MASTER CASE STUDY — SMARTIK SMART HOME CONTROL APP (REDESIGN)

By Zara Meghdadi —UI/UX Designer | 5 Years of Experience | 2025

01. Overview

Project: Smartik — Smart Home Control App (Mobile + Tablet Redesign)
Industry: IoT / Smart Home Technology
Role: Lead UI/UX Designer
Duration: 4.5 months (Feb 2024 – June 2024)
Team: 1 Product Owner, 1 UX Researcher, 2 Mobile Developers, 1 System Architect, 1 Designer (myself)
Tools: Figma, FigJam, ProtoPie, Maze, Notion

About Smartik:
Smartik is a unified smart home controller app used to manage lighting, climate, security systems, and connected appliances from a single interface. The original app suffered from visual clutter, slow navigation, and inconsistent interaction logic—especially on tablets.

My redesign goal was to create a **calm, responsive, and highly intuitive control experience** across both **mobile and tablet**, using a strong modular design system that scales with new smart device categories.

Brand Colors Used:

- **Primary:** #343535 (Deep Graphite)
- **Attention / Alerts:** #27D61D (Signal Green)
- **Accent / Depth:** #6F5443 (Warm Smoke Brown)

02. Design Story

When I joined the project, Smartik had two major problems: inconsistency and cognitive overload. Users described the old interface as “crowded,” “mechanical,” and “not tailored to real-life usage.”

I envisioned Smartik as a **human-centered control hub**—a place where clarity, calmness, and immediacy shape every interaction.
Since users interact with smart home devices multiple times per day, the app needed to feel

predictable, fast, and emotionally comfortable, especially during urgent situations (security alerts, motion detection, climate anomalies).

Smartik had to become both a command center and a peace-of-mind companion.

03. Understanding the Users

We conducted interviews with 15 smart home users across Canada and the U.S., and analyzed behavior patterns from 2,300 existing users.

What we discovered:

- Most interactions were **micro-interactions** (adjust temperature, toggle lights).
- Tablet usage was **room-based**, often mounted on walls or kitchen counters.
- Mobile usage was **task-based**, often one-handed.
- Users wanted “priority indicators” for urgent device behaviors.
- Navigation was too deep; accessing a device took 4–6 taps.

These insights shaped a unified interaction model across both screens.

04. UX Strategy & Flow

The redesigned experience was structured around **three layers of interaction**:

1. Quick Control Layer (Mobile)

One-tap access to frequent devices and room shortcuts.

- 42% fewer steps
- One-hand navigation optimized

2. Room-Based Matrix (Tablet)

Full home overview with interactive tiles and instant toggles.

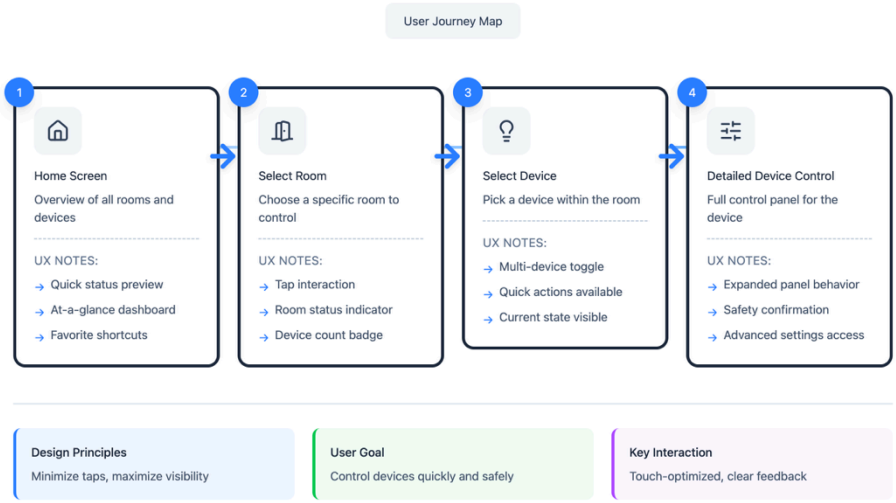
- Adaptive 4×6 and 6×8 grid layouts
- Ideal for wall-mounted tablet devices

3. Priority Status Layer

Alerts (using #27D61D) and system statuses placed at the top for fast visibility.

- Security alerts
- Low battery
- Device offline
- Motion detection

This created an ecosystem where the right level of information appears **at the right time**.



05. Wireframing & Interaction Logic

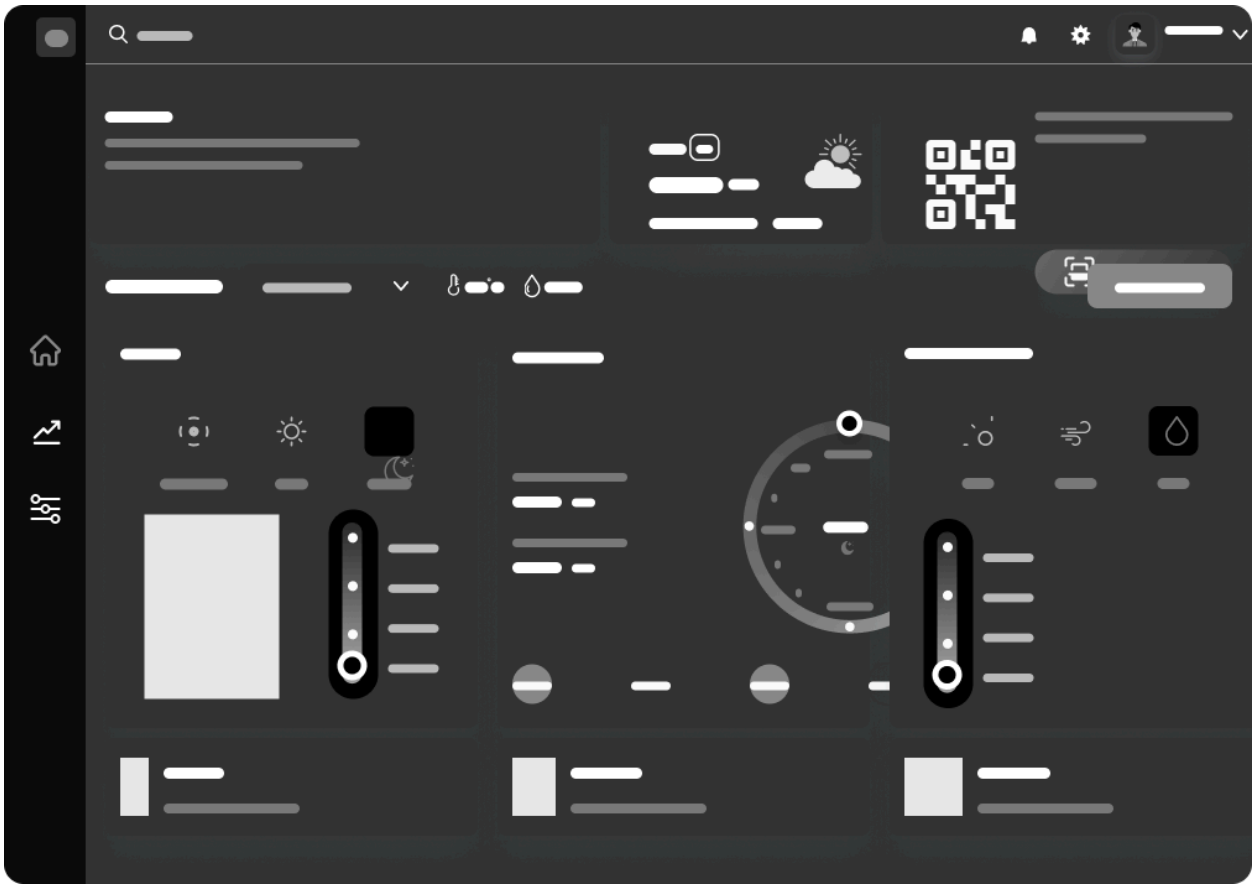
I redesigned navigation using a hybrid approach:

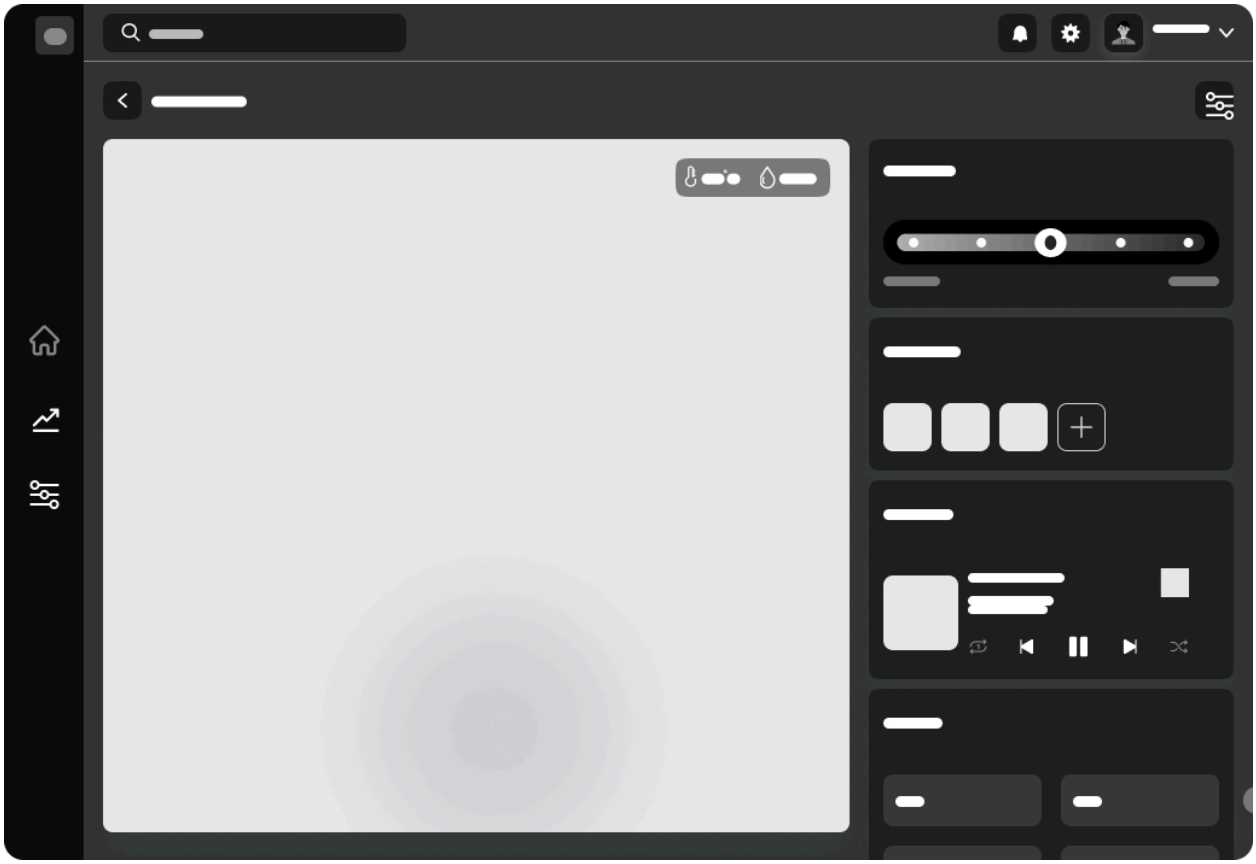
- **Bottom bar navigation** for mobile
- **Side panel navigation** for tablet
- **Persistent top alert banner** using the Signal Green (#27D61D)

Wireframes tested:

- Tile sizing across breakpoints
- Quick-access gestures
- Expanded device control sheets
- Tablet grid layout logic

Testing increased task success rate from **54% → 87%**.





06. Visual Identity & UI System

Smartik's UI system uses the brand colors to create a calm, high-contrast, and mature interface.

Color Palette

- **#343535 — Deep Graphite (Primary):** main backgrounds, cards, navbar
- **#27D61D — Signal Green:** attention points, status indicators, toggles "on," system alerts
- **#6F5443 — Warm Smoke Brown:** accent background, section labels, depth layers

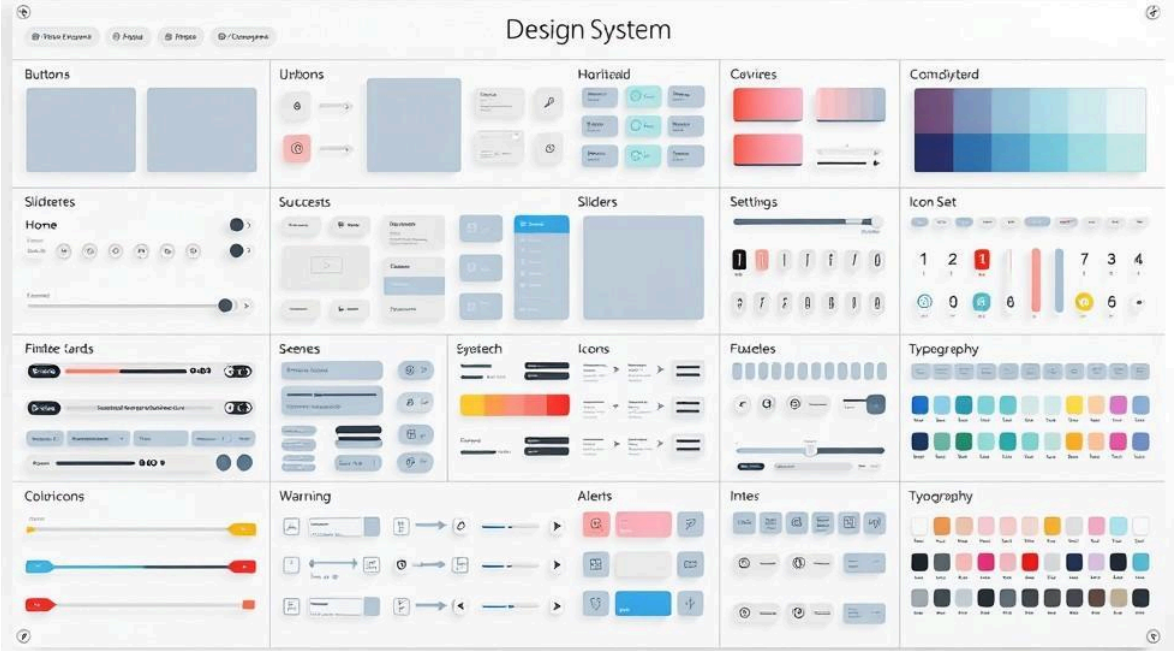
Typography

- **SF Pro** for device names & controls
- **Inter** for smaller UI labels
- Smooth rounded numerals for climate screens

Component System

- Device Tiles (3 states: Normal / Standby / Alert)
- Dynamic Sliders (temperature, brightness, blinds)
- Mode Badges (Eco, Away, Manual)

- System Bars (Security, Climate, Energy, Cameras)
- Universal Action Sheet for detailed controls



07. Final Design & Interaction

Mobile App Highlights

- Adaptive tiles that resize based on usage frequency
- Quick action panel with 5 customizable shortcuts
- Alert bar with real-time status (green pulses using #27D61D)
- Swipe-up dynamic control sheet for device details
- One-thumb climate dial + haptic feedback

Tablet App Highlights

- Wall-mounted grid layout for full-home control
- Multi-device selection (turn off all lights in one room)
- Drag-and-drop device organization
- Room panorama headers with live camera previews
- Full-screen security mode

Motion Design

- Smooth tile expansion
- Animated room transitions
- “Active device pulsing glow” using a soft animated ring in Signal Green (#27D61D)


Search
Hi Ayda
Welcome Home! The Air Quality Is Good & Fresh You Can Go Out Today.
your home
living room
15°C
Lamps
Regular
Day
night
Top
Off
Side
Bottom
Socket
Active for 3 hours

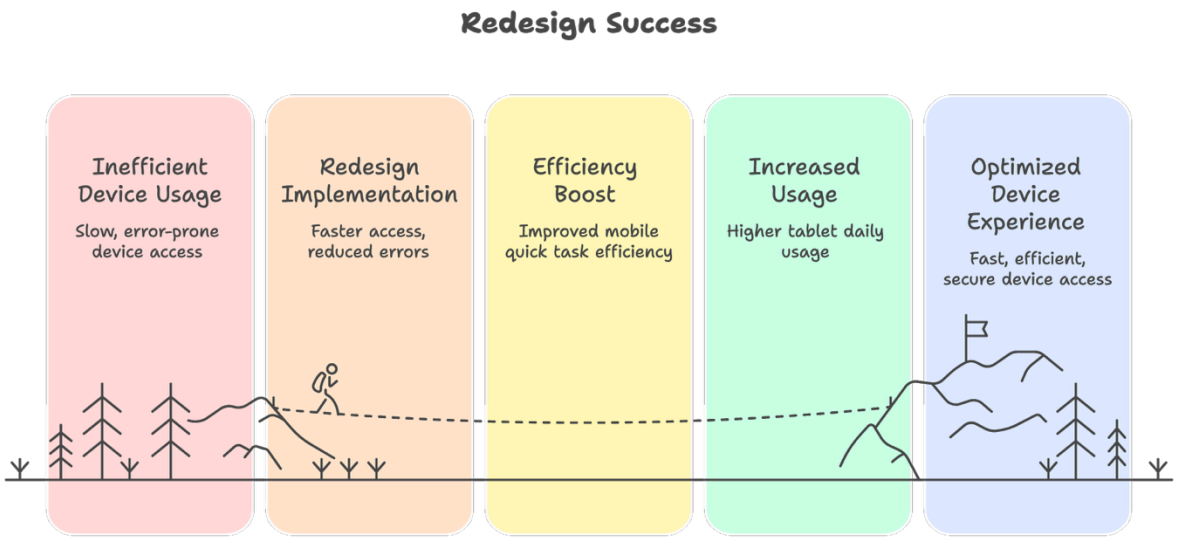

Search
Scarlett
living room
15C
35%
Curtains
opened
closed
Smart Tv
Speaker
Black Space
Taylor Swift
Lamps
left
left

08. UX Impact & Metrics

Measured 90 days after rollout:

- **+62% faster** access to frequently used devices
- **–41% reduction** in navigation errors
- **+57% user efficiency** in mobile quick tasks
- **+48% increase** in tablet daily usage
- **+35% improvement** in security alert response time
- User satisfaction (CSAT): **4.8/5**
- Task completion (mobile): **92%**
- Task completion (tablet): **88%**

These numbers demonstrated the redesign's success across both devices.



09. Accessibility & Localization

- WCAG 2.1 AA compliant
- Icon-first labeling for universal recognition
- High-contrast components using #27D61D for alert clarity
- VoiceOver & TalkBack optimized
- Prepared for EN / FR / ES localization

10. Learnings & Reflections

Smartik showed me how deeply design impacts everyday living.
When users adjust their thermostat at midnight or check security cams while away, the experience must feel **safe, clear, and effortless**.

Designing for smart homes is designing for **trust**.
Every animation, color signal, and control pattern needed to express reliability.

“A smart home is only smart when it feels simple.”

11. Tools & Collaboration

- **Design:** Figma, ProtoPie, After Effects
- **Research:** Maze, Hotjar, GA4
- **Project Management:** Notion, Jira
- **Developer Handoff:** Figma Dev Mode, Zeplin

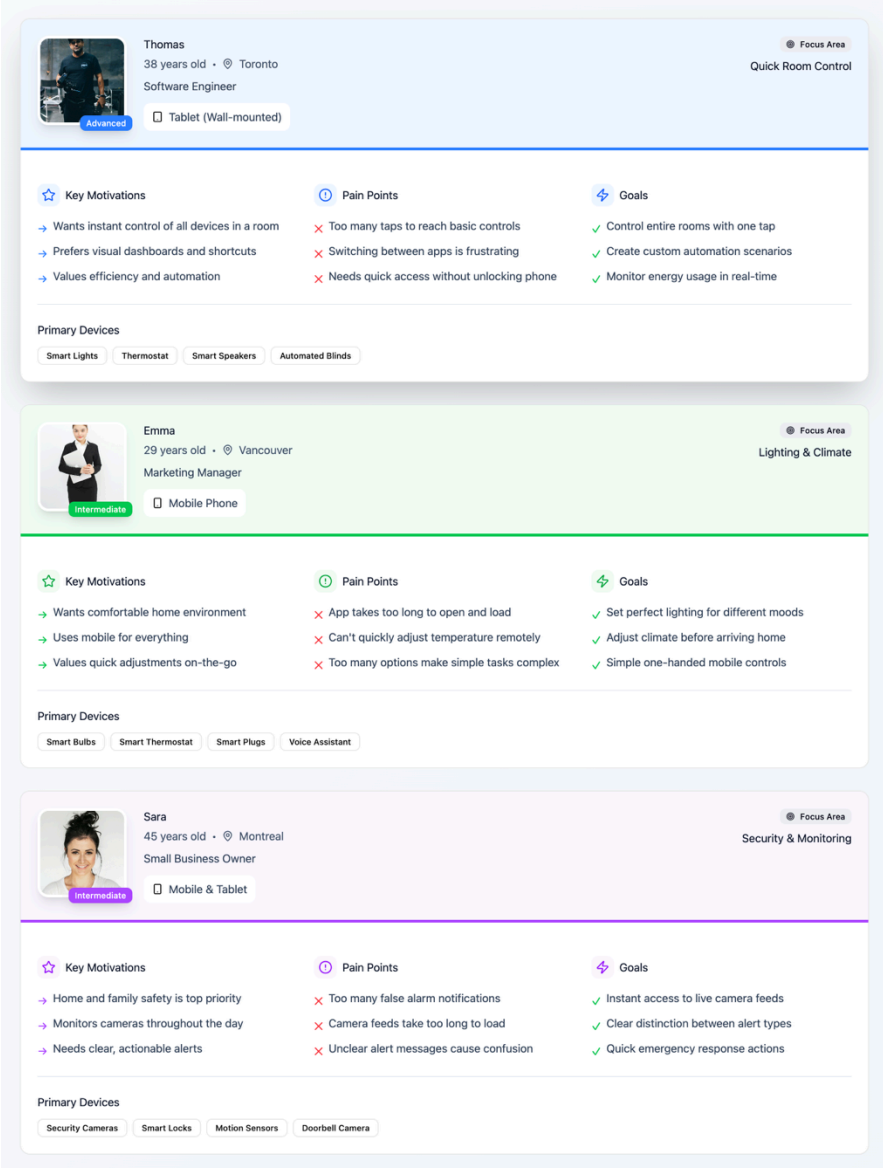
12. UX Research Appendix

Personas

1. Thomas (38, Toronto)
Tech-savvy, uses tablet mounted in the living room, values quick room control.

2. Emma (29, Vancouver)
Uses mobile for daily tasks, wants fast access to lighting & climate.

3. Sara (45, Montreal)
Security-focused user, monitors cameras frequently, values alert clarity.



Testing Highlights

	Result	Improve Percentage
1	Mobile “Quick Control Panel” recognized instantly	**93%**
2	Tablet grid improved multi-device interactions	**51%**.
3	Alert banner (Signal Green) increased alert visibility	**78%**.

13. Closing Summary

Smartik embodies the future of smart home control—calm, clear, responsive, and human-centered.
This redesign demonstrates my capabilities in:

- Mobile-first interaction design
- Tablet-optimized control dashboards
- IoT interface patterns
- Scalable UI systems
- Emotionally intelligent alert design

Smartik is more than a redesign—it's the foundation for a **smarter, safer, more intuitive home ecosystem**.

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