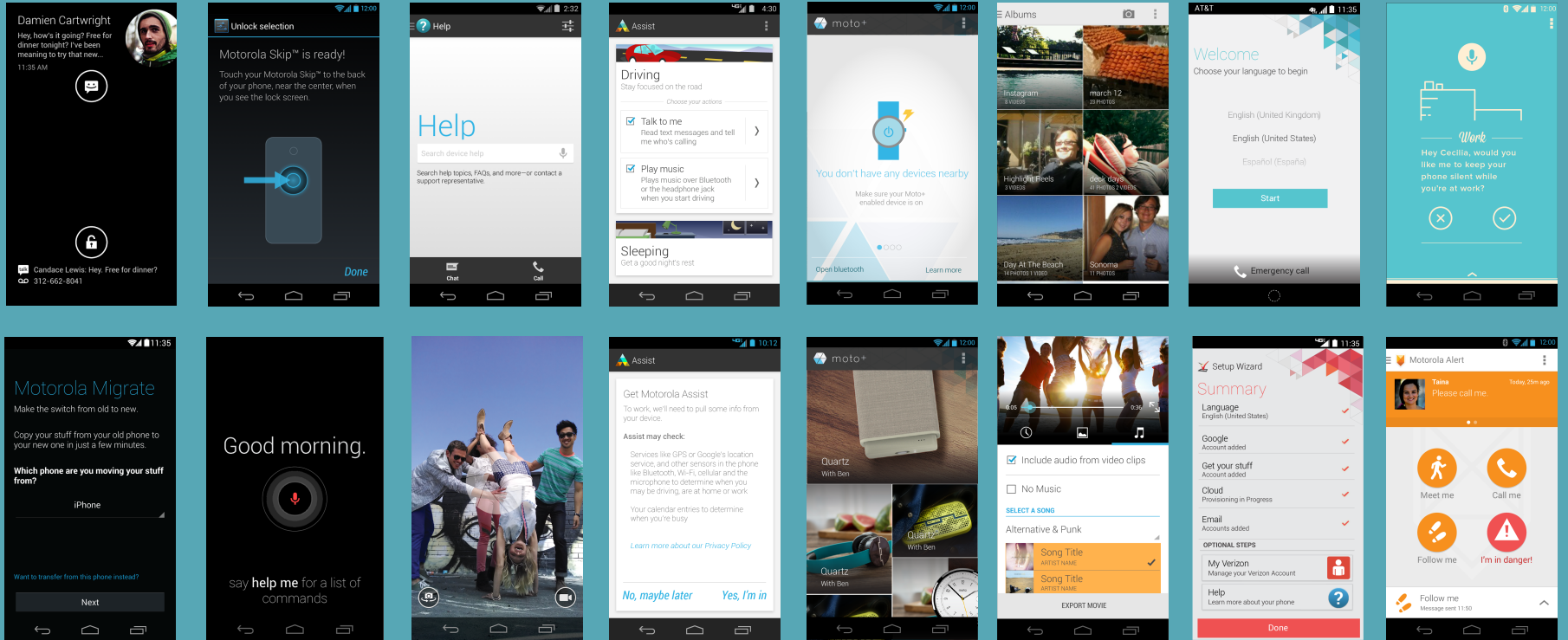




Motorola Apps

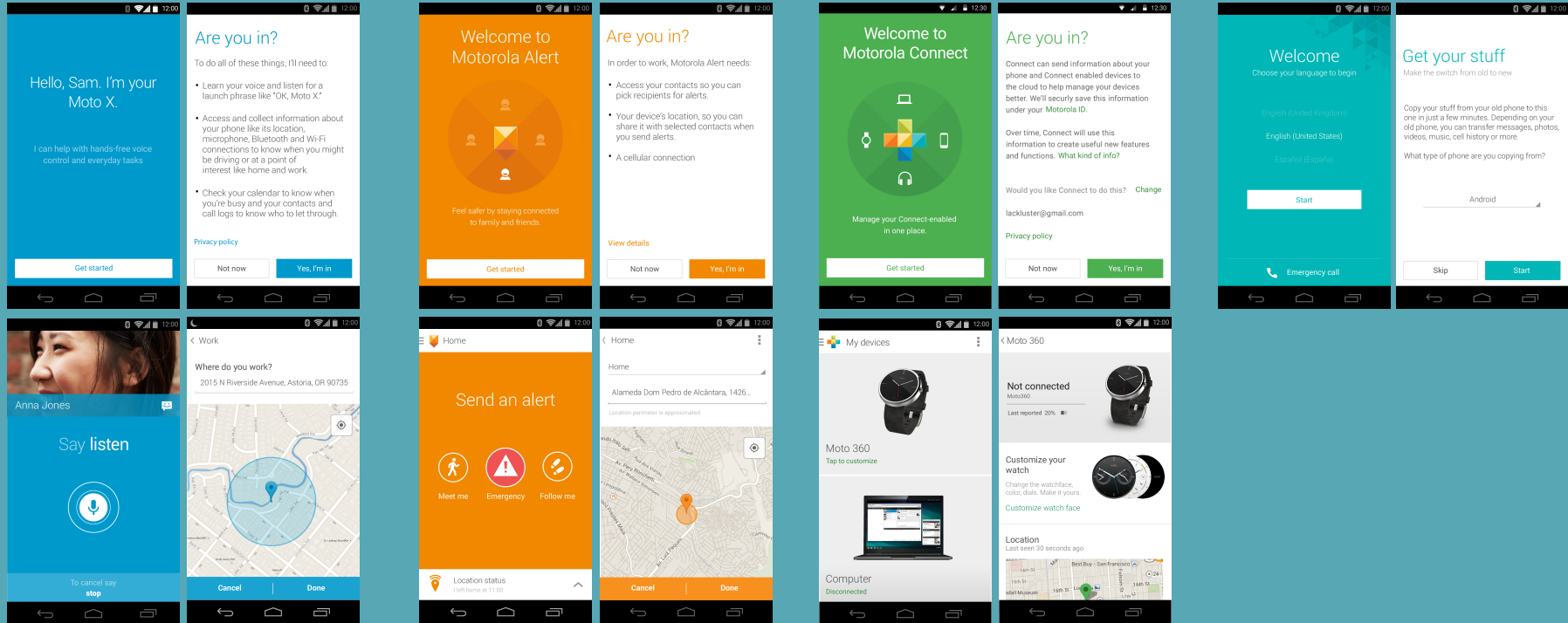
Case Study

Existing apps



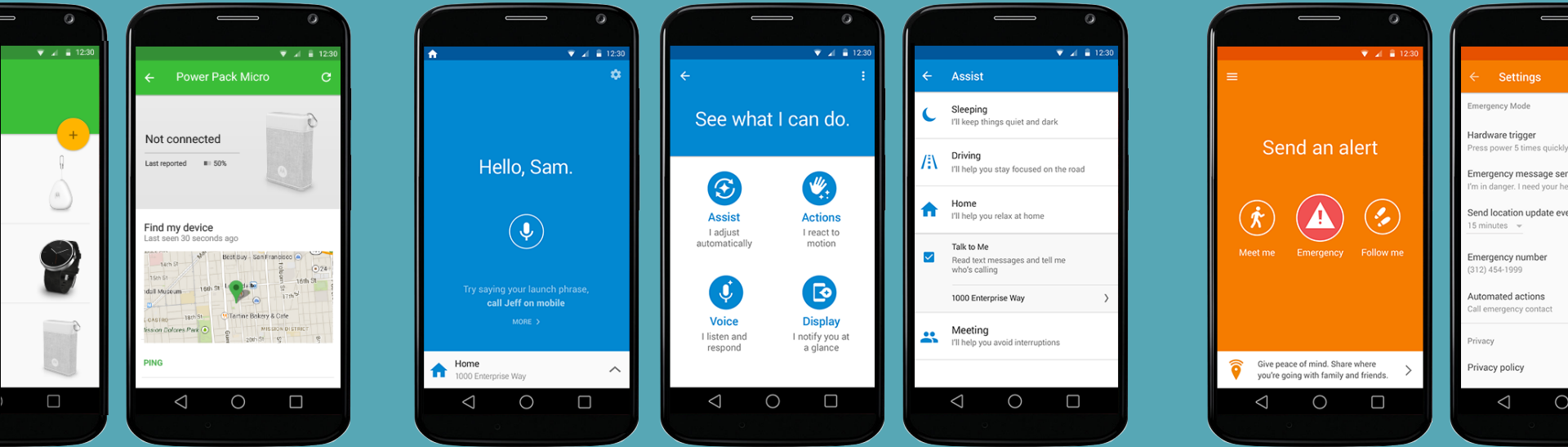
When I joined Motorola, apps were being developed by independent teams with little communication, resulting in disconnected user experiences with inconsistent interactions and presentation.

Initial proposal



Collaborating with designers from each app, I coordinated our design efforts in order to develop a shared UX language and create a coherent experience across the portfolio.

Final implementation



Over the course of the project, I had the opportunity to lead the development of a number of signature app experiences from conception through to market release.

App Design

Motorola Alert

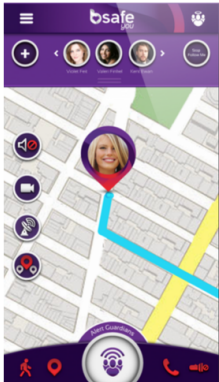
Immersion research in emerging markets identified safety as a primary concern in Brazil and India, two of Motorola's largest install bases.

The app my team and I developed to address this issue served as a prototype for Motorola's new UX language.



Discovery

Competitive Landscape



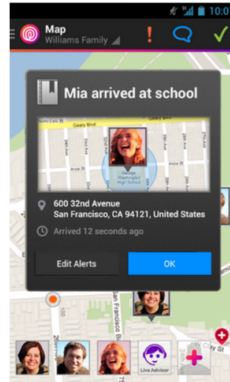
bSafe

Personal safety app for everyday safety and real emergencies.

Install base: 100,000-500,000

FEATURES:

- Emergency contacts
- Location sharing
- Fake calls
- Timed check-ins
- Black box recordings
- Siren
- Panic button



Life360

Family and friends locator.

Install base: 5,000,000+

FEATURES:

- Emergency contacts
- Location sharing
- Location check-ins
- Location alerts
- Chat features
- Live advisor
- Lost phone tracking
- Panic button

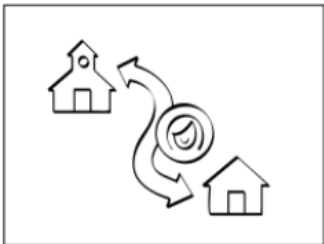
There were a few third party safety apps in the market, but few met the needs of emerging markets, where data plans were less common.

We decided to develop a streamlined app that relied on SMS as the primary channel and required low power.

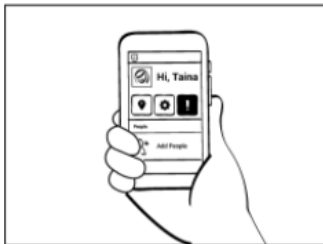
Tasks I participated in during this phase included:

- Principles and requirements
- Competitive analysis (Pictured)
- Field research
- Proof of concept sketches

User scenarios



17 year old Taina lives with her mother, who is concerned about her safety on her daily trip to school.



Her mother buys her a phone with Bodyguard and sets it up for her and Taina.



She adds herself as a contact so she can receive alerts about Taina's location.



She adds Taina's home and school locations so Bodyguard can monitor her arrivals and departures.



When Taina leaves home, Bodyguard will activate.

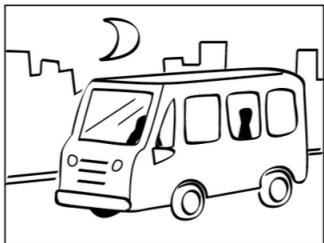


Her mother receives a text via SMS when Taina leaves, with a link to a tracking dashboard.

We identified three primary use cases for this app concept and developed user scenarios around them.

In the first use case, the user or their loved ones are concerned about their safety and would like to monitor their location on a regular basis.

User scenarios



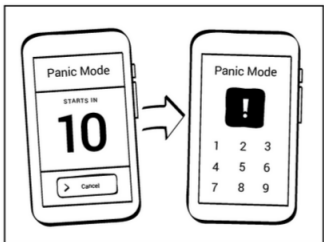
Breno works a late shift. He buys a phone with Bodyguard to let his family know he is safe on his commute.



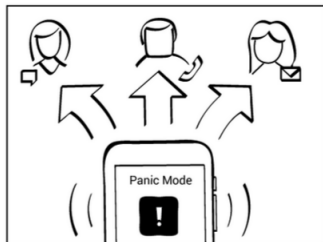
One night, on his ride home, Breno is held up at knifepoint by a man who demands his valuables.



Breno is able to discreetly engage Bodyguard's panic mode through a series of keypresses (or voice).



Panic mode initiates a rapid countdown and then locks in. It can only be shut down with Breno's PIN.



Bodyguard sends out alert to Breno's chosen contacts with a predetermined contact method.



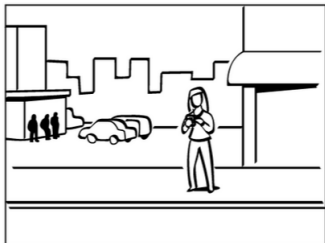
Breno's wife receives an SMS alerting her to his situation and location.

In the second use case, the user is in immediate danger and requires a mode to quickly and discreetly alert his friends and family to what's happening.

User scenarios



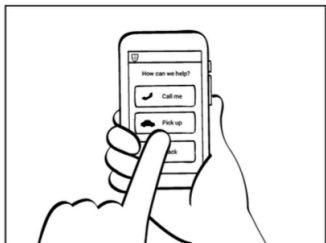
Maya is out late with some friends, who leave before she can get a ride.



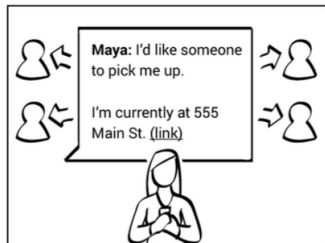
She feels unsafe alone at night in a different neighborhood.



She opens Bodyguard and enters an alert mode.



She has a number of options to ask for help from her contacts in Bodyguard.



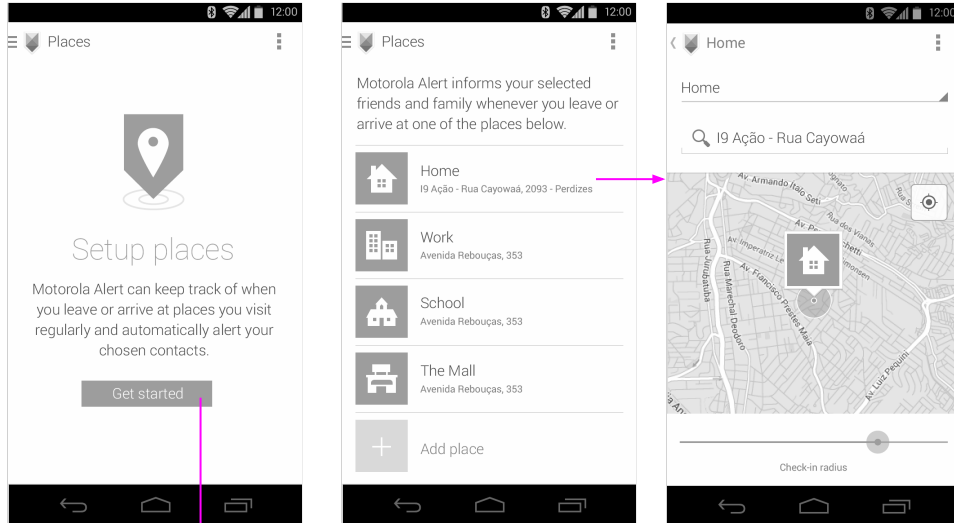
She requests a ride from her contacts, which sends out her location in a group chat to all of them.



One of her nearby contacts responds and arrives to drive Maya home.

In the third use case, the user is not in immediate danger, but feels unsafe and asks for assistance.

Development



Places not set up

Places set up

Places detail

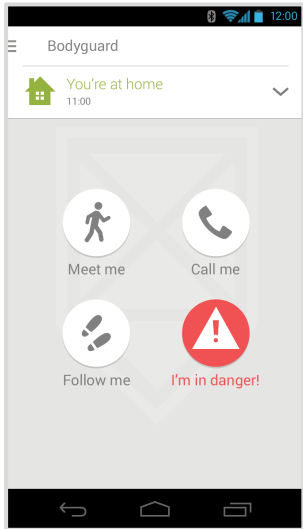
To places
setup

Once the concept was approved, the app entered full development. Apps at Motorola were created using the agile methodology, where designers worked closely with developers to create a minimum viable product for initial release.

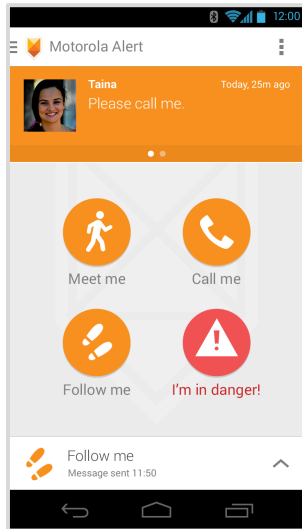
Tasks I participated in during this phase included:

- Wireframes and interaction flows (Pictured)
- [Interactive prototypes](#)

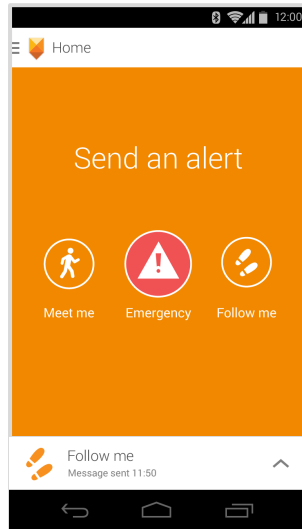
Refinement



V1



V2



V3

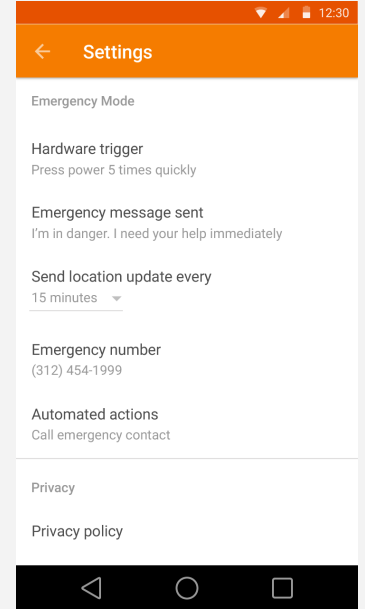
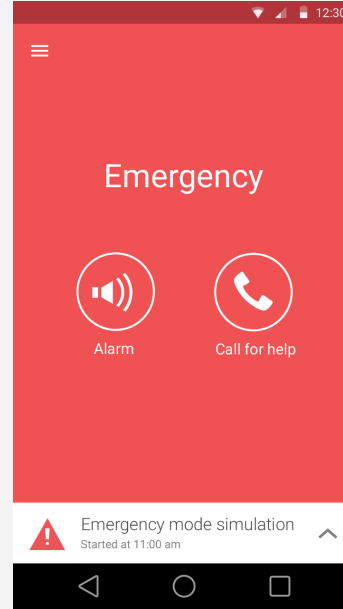
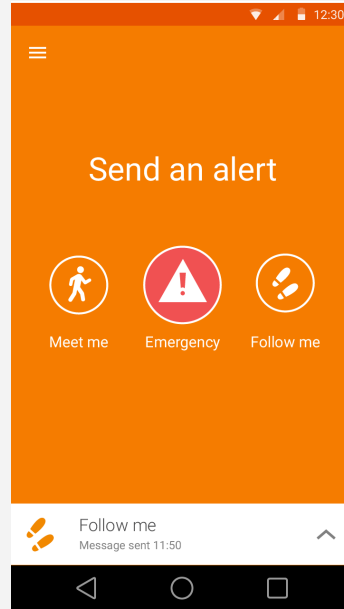
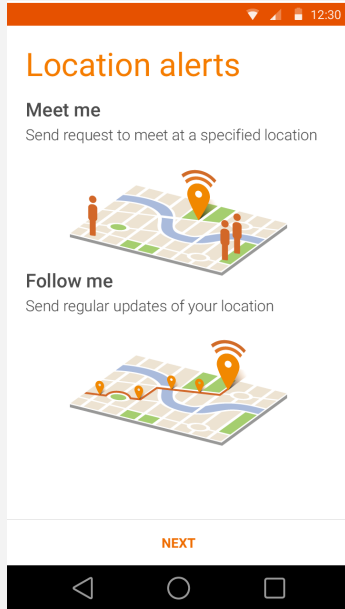
Throughout the development phase, we continued to iterate on design.

Through this process, we also began to identify the common UI patterns and visual elements that would apply across all of our apps. Unique implementations were reserved for signature moments in each app.

Tasks I participated in during this phase included:

- Visual mockups (Pictured)
- Motion studies

Refinement



Documentation



We produced documentation for layouts and flows. This provided designers, developers and QA with one clear point of reference.

Much like refinement, documentation was an ongoing process. Documents were cloud-based to remain up to date and enable collaboration.

Tasks I participated in during this phase included:

- Specifications (Pictured)
- Assets
- Sticker sheets and templates

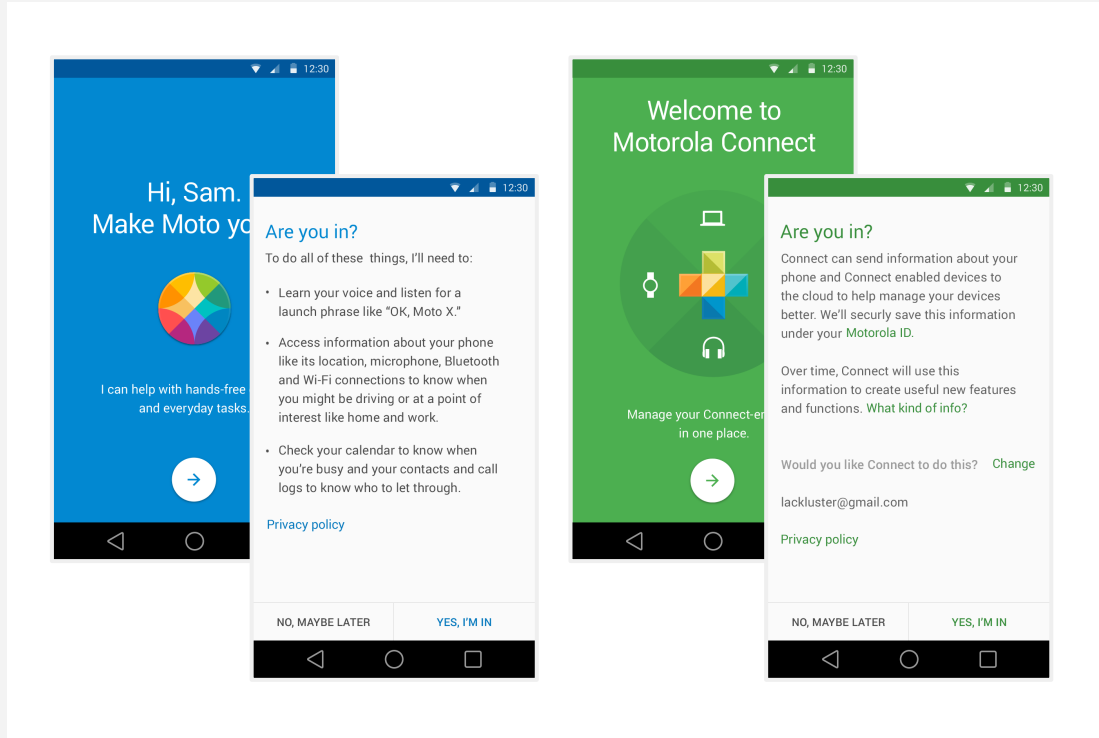
System Design

Motorola UX language

As we developed independent apps, the design group met regularly to review our individual progress and align on a common approach.



Layouts and components

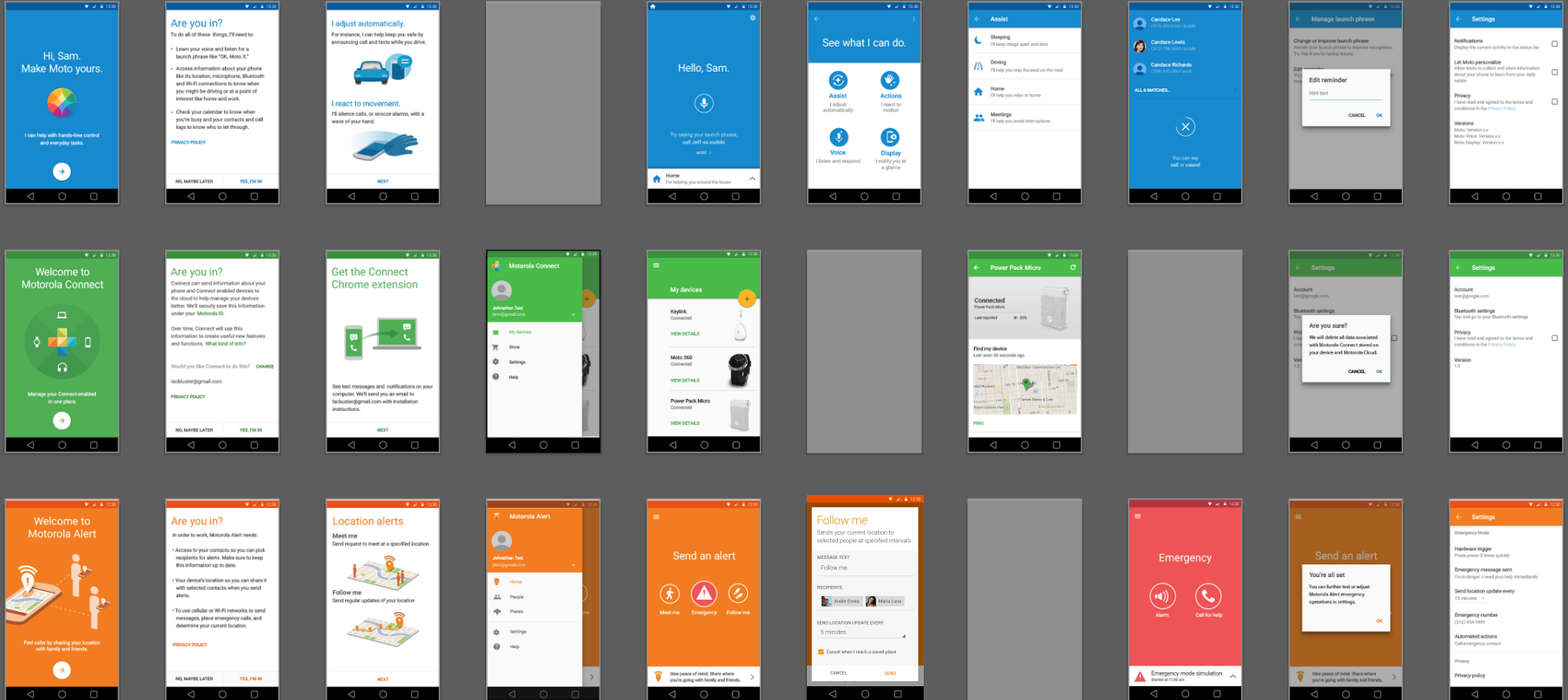


The final UX language system was comprised of a few key elements that were unique to Motorola apps.

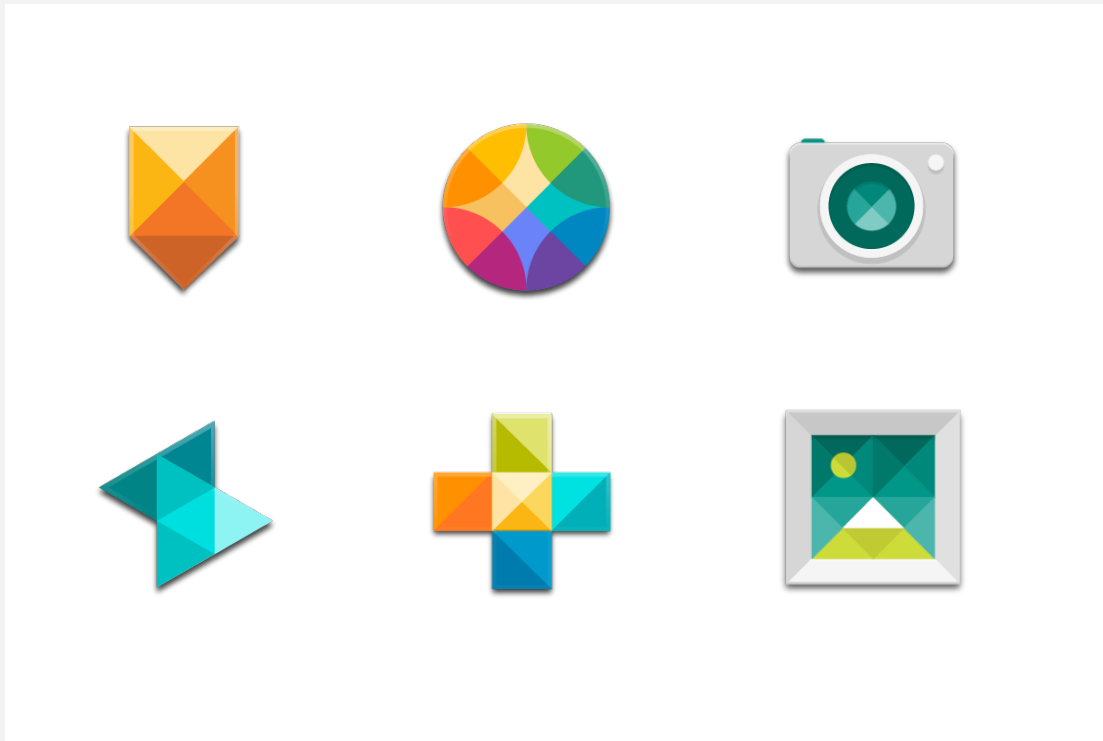
For the majority of layouts and components, we adhered to the platform offerings to ensure that a user has a consistent experience across their device. However, we designated a preferred application of color, type and grid usage that would distinguish a Motorola app visually.

Standard flows like setup and tutorials were standardized across all Motorola apps.

Layouts and components



Iconography



Iconography was a primary area to visually distinguish Motorola apps from competitors and create a shared family of elements.

App launcher icons act as both an identifier on device and a branded element that was used to represent the app in other media.

The color, construction and style of the icons are echoed in packaging, brand collateral and advertising.

I personally designed the core set of app icons.

Illustration

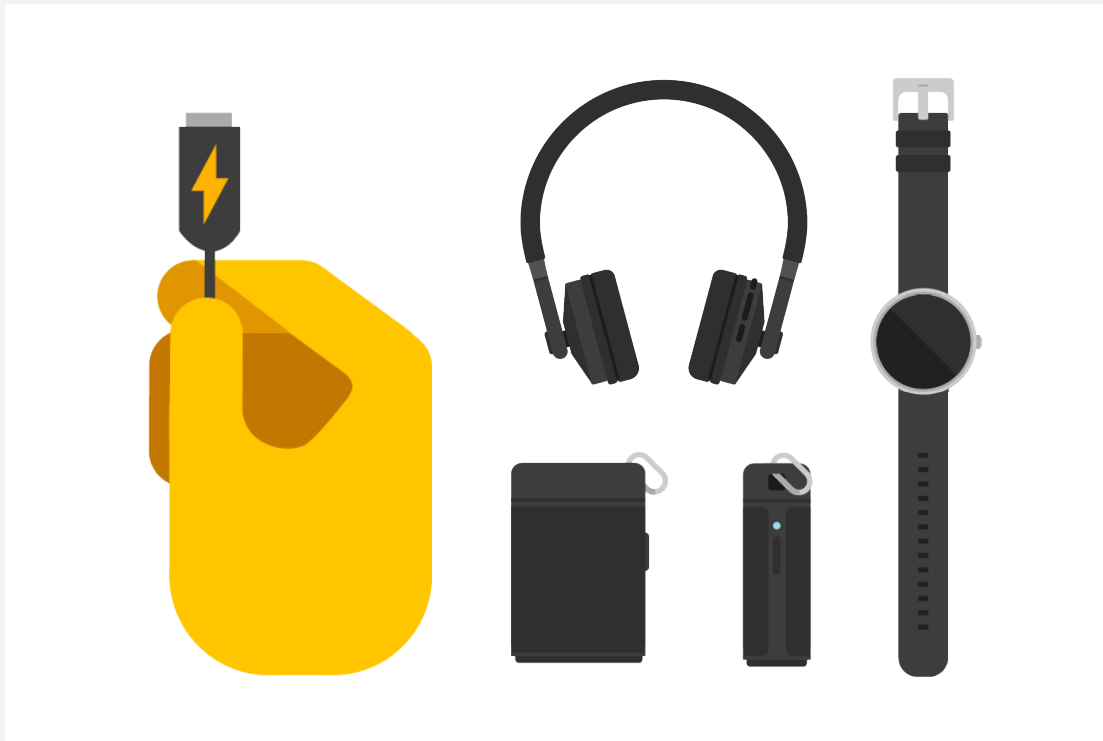


Illustration was another area that was identified as a visual distinguisher.

Building on the color and geometry of the iconography, I translated the approach into a style that can be applied to a range of subjects.

A library of illustrations including standard tutorial images and depictions of current Motorola devices enabled designers to quickly and consistently integrate these elements into their experience.

[VIEW FULL CASE STUDY >](#)

Thanks!

See more samples of my work at
www.stationzero.org/kylehoyt