

BroodMinder

BroodMinder is an IoT sensor and companion app that allows beekeepers to monitor and track the temperature, humidity, and weight of their beehives.

Allowing beekeepers insight into the hive data gives a better understanding to the current health and activity in their hive.

We partnered with BroodMinder and focused on redesigning the device pairing and onboarding process.

After speaking with BroodMinder stakeholders, we learned that this was a major painpoint in the customer experience, and crucial for the success of the product.

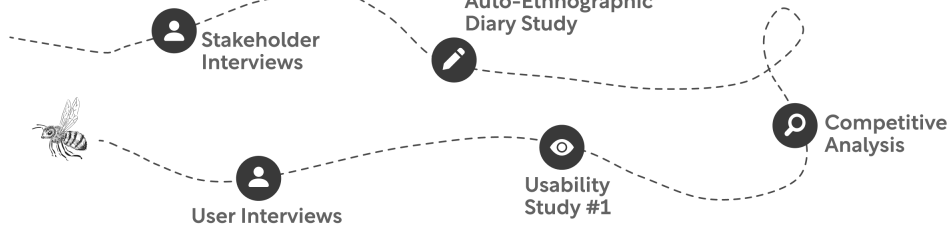


Design Question

How might we design a seamless onboarding experience for new BroodMinder customers that sets them up for long term success?



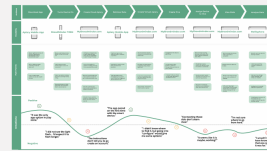
Research



Research Artifacts

PRIMARY PERSONA
Beekeeper, Jeff
 10 years beekeeping
 Enjoys the meditative aspect
 Wants a sustainable solution to keeping his bees healthy

Original Onboarding Journey Map



Proposed Onboarding User Flow



Key Findings

- Users want to do the setup process all on their mobile device so they can be outside with their hives.
- All usability participants had difficulty identifying the correct instructions to follow for onboarding.
- Competitors provide more step-by-step guidance and inline support when needed.
- While community is valued in beekeeping, users weren't aware of or not using BroodMinder community features.

Ideate



Prototype

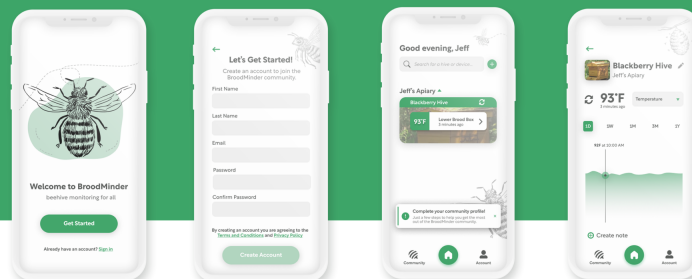


Evaluate

We conducted a second usability study to evaluate our prototype. The System Usability Scale (SUS) improved from 50.5 with the existing onboarding to 96 with our prototype.



Solution



Mobile
 Usability studies and interviews indicated that users are most likely to set up their devices outdoors with their hives, so we made an entirely mobile solution.

Guided
 Our research participants got lost in the many possible paths of the existing onboarding process, so we opted to create a more guided experience.

First Five Minutes
 We focused on creating a strong first impression in unboxing, and ensuring the user can achieve their primary goal of viewing hive data within five minutes.

Escape Paths
 In case a user does want to exit, go back, or get help during device set up, we provided clear escape paths throughout.