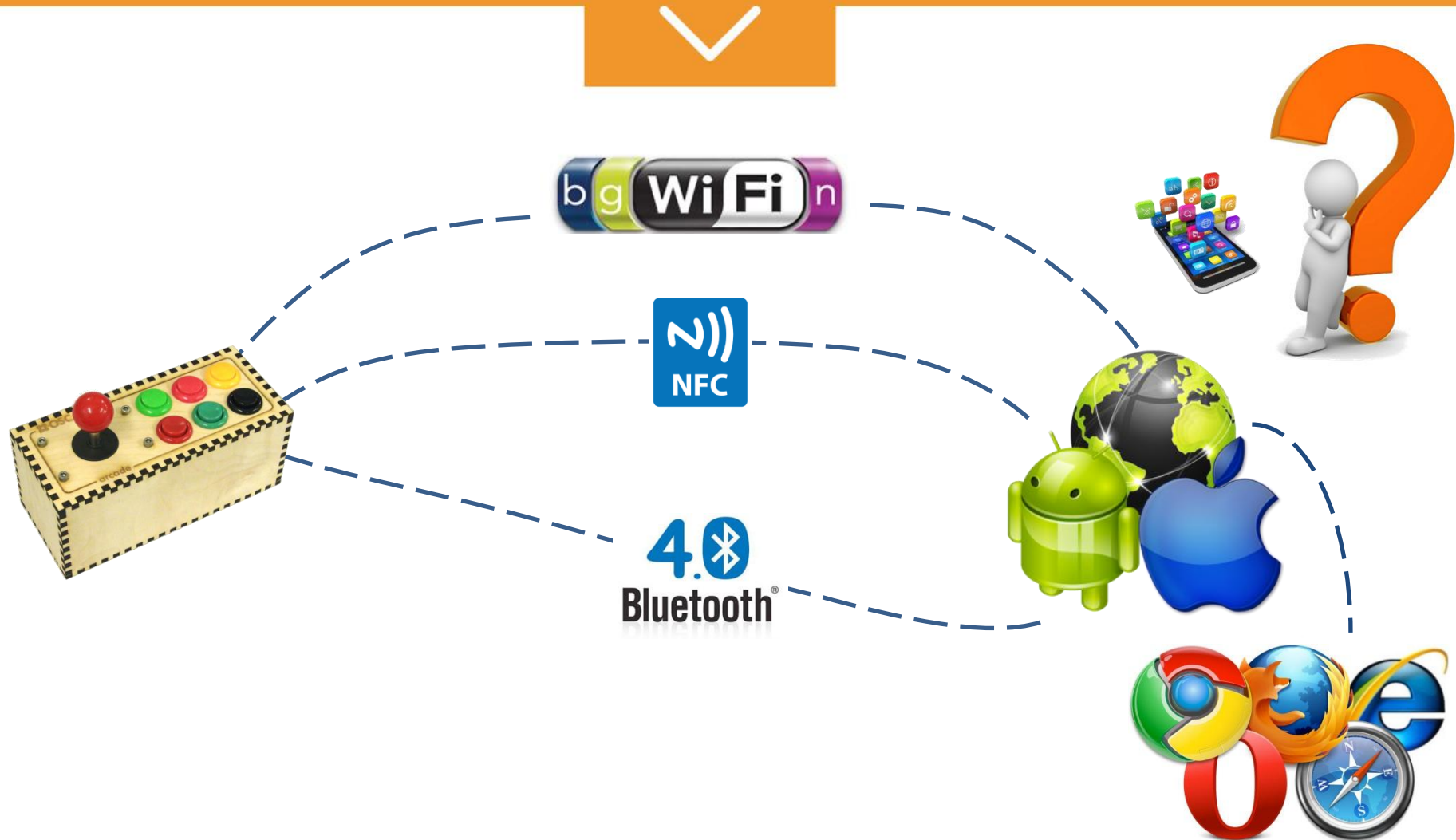


Challenges of the connected interface

Do's and don'ts in
double interface
product design



Connected?



What is a connected interface?



- Multiple platform user interface
 - Product interface
 - App
 - Cloud (website)



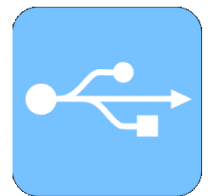
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Communication interface



- Multiple technologies possible for interfacing
 - Wifi
 - Bluetooth
 - NFC
 - Camera, light, sound
 - USB or other wired connection



Challenge



- Product should function with single interface
- Second interface should seamlessly connect to product
- Where do you put the main interface? Make a choice!

Ideal configuration



- Product
 - Main function
 - On/off
 - Basic setting
- App
 - Extended functionality
 - Settings
 - Data visualisation
- Cloud
 - Data gathering
 - Data analysis
 - Community functions
 - Product management functions

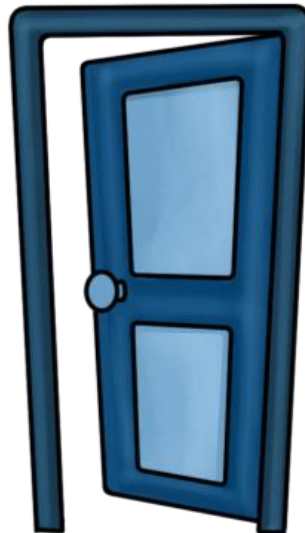
What if you cant choose?



Solution



- Open doors
 - Listen to your customer
 - Test product rigorously before launch



Solution (2)



- KISS
- For each functionality try to select the best UI, not both on product and App.
- Make good use cases
 - Focus from customer point of view
 - Problem domain, not solution domain
 - Who uses the product
 - How is a product used
 - What if one interface fails
 - This will also create explicit and necessary input for agile development

Risks of connectivity



- What if wireless connection is lost
 - Product level → no issue
 - App level → no functionality
 - Cloud level → no functionality
- What if internet connection is lost (app or product)
 - Product level → no issue
 - App level → no issue
 - Cloud level → no functionality

Targetscale



- Dual platform interface
- High tech consumer product
- Extreme time to market request (<6 months)

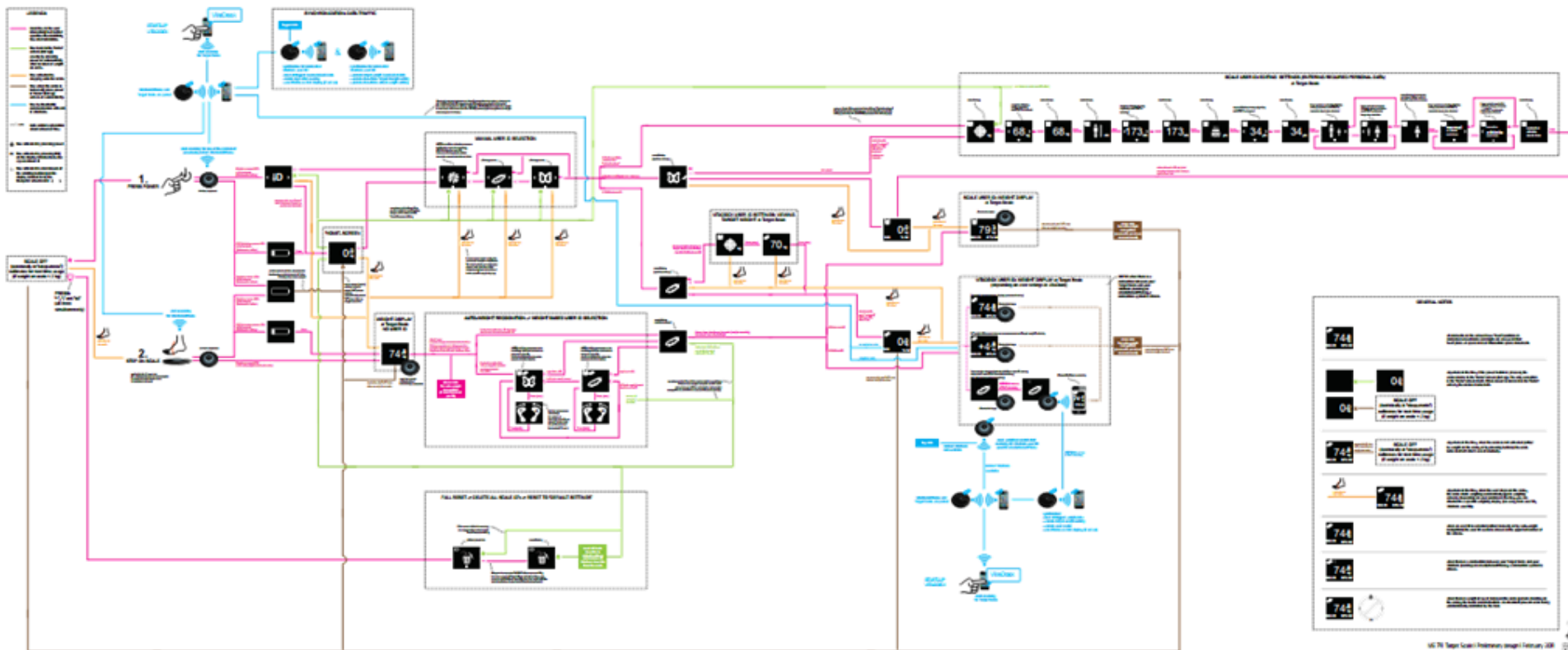


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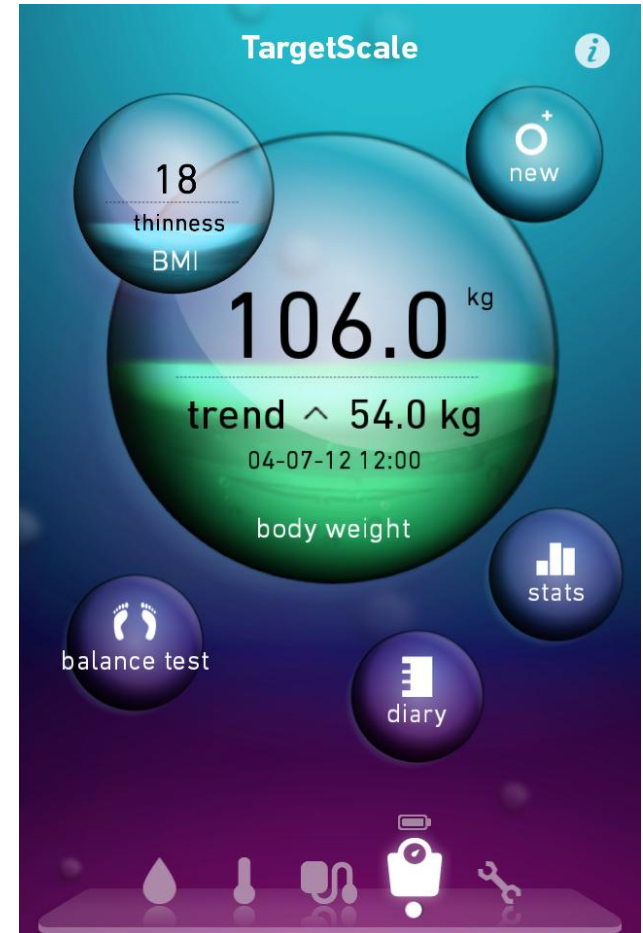
UI flow Targetscale



Target scale | User Interaction specs



Differences in UI



Lessons learned



- First 2 different user interfaces, and too much functionality
 - consumers were giving it 1 star in reviews
- Update
 - Removed functionality on scale
 - improved ‘action-flow’
 - Better matching of UI elements in App and scale
 - Locked scale UI while using the App
 - 4 stars in reviews!

Iwaku



- Dual platform interface
- Minimal interface on product, all intelligence in app
- Single touch solution on product



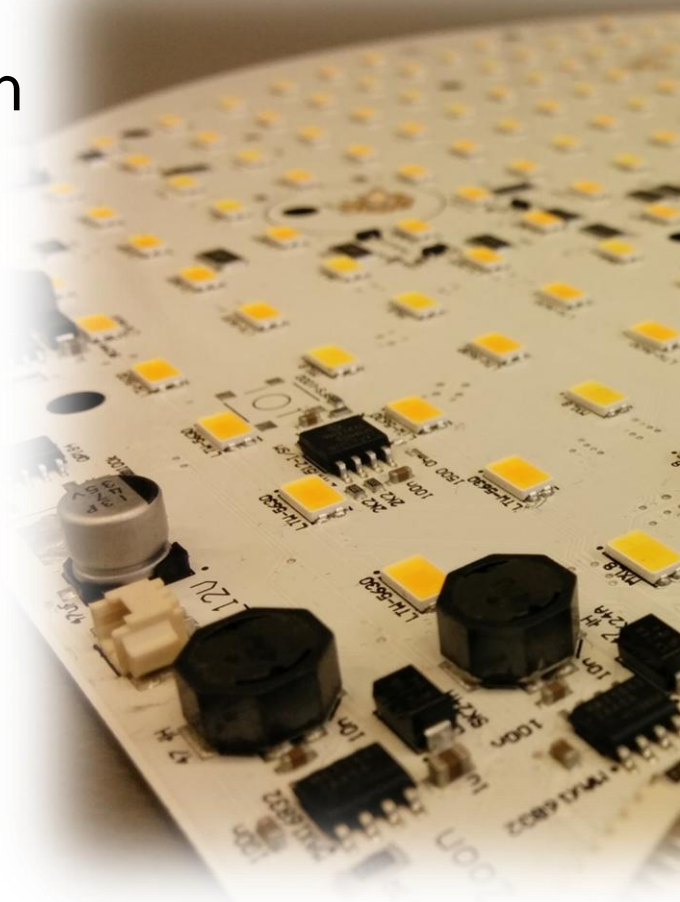
Demo



Who we are



- We develop smart electronics solution
- High tech engineering firm
- Team of 20 people
- 10+ years of experience
- Located in Brainport region



Technology library



- Using smart technologies
 - Software (embedded systems)
 - Energy
 - Led
 - Sensors
 - User interface
 - Connectivity
 - Lumotion ®
- Using existing and inventing new technologies



Our workflow



“This is what we are going to make”

Creative process

Creating process

Delivery process



CONCEPT

FEASIBILITY

PROTOTYPE

INDUSTRIALISATION

PRODUCTION



10 reasons to choose Metatronics



1. Fast time to market
2. Concept to production services
3. Agile development team, Scrum methodology implemented
4. Multidisciplinary engineering
5. Specialists in user experience realization
6. Looking at the customers customer
7. Capable of bridging the gap between business, marketing, design and engineering
8. Electronics engineering both hardware and software
9. In-house prototyping and manufacturing services
10. Strong partnerships with mechanical and UI designers to get the best people for the job

Questions



how
where
what
when
why
whose
who

Contact



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