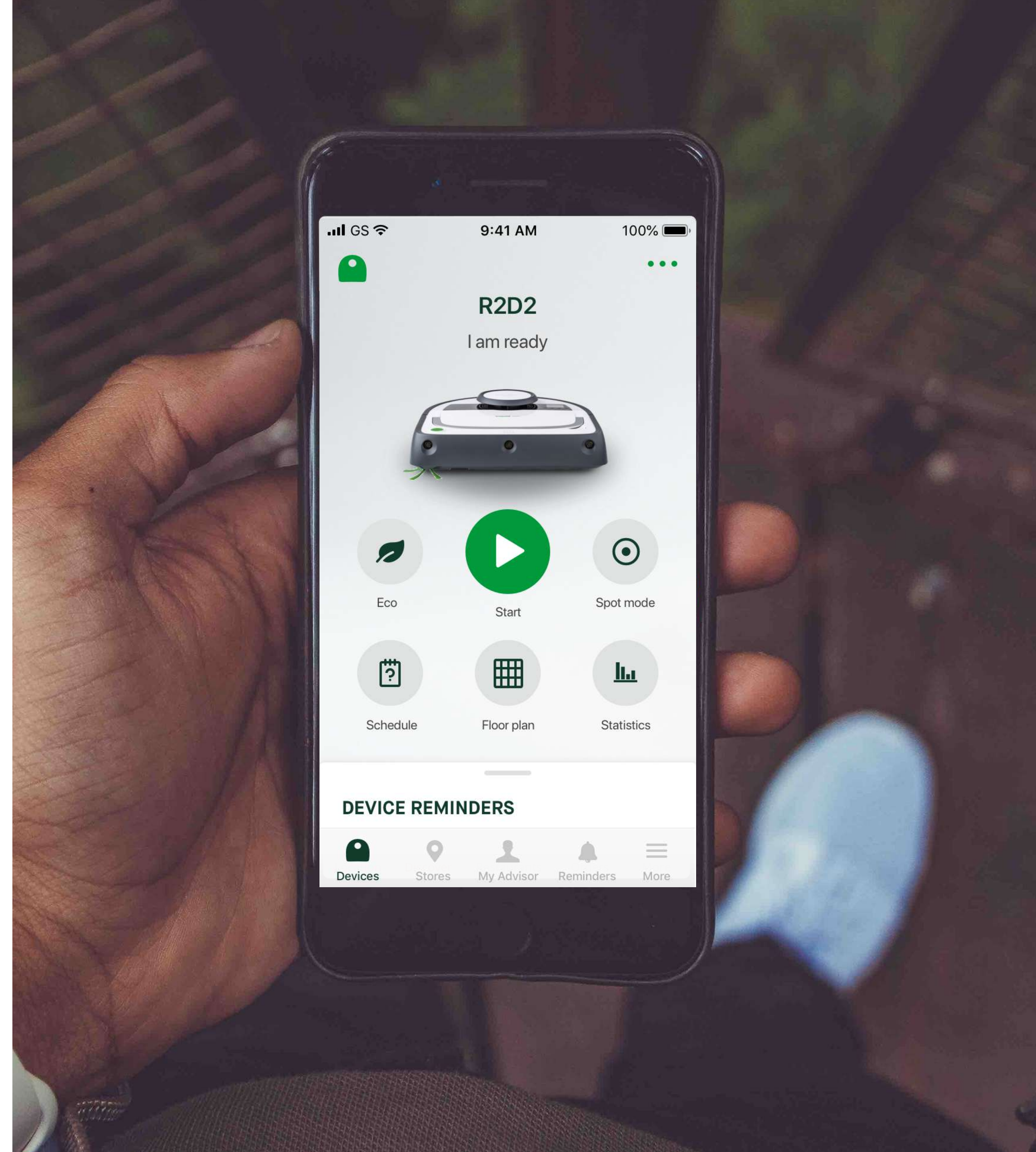




Vorwerk is an international diversified corporate group headquartered in Wuppertal, Germany mainly known from their high-end home appliances.

I was working as a Senior UX Designer on a companion mobile app for a line of cleaning appliances called „Kobold“. Together with the junior designer, we were part of a small scrum team dedicated to improving the existing app. I was a lead designer for this project as well as I was acting as a proxy product owner since the product owner was from the client side, he worked remotely and wasn't committed full time to this project.





Approach

We were approached by Vorwerk to help them improve their companion app for vacuum cleaner product line called Kobold. According to them, their app had some serious issues and users don't see any value in it.

We started by collecting feedback from users. Luckily, since Vorwerk sales their products in a direct way by their network of agents and they build good long-term relations with customers it was quite easy to collect the feedback from users.

As a second step, we had a look at the numbers and did a design audit. Based on all of this research we defined issues which current app had.



Identified issues

- User does not understand how to make use of reminders.
- User feels the app pushes sales on them.
- User is missing key features.
- User doesn't understand the added value the product offers them.
- Users feel like it's a chore to maintain frequent use of the app.



Problem

How to help people discover the full potential of their devices, remind them when they need to be serviced and help to find replacement parts.

Challenge

How to redesign the current app and fix found issues.

Audience

Every Kobold device user.

Use cases

- User is checking when device require service
- User is looking for accessories
- User is controlling robot device
- User is looking for support
- User is ordering product



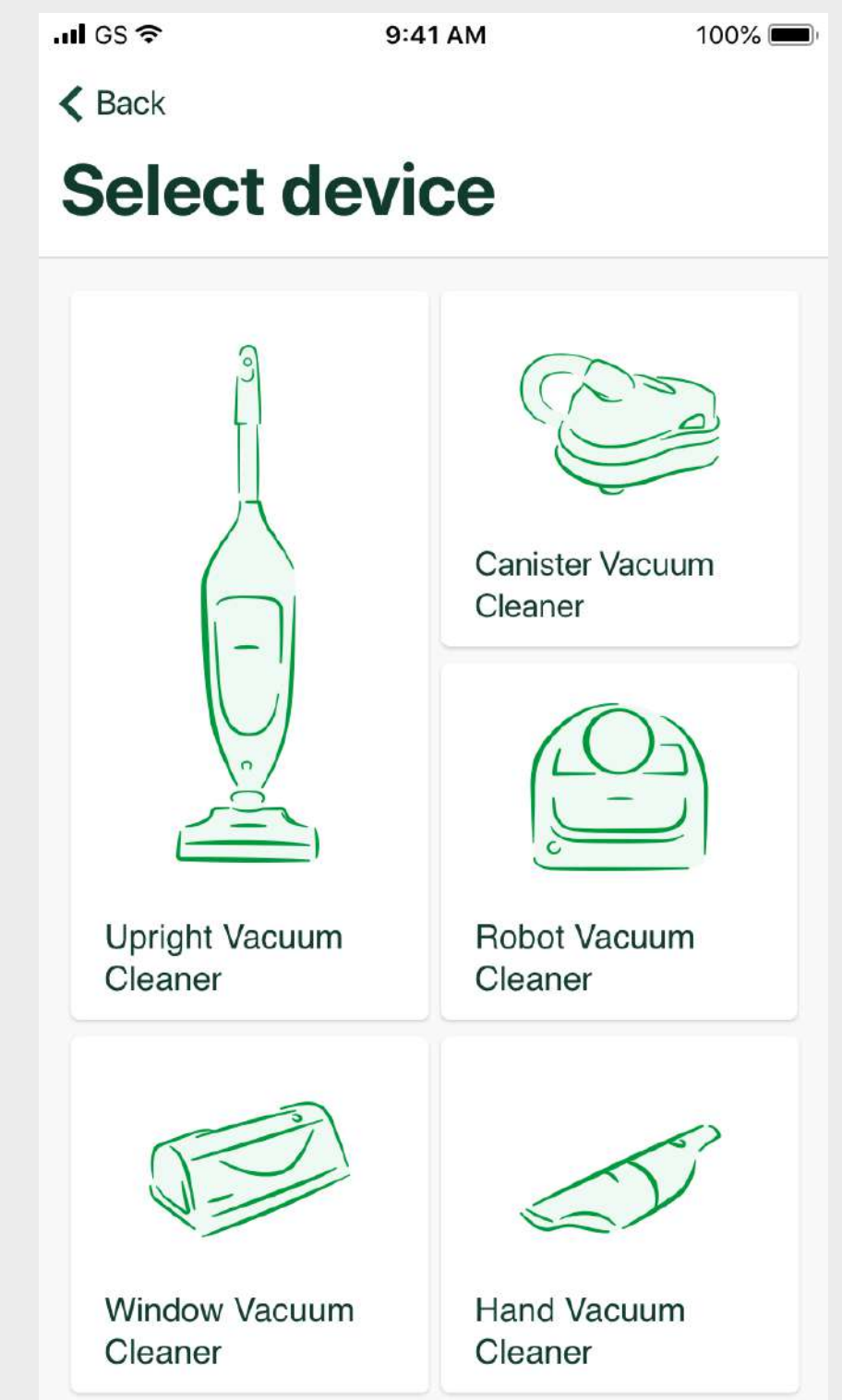
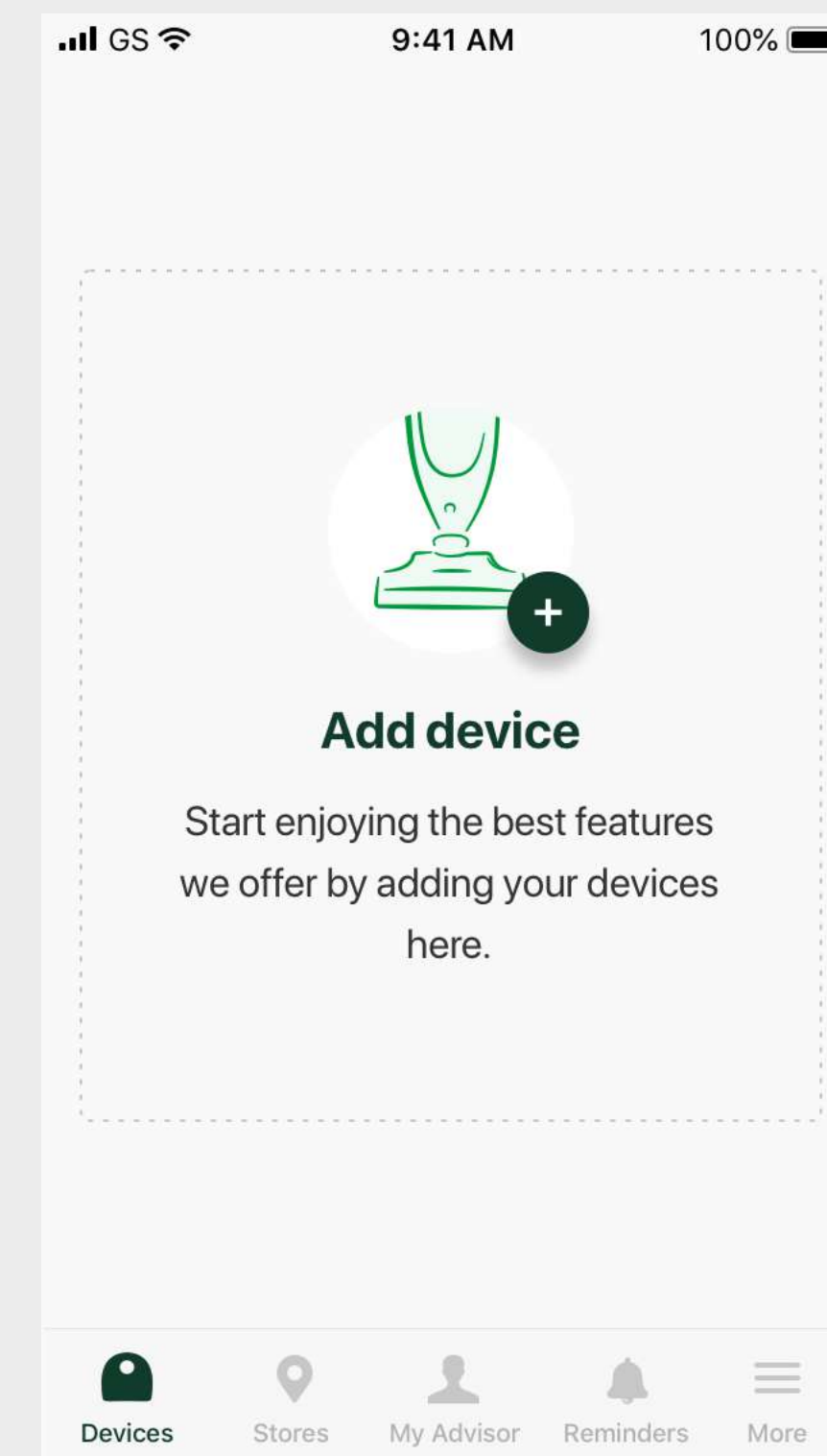
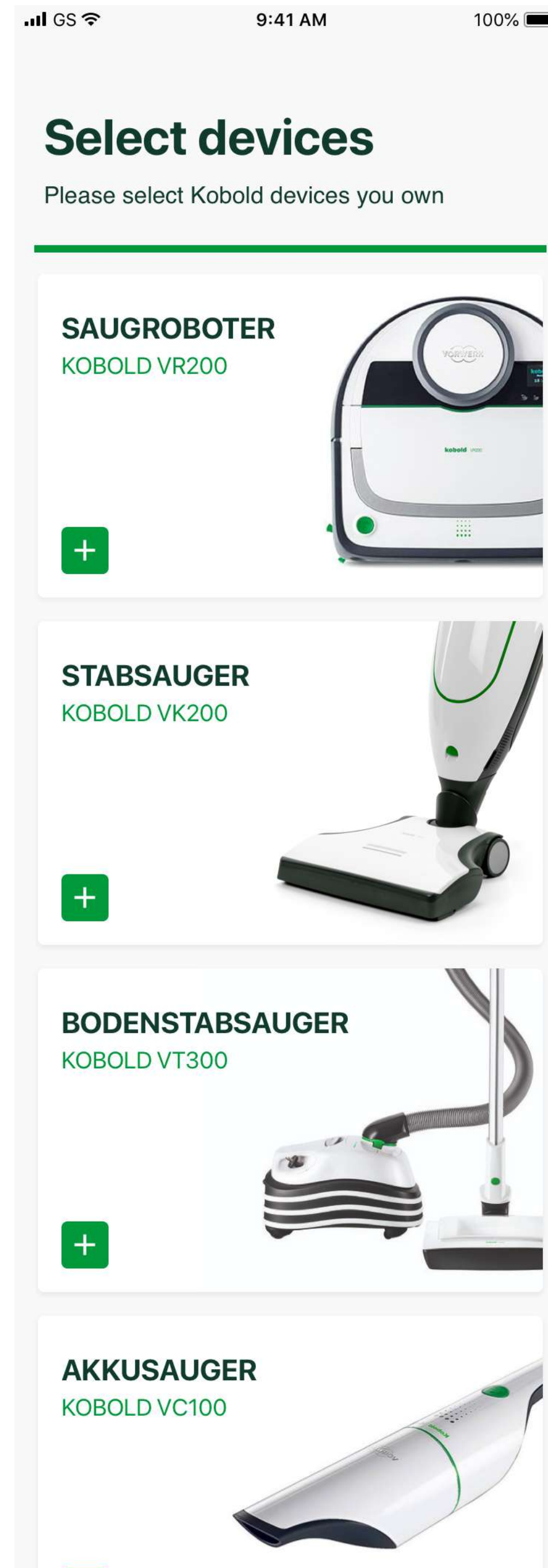
SUGGESTED IMPROVEMENTS



Onboarding

The application forced the user to choose his devices in the onboarding process. There was no way to skip this step, and the list of devices was long and included different models of the same products, which only slightly differed from each other. This had resulted in a significant bounce rate.

We proposed to get rid of onboarding completely, to let the user explore the app first and then ask him to add the device in more context way. Further more we decided to group product into categories to shorten the list.

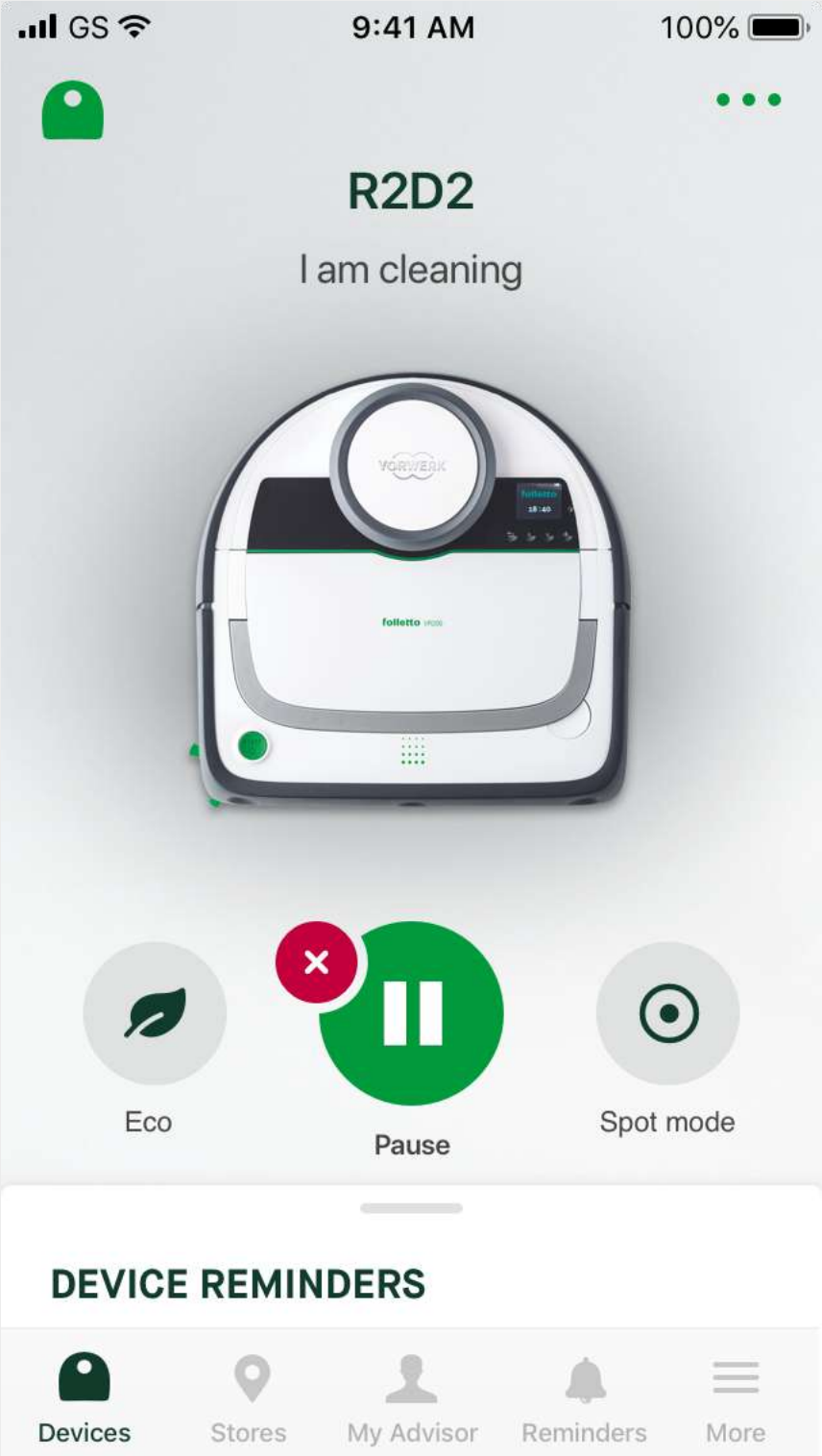
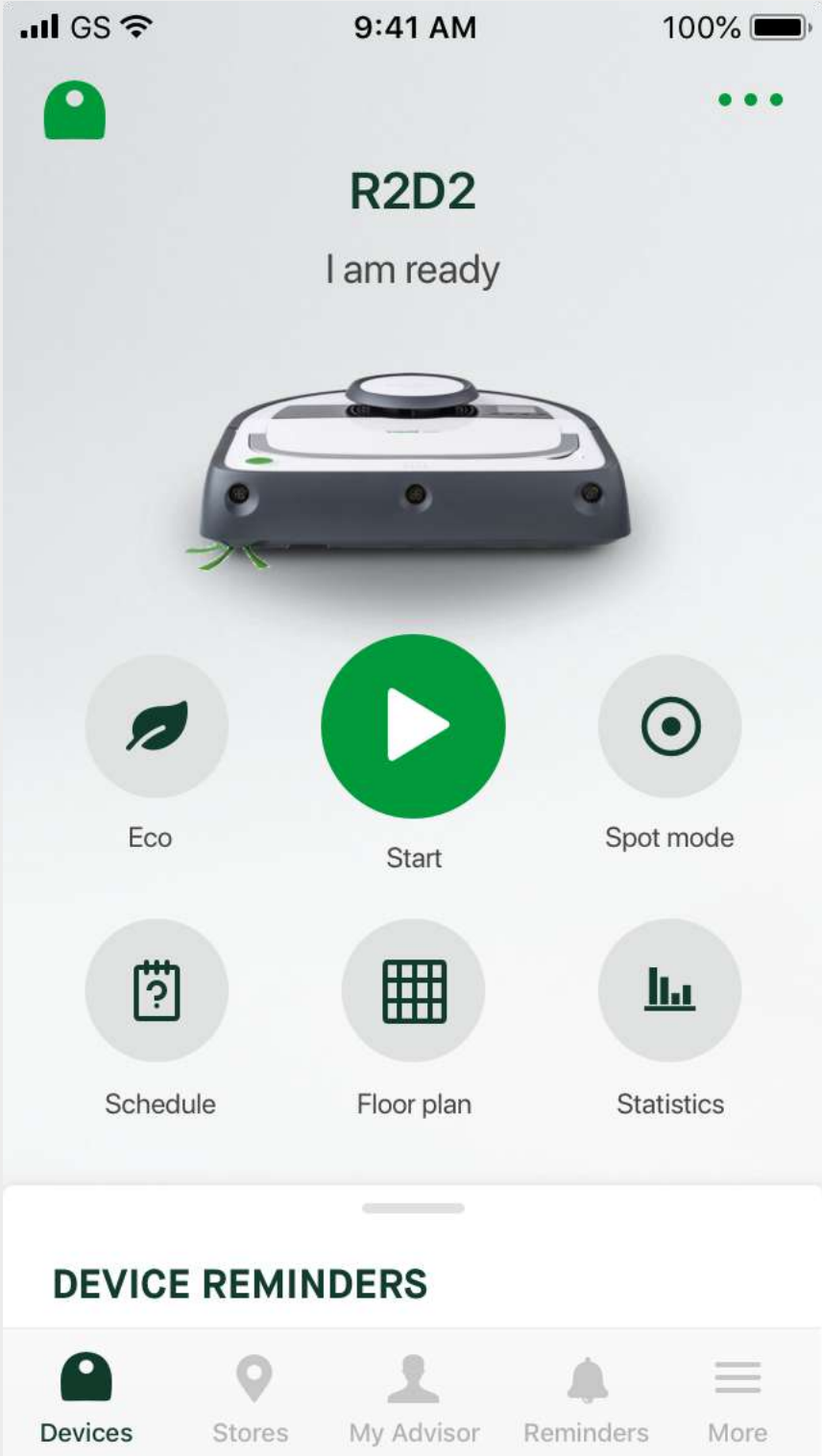
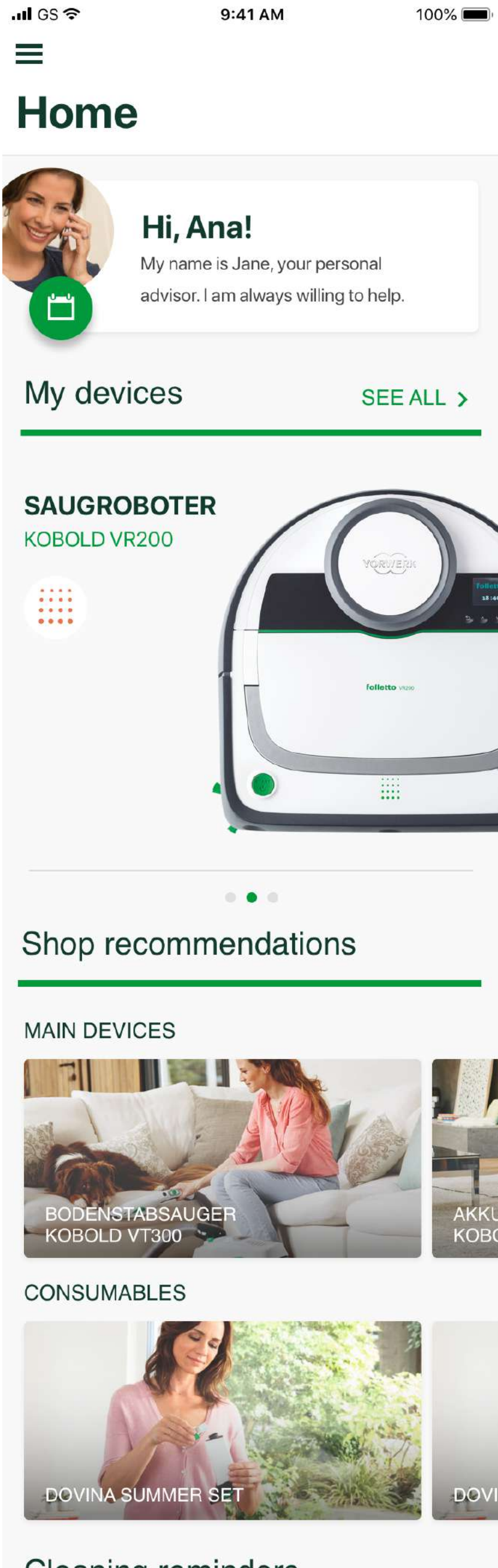




Product first

In the original version, the main screen was overloaded with information and the product was completely lost, which confused users and make an impression that the app pushes sales on them.

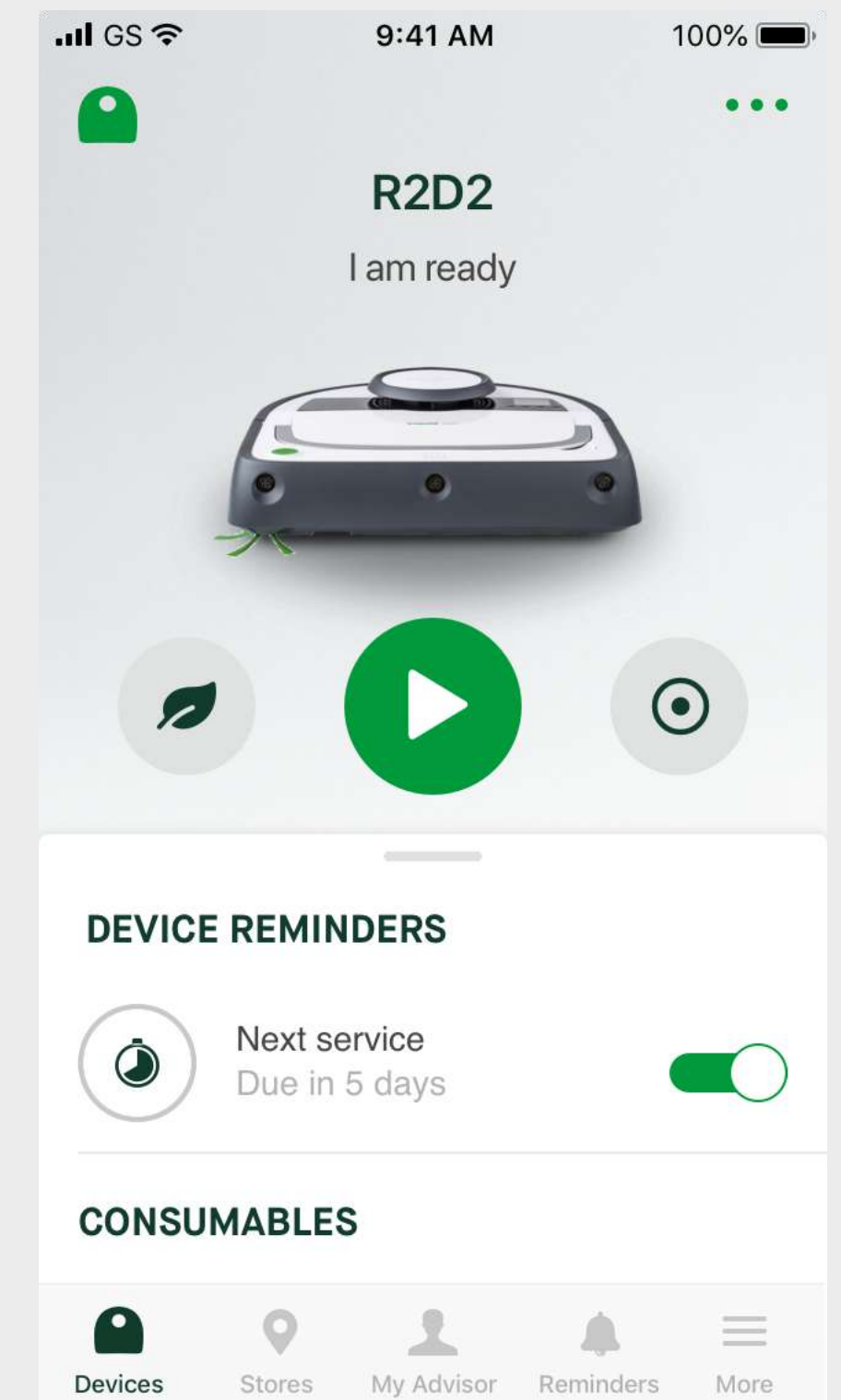
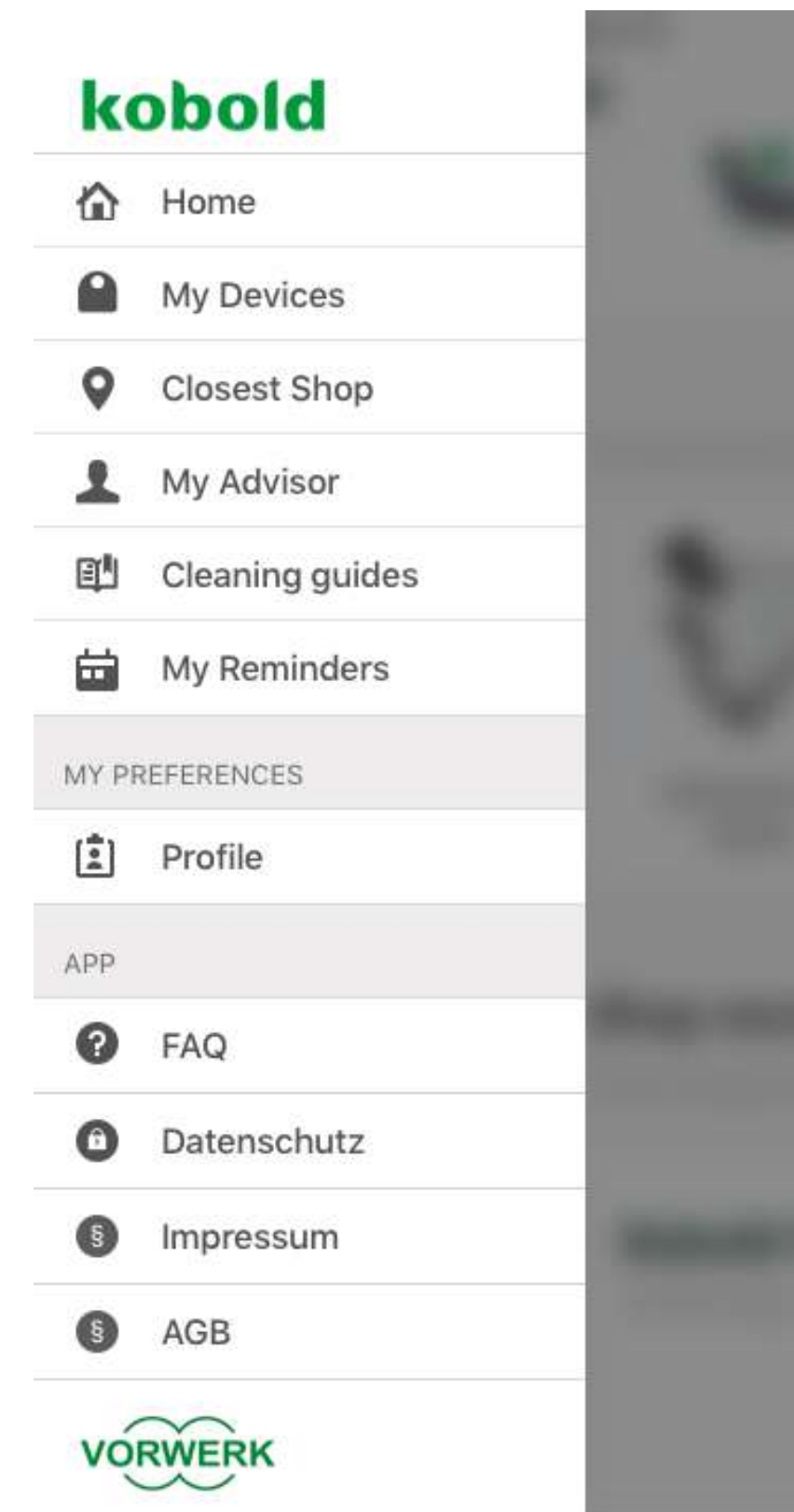
We decided to put the product in the center. Furthermore, we suggested integrating robot vacuum cleaner controls features from a separate app. Finally, and to get rid of the technical names of products and let the user set up a custom name for each device, which would make it more personal.





Visible navigation

We got rid of the hamburger menu and replaced it with a much simpler bottom bar which not only gives the user an overview of the main features but also lets him or her access them quicker.





Metaphors

We suggested to use metaphors: instead of saying user to get the accessories, say them what capabilities the accessories unlock.

Instead of saying user that device needs to have service (the device is broken), ask them to check whether is it still fine.

Instead of showing user random products, show him the product which he needs at the time in the right context.

