

Bosch spexor

The portable security assistant

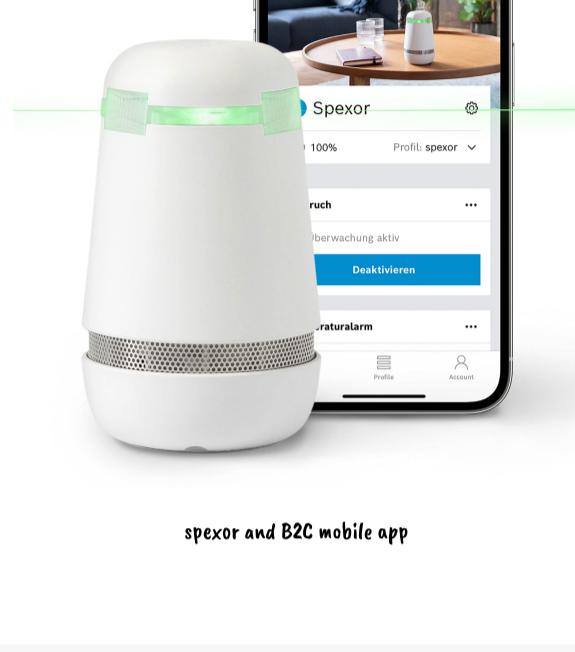
ROLE
Designer & Developer

TOOLS
Sketch, Xcode

DURATION
January - April 2022

BACKGROUND

This project was developed as part of my Bachelor's thesis in cooperation with the startup spexor. spexor was a mobile and versatile product of the Bosch brand that uses smart sensor technology to warn of various (everyday) dangers, such as burglaries or indoor air pollution. It comprised an IoT device and a smartphone app that could be used to manage the device remotely.



PROBLEM

spexor was originally designed for the B2C market. However, it has also been used internally at Bosch in a B2B context. While a private customer usually uses one or two spexor devices, a business customer would have a large number of spexor devices in use, which affects the usability of the spexor app.

spexor and B2C mobile app

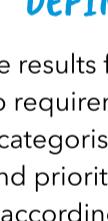
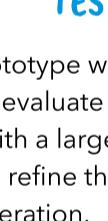
PROJECT GOAL

Identifying B2B customers' pain points with the spexor app in order to design a new interface for use in the B2B context

DESIGN PROCESS

EMPATHISE

I conducted semi-structured user interviews with five participants who work in different professions within the Bosch Group.



TEST

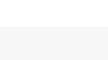
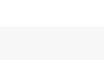
I tested the prototype with users using Think-Aloud to evaluate whether the B2B is easier to use with a large amount of spexor devices, and to refine the requirements for a next notional iteration.

DEFINE

I translated the results from the interviews into requirements by using user stories. I categorised them into larger epics and prioritised the requirements according to their severity.

PROTOTYPE

Based on the most severe requirements, I did some sketching and designed high-fidelity wireframes. Finally, I implemented an interactive iPad prototype using Xcode Storyboards.



KEY LEARNING

Trust what your users do, not what they say

This is something I have also found during my user research, because users often do not know themselves what they want. During the evaluation phase, one user commented on a feature of the user interface as not necessary, which was requested by the same user during the interviews. On the one hand, I understood that asking the right questions and precise phrasing is everything when conducting interviews. On the other hand, observing the user and letting them think aloud while interacting with the product (if the product already exists) can often shed a light on points that otherwise would not have been discovered.

If you want to learn more about this project, please contact me!

<https://www.spexor-bosch.com/en/>