Creating a better user experience for the smart home

**Situation**
BSH’s Home Connect platform enables people to control washing machines, dryers, refrigeration, coffee machines, ovens and dishwashers from a single app on their mobile devices.

Ahead of the commercial launch of a new version, BSH wished to investigate how easy it was to install the application, connect appliances to it and use it to manage a range of different Bosch and Siemens machines.

This information would help BSH to improve the design of the app, refine the manual and streamline user interfaces.

**Approach**
Over 12 months, we conducted three user tests with consumers representing a mixture of BSH’s target audiences. Respondents gave us detailed feedback about their experiences with – and perceptions of – the application, the appliance interfaces and the manual.

**Outcome**
We observed a number of ways BSH could improve the user experience across its Home Connect ecosystem. The company used our recommendations to make it simpler for users to install and operate the app and its features.

Between the first and second round of testing, the task completion rate among our respondents doubled, largely as a result of the changes we suggested.