I need the site to look cool so my friends will be impressed when they look up what I own.
- As a startup entrepreneur, I need to see detailed pricing information so I can make sure the product fits in my budget.
- As a startup entrepreneur, I need a decent API so I can integrate new systems into product.
- As a startup entrepreneur, I need a range of configurations that are suitable in different abodes.
- As a startup entrepreneur, I need quick tutorials to give me an overview of the product so setup isn't a hassle.

## app

- As a home automation enthusiast, I need a convenient way to interact with my product from my phone so I am not limited to accessing it directly or through a PC.
- As a home automation enthusiast, I need lots of knobs and dials (detailed settings) so I can fine-tune my product to fit my needs.
- As a home automation enthusiast, I need detailed information on what my robot is doing so I can keep an eye on it.
- As a home automation enthusiast, I need a robust way to program my robot so I can extend its capabilities beyond what it ships with.
- As a home automation enthusiast, I need interoperability with my existing smart home ecosystem so that I can use the product in conjunction with other services more easily.
- As a busy mother, I need remote access to surveillance so I can check up on the robot when I'm away from home.
- As a busy mother, I need a way to schedule chores to make sure everything gets done.
- As a busy mother, I need a way to customize the robot's demeanor to help it fit in better with the family.
- As a busy mother, I need to be able to access the app over the cloud so it works even when I'm on a trip.
- As a busy mother, I need a registered account to make sure my kids can't tinker with the robot's settings.
- As a startup entrepreneur, I need an interface to control the robot without necessarily having to open an activity on the app.
- As a startup entrepreneur, I need to be able to program multiple robots that might be in different locations.
- As a startup entrepreneur, I need to be able to program multiple robots in the same location without having them conflict with one another.
- As a startup entrepreneur, I need to make sure the robot is aware of other smart products in its location so it might be able to use them to be more effectively.
- As a startup entrepreneur, I need the app to have a dashboard so I can monitor my robots at a glance.

# wireframes

These wireframe diagrams show the layout of our mobile app. For color and annotations, proceed to the mockups section of this document.



## Greeting

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis consectetur faucibus volutpat. Maecenas a sodales lorem.

REGISTER

LOG IN



## Dashboard

Username

Password

SIGN IN WITH GOOGLE

BACK      LOG IN

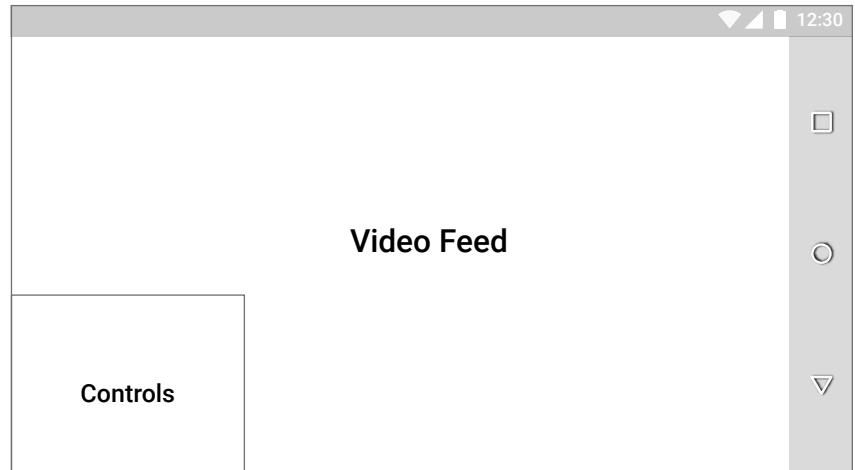
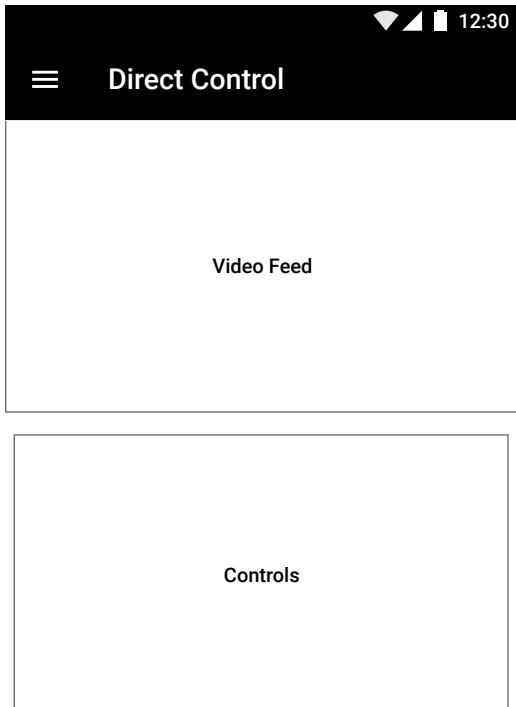
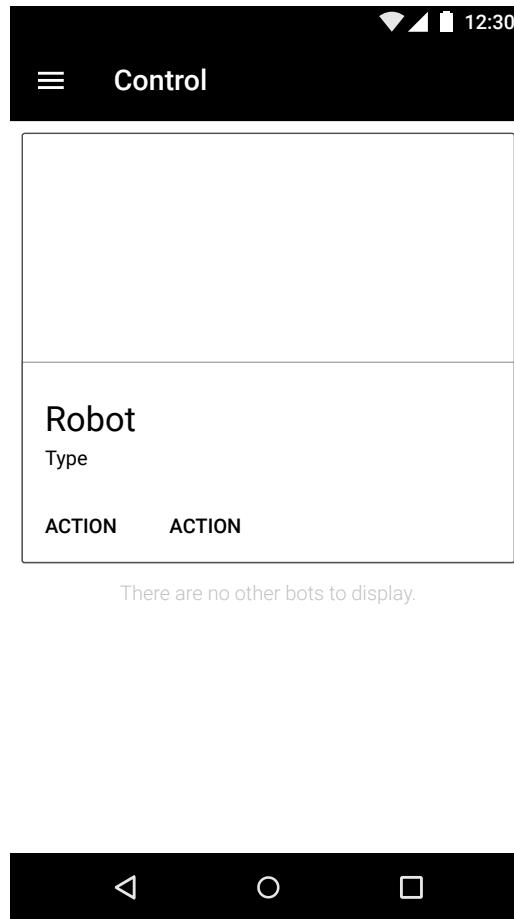
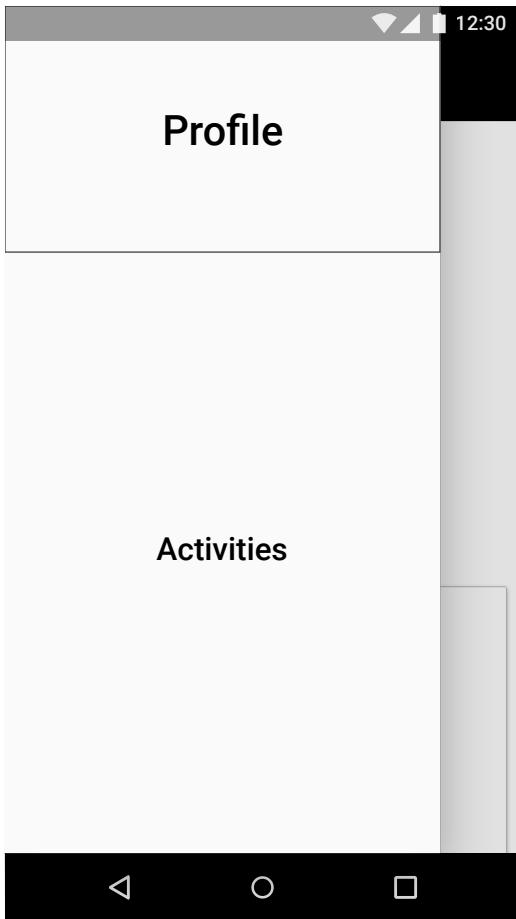
## Overview

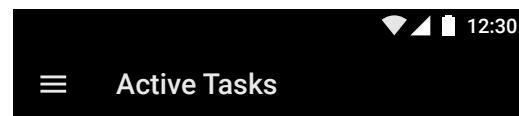
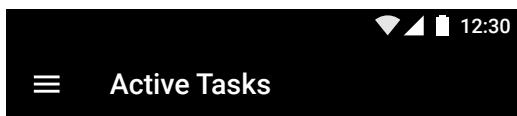
Notification  
Robot

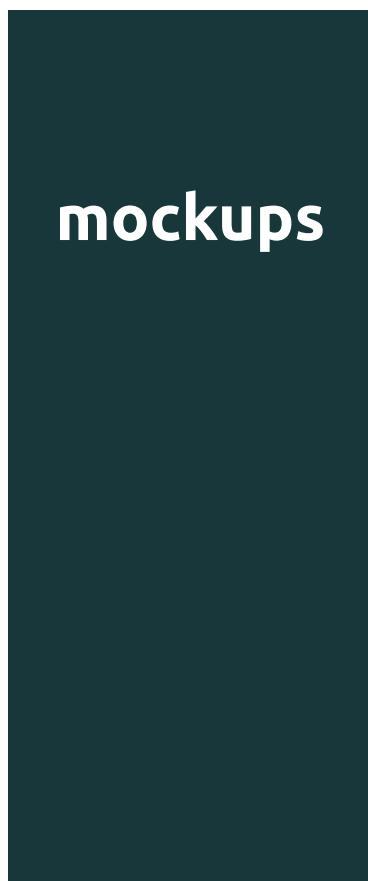
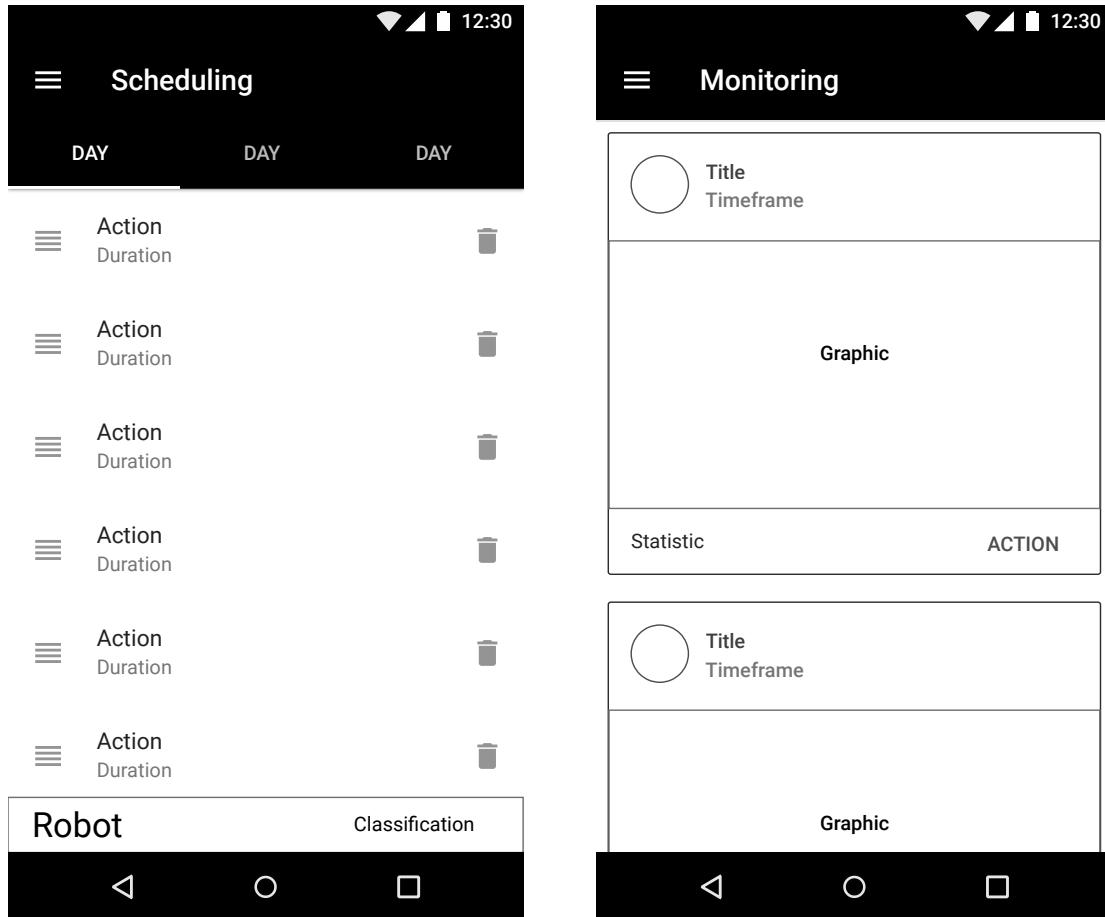
Vestibulum ante ipsum primis in faucibus  
orci luctus et ultrices posuere cubilia Curae

ACTION      ACTION







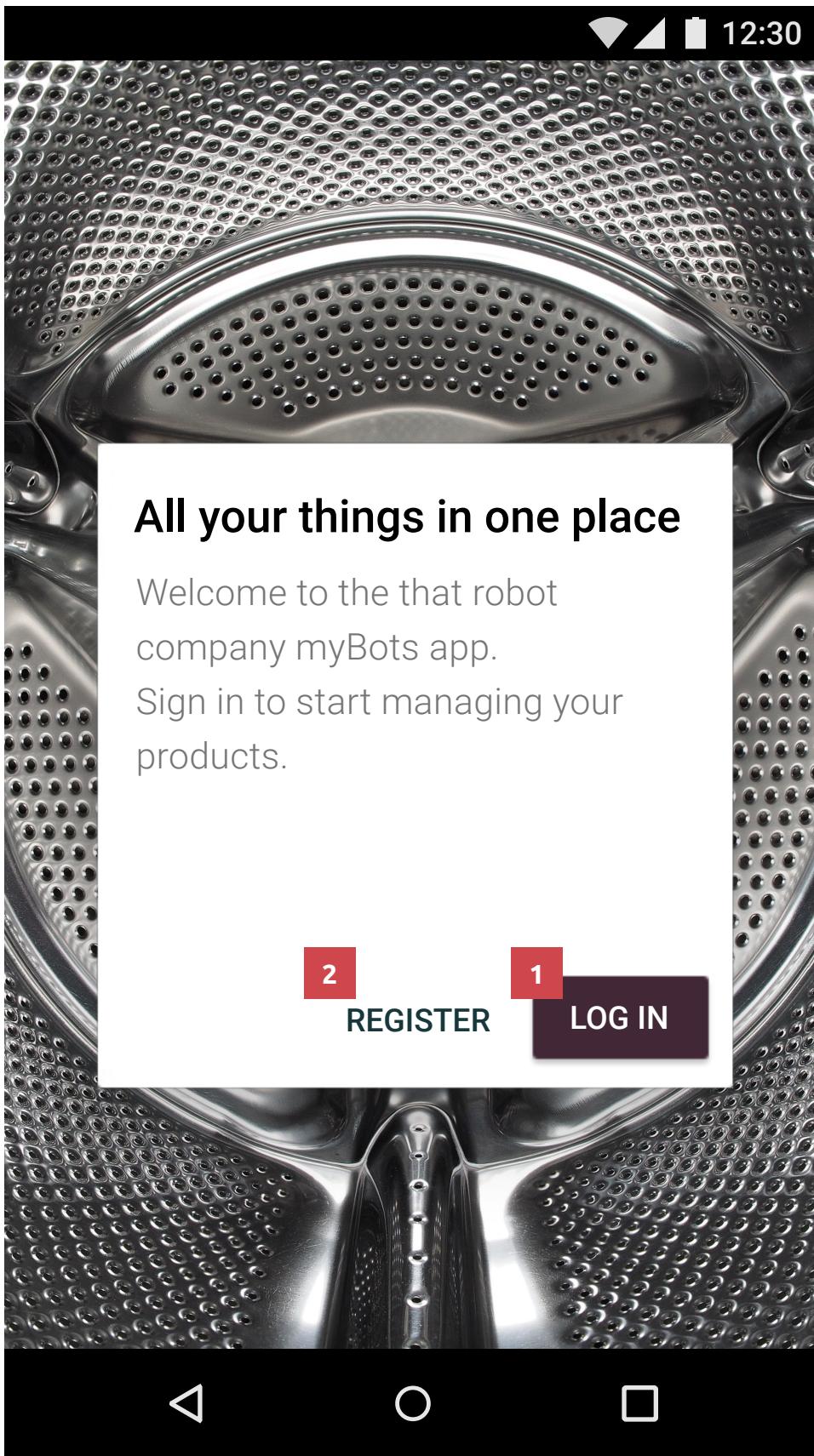


interactive prototype

These mockups show the design of our mobile app running on Android. Many design choices were deferred from our branding to comply with Google's Material Design and give users a consistent experience with what they expect on their devices.

[mockups begin on the next page >](#)

## Landing



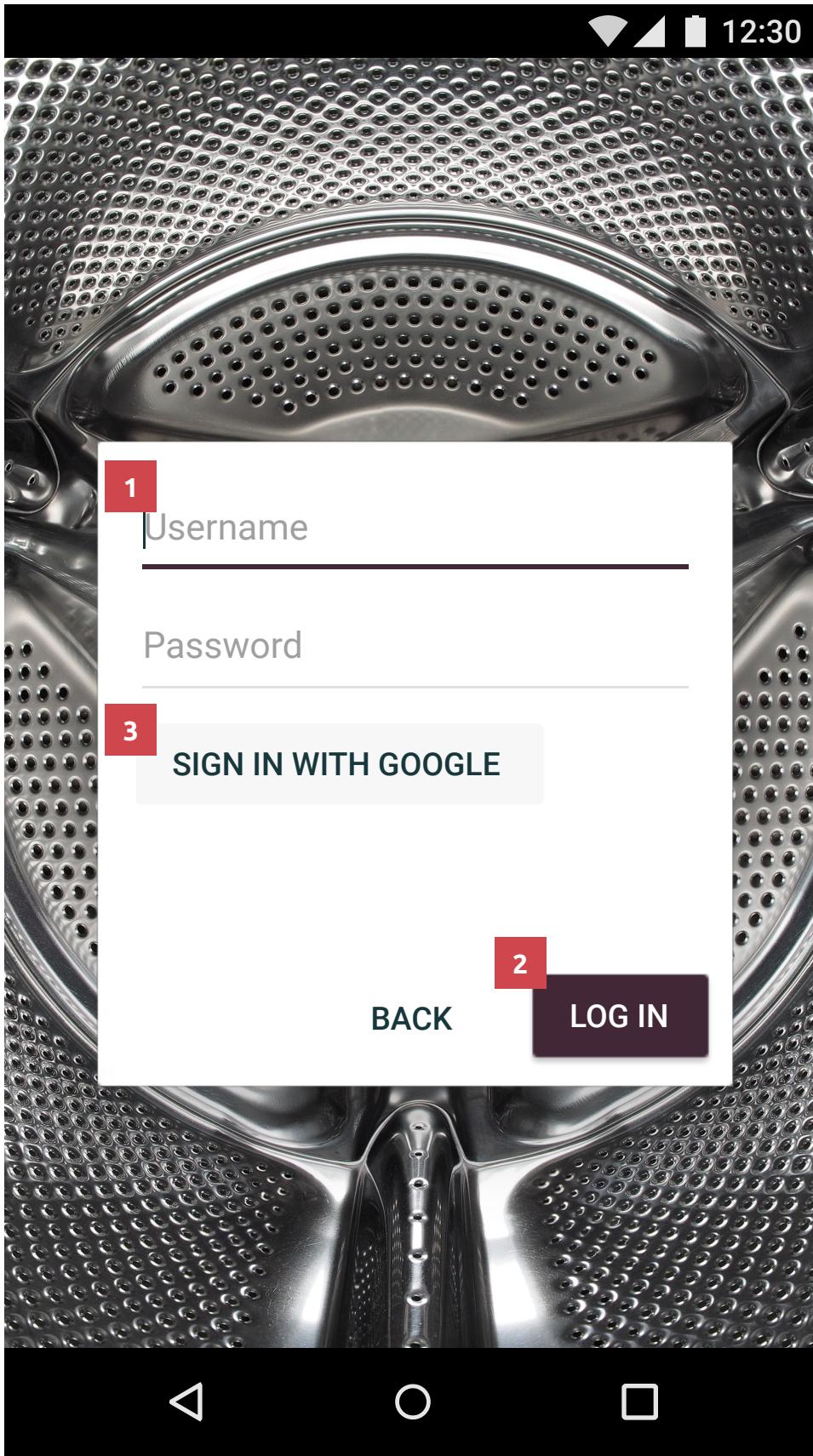
1

Priority is given to the sign in button because most who download the app should already have an account

2

A register button is available for new customers to get started

# Login



1

The username field is automatically focused for entry when the fragment is loaded

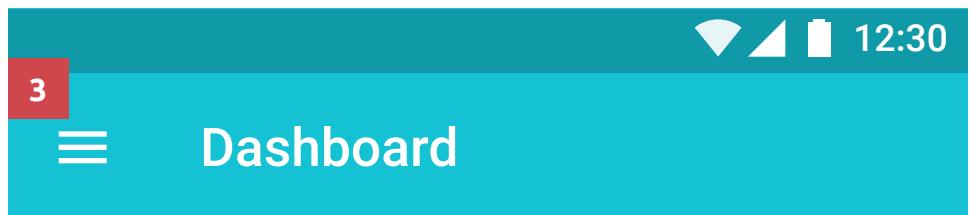
2

The login button is the next prominent element after the sign-in fields

3

Users are given an option to sign in with their linked Google account

## Dashboard

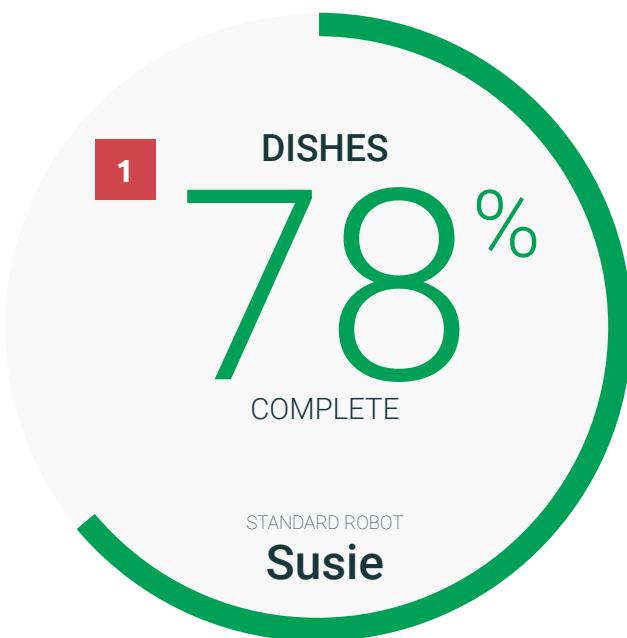


1

Priority is given to a large overview of current activity for the user to review at a glance

2

Any important notifications are displayed as a feed below the overview



3

Users can tap the menu button or slide in from the left to open the menu

2

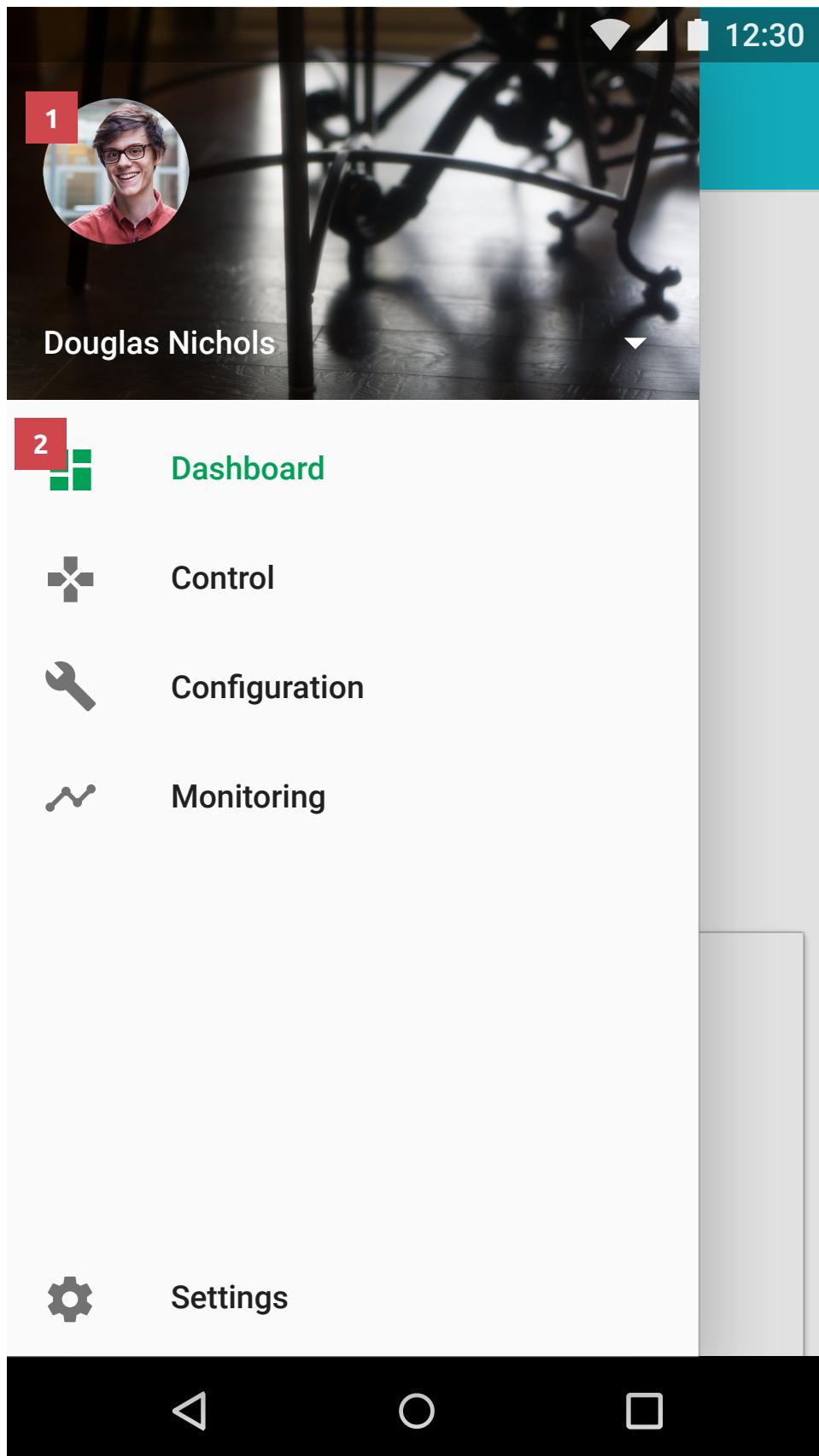
Software Update Available

Susie

Firmware version 1.2 brings minor enhancements and improvements to stability.

POSTPONE      INSTALL

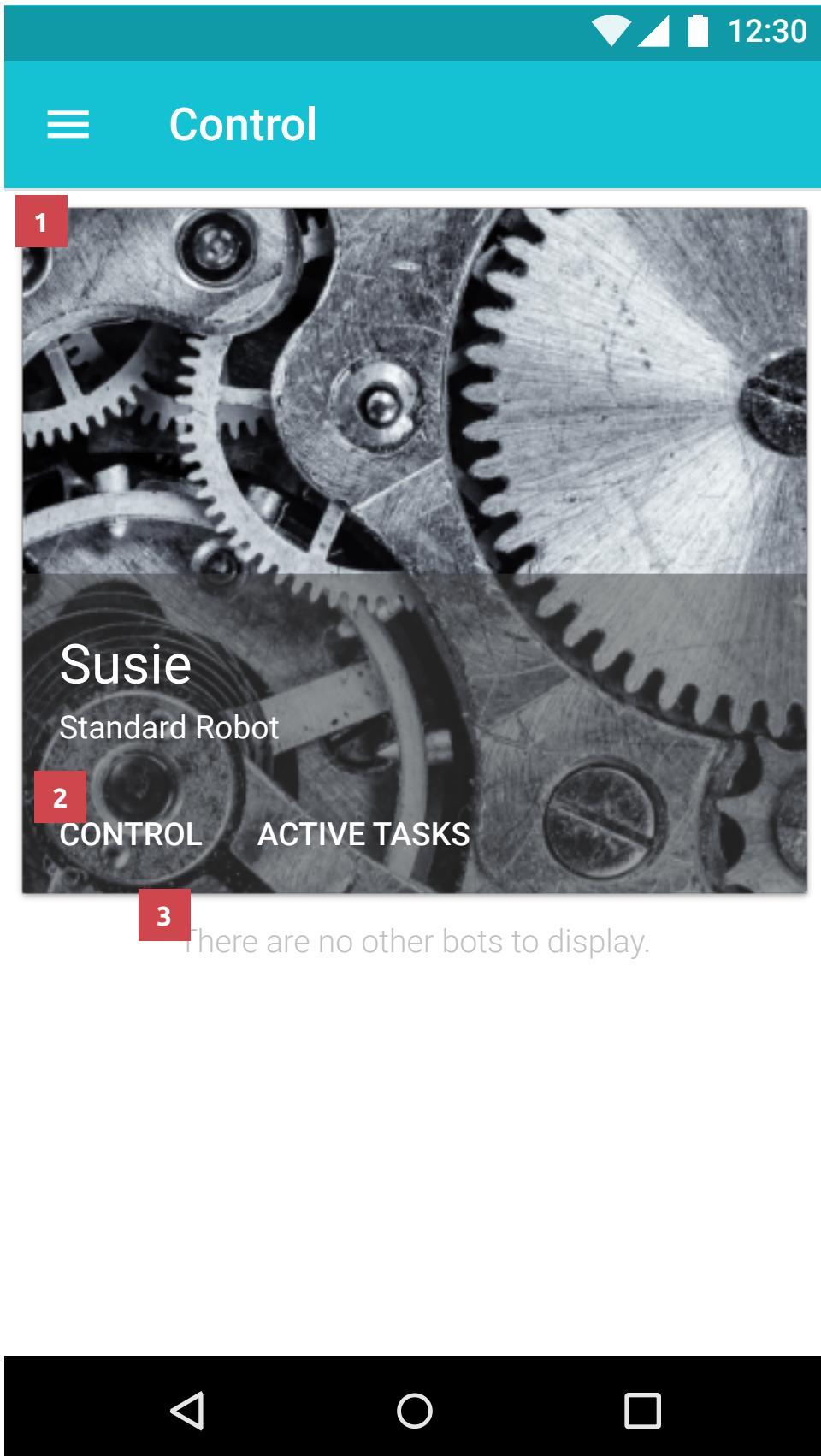
## Side Menu



**1** The logged in profile is shown in this standard location. Users can switch profiles from the dropdown icon if there are multiple accounts on the device

**2** The current activity is highlighted with the app accent color

## Control

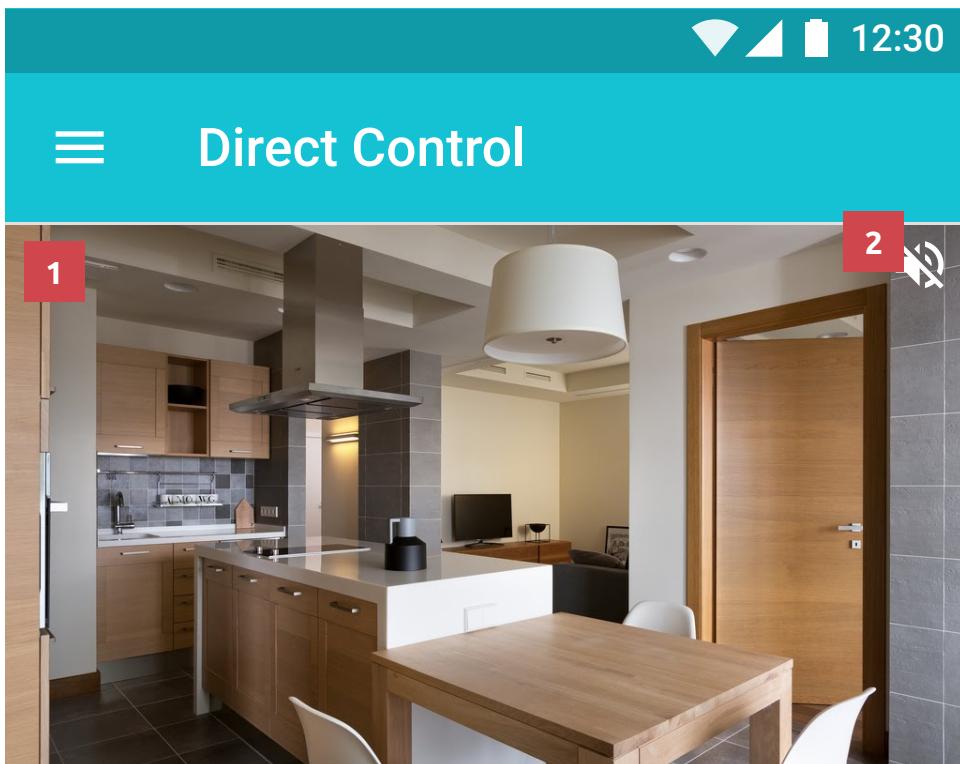


1 Linked robots are listed for management

2 Buttons are placed on each robot for control options

3 The app subtly reminds the user that they can purchase more than one robot

## Control - Direct Control

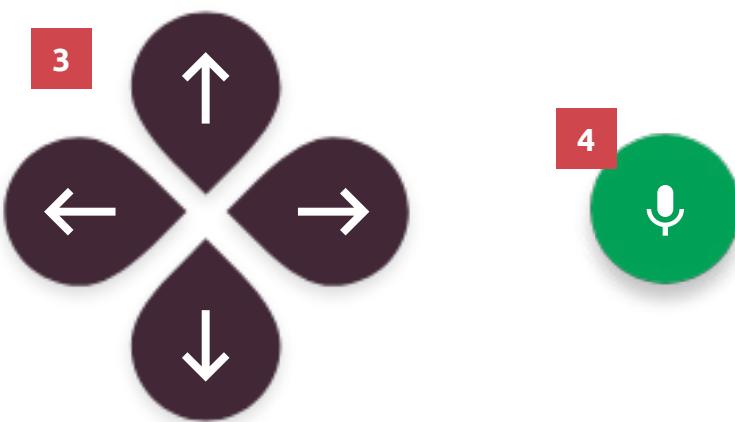


1 A video feed from the robot is provided

2 Audio from the robot can be toggled

3 Directional arrows allow direct control of the robot's movement

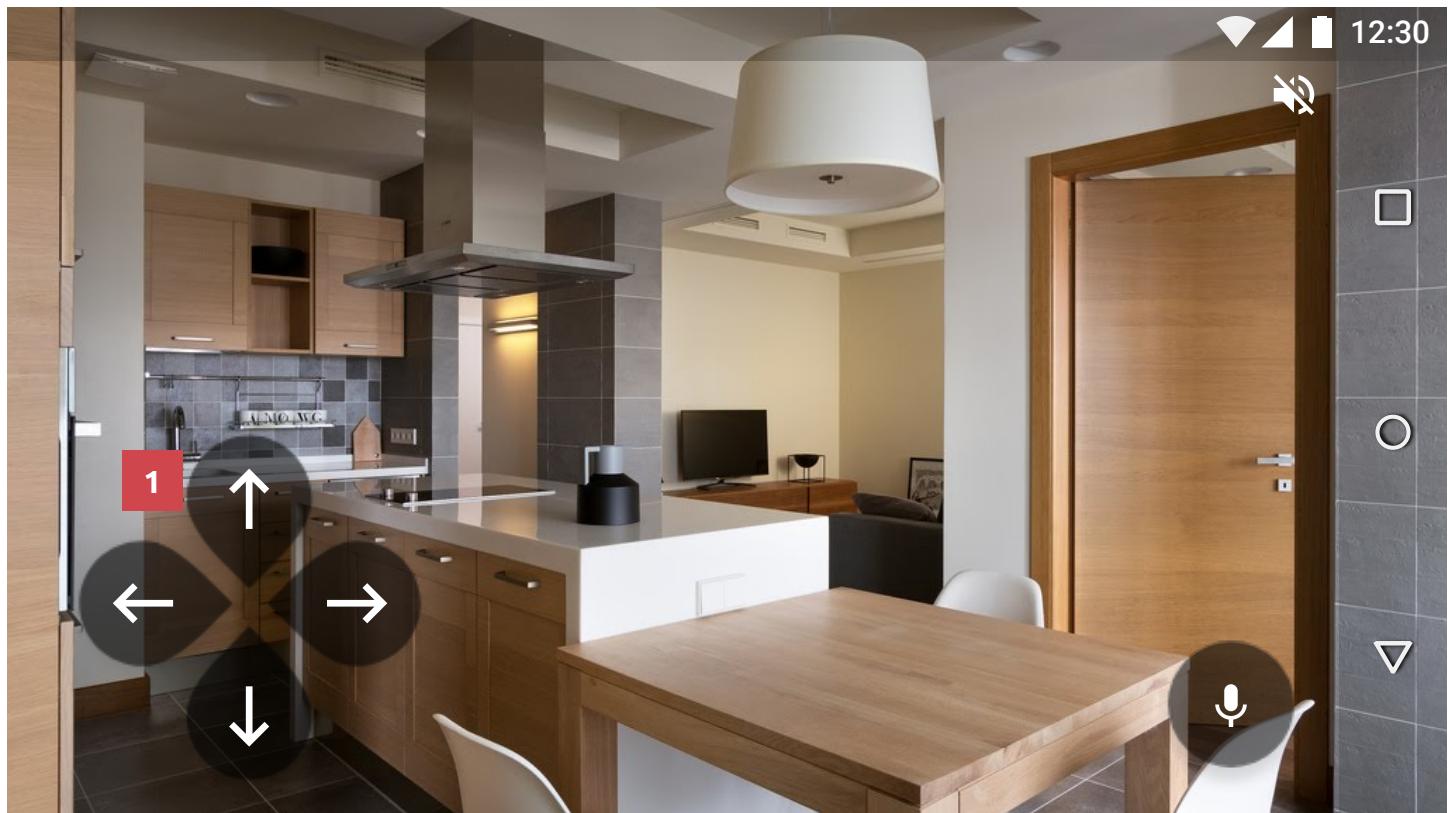
4 This button allows the app to listen for voice commands to deliver to the robot



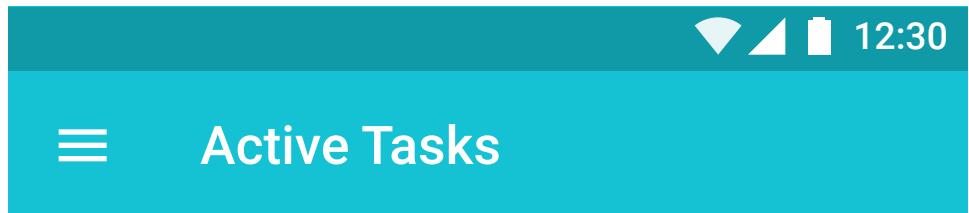
## Control - Direct Control (Fullscreen)

1

Controls are made transparent so  
that they block less viewable area  
in fullscreen

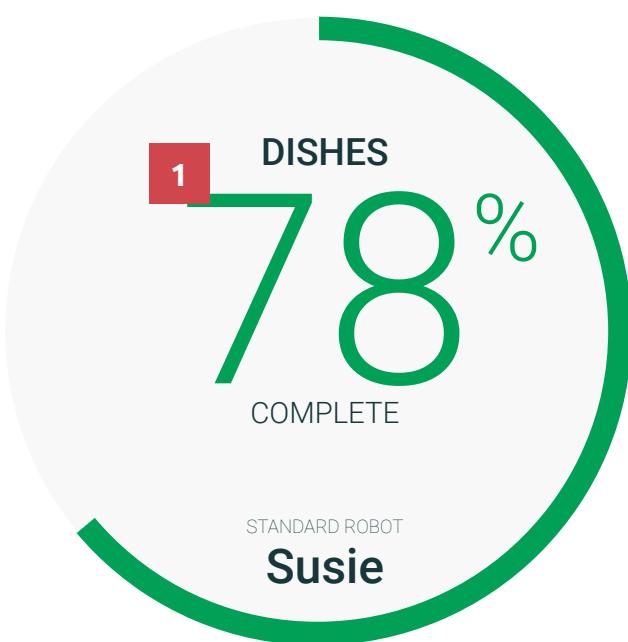


## Control - Active Tasks



1 The same overview from the dashboard is shown here for the selected robot

2 A list of queued actions is listed



3 The current task can be canceled

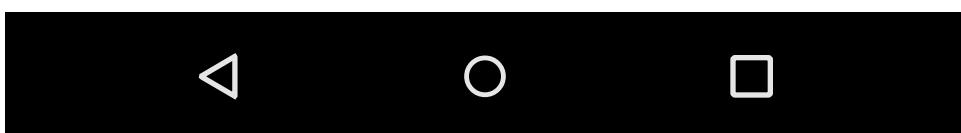
2 Dishes

In progress - 12:52

3 CANCEL

Charge Cycle  
12:52 - 1:38

Vacuum Kitchen  
1:38 - 2:03



12:30

1

The user is asked for verification to prevent accidental task cancellation

## Active Tasks

DISHES

0%

1

### Cancel Task

Are you sure you want to cancel this task? There will still be some dirty dishes left sitting out.

NO, RESUME

YES, CANCEL

Dis

EL

In progress - 12:52

### Charge Cycle

12:52 - 1:38

### Vacuum Kitchen

1:38 - 2:03



## Configuration

12:30

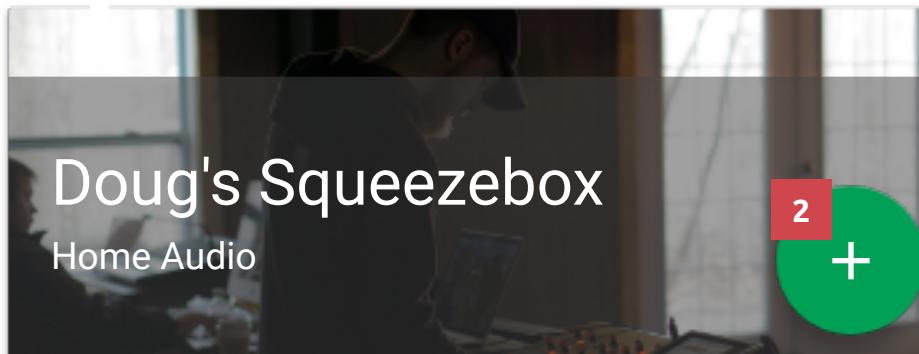
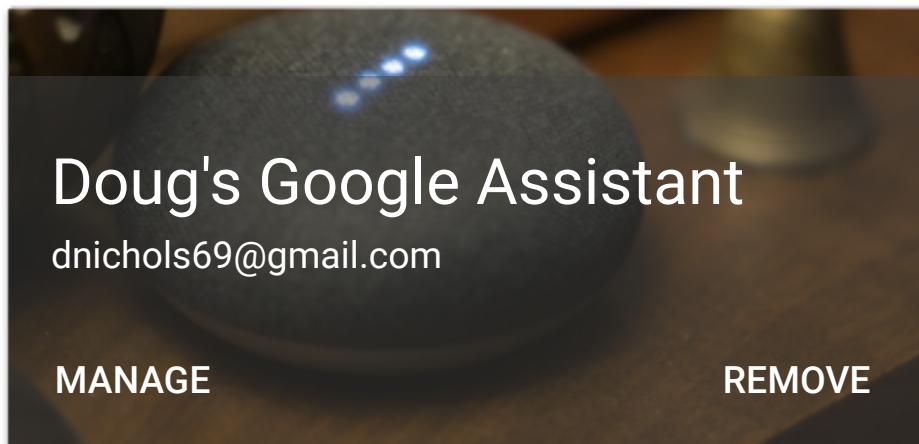
1

All linked devices and services are displayed for management

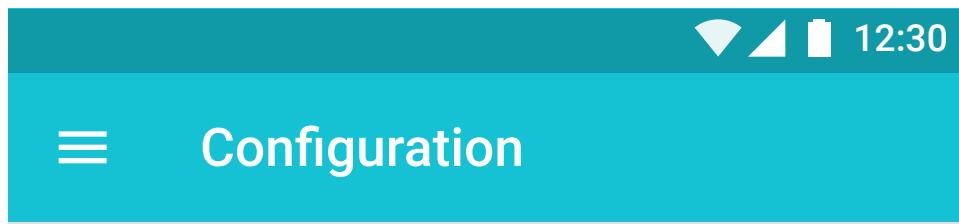
### Configuration

2

A floating action button is present for adding devices and services

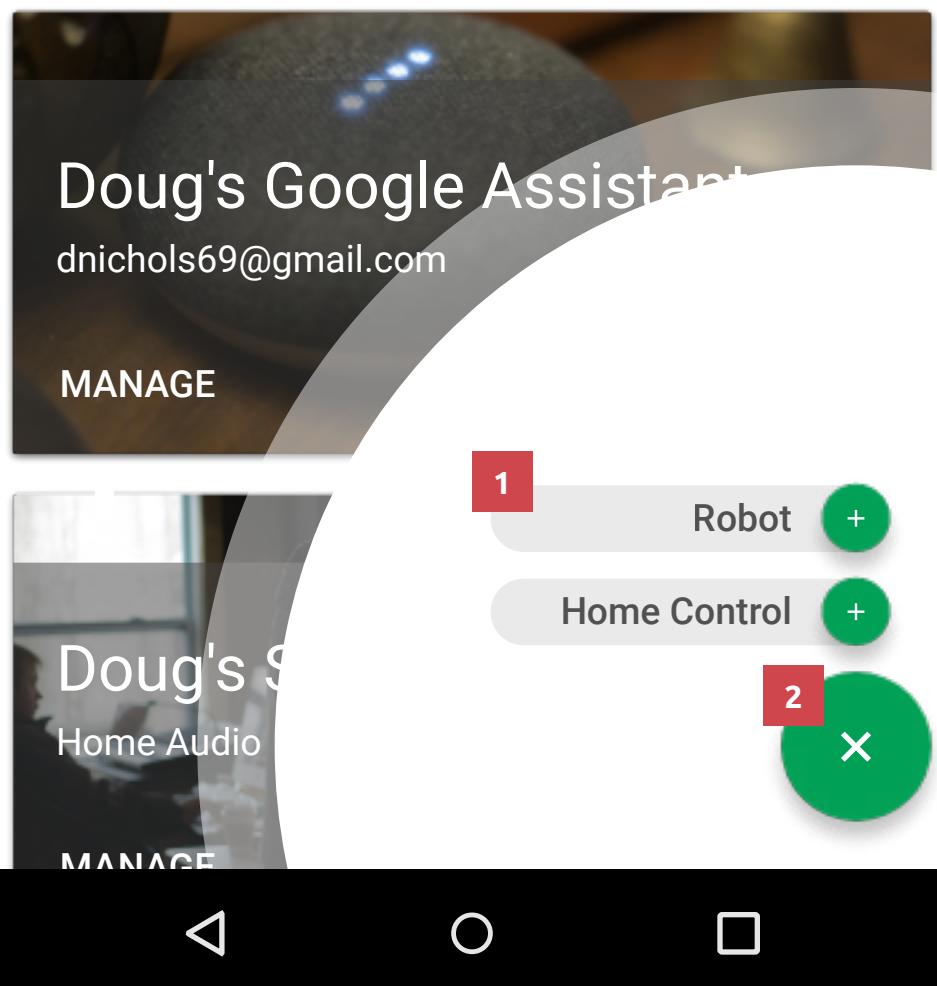


## Configuration - Floating Action



1 Suboptions for the add menu are presented

2 The add button rotates to show a close icon



## Configuration - Scheduling

12:30

### Scheduling

1

SUNDAYS

MONDAYS

TUESDAYS

1 Configurable days are shown as navigation tabs. The user can tap other tabs or swipe horizontally to switch days

2

The selected device is shown at the bottom in a modified toast to correspond with the previous activity

3

Collect & Start Laundry  
23 mins



3

Each action is presented in a rearrangeable ListView with a delete button and time estimation

3

Wash Dishes  
30-45 mins



3

Vacuum Kitchen  
25 mins



3

Transfer Laundry to Dryer  
5 mins



3

Charge Cycle  
46 mins



3

Fold Laundry  
28 mins



2

Susie

Standard Robot



# Monitoring

1



## Dust Collected Last 30 Days



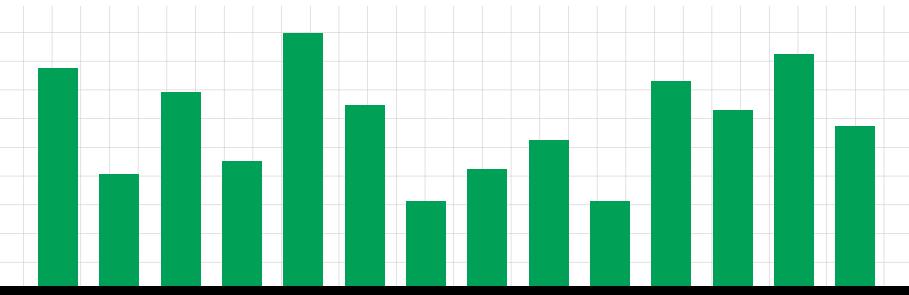
Floor cleaned 30 times

2

DETAILS



## Energy Used Last 2 Weeks





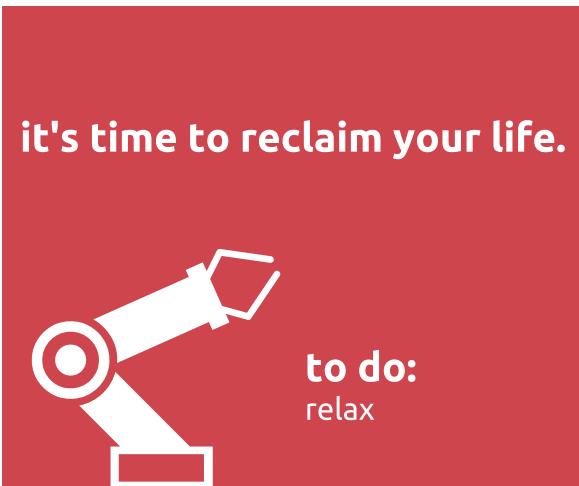
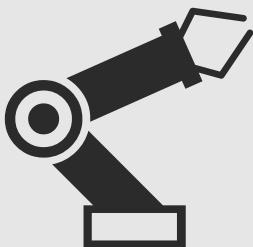
**banner**

hoist the colors.



**to do:**

- wash dishes
- do laundry
- sweep floor
- dust room
- cook dinner
- clean bathroom
- water plants
- relax

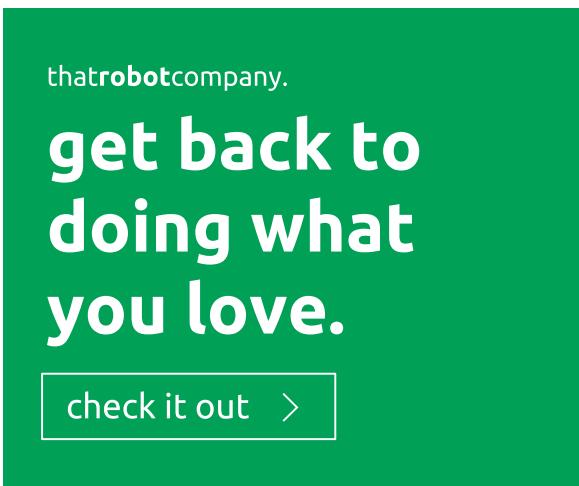


**it's time to reclaim your life.**



**to do:**

- relax



thatrobotcompany.

**get back to  
doing what  
you love.**

**check it out >**



### **scene 1**

The advertisement begins with a to-do list and the trc claw. When the ad comes into the viewport, the claw is animated removing each chore from the list. As the list gets progressively shorter, the only element left is "relax".

### **scene 2**

A color wipes across the canvas from top to bottom, replacing the bleak grey with a colorful outlook as the work has been eliminated. A tagline is displayed.

### **scene 3**

Foreground and background elements are replaced with a staggered left-to-right push tween. A call to action is presented alongside the brand with a button that animates on hover.

# competitors

if it were a competition, we would win.

## kuri

<https://www.heykuri.com/>

### site

Kuri is a home companion robot. It roams around the house and interacts with humans in a similar premise to that of a pet. The bot does not offer a lot in the way of functionality but is instead focused as a novelty item. The bot constantly takes photos and videos to capture memorable moments for you.

The website hinges primarily around marketing the product. Prime real estate is given to photo galleries of the robot and most of the site lists selling points, features, and videos of the robot. A behind-the-scenes look at the engineers working on the project and a blog to stay up-to-date are also available.

#### site functions:

- View features of the product
- Get updates on the team's progress
- Reserve/order a unit

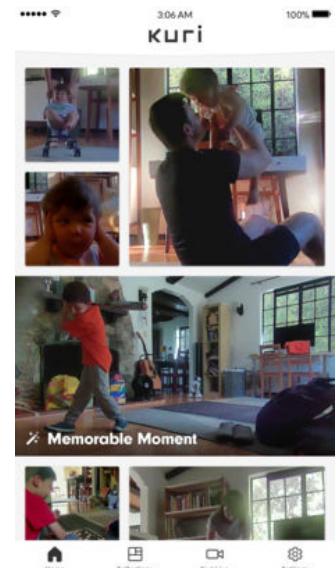


### app

As discussed above, Kuri creates novelty home robots that greet users and take photographs. The primary function of the app is to review the media generated by the robot. The app also allows users to take direct control of the bot for manual camera movement.

#### app functionality:

- Perform first-time setup of robot
- View and manage photo gallery
- Directly control robot



# iRobot

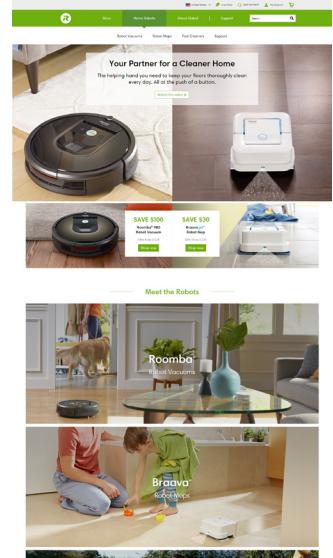
<http://www.irobot.com/>

## site

iRobot makes home robots. Unlike Kuri, these robots are focused on upkeep and maintenance. They offer robotic vacuums, mops, and pool cleaners. The site focuses on information about the products, information about the company, technical support, and purchasing. Each current model of each product line has a page displaying its features in an easy-to-read format.

### site functions:

- Compare robot features
- Get technical support
- Purchase a robot

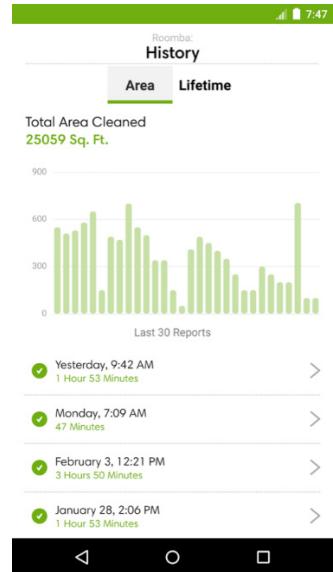


## app

The iRobot HOME app focuses on configuring and monitoring your iRobot products. The app allows users to set schedules, view a map of the robot's cleaning area, and analyze statistics about the robot's patterns.

### app functionality:

- View robot history and statistics
- Initialize or stop cleaning cycle
- Manage clean scheduling



# inspiration

let's set the mood.



# sharp.





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## two-tone

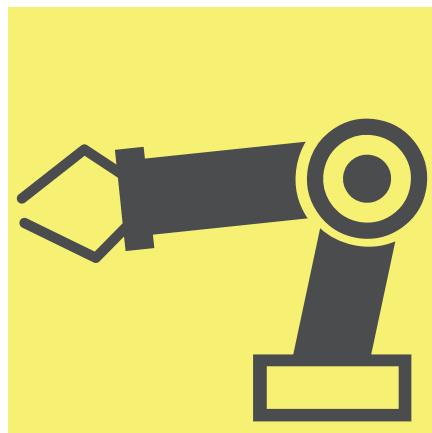


## two-tone



## two-tone

# matte.



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A smartphone is shown from a side-on perspective, displaying a close-up image of a textured surface in red and brown tones. The phone's screen shows the time as 4:40.

trc.  
40

Interview Andy Rubin  
— Founder and CEO

# BIG, BOLD, AND'SLANTY

CALL TO ACTION

CALL TO ACTION

CALL TO ACTION

CALL TO ACTION

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