

Loughborough
University

X



cambridge
consultants

Part of Capgemini Invent

Smart Home Security for 18-24-year-olds

Final Deliverable

Meet the Team



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UX Msc student
Background Digital
Marketing in Industry



Raeesah

UX Msc student
Background Product
Design at Lboro



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UX Ma student
Background Industrial
Design at Lboro



Tom

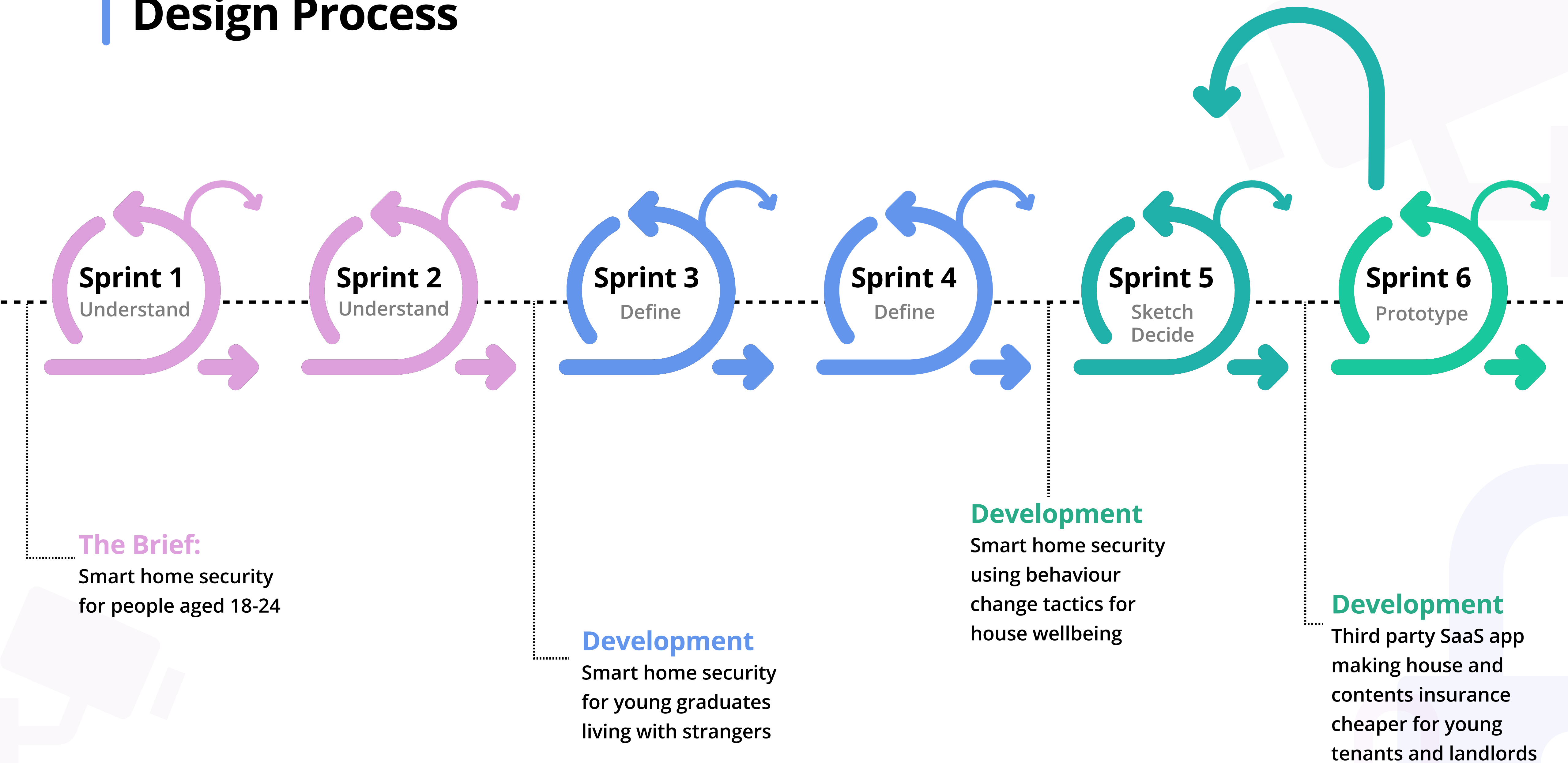
UX Ma student
Background Product
Design at Staffordshire



Jingkun

UX Msc student
Background Computer
Science at QUST

Design Process





Design Concept

The 'black box' of home security

How Our Concept Works In Context



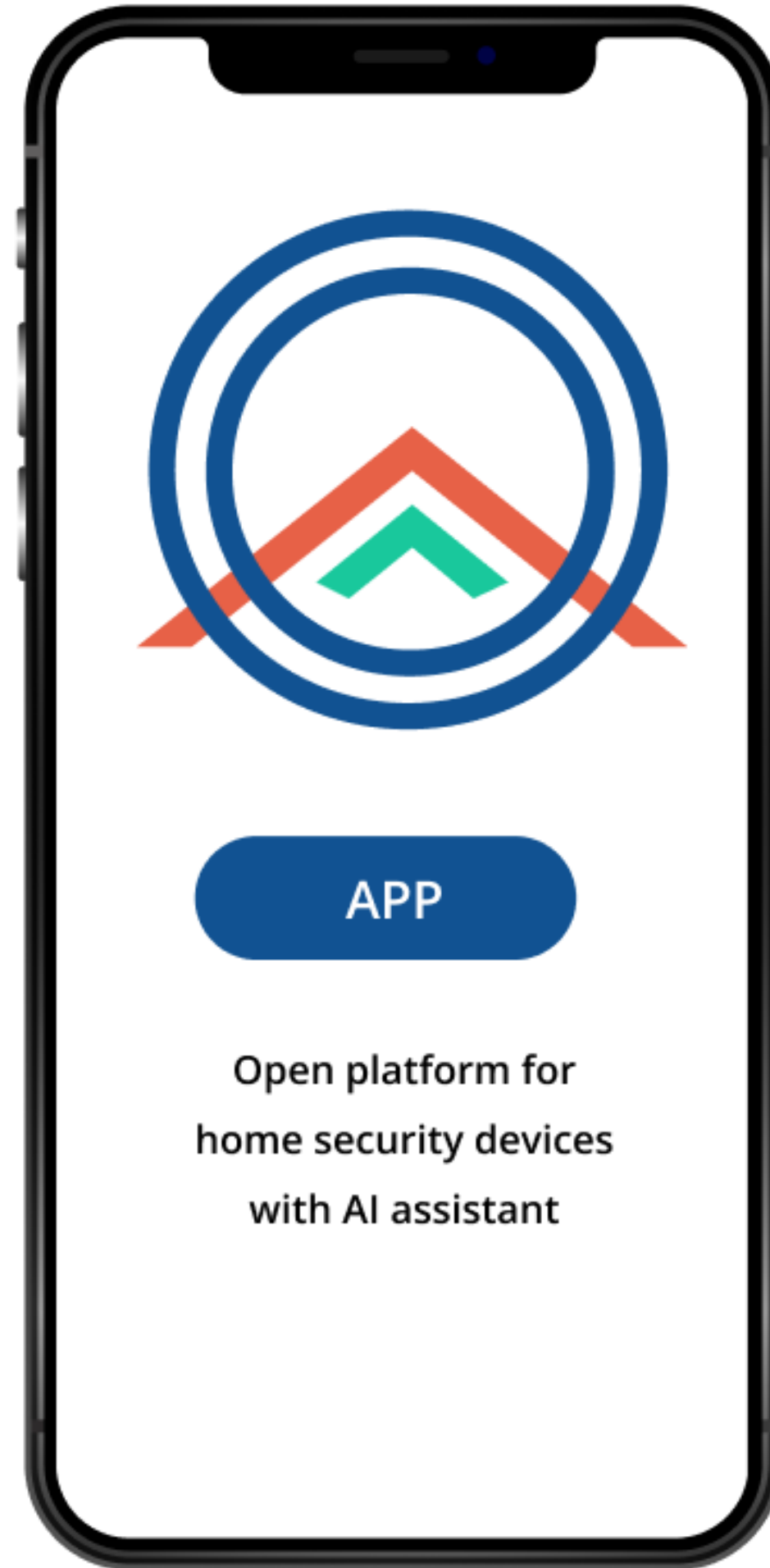
Smart Home Speaker

Voice control hub



Security Camera

Real-time monitoring & person recognition



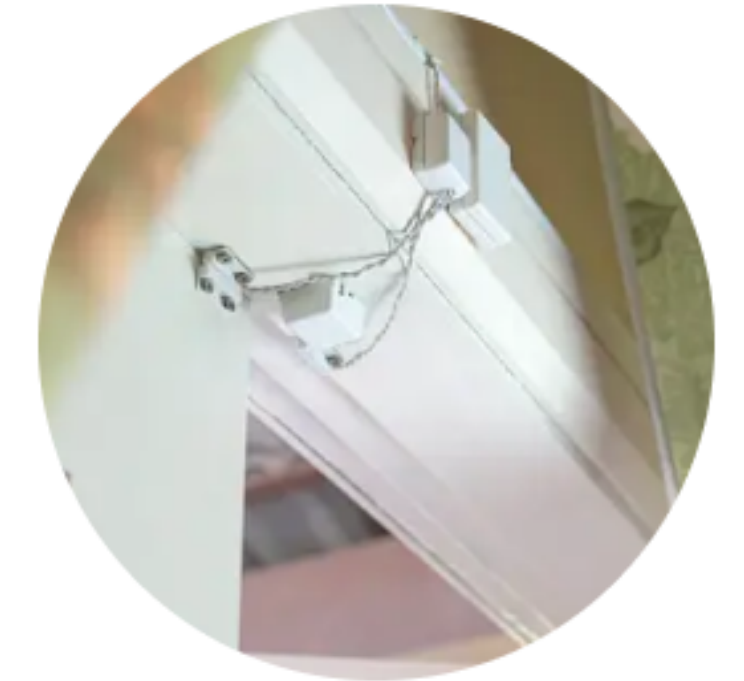
APP

Open platform for home security devices with AI assistant



Smart Smoke Detector

Smoke detection and alarms



Window Sensor

Window closing/opening detection & alerts on phone



Smart Meter

Energy usage viewing and alarms

Brand Identity



CIRCLE



CIRCLE



CIRCLE



CORE

#115292

- Safe
- Strong
- Calm



ACCENT

#19C89C

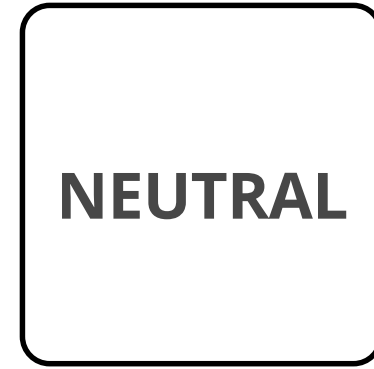
- Positive
- Savings
- Flourish



ACCENT

#E76147

- Cosy
- Alert
- Grounding



NEUTRAL

#FCFCFC

Archetype: **The Ruler**

- Proud of their expertise
- Trustworthy
- Power
- Control

Guiding Principles

- Control
- Reassurance
- Accountability

Brand Perception



Simple



Professional

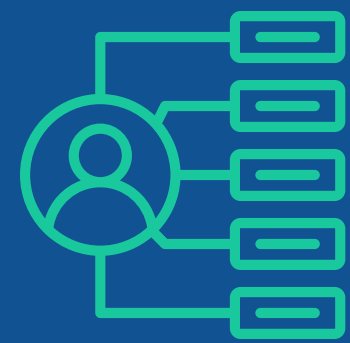


Desirable



Vibrant

Feature Set



Behaviour Change

- Feedback from system using positive reinforcement



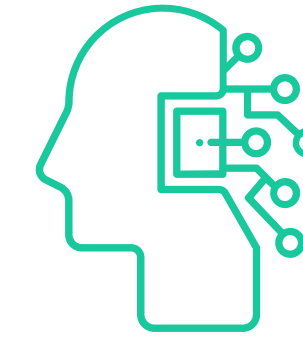
Interconnectivity

- Connect with all smart devices and house mates



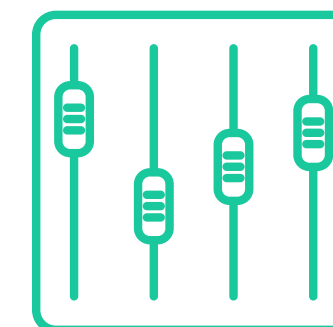
Rewards System

- Tiered long term and short term rewards



AI Capabilities

- Utilising data from smart devices to recognise house mates and their behaviours



Personalisation

- Utilising the AI to create custom reports and necessary action if needed

Drivers

Intrinsic Motivation



Harmonious environment



Feeling safe



Mental wellbeing

Rewards System

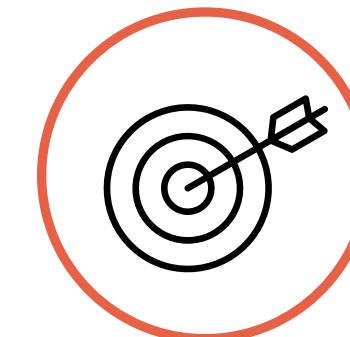
Extrinsic Motivation



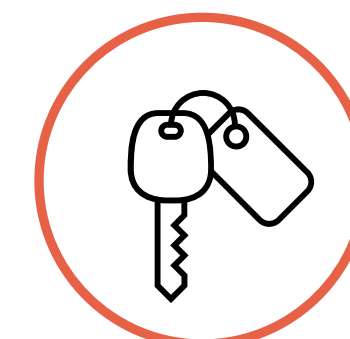
Savings



Instant & long term rewards gratification



Performance



Avoid 'bad tenant' repercussions

Service Design Ecosystem

Landlord/ Estate Agent

Insurers



Provide insurance

Payment info

Send safety data to insurers

Provides service to user

Renting property

Pay rent/ bills/ insurance

App



CIRCLE

Provides rewards

Retailers

Hardware company

Sell hardware



Spend rewards



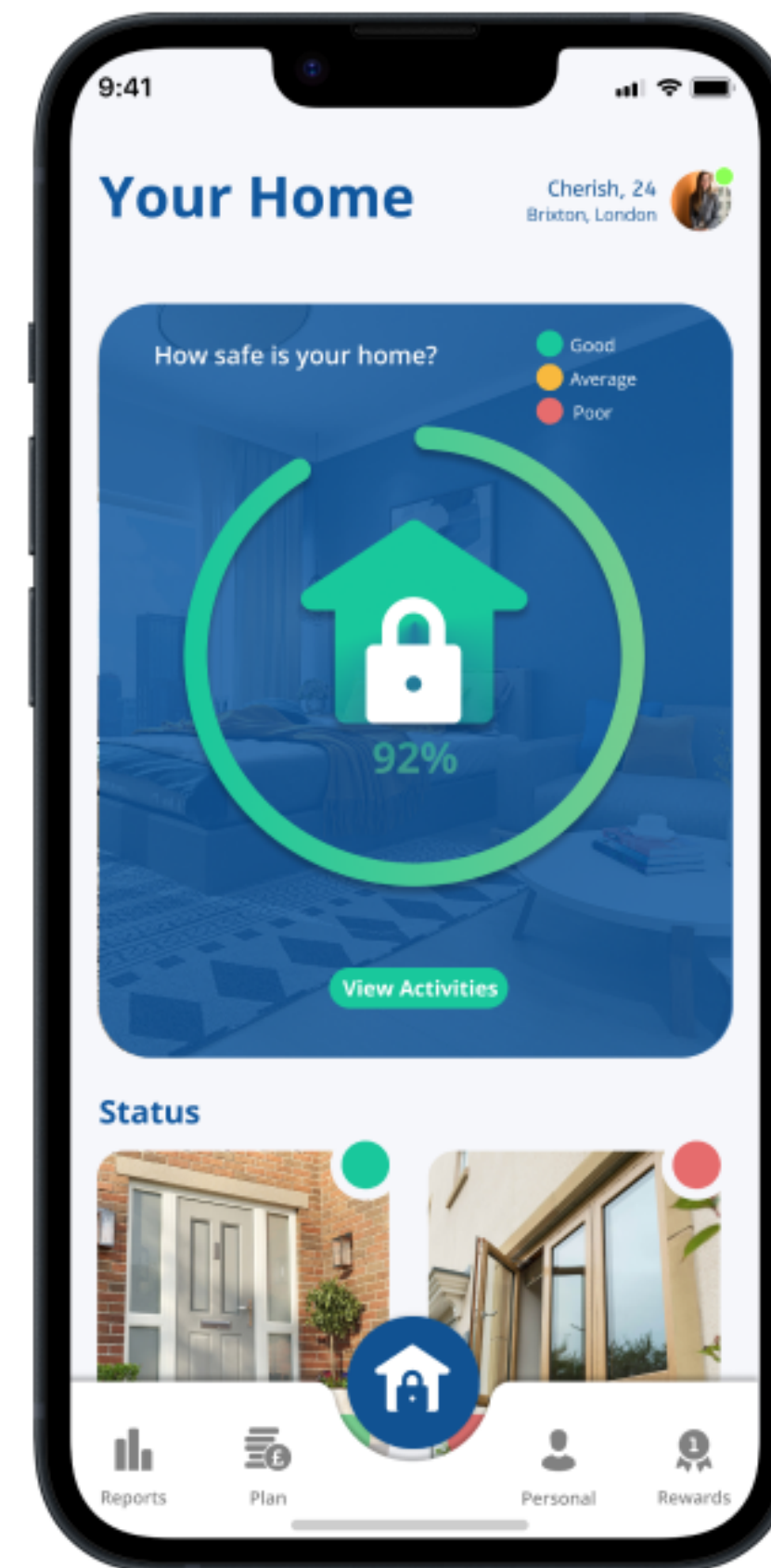
Flow 1: Monthly Check In



Users welcomed by the app with device statuses.



User given overview of house safety public and private spaces.

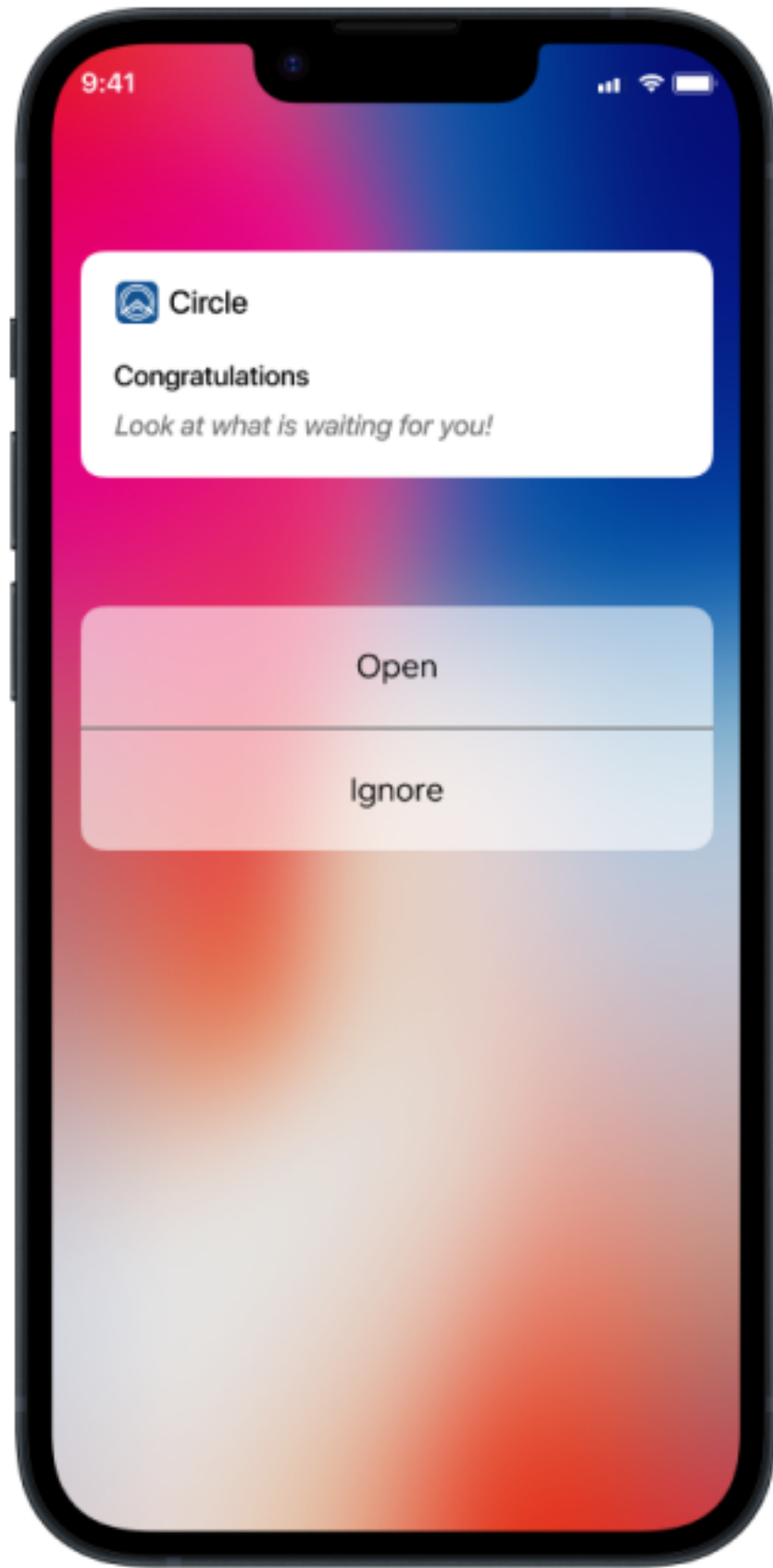


Home screen showing home security score.

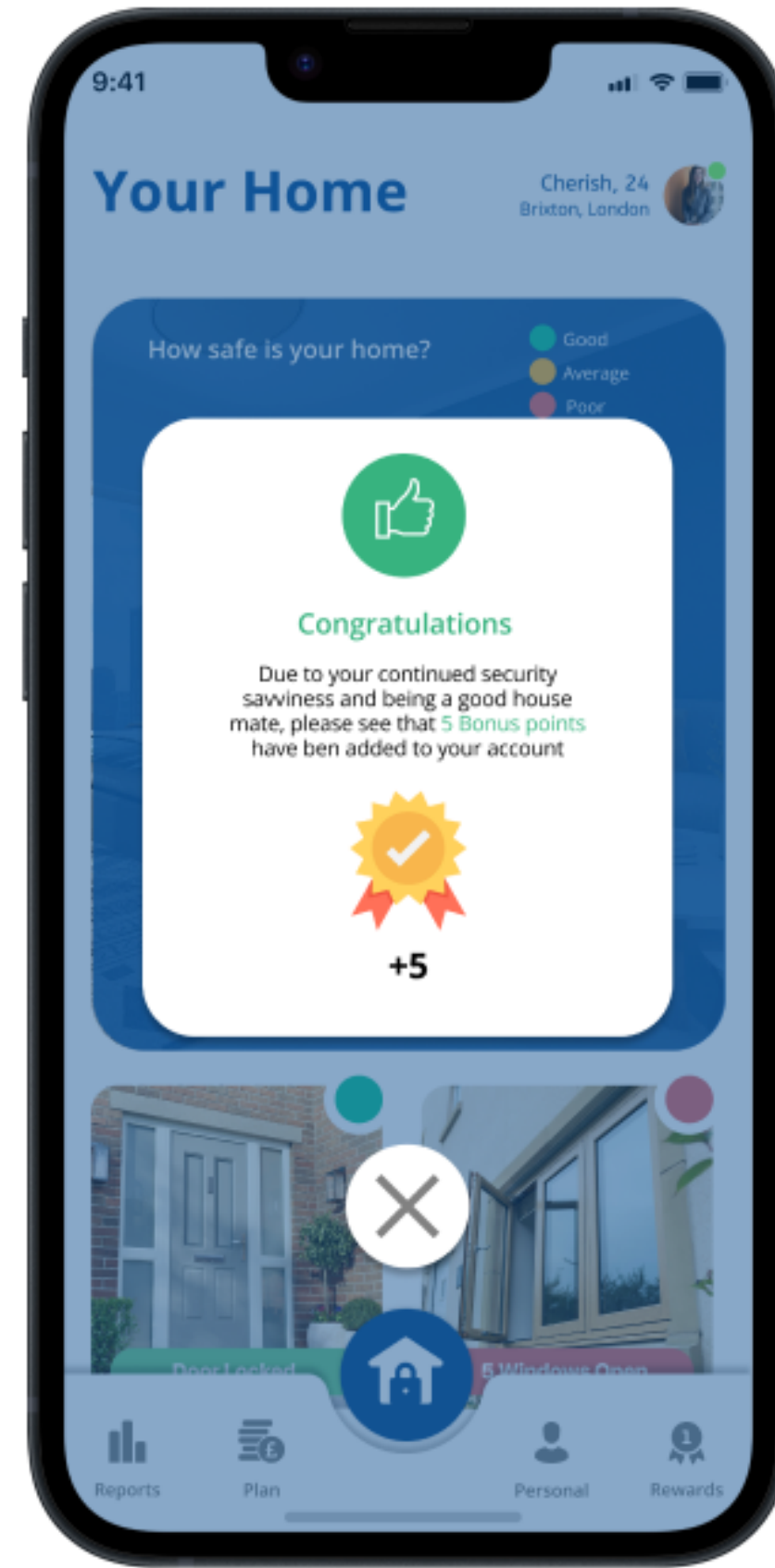


Viewing the timeline chronologically showing security instances.

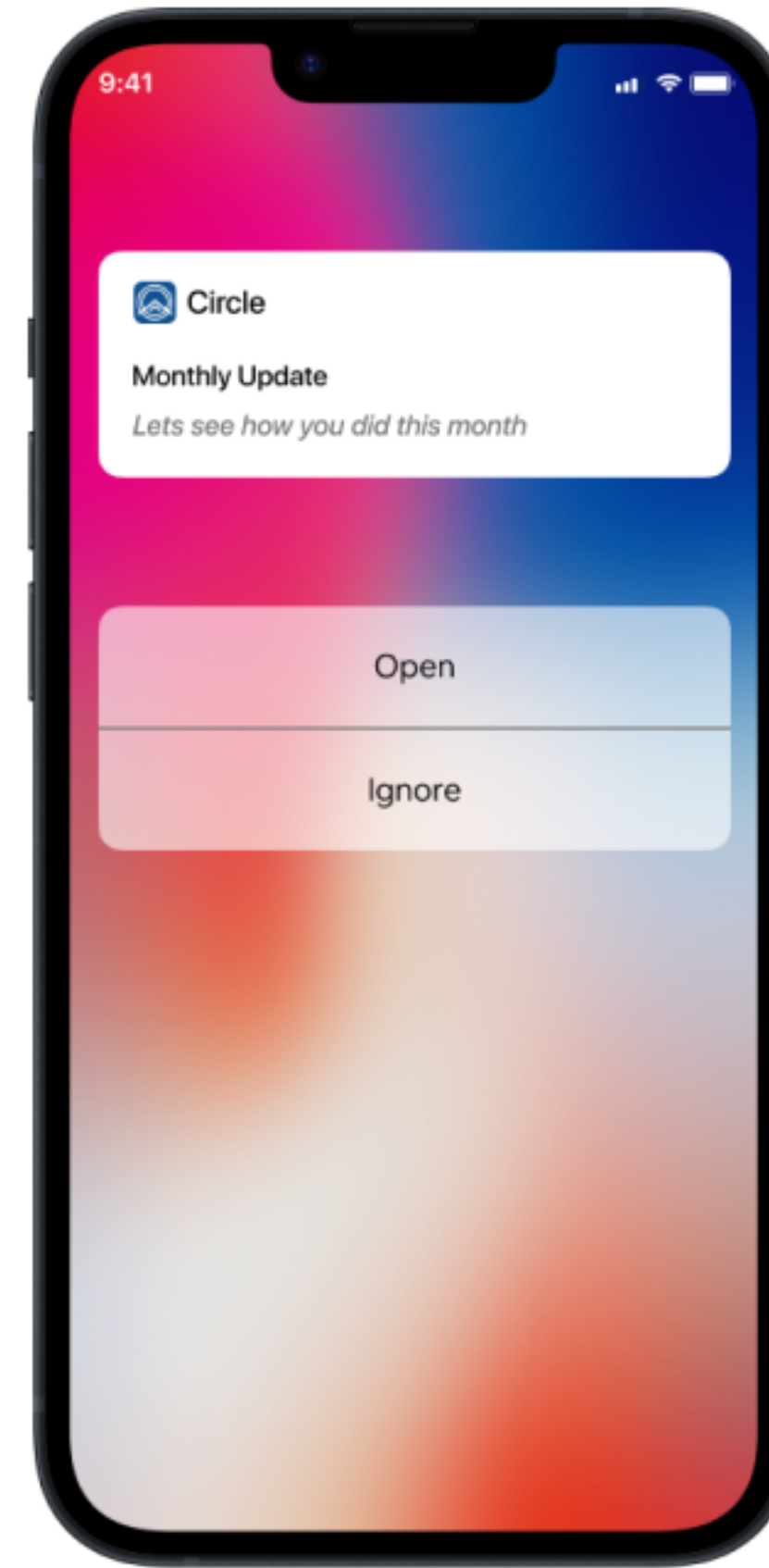
Flow 2: Notifications



Notification alerting the user of an in app notification.



Congratulation message giving bonus points.

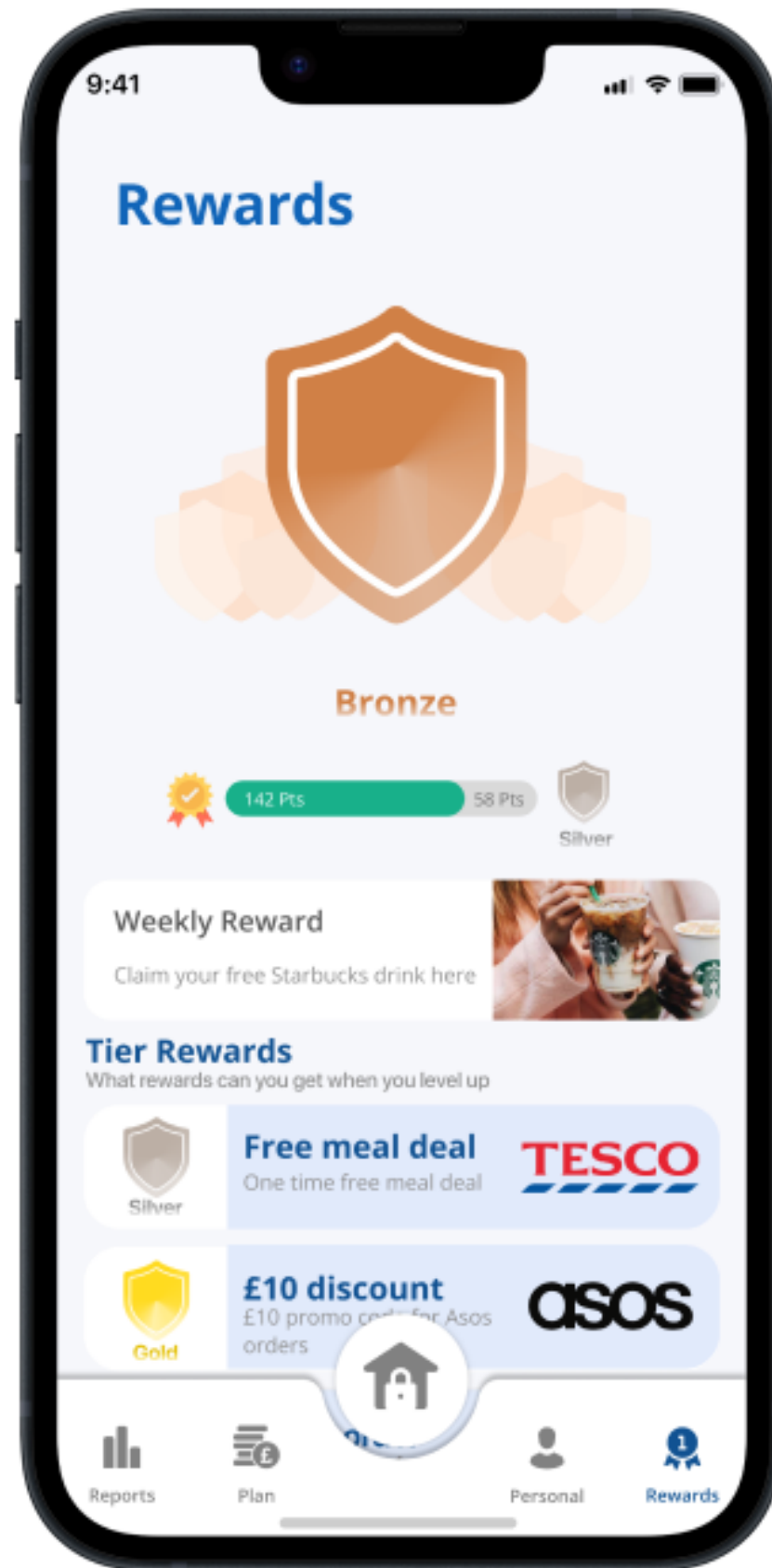


Notification alerting of monthly update.

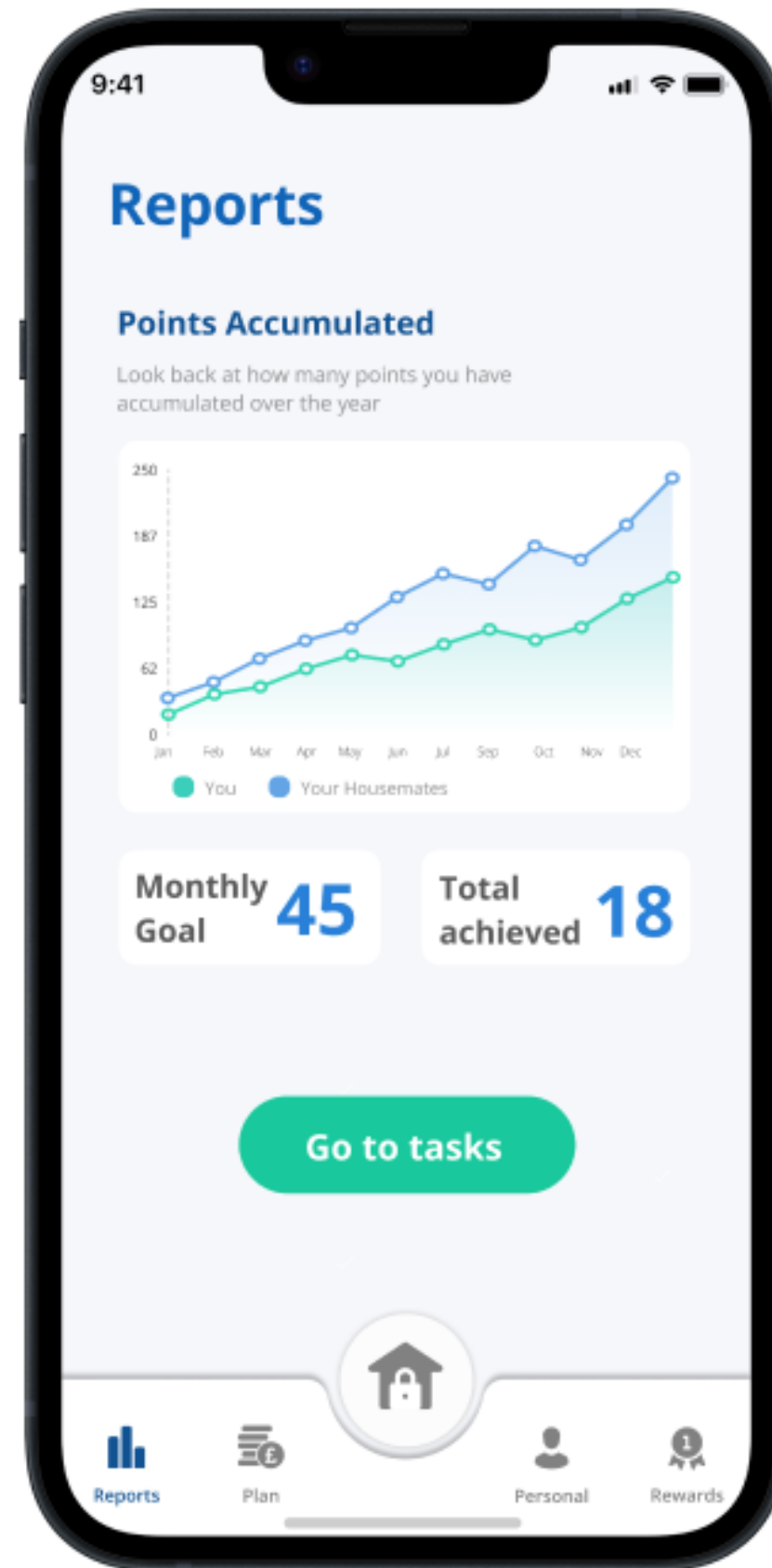


Monthly report showing the points performance of the user.

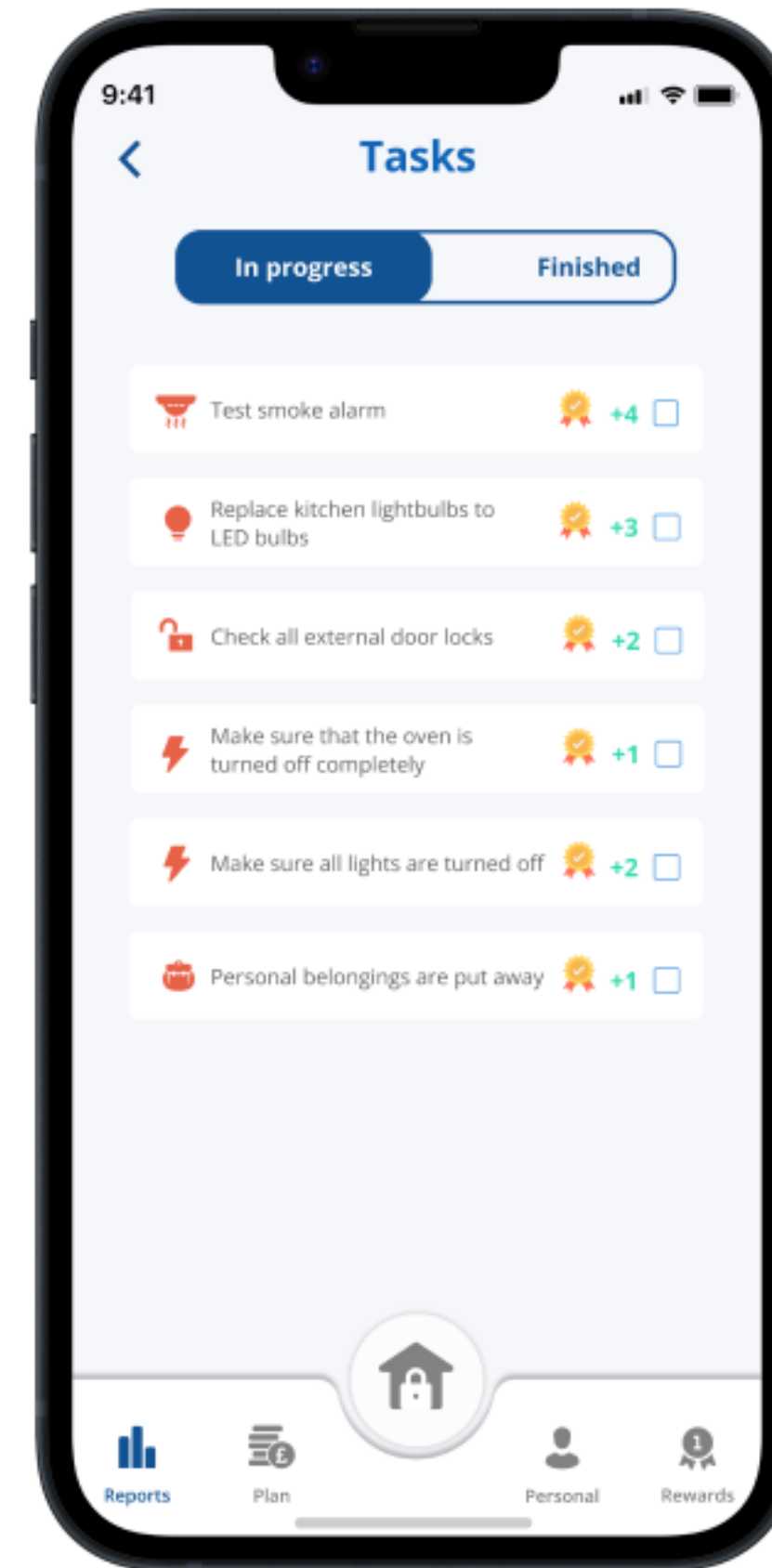
Flow 3: Check Reports



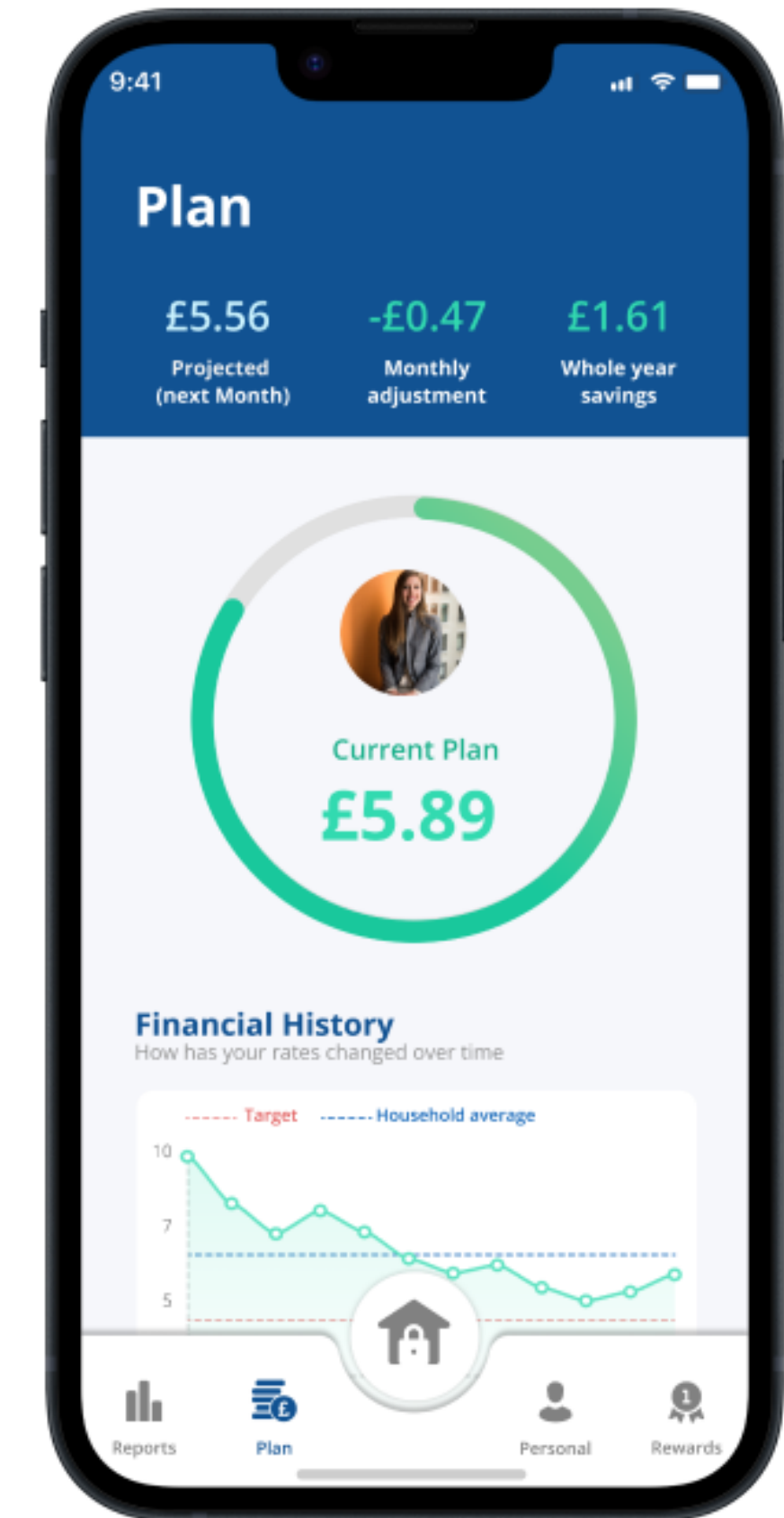
Rewards page showing the tiers and possible rewards.



Reports summary of points and target to achieve.



Tasks page allowing user to see tasks to be completed and completed.



Summary of contents insurance, projections and monthly and yearly savings

Proto-Persona

Key Demographics & Behaviours

- Young Professional
- Lives in Manchester **City** Centre
- From Cheshire
- Lives in a **shared flat**
- **Anxiety** prone
- Personable character

Painpoints & frustrations

- Hates the thought of not getting along with flatmates
- Annoying when flatmates leave the door unlocked
- Cherish and her housemates have a very **different idea of what home security is**

Goals & Needs

- Manage her finances
- Make sure her **belongings are kept safe** when she's out of the house
- **Reassurance** that she is secure in her home
- **Avoid confrontation** with her flatmates

Cherish,
24



“It really bugs me when they leave the door unlocked, but I don't want to fall out with them over it.”

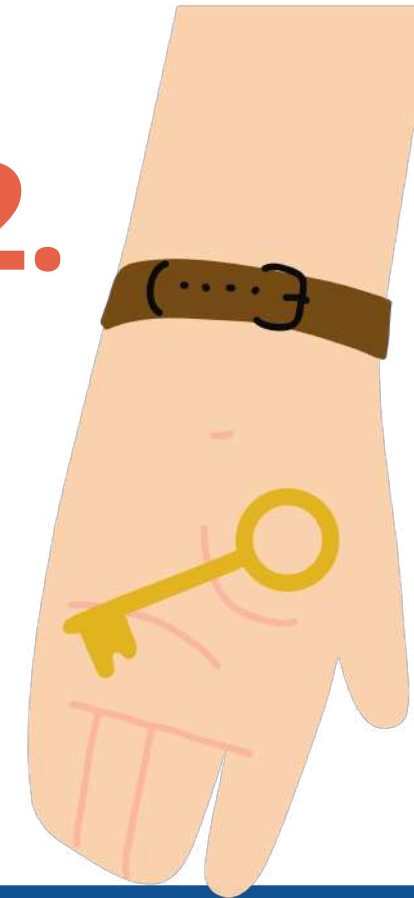
Storyboard

1.



Cherish worried about moving in with strangers

2.



Cherish picks up keys for new flat and is told by estate agent about Circle

3.



Cherish downloads the app when she moves in and feels relieved

4.



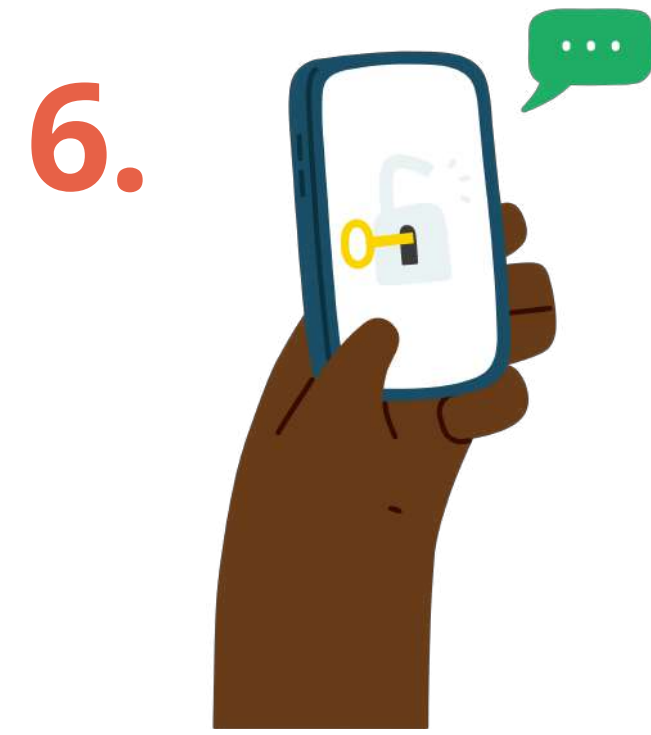
Housemate opens the window while cooking and then leaves the room

5.

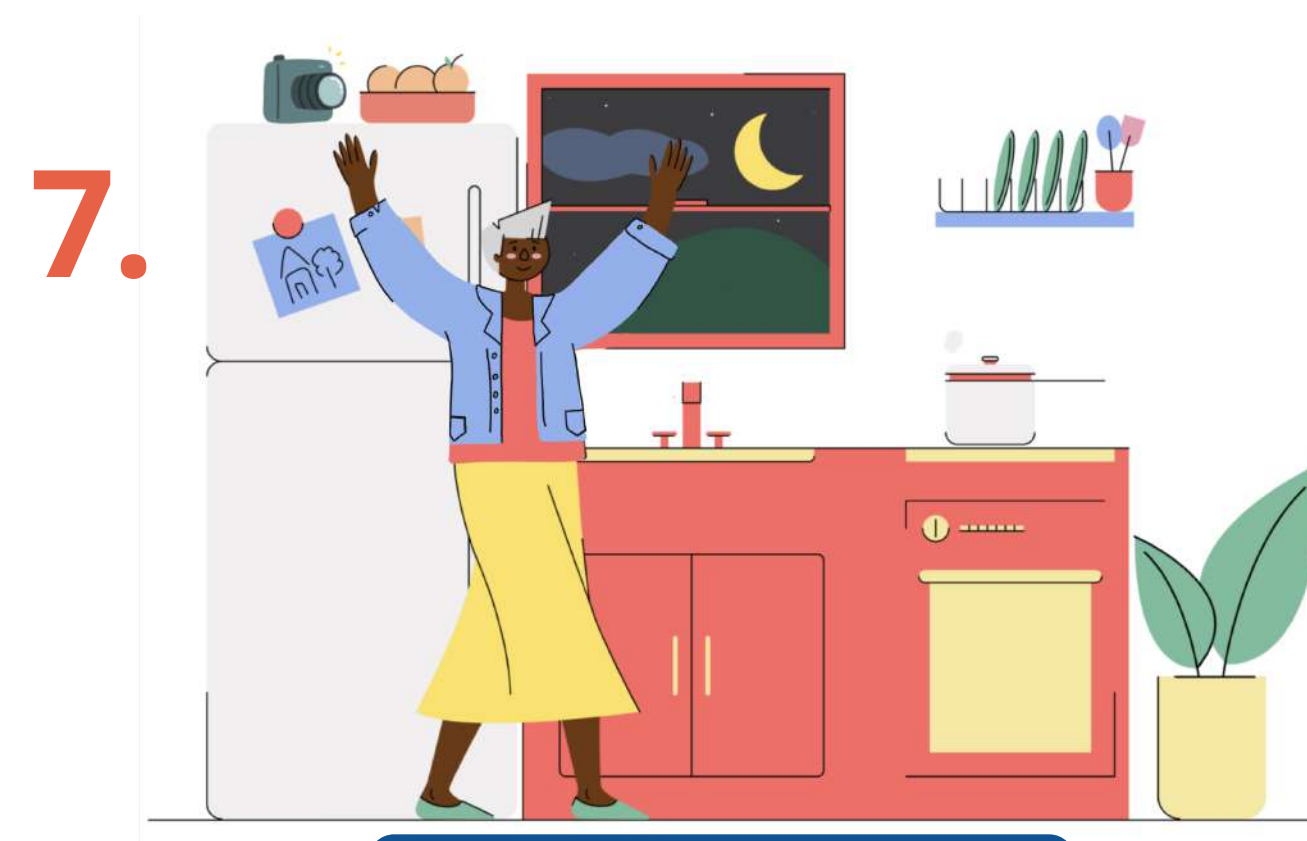


Camera in the kitchen detects that the window is open

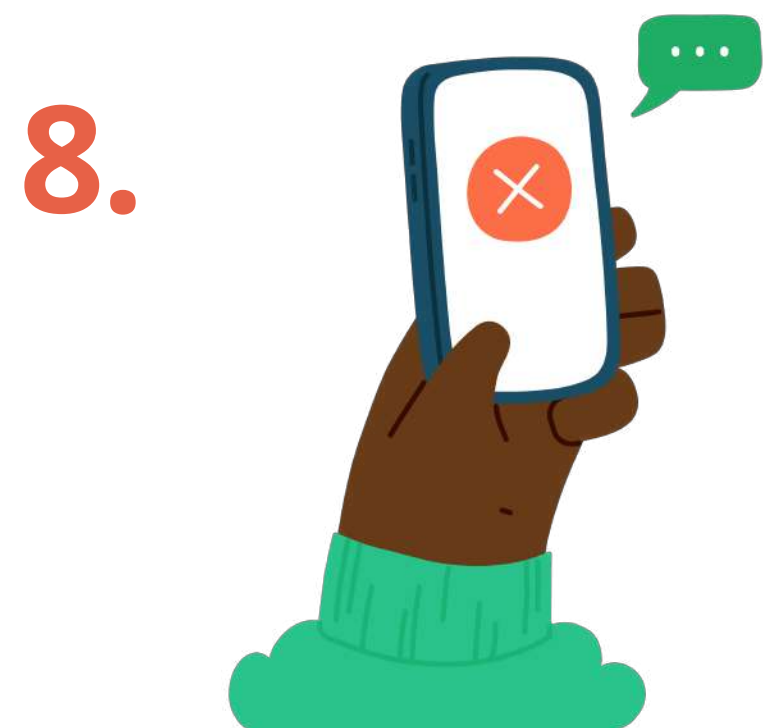
Storyboard



Housemate gets notification telling them to close and lock the window



Housemate returns to close and lock the window

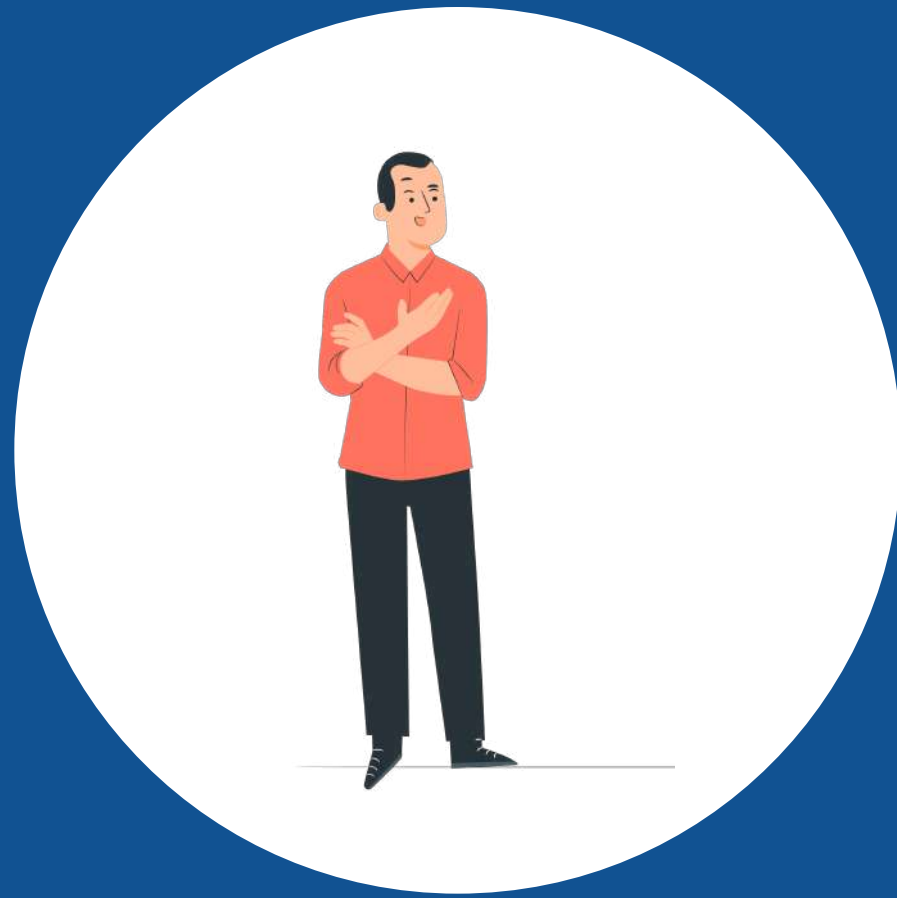


Housemate is made aware of the negative affects of their behaviour in a constructive way



Cherish checks the app and can see that the home security level has increased

Benefits to stakeholders



Landlord

- Cheaper housing insurance
- Credit score system alerts landlords to bad tenants
- Make property more appealing to tenants



Insurance Companies

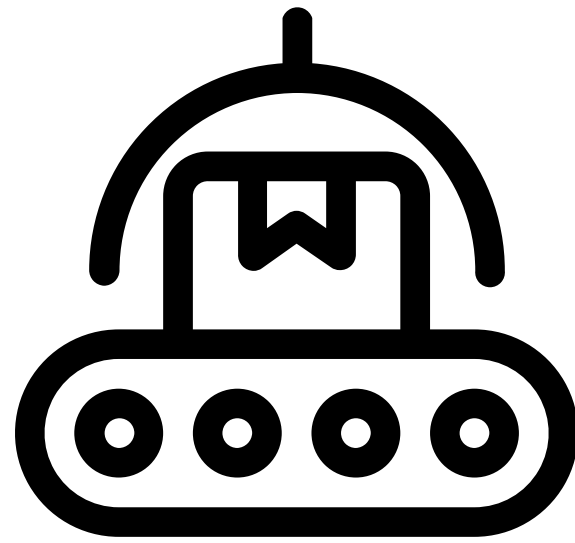
- Ensures protection of personal items and property
- Better documents theft and housing damage



Gen Z Tenant

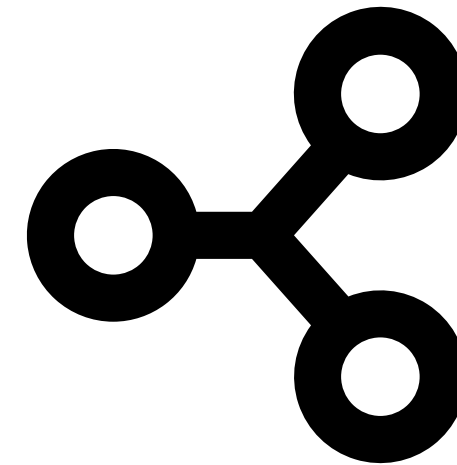
- Reduces friction between house mates
- Reduces the cost of contents insurance
- Enables a feeling of control and safety

Develop Concept Further



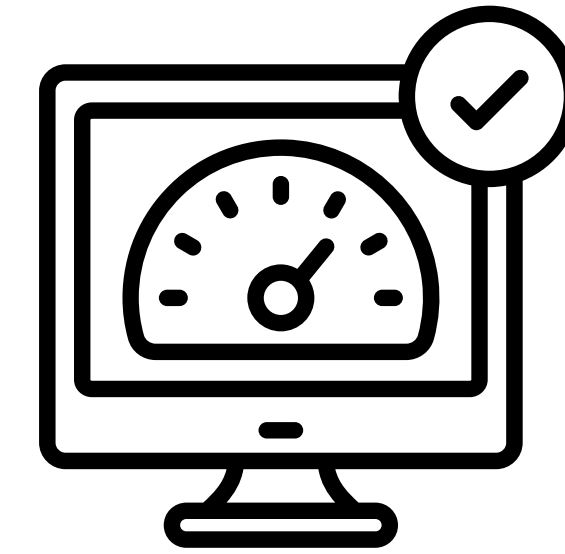
The One Stop Shop

- Release white label product starter pack
- Partner up with existing security systems for packaging systems



Connect with Smart Meters

- Create frictionless reporting and experiences
- Maximise the efficiency of the house
- Prevent home hazards through energy detection



Continuous Testing & Iteration with MVP

- Improve the onboarding experience based on feedback before release
- Iterate continuously once MVP is released