

INTENSE LIGHTING - LEVITON APPLICATIONS

intense[®] LIGHTING | a LEVITON[®] company



intense | LEVITON company

Dynamic Optical Control

The HD Beam with dynamic optical control beam allows you to adjust with ease. There is control as well as precision, complete adjustments. The optical technology controls wireless optical adjustment from open to focus and intensity control via a handheld remote app.

Dynamic Optical Technology
Light beam imaging from open to focus on handheld remote app.

Wireless Dimming
Wireless dimming with three options: dim down to 10%, intermediate light level.

Smart Control Only
Use an app to focus and adjust your light.



intense | LEVITON company



LEVITON.

intense[®] LIGHTING

50%

intense | LEVITON company

INTENSE LIGHTING - LEVITON APPLICATIONS

PROJECT BRIEF

UNIQUE VALUE PROPOSITION

An app was needed to adjust the brightness and angle of the lighting cone. The devices also needed to be grouped and managed by location. The app stores this information in the cloud and feeds it to the app.

OBJECTIVES

BUSINESS OBJECTIVES

- » Available on iTunes and Google Play
- » Allow quick setup for retail stores

DESIGN OBJECTIVES

- » Should be nimble and minimize inherent BLE latency
- » Function should approximate BLE mesh

AUDIENCE

The target audience for the app is retail and hospitality employees who are using the lighting in high-end stores and restaurants. The process of connecting to a Bluetooth light should be hidden and the UI should promote direct manipulation of the lights.

PROJECT SCOPE

UX

- » Product Owner interviews
- » Userflows
- » Information Architecture

UI

- » Sketching
- » Wireframes
- » Prototypes
- » Beta testing and refinement

VISUAL DESIGN

- » Theme will be subtle and clean
- » Should incorporate existing Leviton, Inc brand elements

INTENSE LIGHTING - LEVITON APPLICATIONS

DESCRIPTION

Mobile App to control Bluetooth Lighting

MY ROLE

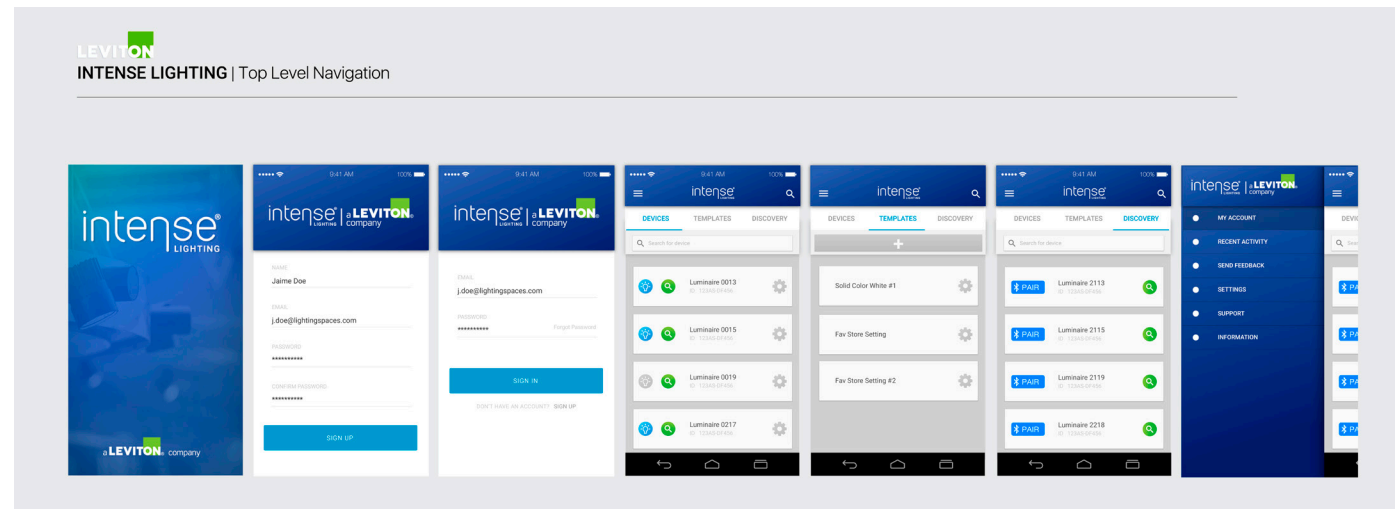
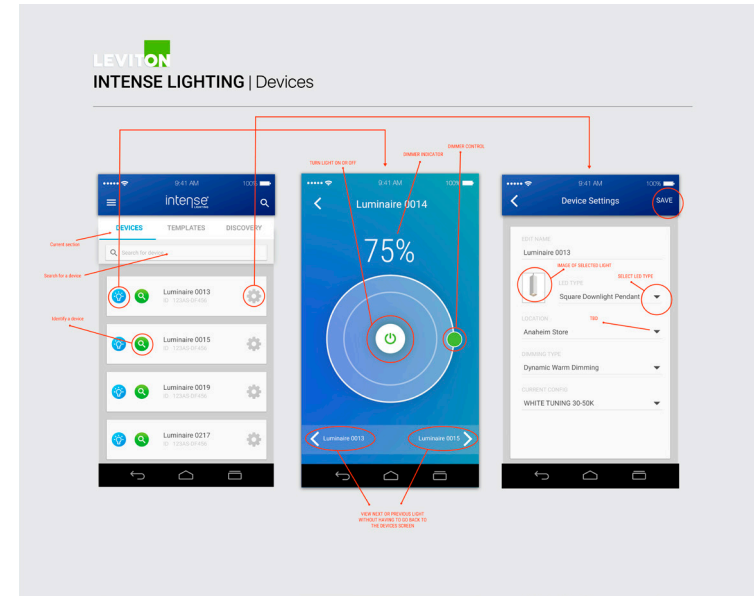
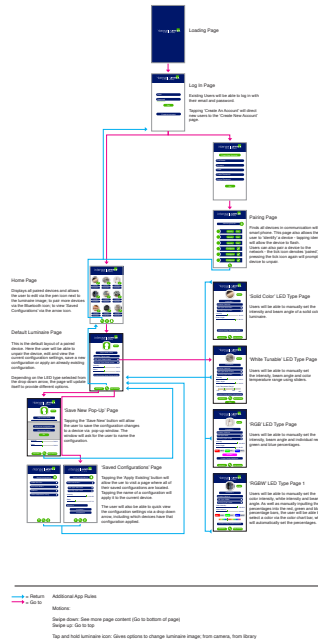
Created userflows, wireframes, prototypes, art assets & icons, and JIRA issues for the backlog

TOOLS

InVision
 AXURE
 Adobe Illustrator
 Adobe Photoshop
 Atlassian JIRA

DEMONSTRATED SKILLS

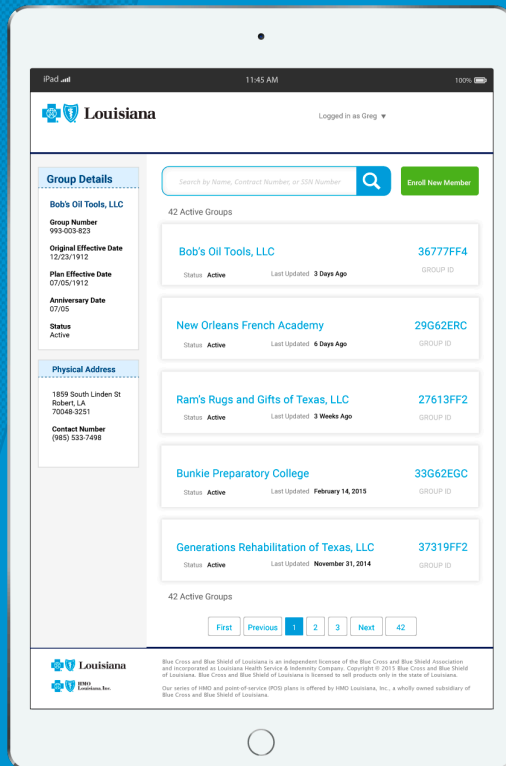
Product Design
 BLE Connectivity
 IoT



BCBSLA - GROUP ENROLLMENT TOOL



Louisiana



eBusinessServiceDesk@bcbsla.com | 1-800-222-0524 (8:00 a.m. — 4:30 p.m. Monday-Friday)

Logged in as Greg Breaker

Group Enrollment Dashboard

ACTIVE GROUPS 42

IN-PROGRESS GROUPS 0

COMPLETED GROUPS 22

🔍
Create a Group

Bob's Oil Tools, LLC GROUP ID: 36777FF4

Status: Completed Last Updated: 3 Days Ago

New Orleans French Academy GROUP ID: 29G62ERC

Status: Completed Last Updated: 6 Days Ago

Ram's Rugs and Gifts of Texas, LLC GROUP ID: 27613FF2

Status: Completed Last Updated: 3 Weeks Ago

Bunkie Preparatory College GROUP ID: 33G62EGC

Status: Completed Last Updated: February 14, 2015

Generations Rehabilitation of Texas, LLC GROUP ID: 37319FF2

Status: Completed Last Updated: November 31, 2014

[Return to Dashboard](#) | [Terms and Conditions](#) | [Privacy](#)

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 Our series of HMO and point-of-service (POS) plans is offered by HMO Louisiana, Inc., a wholly owned subsidiary of Blue Cross and Blue Shield of Louisiana.

BCBSLA - GROUP ENROLLMENT TOOL

PROJECT BRIEF

UNIQUE VALUE PROPOSITION

The group enrollment tool will give agents and group enrollment specialists a single site from which to enroll and manage insured groups and group members.

OBJECTIVES

BUSINESS OBJECTIVES

- » Aggressive timeline
- » Must replace existing system
- » MVP needs to be 100% functional

DESIGN OBJECTIVES

- » Responsive design
- » Bootstrap based design
- » Tablet and Desktop Form Factors

AUDIENCE

The target audience for the portal is Insurance Group Managers. These are primarily HR professionals who manage a company's employee benefits. Other users include Blue Cross Blue Shield agents and independent agents.

PROJECT SCOPE

UX

- » Domain Experts on Team
- » Use Cases and Personas created in Sprint 0
- » User Interviews and Feedback and demos

UI

- » Sketching
- » Wireframes
- » Prototypes

VISUAL DESIGN

- » Modified Bootstrap Theme
- » Brand Guidance provided by Marketing Dept

WEB DEVELOPMENT

- » ASP/ Visual Studio
- » Dedicated Agile Team
- » Bootstrap CSS
- » Scrum using Microsoft Team Foundation Server (TFS)

BCBSLA - GROUP ENROLLMENT TOOL

DESCRIPTION

Web Portal built in ASP.NET with Bootstrap Theme

MY ROLE

Created concept, wireframes, IA, art assets & icons, branding for enterprise application, marketing material

TOOLS

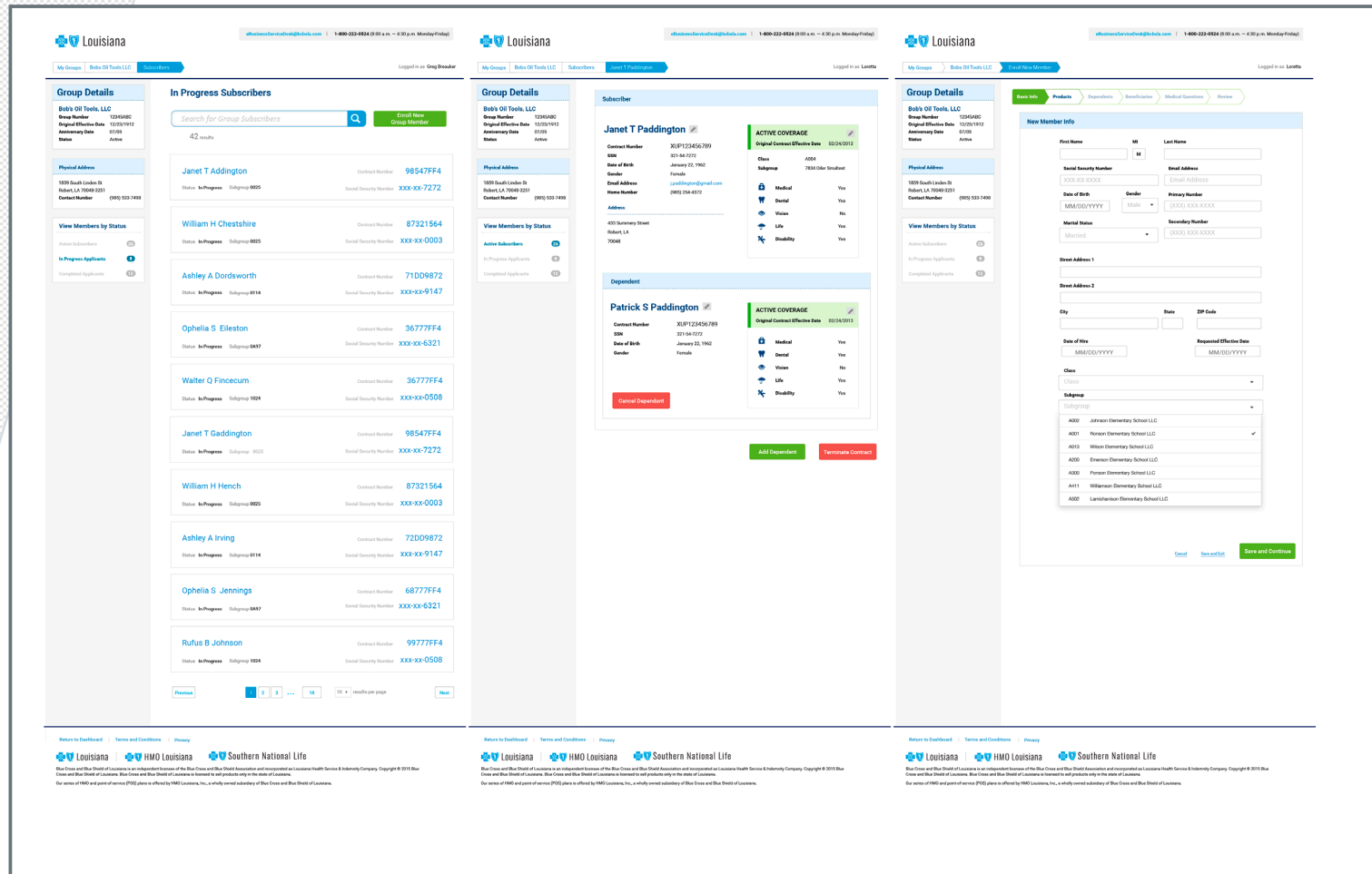
InVisionApp
Team Foundation Server
Adobe Illustrator
Adobe Photoshop
Visual Studio

DEMONSTRATED SKILLS

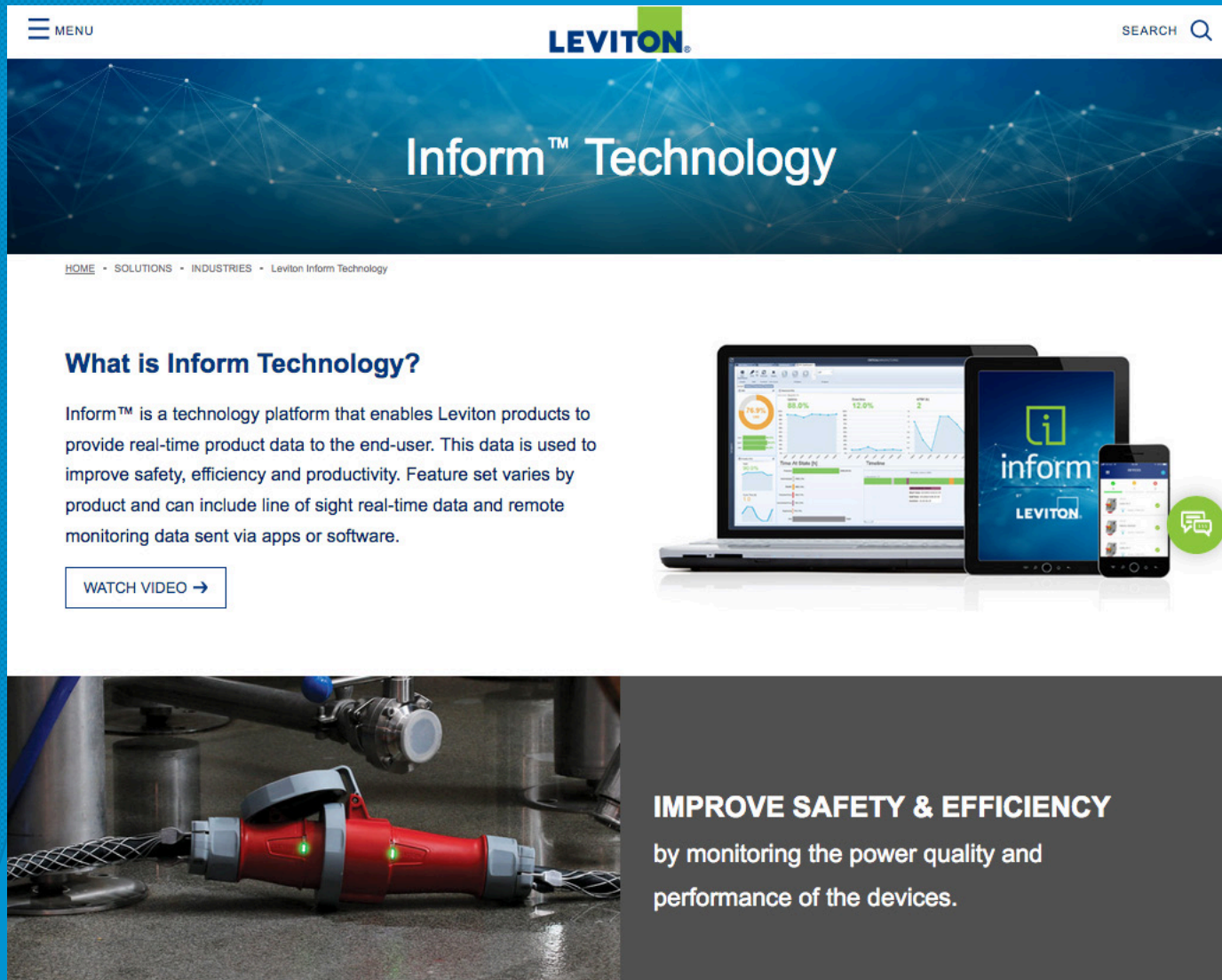
Lean UX
Prototyping
UX Testing
UI Design
Site Planning


VISUAL DESIGN

Working in an agile environment forced me to work quickly. Once visual theme was established, I stayed roughly one sprint ahead but kept things flexible. Being co-located with the developers allowed me to adjust patterns rapidly.



INFORM - COMMERCIAL IOT PRODUCT AND APP



MENU SEARCH 

LEVITON


Inform™ Technology

[HOME](#) > [SOLUTIONS](#) > [INDUSTRIES](#) > Leviton Inform Technology

What is Inform Technology?

Inform™ is a technology platform that enables Leviton products to provide real-time product data to the end-user. This data is used to improve safety, efficiency and productivity. Feature set varies by product and can include line of sight real-time data and remote monitoring data sent via apps or software.

[WATCH VIDEO →](#)



IMPROVE SAFETY & EFFICIENCY
by monitoring the power quality and performance of the devices.

INFORM - COMMERCIAL IOT PRODUCT AND APP

PROJECT BRIEF

UNIQUE VALUE PROPOSITION

Inform is a technology platform that enables Leviton products to provide real-time product data to the end-user. This data is used to improve safety, efficiency and productivity. Feature set varies by product and can include line of sight real-time data and remote monitoring data sent via apps or software.

OBJECTIVES

BUSINESS OBJECTIVES

- » Cross Platform Mobile App
- » Connect industrial power switch to user's cloud account

DESIGN OBJECTIVES

- » Expansible design patterns
- » Desktop Web App
- » Premium Plan with enhanced feature set

AUDIENCE

The target audience is plant managers and floor supervisors in small to medium sized plants and facilities.

PROJECT SCOPE

UX

- » Design Planning
- » Stakeholder interviews
- » Worked closely with Business Unit marketing
- » Worked closely with Cloud Architect

UI

- » Sketching
- » Wireframes
- » Prototypes

VISUAL DESIGN

- » Provided visual design theme for app
- » Created icons for app

WEB DEVELOPMENT

- » Mentored Front-End developers
- » Created HTML Style Guide for internal use and direction

INFORM - COMMERCIAL IOT PRODUCT AND APP

DESCRIPTION

Inform Industrial IoT Device and App

MY ROLE

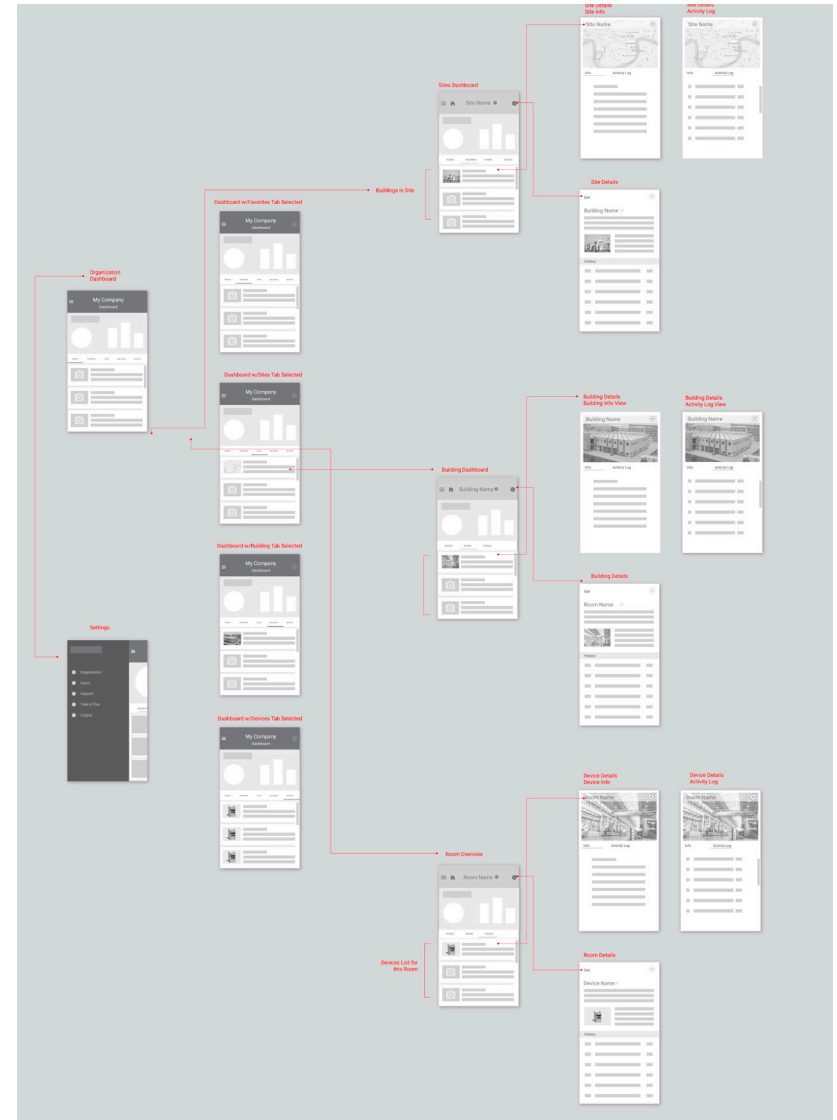
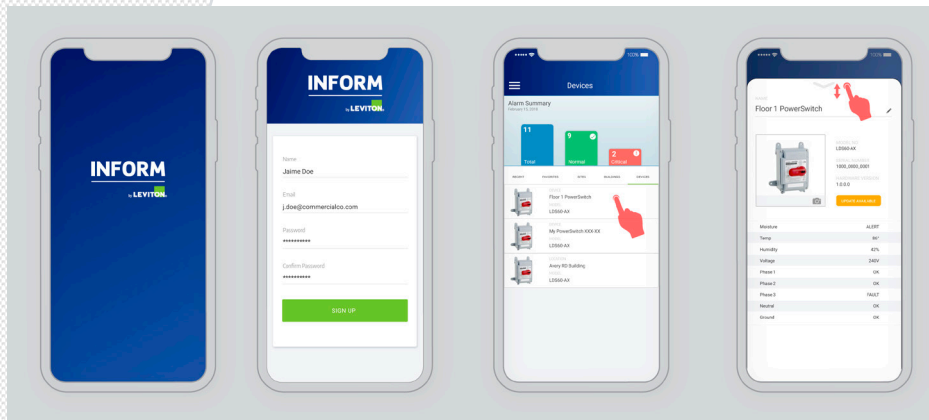
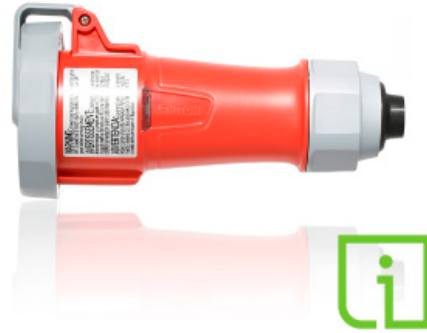
Designed user flows, wireframes, visual theme, icons

TOOLS

Adobe XD
Adobe Illustrator
Adobe Photoshop
InVision

DEMONSTRATED SKILLS

Design Planning
UX Testing
UI Design
UX Management



CALIFORNIA COSTUMES ORDERING SYSTEM



The screenshot shows the California Costumes website in a browser window. The URL is <http://californiacostumes.com/>. The page features a navigation bar with links for PRODUCTS, LICENSES, SIZE CHARTS, MULTIMEDIA, and NEWS & INFO. A main banner for 'PUP-A-RAZZI' displays three dogs in costumes: a Boston Terrier with a red headscarf and fruit, a pug with a colorful wig, and a dog in a papal outfit. Below the banner is a 'FEATURED PRODUCTS' section with four items, each labeled 'ITEM NAME' and 'ITEM #12345'. The bottom of the page includes promotional text: '2013 CATALOGS ARE AVAILABLE!' and 'STAY IN TOUCH.' with images of catalog covers.

CALIFORNIA COSTUMES ORDERING SYSTEM

PROJECT BRIEF

UNIQUE VALUE PROPOSITION

By upgrading the CMS version of the public web site, CaliforniaCostumes.com, it's role can be advanced from that of a brochure to that of interactive selling resources. Moving from the current Drupal v5 to Drupal v7 will also mean that essential maintenance and feature enhancements can continue without the breaking the site and disrupting service.

OBJECTIVES

BUSINESS OBJECTIVES

- » Move site to new host
- » Site Managed In-House
- » Customers Have Accounts
- » Customers Order Online

DESIGN OBJECTIVES

- » Fast loading
- » Branded Theme
- » Responsive

AUDIENCE

The site is B2B but is also the primary marketing piece to the general public. Customers who use the site are small to mid size retailers, both seasonal and year round. The general public and potential customers also browse the site for interesting products and ideas.

ADDITIONAL INFORMATION

Has the potential to become a high traffic portal for all things Halloween.

PROJECT SCOPE

USER EXPERIENCE (UX)

- » Stakeholder Interviews
- » Usability Testing
- » Personas
- » Information Architecture

USER INTERFACE (UI)

- » Sketching
- » Wireframes
- » Paper Prototype
- » HTML Prototype

VISUAL DESIGN

- » Drupal Theme
- » Static Art
- » Spot Art Assets
- » Interface Color Scheme

CALIFORNIA COSTUMES ORDERING SYSTEM

DESCRIPTION

Registered user ordering system for Drupal 7 Commerce module.

MY ROLE

Created concept, wireframes, IA, art assets & icons, branding for enterprise application, marketing material

TOOLS

Adobe Illustrator
Adobe Photoshop
Text Wrangler
Dreamweaver
Paper Prototypes

DEMONSTRATED SKILLS

Project Management
Interaction Design
Art Direction
Marketing
Illustration

PERSONAS

These personas represent reliable and realistic segments of the key audience for reference. They help to focus decisions surrounding site components by adding a layer of real-world consideration to the conversation. They also offer a quick and inexpensive way to test and prioritize those features throughout the development process.

Sal DeFazio

Longtime Halloween Store Owner



Sal DeFazio
59 years old

Owner of Three Halloween Stores
Selects, Buys, and Markets Merchandise
High School Graduate

Married with 3 Adult Children- Wife works with him

Quote:

I've been doin' this since before you were born. I know what I want, how much I need, and where to get it.

Environment:

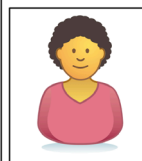
Works from the main store location. Has a desktop computer that runs Windows XP. Feels comfortable on the web. Uses eBay to sell things as well.

Key Attributes:

Deep knowledge of the industry and it's players. Goes to all of the shows. Is on top of all the industry news.

Maria Navarro

Long Time Buyer



Maria Navarro
43 years old

Buyer for Small Chain of Stores
Selects and Places orders for stores
College Educated

Married with teenage daughter

Quote:

I love to browse the new catalog and see all of the wonderfully creative costumes. I have system for ordering but I starting to dread all the post it notes, notepads, and white out!

Environment:

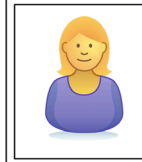
Works from a home office or at the store. Is comfortable with laptop and peripherals but does not want to handle too much gear. Average computer user who tends to shy away from new approaches and technology.

Key Attributes:

Is inquisitive but pragmatic. Needs to get a lot of different things done and doesn't have much time or energy to waste.

Kristy Renfield

Assistant Corporate Buyer



Kristy Renfield
27 years old

Works for a Large Party Cahin
Assists in selecting and placing orders
Some Post Secondary Courses

Single, Enthusiastic, Eager

Quote:

I'm having a lot of fun working in this industry. It's so unique and none of my friends are doing anything this fun.

If I had a complaint it would be that the industry seems a little dusty. Companies aren't reaching out to me and my peers as much as they could.

Environment:

Works in a corporate office on the East Coast. Has relatively modern tools with current software. Uses web applications for most of the internal project management and a good deal of the outside resource management.

Key Attributes:

New to the industry. Has a lot to learn but is eager to absorb it all. Goes to sales meetings and shows. Pushes for continuous organizational innovation.

CALIFORNIA COSTUMES ORDERING SYSTEM

DESCRIPTION

Registered user ordering system for Drupal 7 Commerce module.

MY ROLE

Created concept, wireframes, IA, art assets & icons, branding for enterprise application, marketing material

TOOLS

Adobe Illustrator
Adobe Photoshop
Text Wrangler
Dreamweaver
Paper Prototypes

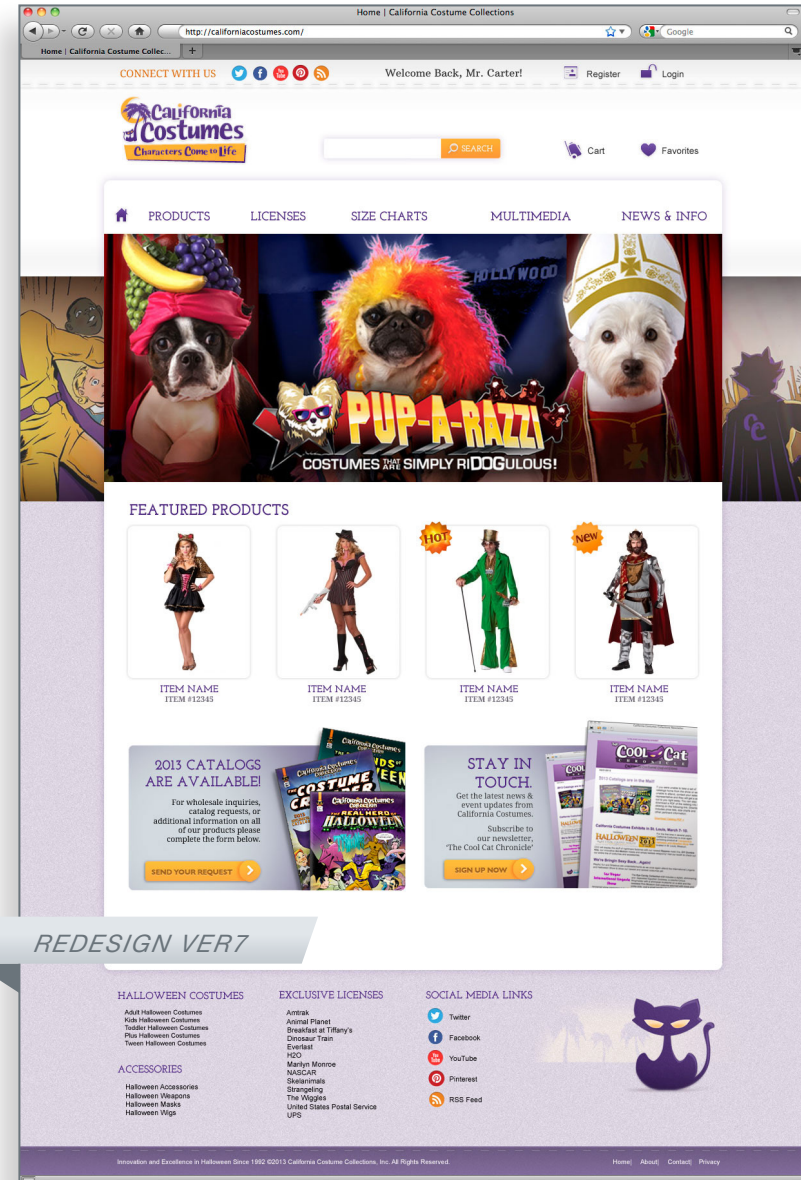
DEMONSTRATED SKILLS

Project Management
Interaction Design
Art Direction
Marketing
Illustration



CMS UPGRADE

Using the product design as the guide I illustrated these 11 icons to be used in the app. Each would be accessible for free. This would help cross-sell/promote additional items in the line.



REDESIGN VER 7

CALIFORNIA COSTUMES ORDERING SYSTEM

DESCRIPTION

Registered user ordering system for Drupal 7 Commerce module.

MY ROLE

Created concept, wireframes, IA, art assets & icons, branding for enterprise application, marketing material

TOOLS

Adobe Illustrator
Adobe Photoshop
Text Wrangler
Dreamweaver
Paper Prototypes

DEMONSTRATED SKILLS

Project Management
Interaction Design
Art Direction
Marketing
Illustration

California Costumes || Registered User Purchase Order Form || 03.11.13

1 PLACE PURCHASE ORDER
ENTER YOUR (FIRST) ITEMS

STYLE #	DESCRIPTION	COLOR	SIZE	COST	QTY	EXTENSION
00000	LIL HUGO		12	\$15	0000	\$

ADD ADDITIONAL ITEM

STYLE #	DESCRIPTION	COLOR	SIZE	COST	QTY	EXTENSION

ORDER TOTALS
TOTAL # OF ITEMS IS 0000
TOTAL AMOUNT IS \$

2 SHIPPING & BILLING INFO

BILLING ADDRESS

NAME
STREET
CITY
STATE, ZIP

SHIPPING ADDRESS

NAME
STREET
CITY
STATE, ZIP
STORE NUMBER

PURCHASE ORDER NUMBER

START SHIP DATE
OR ASAP

CASH CREDIT

SHIPPING METHOD ACT #

ADD A CONTACT? ...
FIRST LAST PHONE

ADDITIONAL NOTES

3 ORDER DETAILS

STYLE	DESCRIP	COLOR	SIZE	COST	QTY	EXTENSION
0000		RED	M	\$1		\$

SHIPPING ADDRESS

TOTAL \$0.00

PLACE ORDER
EDIT ORDER

QUESTIONS? CALL 1-800-262-8383

TERMS

PROCESS SKETCHES

Using the product design as the guide I illustrated these 11 icons to be used in the app. Each would be accessible for free. This would help cross-sell/promote additional items in the line.

ADD A CONTACT? ...
FIRST LAST PHONE

ADDITIONAL NOTES

3 ORDER DETAILS

STYLE	DESCRIP	COLOR	SIZE	COST	QTY	EXTENSION
0000		RED	M	\$1		\$

SHIPPING ADDRESS

TOTAL \$0.00

PLACE ORDER
EDIT ORDER

QUESTIONS? CALL 1-800-262-8383

TERMS

CALIFORNIA COSTUMES ORDERING SYSTEM

DESCRIPTION

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MY ROLE

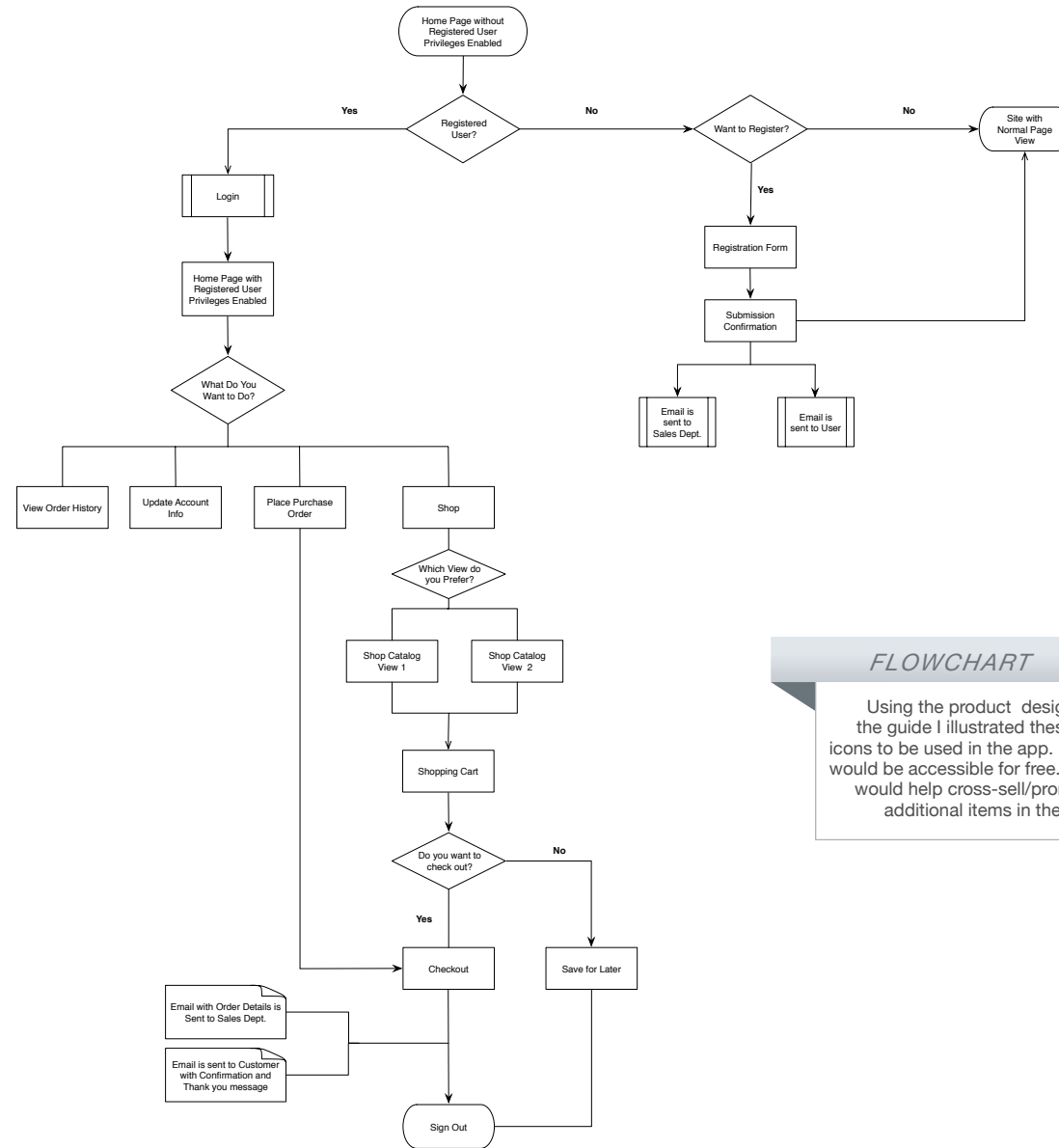
Created concept, wireframes, IA, art assets & icons, branding for enterprise application, marketing material

TOOLS

Adobe Illustrator
Adobe Photoshop
Text Wrangler
Dreamweaver
Paper Prototypes

DEMONSTRATED SKILLS

Project Management
Interaction Design
Art Direction
Marketing
Illustration



FLOWCHART

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CALIFORNIA COSTUMES ORDERING SYSTEM

DESCRIPTION

Registered user ordering system for Drupal 7 Commerce module.

MY ROLE

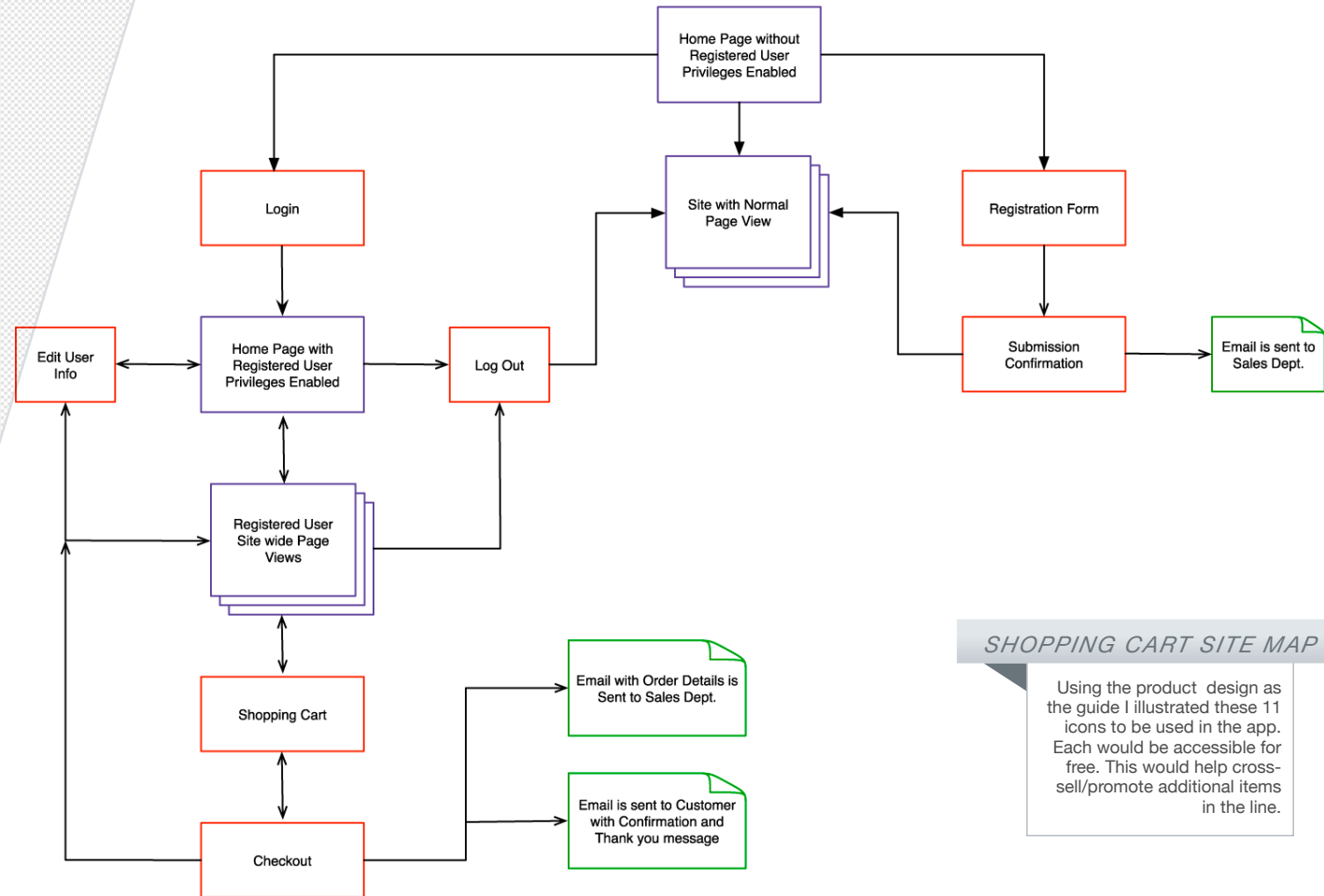
Created concept, wireframes, IA, art assets & icons, branding for enterprise application, marketing material

TOOLS

Adobe Illustrator
 Adobe Photoshop
 Text Wrangler
 Dreamweaver
 Paper Prototypes

DEMONSTRATED SKILLS

Project Management
 Interaction Design
 Art Direction
 Marketing
 Illustration



SHOPPING CART SITE MAP

Using the product design as the guide I illustrated these 11 icons to be used in the app. Each would be accessible for free. This would help cross-sell/promote additional items in the line.

CALIFORNIA COSTUMES ORDERING SYSTEM

DESCRIPTION

Registered user ordering system for Drupal 7 Commerce module.

MY ROLE

Created concept, wireframes, IA, art assets & icons, branding for enterprise application, marketing material

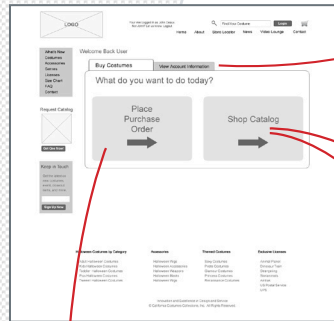
TOOLS

Adobe Illustrator
Adobe Photoshop
Text Wrangler
Dreamweaver
Paper Prototypes

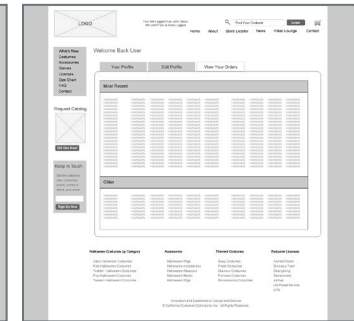
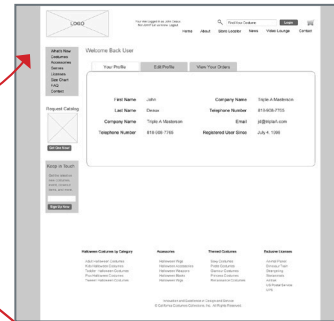
DEMONSTRATED SKILLS

Project Management
Interaction Design
Art Direction
Marketing
Illustration

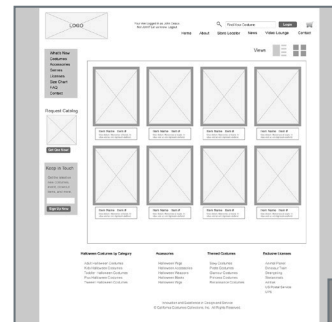
USER LOGIN-LANDING PAGE



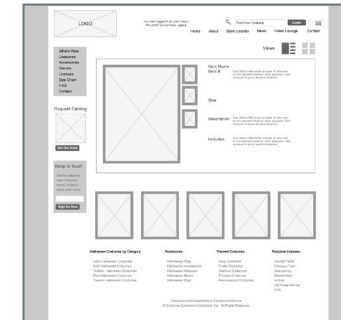
USER ACCOUNT TABS



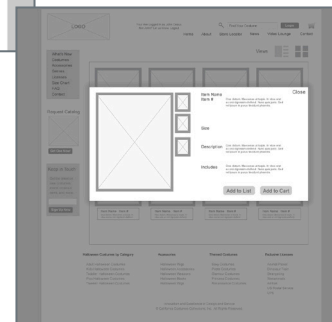
SHOP CATALOG VIEWS



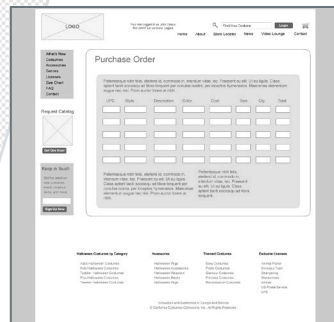
SHOP CATALOG VIEWS



SHOP DETAIL LIGHTBOX OVERLAY



SHOP BY PURCHASE ORDER VIEW



CALIFORNIA COSTUMES ORDERING SYSTEM

DESCRIPTION

Registered user ordering system for Drupal 7 Commerce module.

MY ROLE

Created concept, wireframes, IA, art assets & icons, branding for enterprise application, marketing material

TOOLS

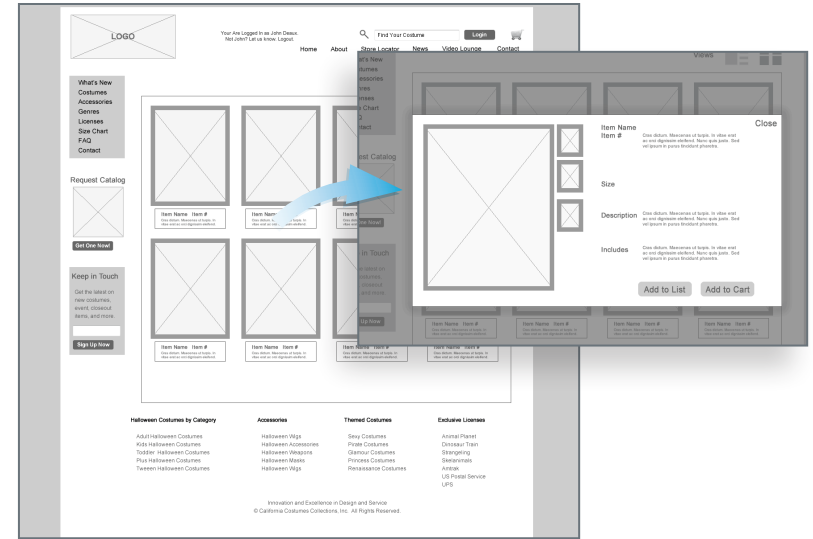
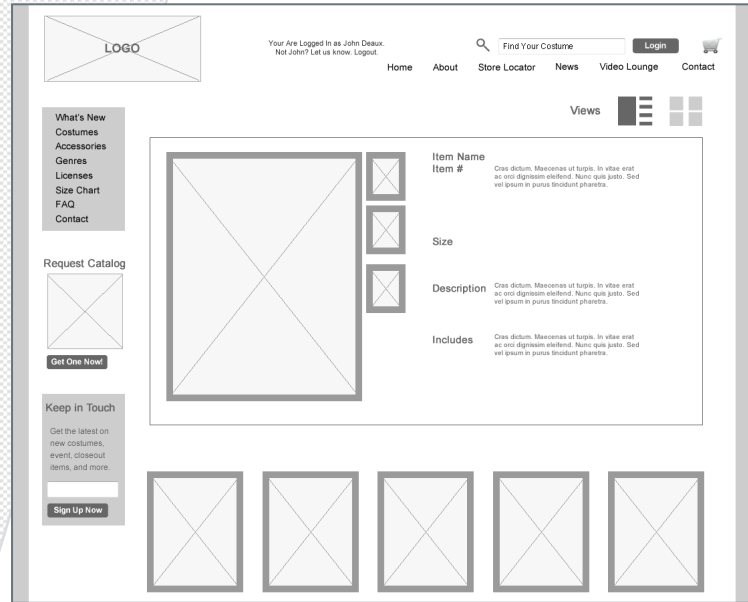
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Adobe Photoshop
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Dreamweaver
Paper Prototypes

DEMONSTRATED SKILLS

Project Management
Interaction Design
Art Direction
Marketing
Illustration

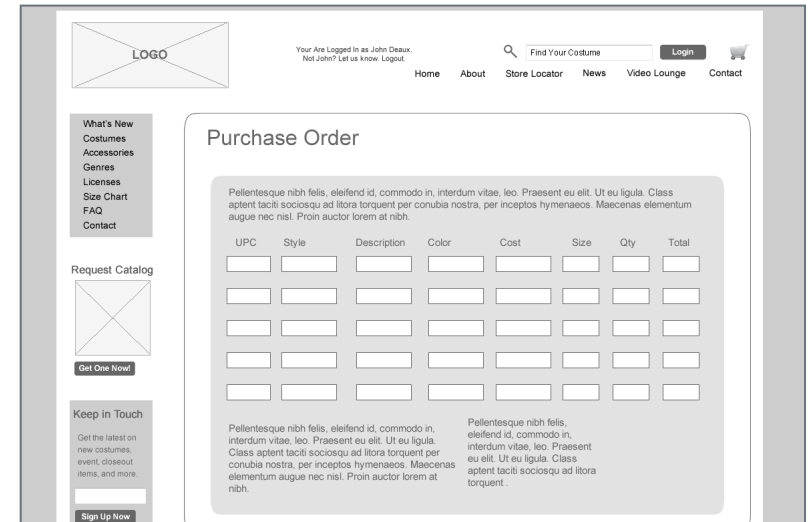
SHOPPING CART SITE MAP

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BULK ORDERING SCREEN

Using the product design as the guide I illustrated these 11 icons to be used in the app. Each would be accessible for free. This would help cross-sell/promote additional items in the line.



CALIFORNIA COSTUMES ORDERING SYSTEM

DESCRIPTION

Registered user ordering system for Drupal 7 Commerce module.

MY ROLE

Created concept, wireframes, IA, art assets & icons, branding for enterprise application, marketing material

TOOLS

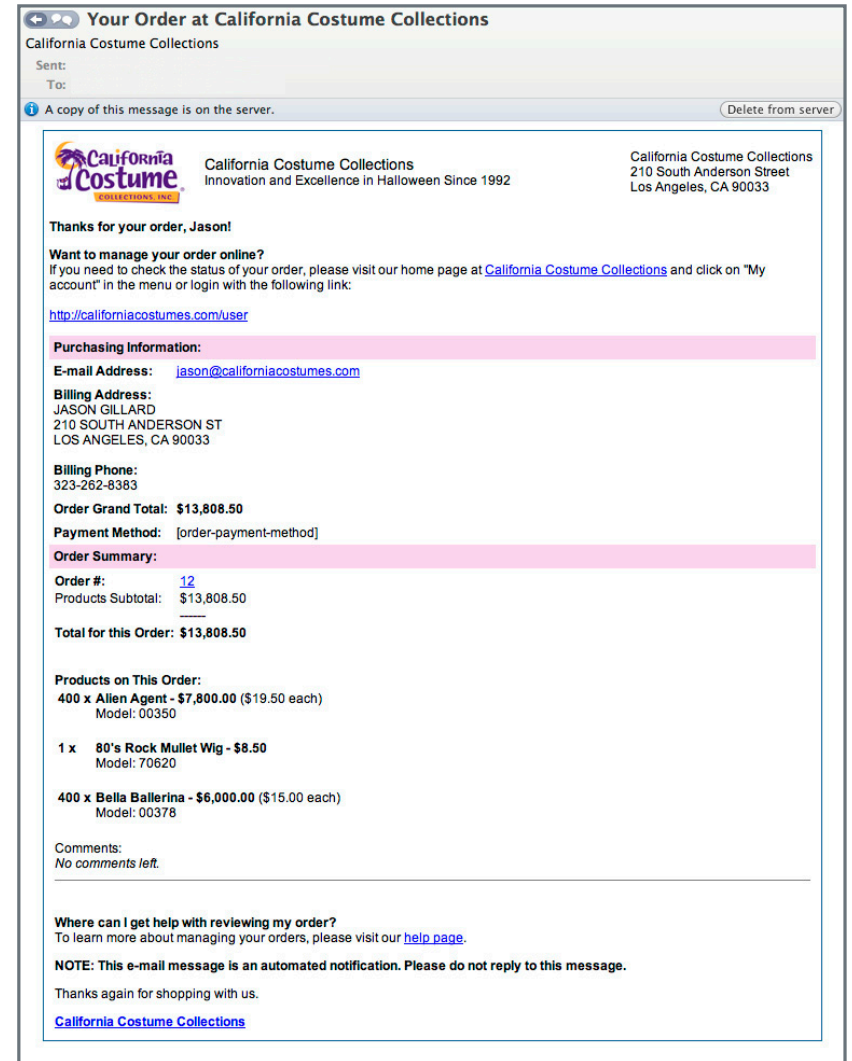
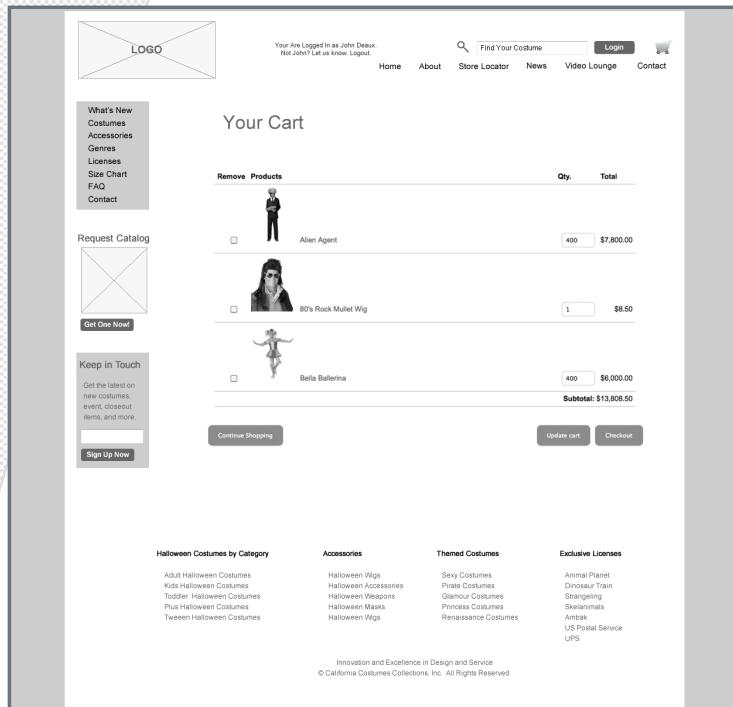
Adobe Illustrator
Adobe Photoshop
Text Wrangler
Dreamweaver
Paper Prototypes

DEMONSTRATED SKILLS


Project Management
Interaction Design
Art Direction
Marketing
Illustration

SHOPPING CART

Using the product design as the guide I illustrated these 11 icons to be used in the app. Each would be accessible for free. This would help cross-sell/promote additional items in the line.



MY LEVITON - SMART HOME (IOT) PRODUCT & APP

Products Partners Support Log In

Take control of your home

Decora Smart Wi-Fi Features

- Control your lights from anywhere using the free Leviton app for iOS and Android, no hub required.
- Simply say, 'Alexa, turn all lights off' at the end of the night, or 'Alexa, turn the floor fan on'. You can also add Google Home to turn on, off, dim or brighten; 'Ok Google, turn [Everything] On'.
- Five Year Limited Warranty and over 110 years of experience. Leviton stands behind our high-quality advanced solutions.
- Switches, Dimmers, and Plug-In Modules are Universal and work with your LED, CFL, and Incandescent lamps plus more!
- Simplify control of your home - schedule lights and connected loads to turn on/off at specific times or based on sunrise/sunset, easily group your smart devices into rooms, and create scenes to activate multiple lights at once.
- Support for multi-way applications, such as hallways or staircases, in which one fixture is controlled by two devices. Common color change kits and screwless wallplates round out the options.

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App Version: 2.1.16 - android

MY LEVITON - SMART HOME (IOT) PRODUCT & APP

PROJECT BRIEF

UNIQUE VALUE PROPOSITION

Leviton wanted to enter the smart home market and replace aging home automation offerings. With the 'My Leviton' app and cloud-based ecosystem they would be able to grow, enhance, and refine products and services.

OBJECTIVES

BUSINESS OBJECTIVES

- » Should work with Alexa and Google Assistant voice assistants
- » Allow control of home from anywhere via My Leviton app
- » Introduce existing user base to new smart home switches and dimmers

DESIGN OBJECTIVES

- » Must complement existing brand elements
- » Must be responsive CSS and work on iOS, Android, and Desktop
- » Must be easy to use and explain

AUDIENCE

The audience for the app and Wi-Fi dimmer is tech savvy, early adopters. They trust tech and enjoy having the latest digital products and experiences. Should be comfortable with home improvement projects but are not actual 'electricians'.

ADDITIONAL INFORMATION

Initial device enrollment will be difficult but the right balance of instruction and graphics in onboarding will go help ease the process. Working closely with firmware developers and cloud architects, as well, will make for a better experience.

PROJECT SCOPE

UX

- » Designed user flows and wireframes
- » Designed Visual Theme
- » Designed onboarding screens and coachmaksl
- » Continually improve site based on user reviews and analytics

UI

- » Designed icon and UI assets
- » Created Prototypes using InVision, Adobe XD

VISUAL DESIGN

- » Created new brand elements and theme for app
- » Created 'My Leviton' Logo
- » Designed 'My Leviton' microsite <https://my.leviton.com/home>

WEB DEVELOPMENT

- » ionic Framework
- » AngularJS
- » Google Analytics

MY LEVITON - SMART HOME (IOT) PRODUCT & APP

DESCRIPTION

My Leviton mobile App and Smart Home ecosystem

MY ROLE

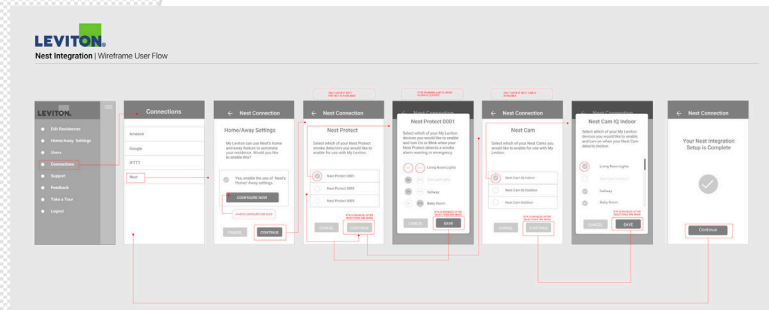
Created brand concepts, wireframes, IA, art assets & icons, interaction flows, Art Directed marketing materials and support sites

TOOLS

Atlassian Confluence
Atlassian Jira
Adobe Illustrator
Adobe Photoshop
Adobe XD
InVision

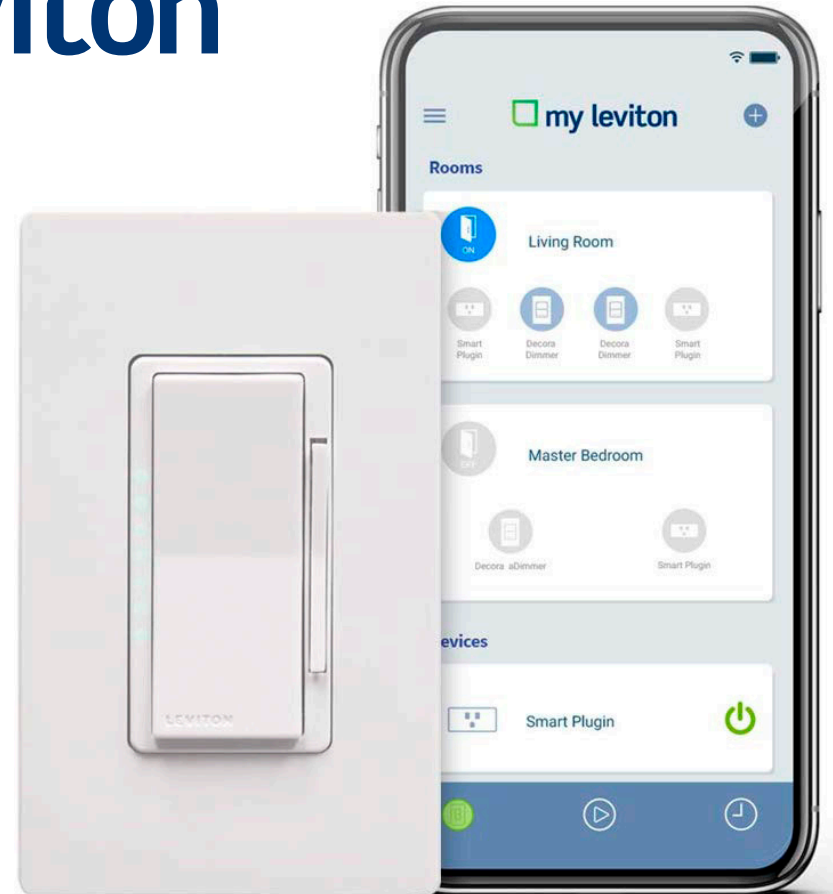
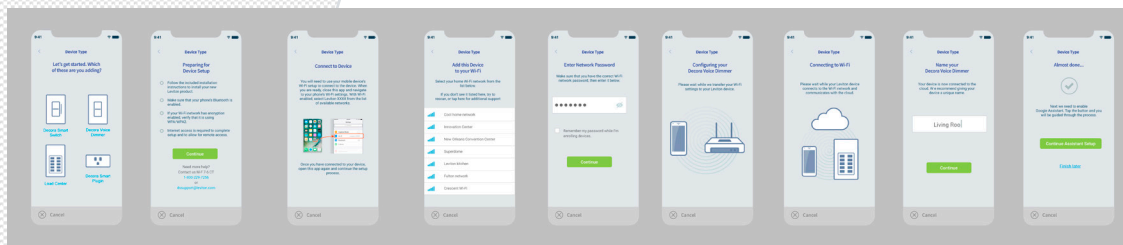
DEMONSTRATED SKILLS

UX Design
UI Design
UX Research
App & Web Design
Visual Design
Product Management
Mentoring
Site Planning



WIREFRAMES & USERFLOWS

Features are discussed and designed in design sessions before being wireframed out, given a visual treatment, and broken into User Stories for an Agile Development team to construct,

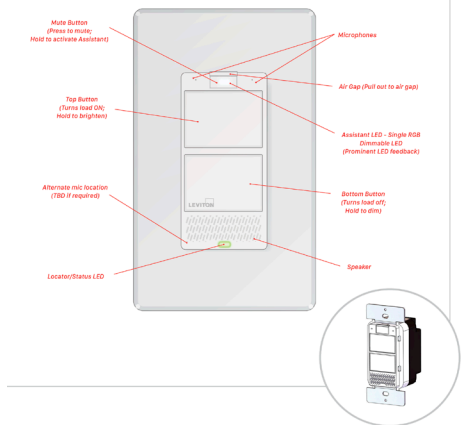


The Leviton Decora Smart Dimmer and mobile device with My Leviton App.

MY LEVITON - SMART HOME (IOT) PRODUCT & APP

INNOVATION

Once the My Leviton ecosystem was in place it allowed for new products and partnerships. The Leviton Decora Smart Voice Dimmer uses mics, speakers, and Amazon's Alexa service for a unique product .



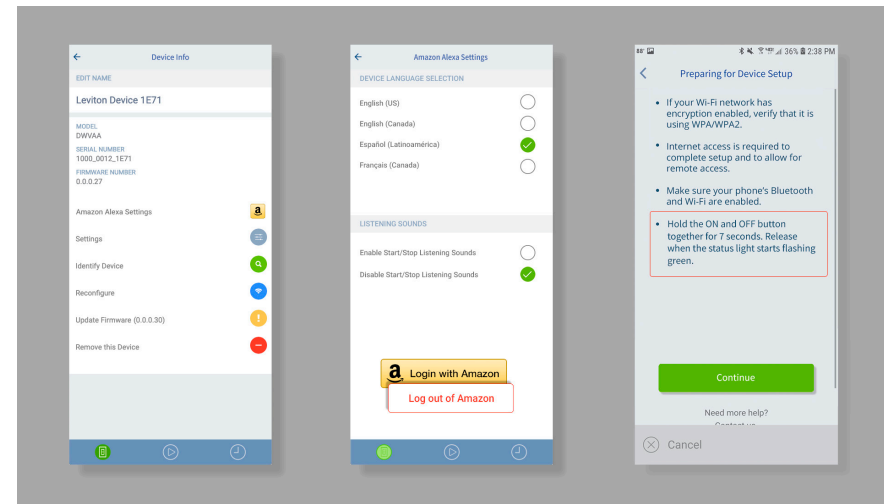
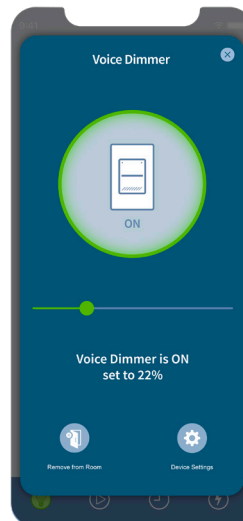
Audio Indication States

State	Audio Feedback
Device Verification Code	Tone triggered by the user via the app during setup to verify device selection. Will match Google Home.
Wi-Fi Connection Success/Error	Tone triggered by the device after successful/failure to connect to Wi-Fi. Will match Google Home.
Cast Connection Success	Tone triggered when the user connects to the device for casting. Will match Google Home.
Alarm Ringing	Alarm must have a different sound than the timer. Will match Google Home.
Timer Ringing	Timer must have a different sound than the alarm. Will match Google Home.
Hotword Trigger & Ending	Integrated in the Assistant. Off by default. Will match Google Home.
Mic Muted	Integrated in the Assistant. Required for accessibility support. Will match Google Home.
Mic Unmuted	Integrated in the Assistant. Required for accessibility support. Will match Google Home.

Detailed UX documentation was created with firmware engineers

INNOVATION

Once the My Leviton ecosystem was in place it allowed for new products and partnerships. The Leviton Decora Smart Voice Dimmer uses mics, speakers, and Amazon's Alexa service for a unique product .

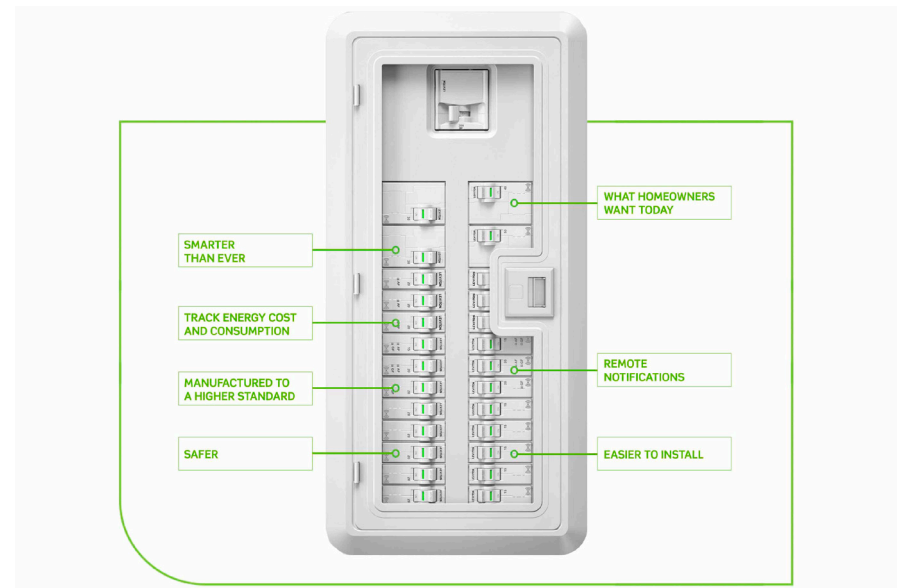
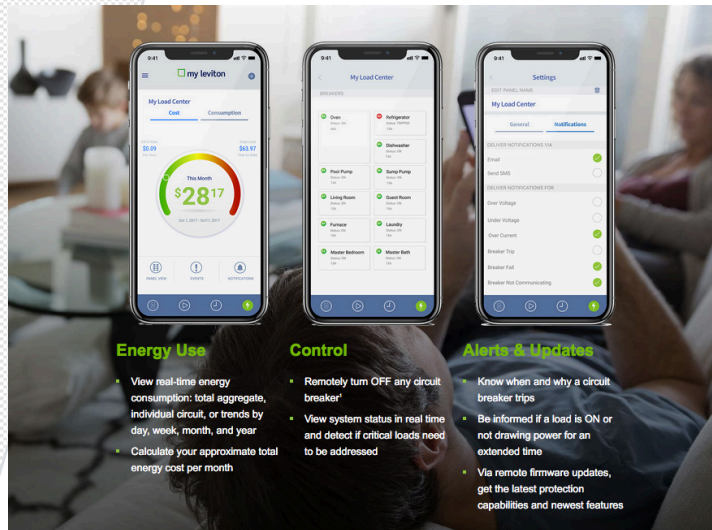
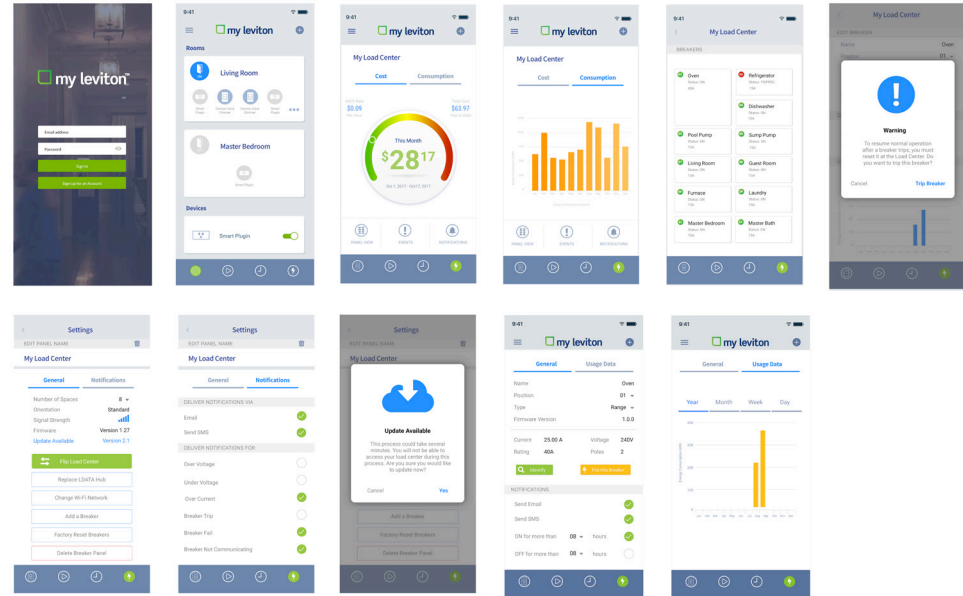


MY LEVITON - SMART HOME (IOT) PRODUCT & APP

INNOVATION

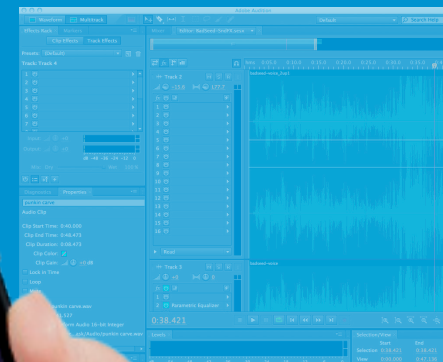
The Leviton Smart Load Center fits into the My Leviton ecosystem. Though not required, the IoT load center offers a wide range of possibilities for home energy management.

[HTTPS://WWW.LEVITON.COM/EN/PRODUCTS/RESIDENTIAL/LOAD-CENTERS/THE-LEVITON-SMART-LOAD-CENTER](https://www.leviton.com/en/products/residential/load-centers/the-leviton-smart-load-center)



'SCREEE -MACHINE' MOBILE APP

SCREEE MACHINE



'SCREEE -MACHINE' MOBILE APP

PROJECT BRIEF

UNIQUE VALUE PROPOSITION

The hugely successful "Ani-Motion" Masks have consumers requesting sound effects like the video productions they see on our YouTube channel. The most directly distributable and measurable method is via a mobile app. With sounds available for each mask and the app available for free, the Screee-Machine is a valuable bonus and direct response to customer requests.

OBJECTIVES

BUSINESS OBJECTIVES

- » Available for iPhone
- » Available for Android
- » All work to be done In-House
- » Analytics

DESIGN OBJECTIVES

- » Easy to use while in costume
- » Easy to use repeated times
- » Fast loading
- » Branded

AUDIENCE

The target audience for the app is males 8-18 years of age. They are tech savvy, creative, and eager to share. They are comfortable posting online and will go to great lengths to showcase their knowledge and creativity.

ADDITIONAL INFORMATION

ScreeeMachine is a complement to an existing product. It is not an end-to-end product design, as typical Halloween products are, but a collaborative tool for an audience that desires customization.

PROJECT SCOPE

UX

- » Stakeholder Interviews
- » Guerilla Usability Testing
- » Ideation Workshops
- » Task Models
- » Personas
- » Information Architecture

UI

- » Sketching
- » Wireframes
- » Prototypes

VISUAL DESIGN

- » Application Icon
- » Sound Icons
- » Interface Color Scheme
- » ScreeeMachine Logo

'SCREEE -MACHINE' MOBILE APP

DESCRIPTION

Mobile Sound Application used as a free promotional tool for line of Halloween masks.

MY ROLE

Created concept, wireframes, IA; all art assets, icons, & marketing material; created all sound effects

TOOLS

Adobe Illustrator
Adobe Photoshop
Adobe Audition (for Audio)
AppNotch (hosting service)
Dreamweaver (for eMail design)

DEMONSTRATED SKILLS

Project Management
Art Direction
Marketing
Illustration
Sound Design

Personas

These personas represent reliable and realistic segments of the key audience for reference. They help to focus decisions surrounding site components by adding a layer of real-world consideration to the conversation. They also offer a quick and inexpensive way to test and prioritize those features throughout the development process.

Dustin

Film Buff



Dustin, 21 years old

- * Has been writing his own horror film
- * Reads up on prop making
- * Has strong opinions of and a high regard for the history of horror films
- * Attends local Junior College

Quote:

These masks are pretty cool. They're the only ones that move with your face. So that's cool...

Environment:

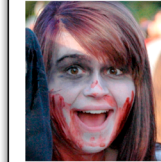
Dustin and his friends create short horror films that allow them to showcase their skills. They post them on YouTube and Vimeo and have tens of thousands of viewers.

Key Attributes:

His enthusiasm for the genre make him an ideal target audience. In essence, he is an organizer of the community.

Wendy

Product Manager



Wendy, 26 years old

- * Loves dressing up/ costuming
- * Attends themed events often, once or twice a month
- * Loves dressing up/ costuming
- * Self-Described 'Geek'

Quote:

We do Zombie flash mobs and all sorts of pub crawls. It's a fun way to meet people. It's always a blast.

Environment:

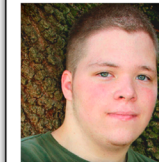
Has a lot of friends that costume and party. The membership of the groups fluctuates and is ad hoc. Though not a competitive bunch there is a desire for novelty and the members try to surprise each other with fun creations.

Key Attributes:

Loves expressing herself. Has a lot of fun getting together with friends preparing for the various events.

Stephan

High School Student



Stephan, 15 years old

- * High School Student
- * Single
- * Enthusiastic / Eager to Learn
- * Is active on forums and social sites dedicated to organic growing

Quote:

These masks are awesome. I only wish they made a sound. They'd probably cost too much if they did, though. Maybe I can make something on my own.

Environment:

Gadget expert. He has a blog and can always be counted on to have the latest mobile devices. Loves sci-fi and tech. Everybody knows this.

Key Attributes:

In his school Stephan is the gadget 'thought leader'.

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CONCEPT SKETCHES

Sketching full-size mobile comps allowed me to present paper prototypes to co-workers in a casual way and over time. This loose approach was more flexible than a refined, hi-fidelity prototype.

AN-MOTION APP

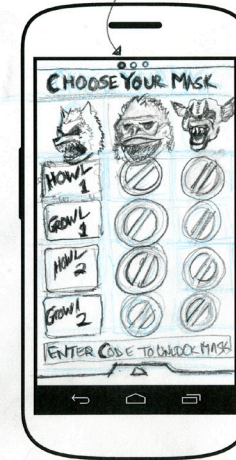
9 MASKS
 4 SOUNDS PER MASK
 'WOLF'

OPTION A
 3 SIDE SCROLLING SCREENS
 FOR 9 TOTAL MASKS

OPTION B
 HTC EVIO LIE
 SCALE 100%



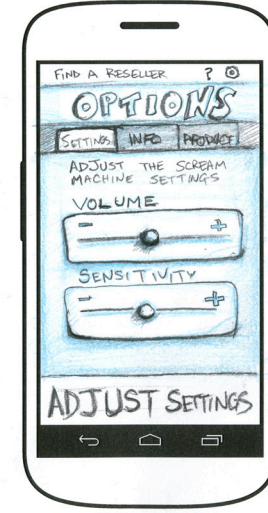
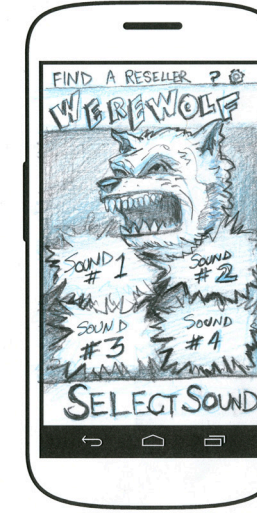
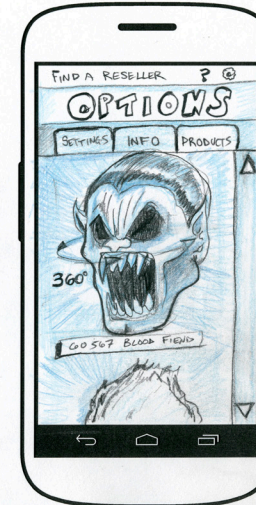
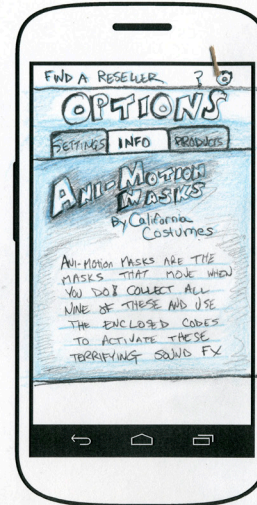
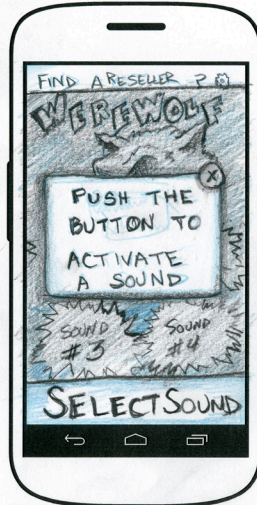
TITLE SCREEN



SOUND GRID (PAGE 1 OF 3) 30FPS



MASK GRID
 ALL NINE MASKS :
 UNLOCKED MASKS
 ARE DARKER



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PRESENTATION

This document was created to illustrate the end-to-end process to stakeholders. The app can be marketed and acquired freely via a QR code. JavaScript identifies the OS and sends the user to the relevant 'store'-iTunes or Google Play.

FIGURE B ACCESSING THE APP

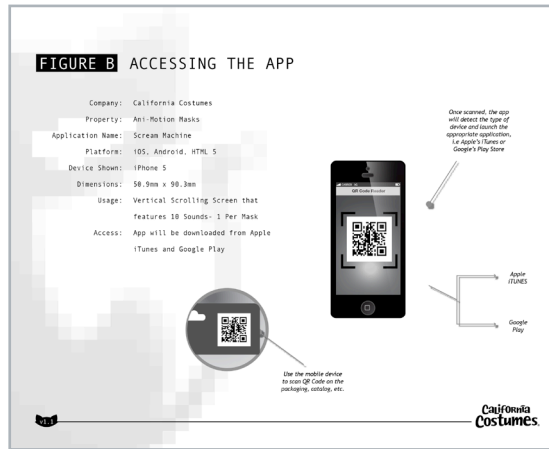


FIGURE 1 TITLE SCREEN

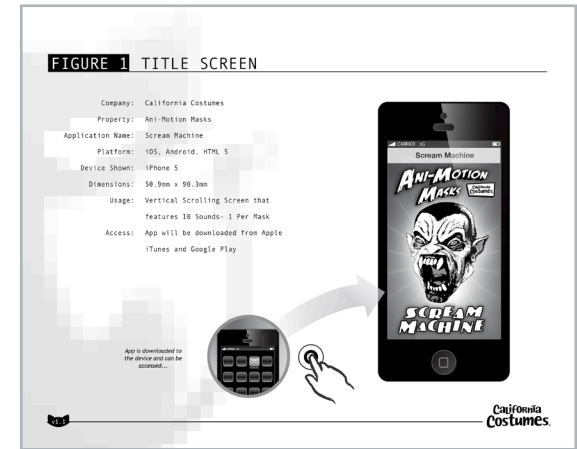


FIGURE 2 HOME SCREEN

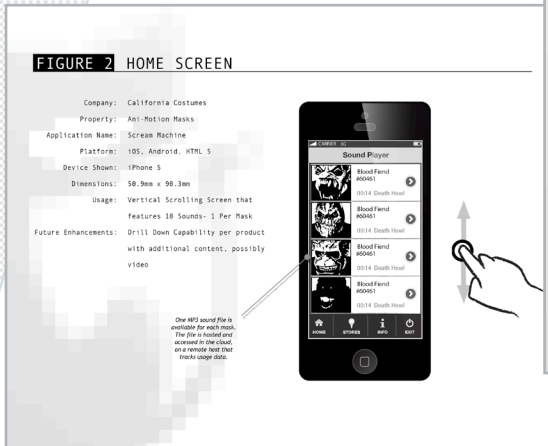
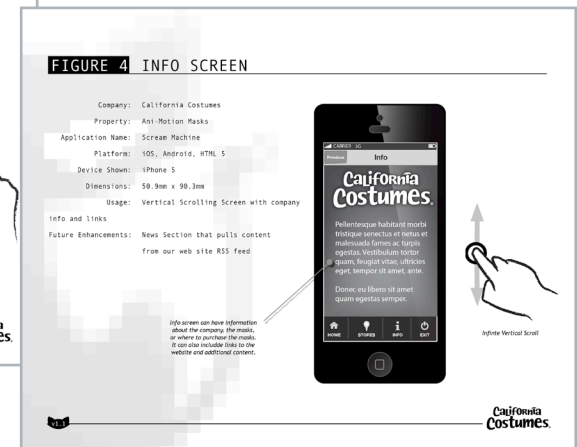


FIGURE 3 STORE LOCATOR



FIGURE 4 INFO SCREEN



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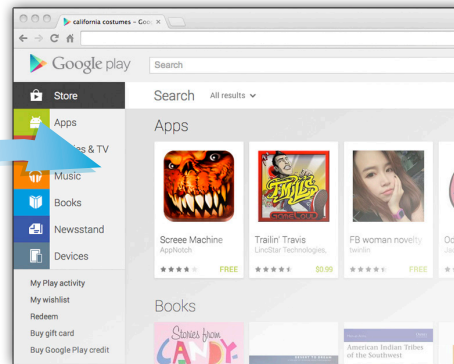
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APPLICATION ICONS

Using the actual masks as my guide, I illustrated these 11 icons to be used in the app. Each would be accessible for free via the app. This would help cross-sell/promote additional items in the line.



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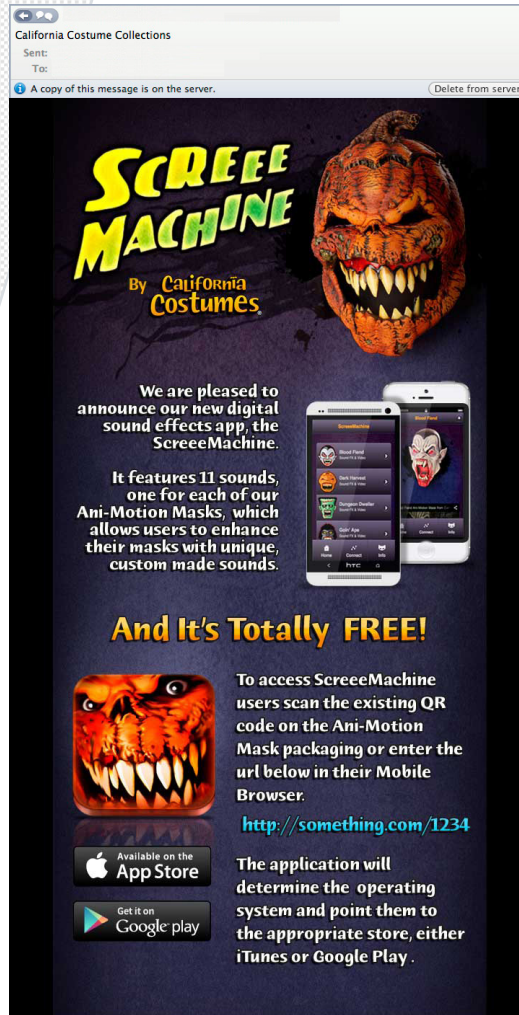
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 Sound Design



MARKETING

To notify customers of the app, an Email blast and landing page were created. In addition, I demonstrated the app at the annual Halloween & Party Expo. For the demo I wore a mask and hid a bluetooth speaker that was paired with an Android phone. The effect was frightening and unexpected.

