ecobee

UX & Marketing: Can We Do More?

June 21, 2021

Introduction

Meet the team

Jenn Stack

Int. UX Designer

Mahsa Yavari

Sr. UX Designer

Jackie Chow

Director, UX

Armin Tabrizi

Manager, UX

Purpose: To review a case study about UX & Marketing collaboration at ecobee, with a specific focus on the launch of the Smart Baby Monitor.

CONTENTS

01 Who is ecobee?

02 How we used to work

03 How we have evolved

04 Our current workflow

05 New approaches

06 Moving forward

Who is ecobee?

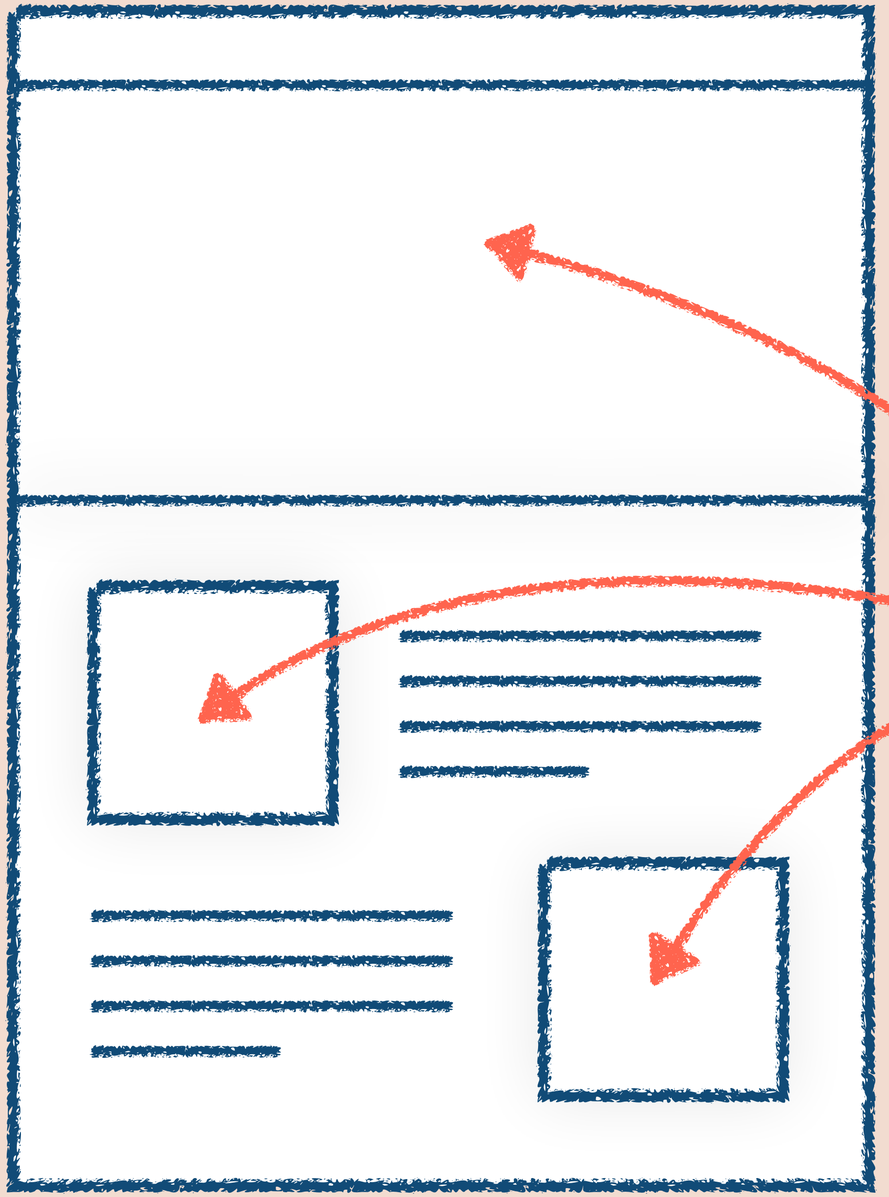
72
ecobee

72
ecobee
ecobee

How we used to work

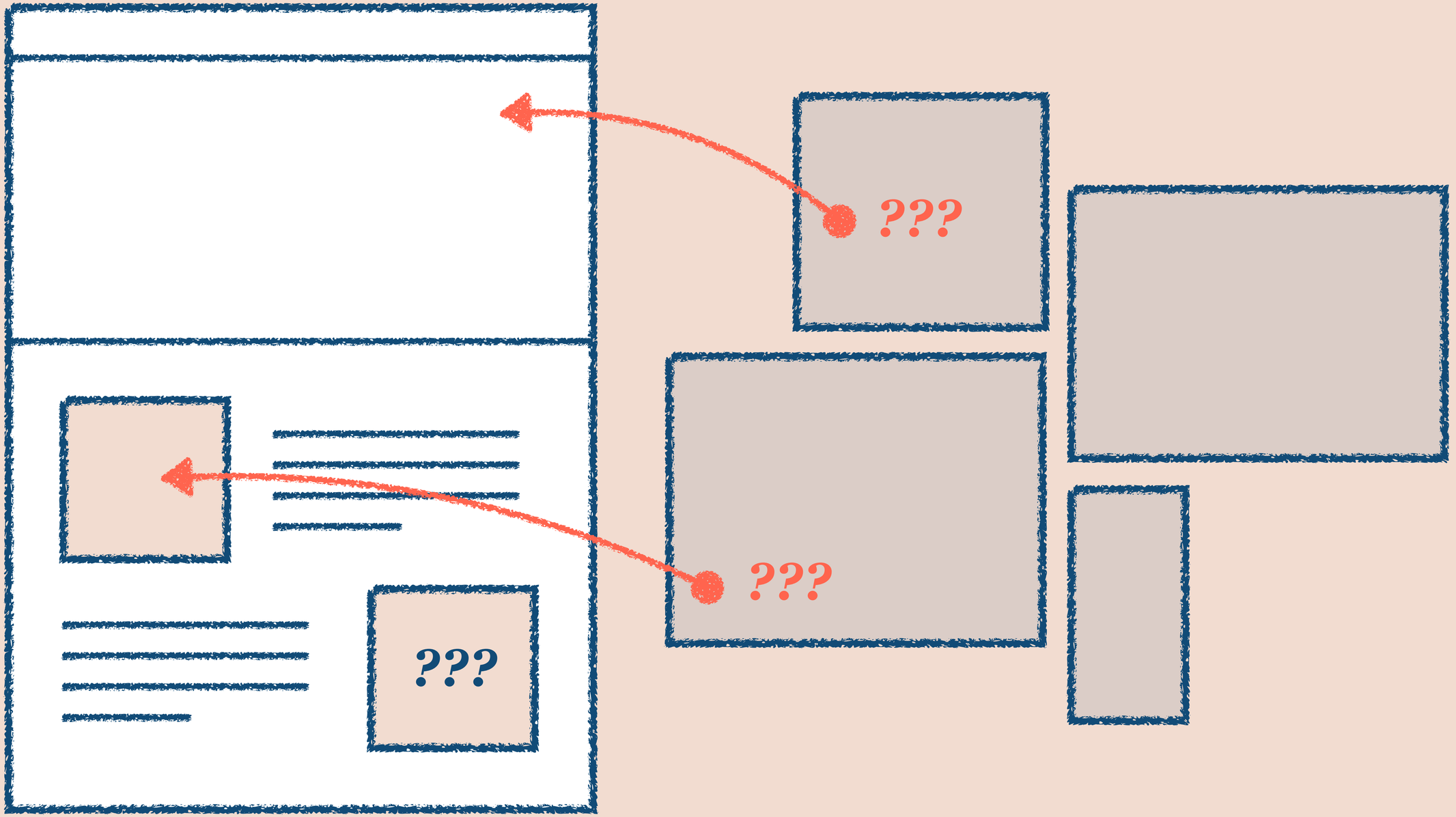
Product

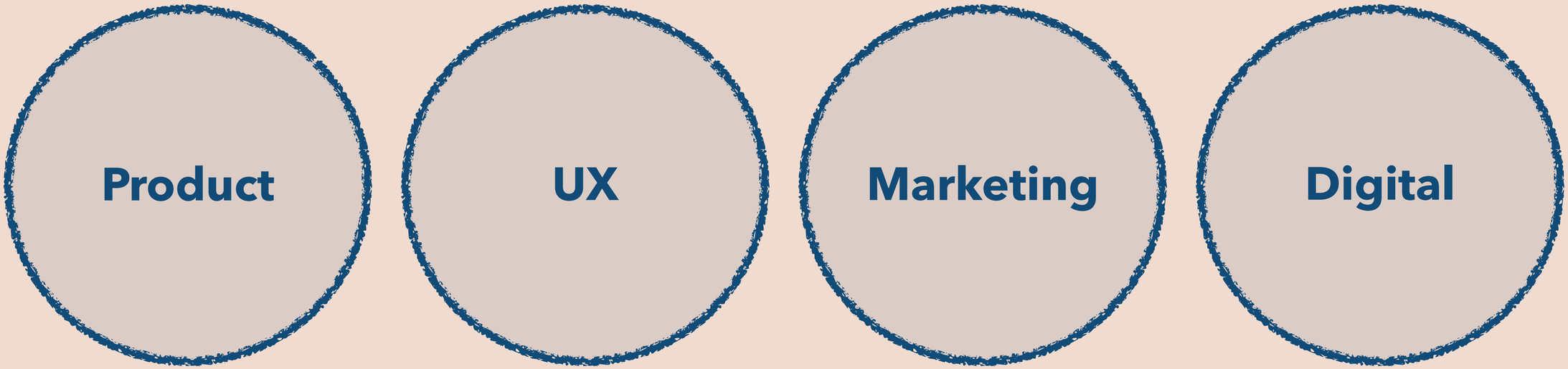
- Website
- Value props
- Content

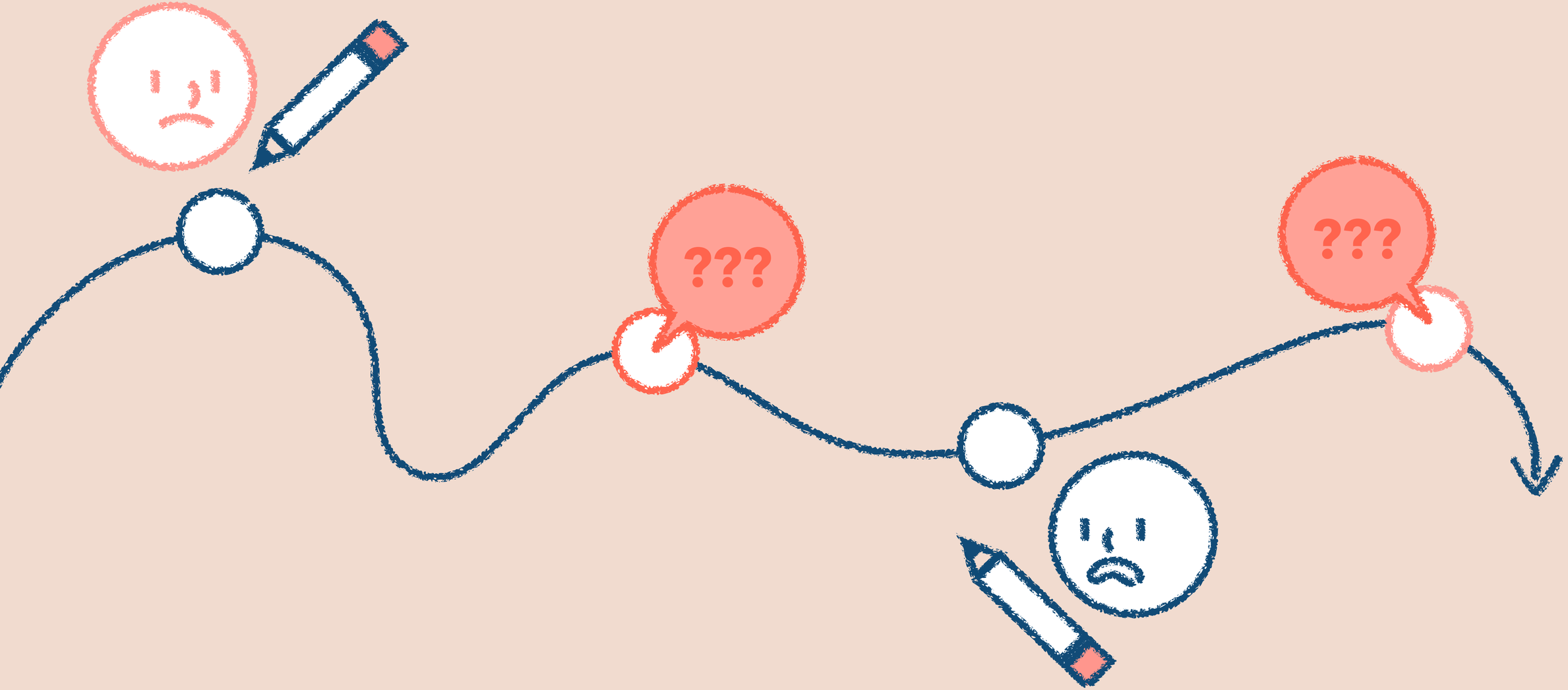


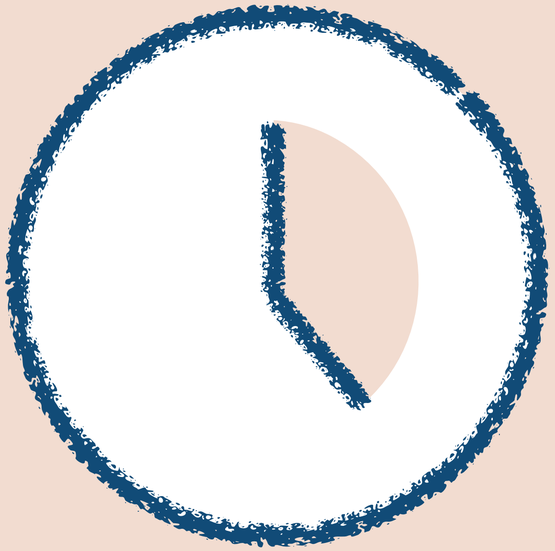
Marketing

- Imagery

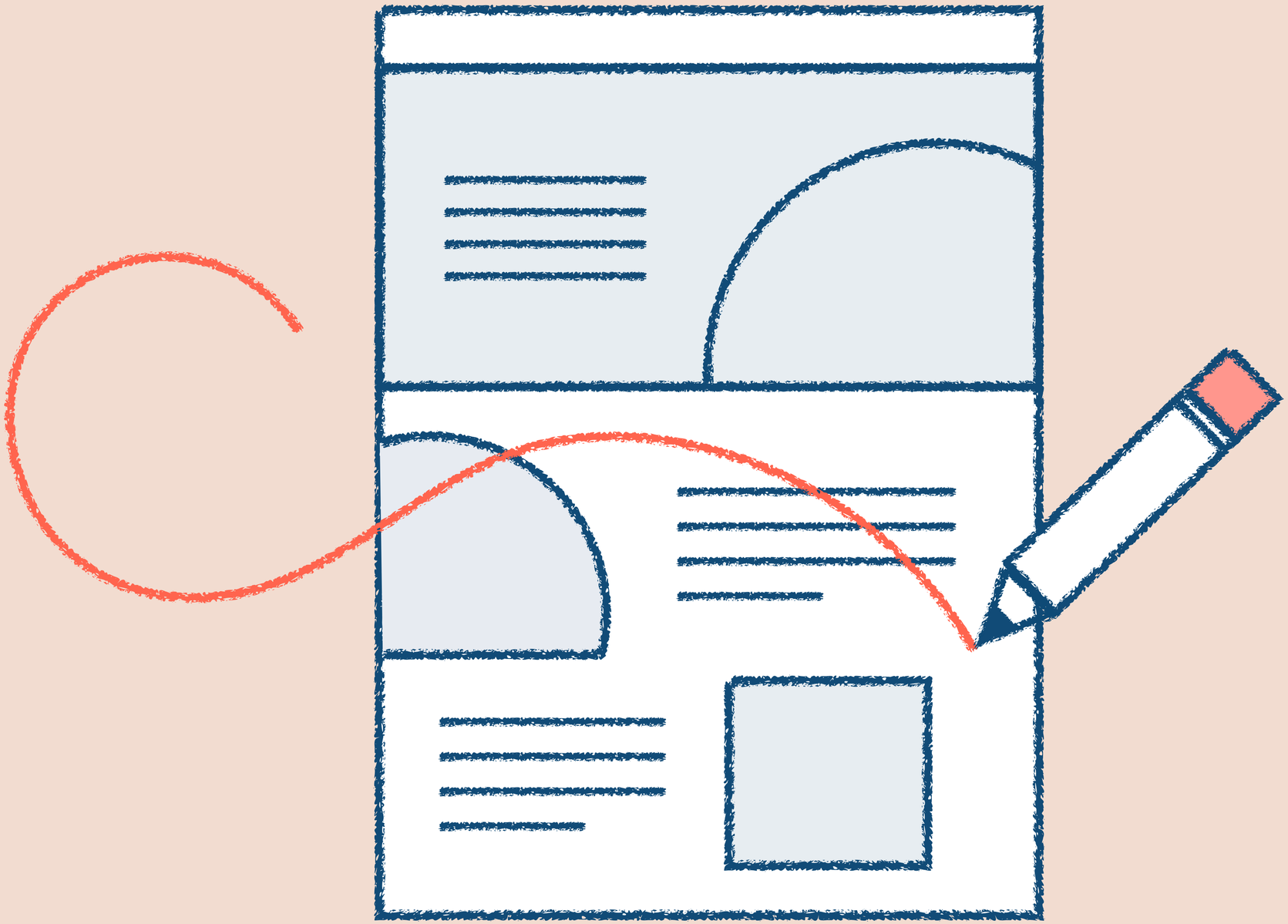


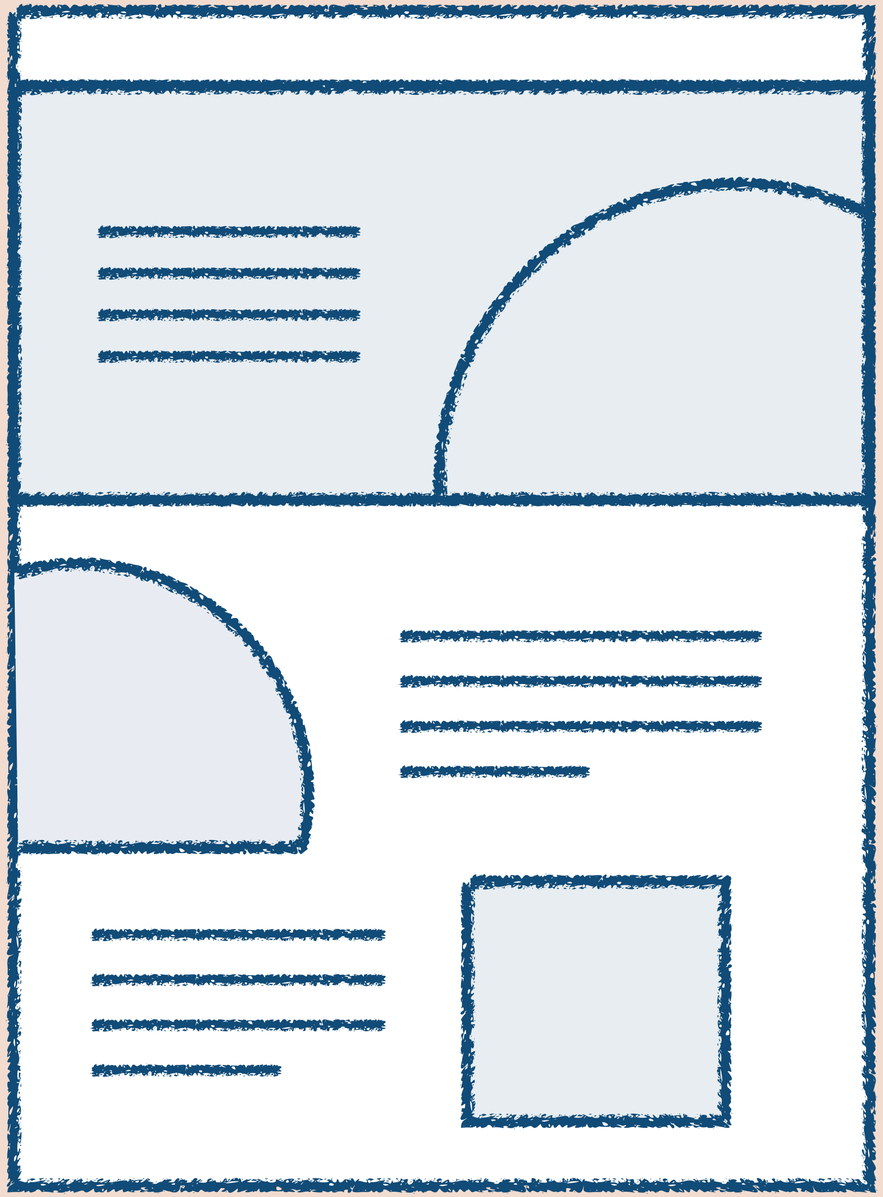

Product
UX
Marketing
Digital

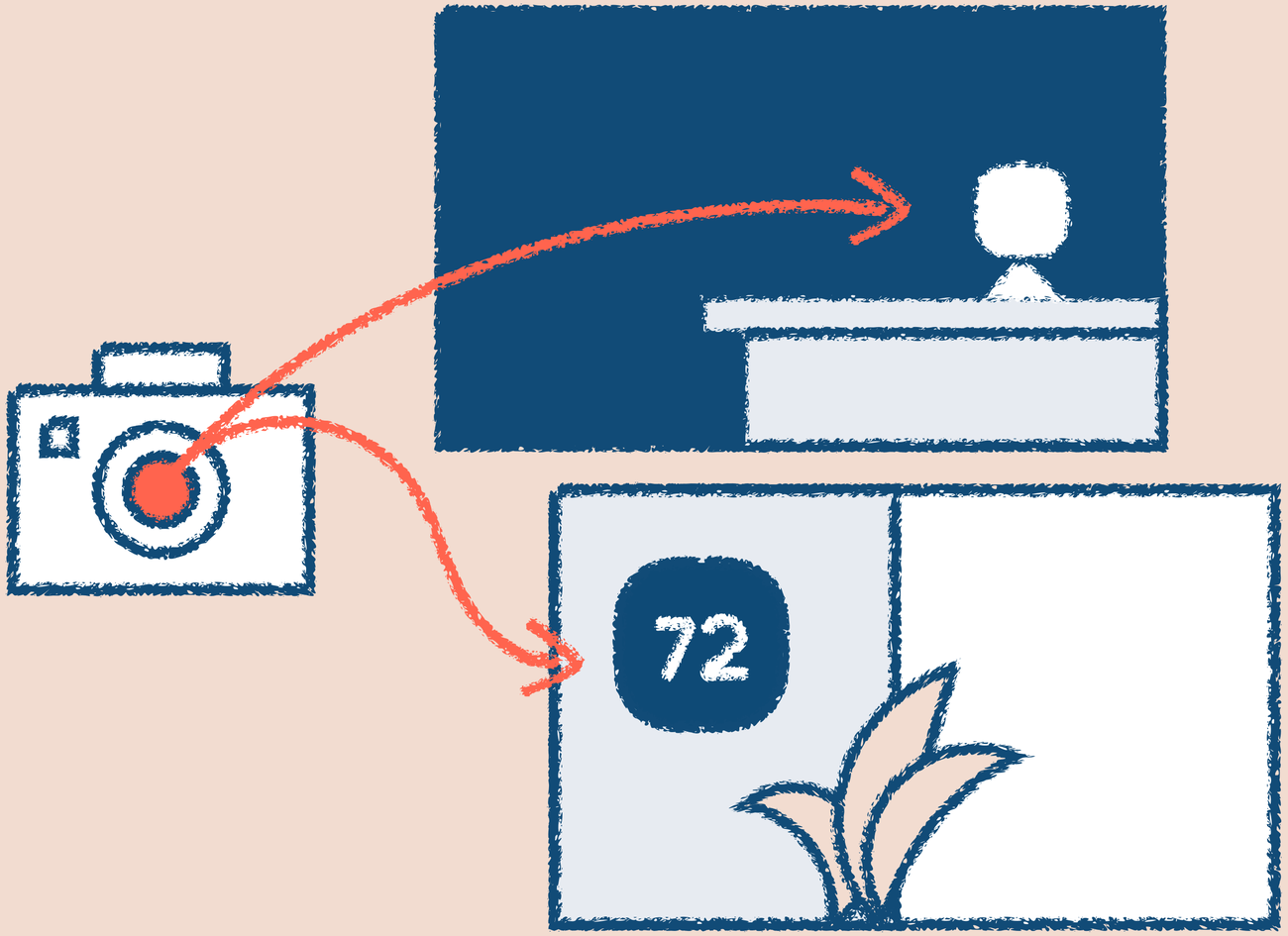


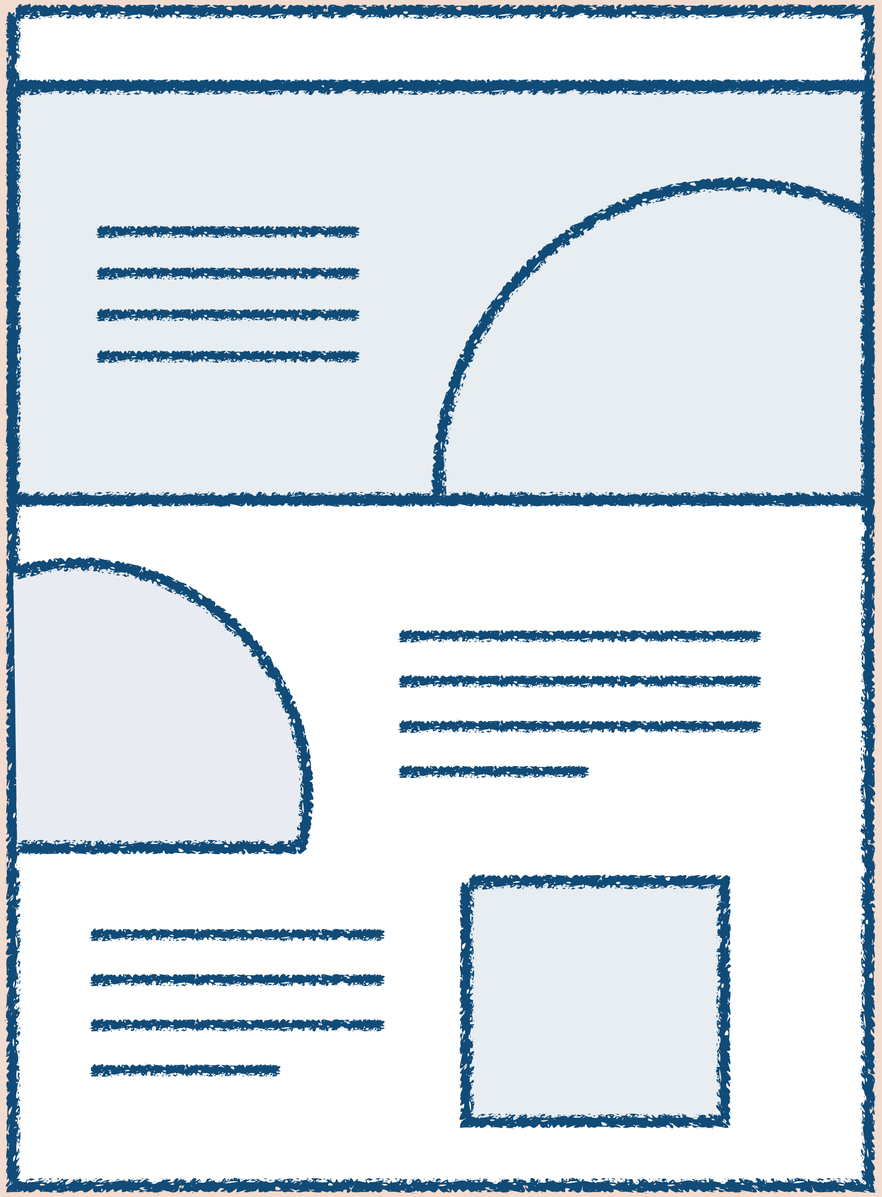


Over time, our process evolved further






72



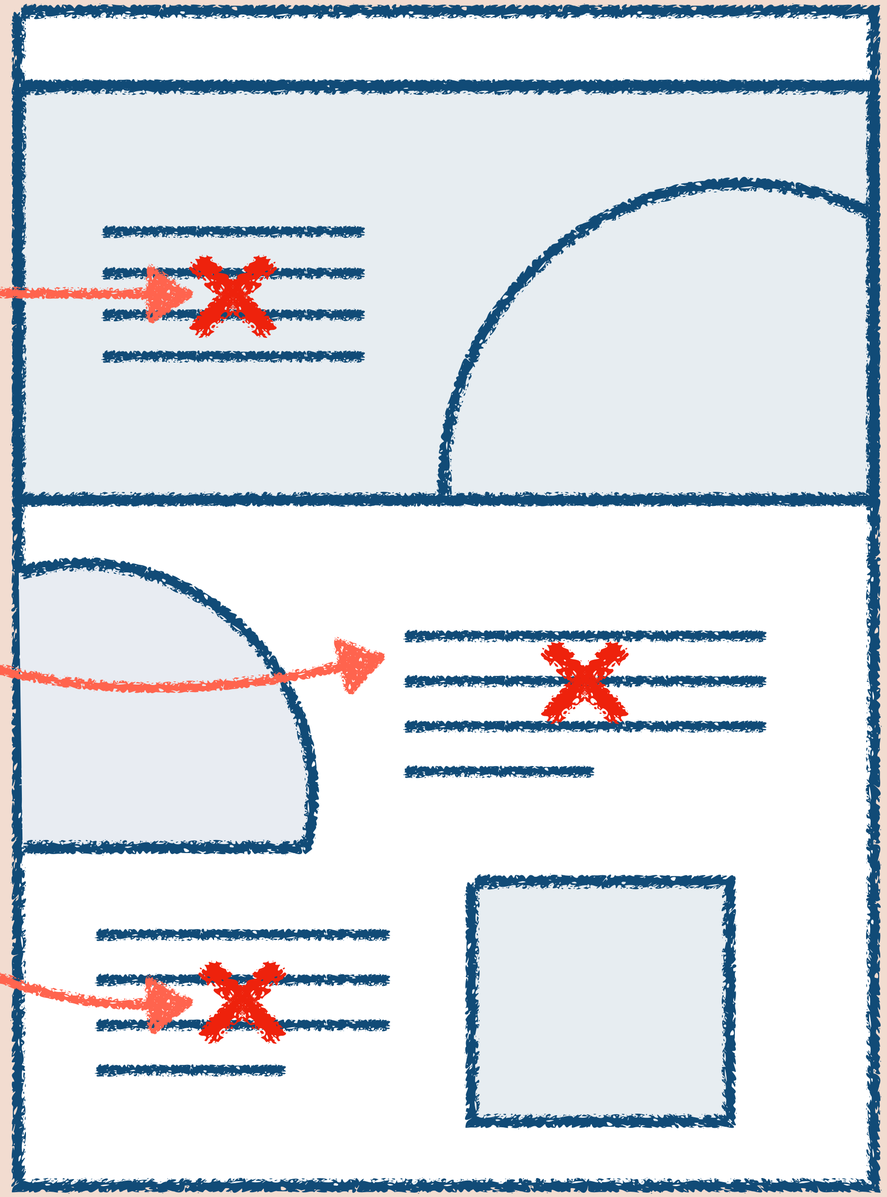
- No stock! 100% ownable content
- Storyboarded custom photography
- Better communication of features with appropriate creative assets
- More harmonious narrative

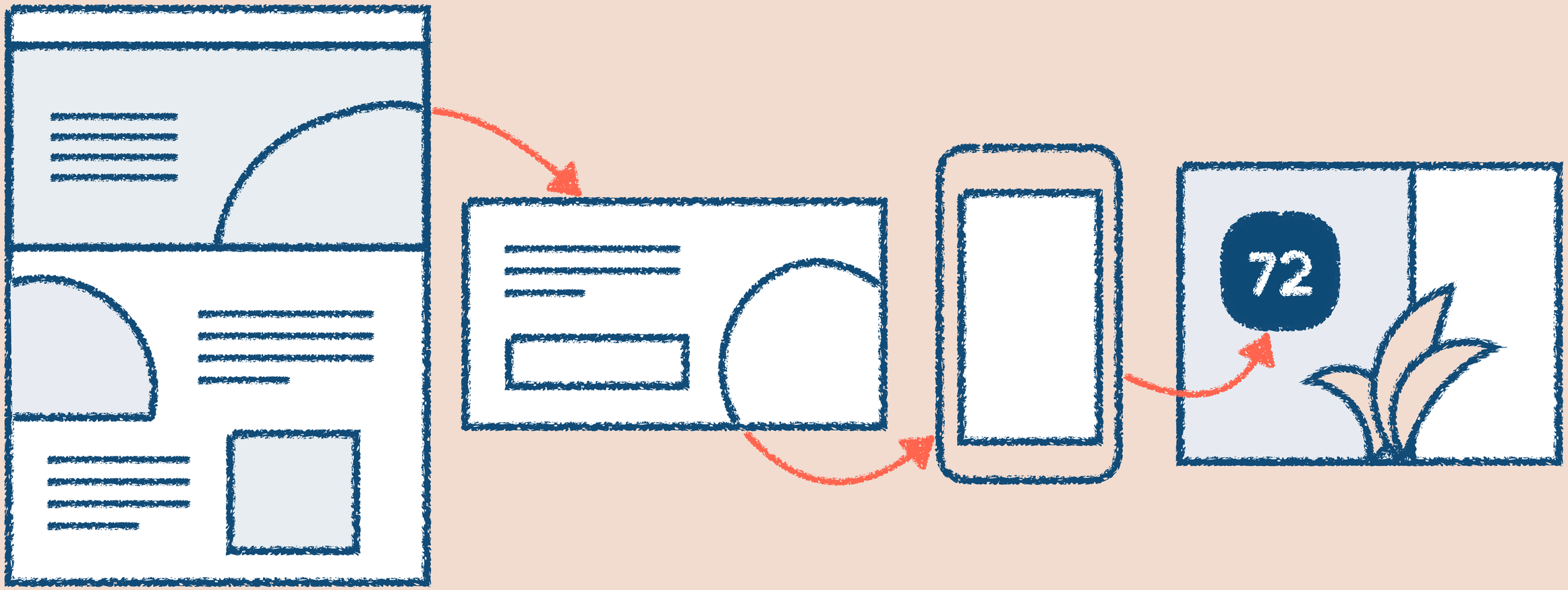
The problem: The Product and UX team were involved far too late in the process, with little to no time to incorporate any feedback before launch.

Not how the product works

Integration doesn’t exist

Value proposition inconsistent with app experience




72

Now that you've seen how it started, we will deep dive into how we've evolved the process to where it is today.

After reviewing our case study, we hope you'll ask yourself:

- Is my UX organization working **close enough** with marketing?
- What more can we do to **further collaboration**?
- What **business results** can we achieve if we start working together?

How we work today

What we *needed* to do

01
Validate
the problem

02
Determine
the extent

03
Tailor our
solution

04
Implement & test &
standardize

The challenge: How might we validate that the experience that we currently offer is consistently deliberate at each touchpoint?

Problem validation process

Customer service & QA interviews

Internal stakeholder interviews

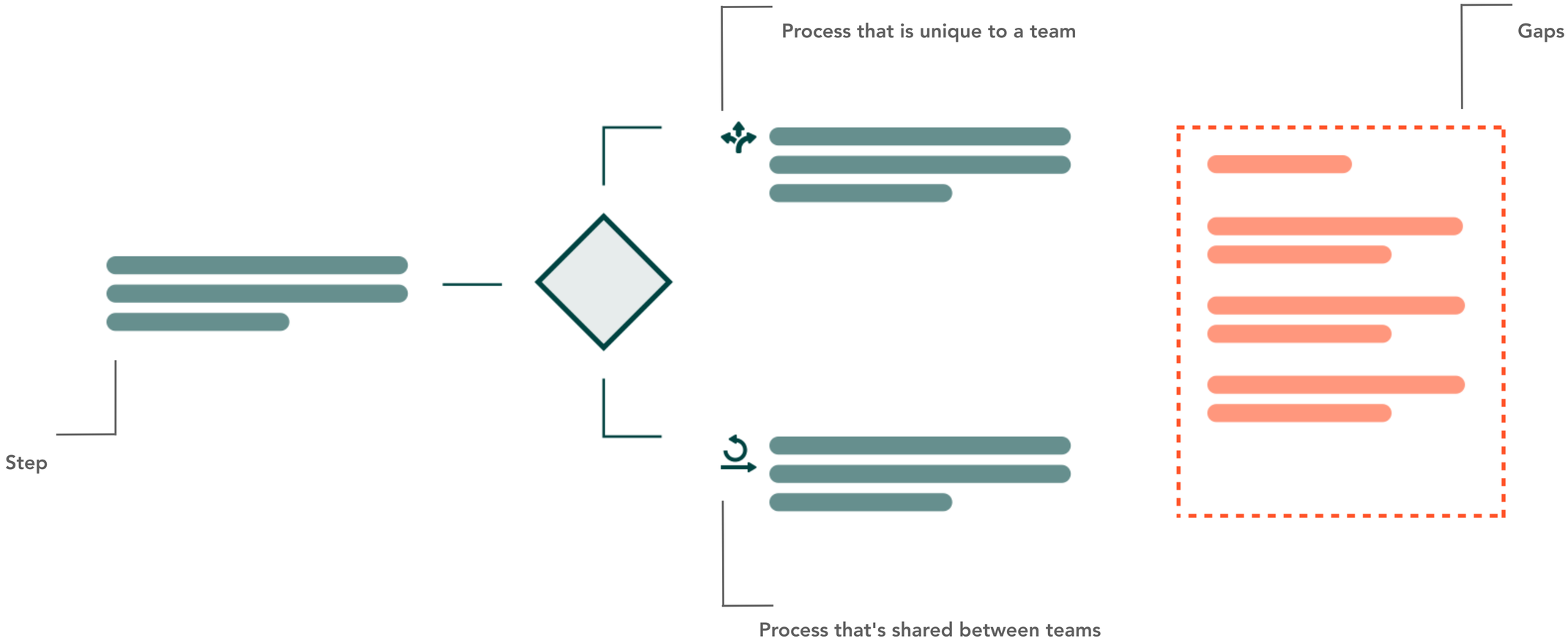
Customer journey mapping

Broad question: How do we currently work together from Discover to Deploy?

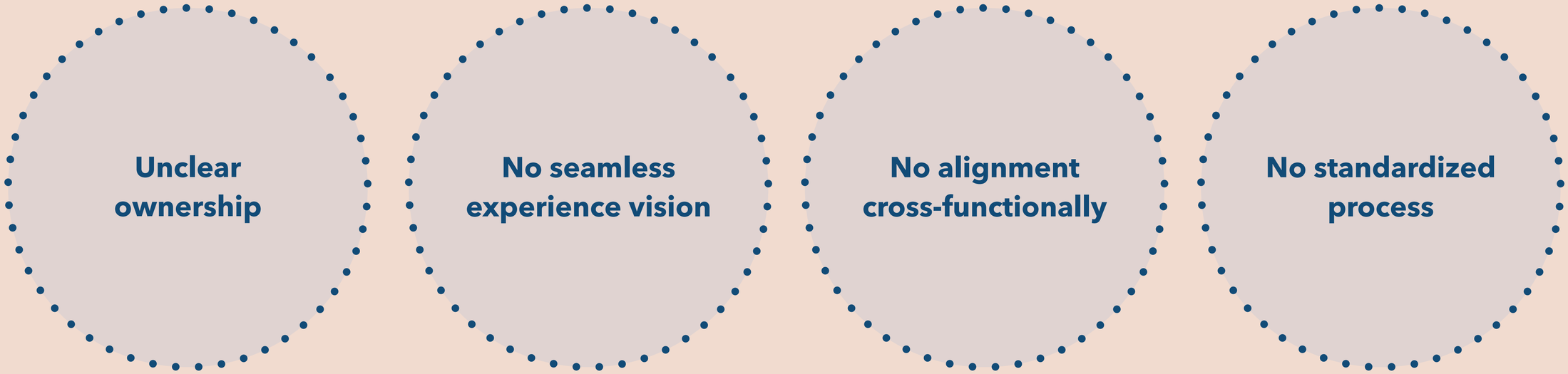
Focused question: What are the gaps in our existing process that lead to the current inefficiency and misalignments?

Our current workflow

The *zoomed* in format



Identifying gaps



Crafting our principles

01
Alignment & cross-squad convos

02
Identification & progression to end state

03
Contextual awareness & minimal intrusiveness

04
Accountability & ownership

05
Channel optimization

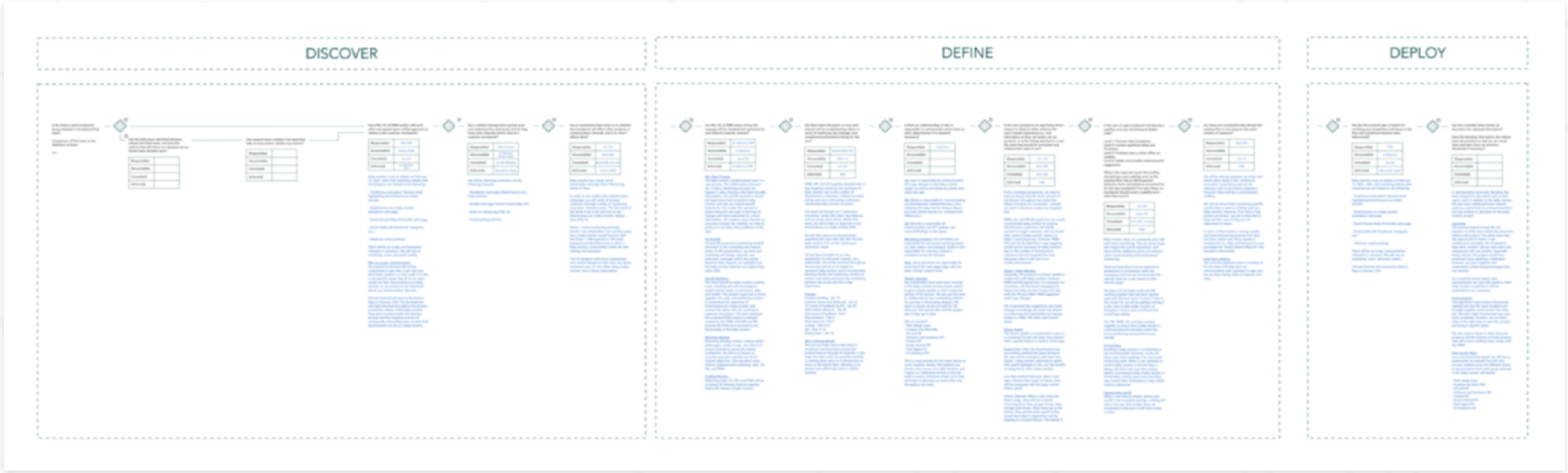
06
Identify dependencies

07
Evaluate current cadence & prioritize

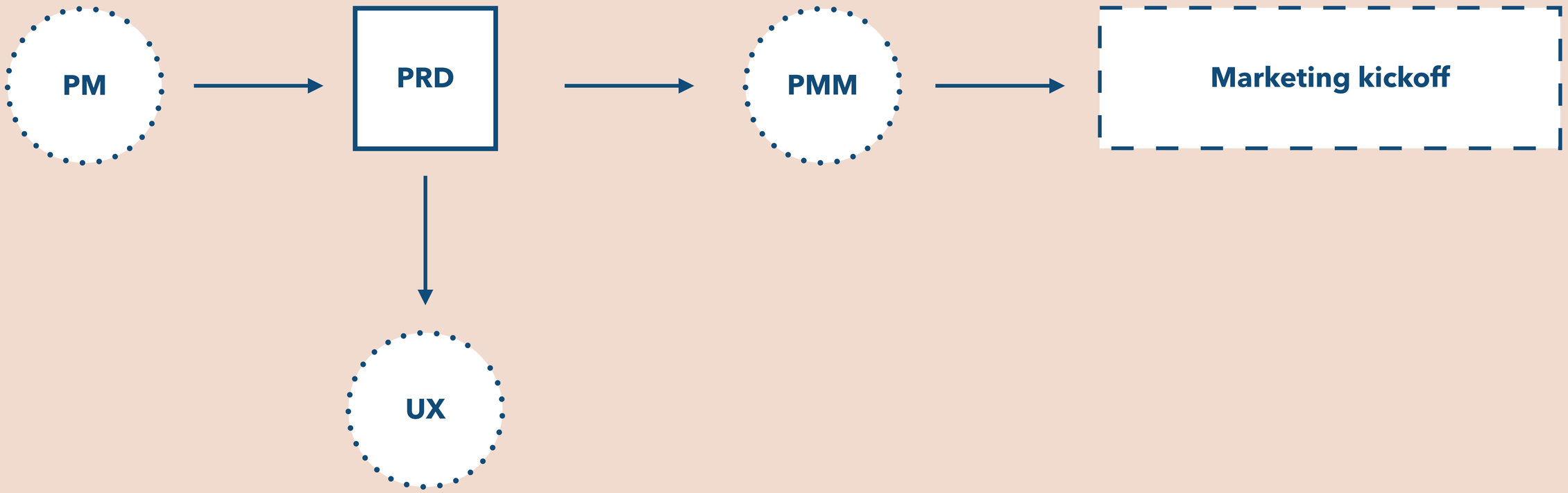
SmartCamera as a Baby Monitor

The baby monitor process

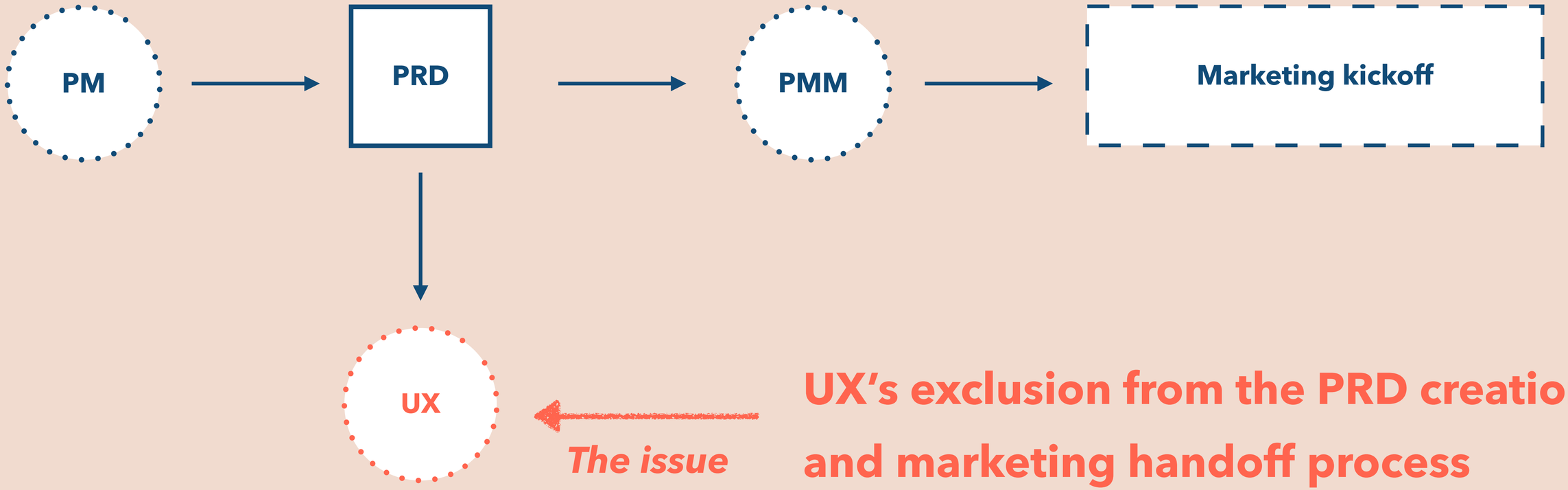
The process at a *glance*



The old working process

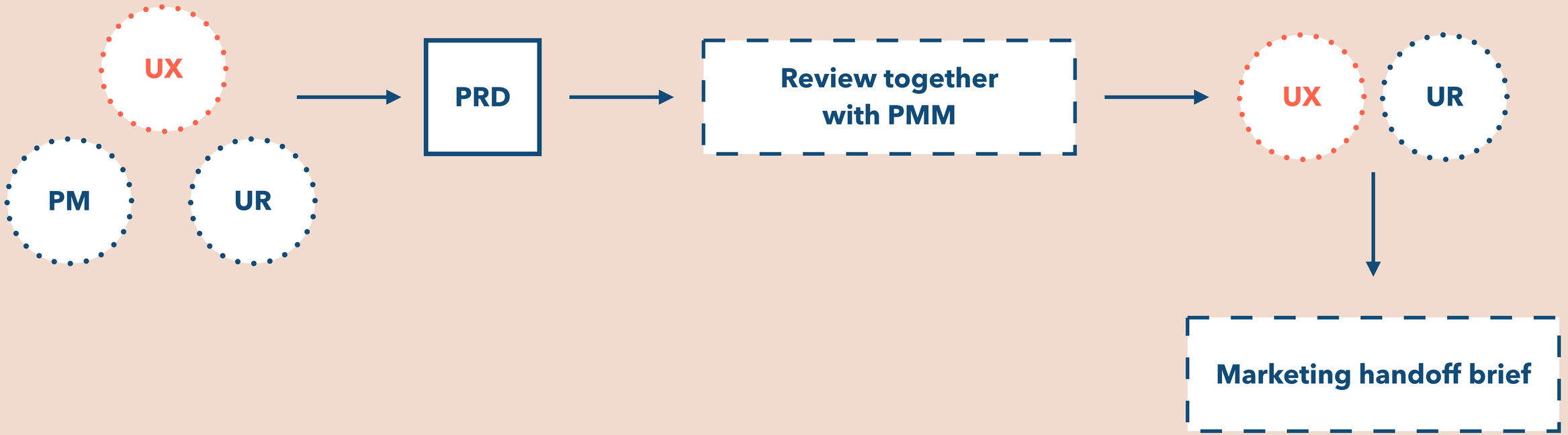


The old working process



UX's exclusion from the PRD creation and marketing handoff process

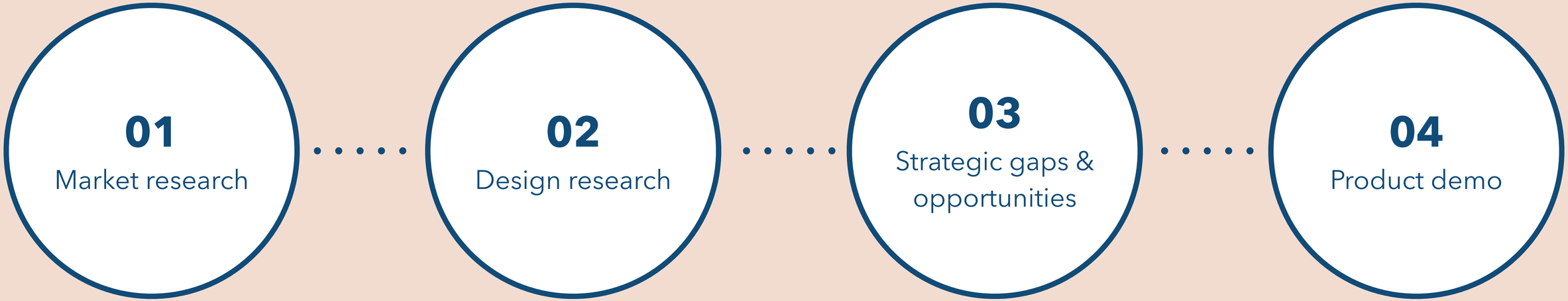
The *new* working process



The opportunity: Baby monitor provided an opportunity for UX and marketing to break the ‘throw over the fence’ mentality and create a highly regimented process to ensure the best user experience across all channels.

Working with marketing

Marketing handoff breakdown



Marketing handoff breakdown

01
Market research

02
Design research

03
Strategic gaps & opportunities

04
Product demo

- **Identify target audience**
- **Analyze market offerings**
- **Product market fit**

Marketing handoff breakdown

01
Market research

02
Design research

03
Strategic gaps & opportunities

04
Product demo

- **User interviews**
- **Identifying pain points**
- **Defining the JTBD**

Marketing handoff breakdown

01
Market research

02
Design research

03
Strategic gaps & opportunities

04
Product demo

- **Competitor comparisons**
- **Identifying gaps**
- **Crafting opportunities**

Marketing handoff breakdown

01
Market research

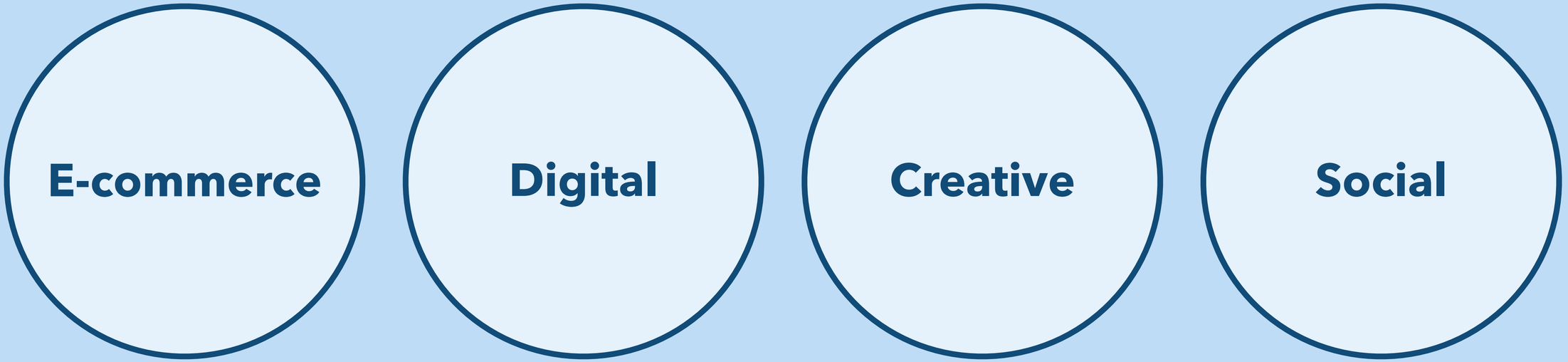
02
Design research

03
Strategic gaps & opportunities

04
Product demo

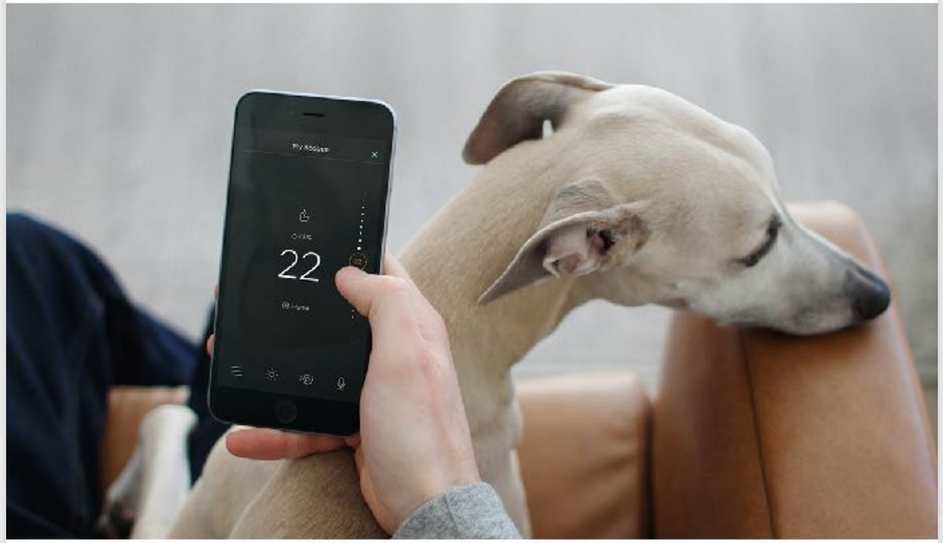
- **Review UX designs**
- **Feature breakdown**
- **JTBD solutions**

Meet the marketing teams



ecobee

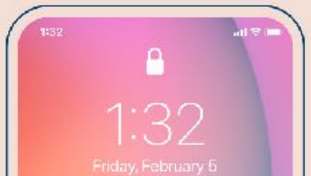
Smart that never stops improving.



Whether it's the addition of **smoke alarm detection for Haven**, or **baby monitor for SmartCamera**, ecobee products constantly evolve to keep your day-to-day effortless.

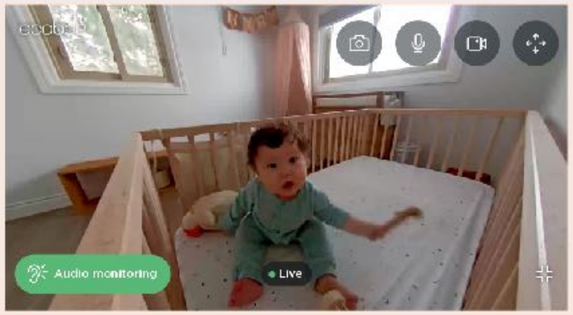
Learn more about Haven

A safer home with Haven smoke alarm detection.



Introducing baby monitor for SmartCamera.

Stream continuous HD audio and video to your phone, night or day. SmartCamera integrates with Spotify for soothing music, sweet dreams, and so much more.



Learn more

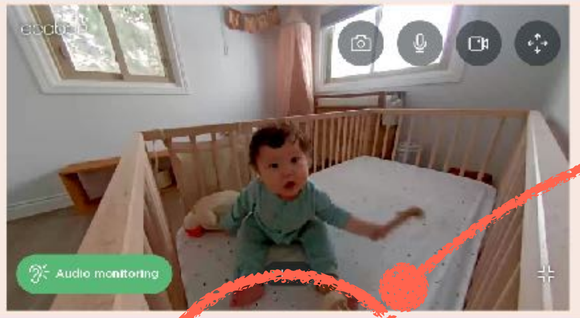
From the Newsroom.

In the news: ecobee reaffirms commitment to open ecosystem.

Read more

Introducing baby monitor for SmartCamera.

Stream continuous HD audio and video to your phone, night or day. SmartCamera integrates with Spotify for soothing music, sweet dreams, and so much more.



Learn more

From the Newsroom.

In the news: ecobee reaffirms commitment to open ecosystem.

Read more

Products Services eco+ About us

ecobee

More than a baby monitor. It's a window to their world.

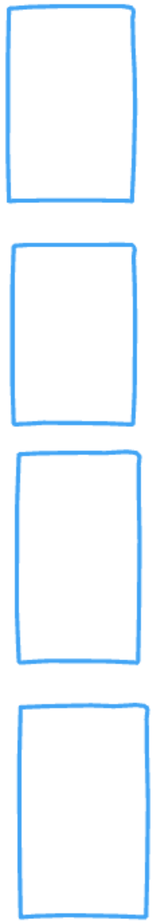
Capture all the moments – the happy ones, the cranky ones, the sleepy and still ones. Always be ready with baby monitor for SmartCamera.

Learn more

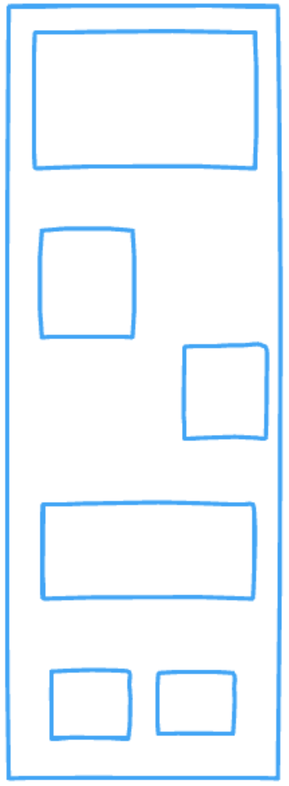
Always keep an ear on the nursery.

Enjoy a moment without being glued

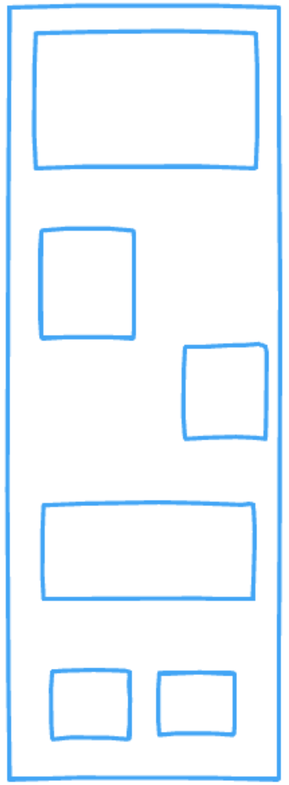
UX Product Flow
in App: Set up 9x16



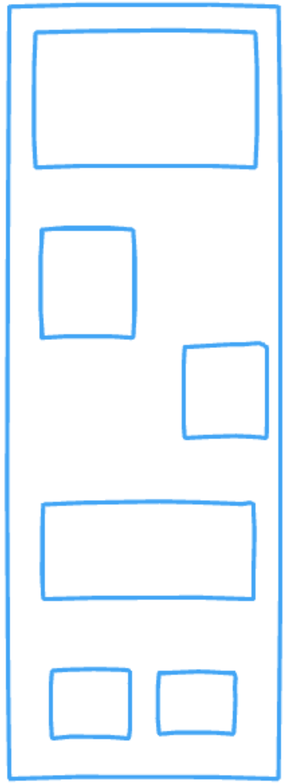
Website Landing Page
Image specs to keep in mind: 16:9, 4:3, 1:1
Blog Content needed?
Actual camera footage needed?
UX App screens needed?



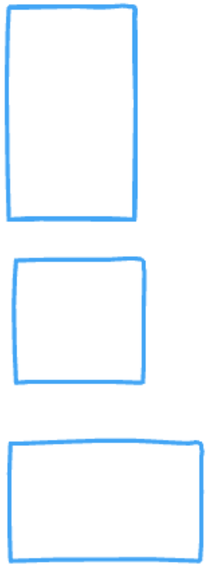
New Bundle Pagemage
specs to keep in mind:
16:9, 4:3, 1:1



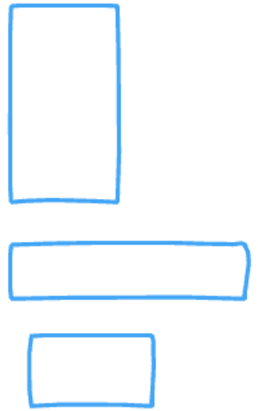
Emails
New Baby Starter Kit
Very first email to current customers?
Then new? Then future?



Social
- Instagram stories motion designer?
Actual camera footage needed?
UX App screens needed?



Digital Advertising
Specs? sizes mandatory? can we recommend what will work best here?



Search Engine Marketing
Specs? sizes mandatory? can we recommend what will work best here?

ecobee Products Services Support About Us Login

Home / SmartCamera with voice control /

$179

SmartCamera

as baby monitor

Camera quality so clear you can see breathing, day and night, with no delay.

Add to cart

SmartCamera as baby moniter | Video quality | Aucio monitoring | Soothing sounds | Features & Specs | $179 Free Shipping | Add to cart

See that your baby is safe and comfortable, instantly.

Quick access to the crib from your phone at any time, so you knew the ones you love are safe. With 1080p and perfect zoom, you can get as close as possible, from anywhere.

- 1080p HD video feed.
- Night vision that won't wake the baby
- Clear quality zoom with 180° field of view

"The biggest difference between ecobee and other baby monitors is the amazing picture quality!"

- Bonnie, mother of two (infant + toddler)
Watch the video.

ecobee Products Services Support About us Sign in

Home / Cameras / SmartCamera as baby monitor

ON SALE

$99.99

SmartCamera

as baby monitor

Camera quality so clear you can see breathing, day and night, with no delay.

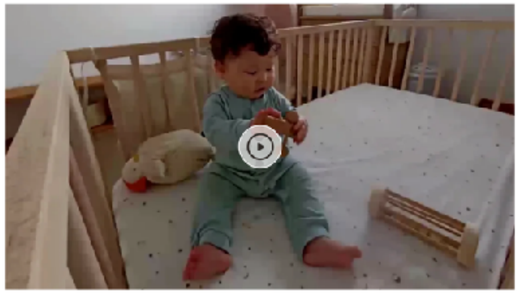
Add to cart

Chat

SmartCamera as baby monitor | Video quality | Audio monitoring | Soothing sounds | Features & Specs | $99.99 Free shipping | Add to cart

"We've been through our fair share of baby monitors. None of them had the wide range and auto recording capabilities that ecobee has."

-Belinda, mother of Nyah
Watch the video.



See that your baby is safe and comfortable, instantly.

Quick access to the crib from your phone at any time, so you know the ones you love are safe. With 1080p and perfect zoom, you can get as close as possible, from anywhere.

- 1080p HD video feed.
- Night vision that won't wake the baby.
- Clear quality zoom with 180° field of view.

Yikes! Mommy blogs would not approve

Ahhh, much better!

5:35

ecobeehome

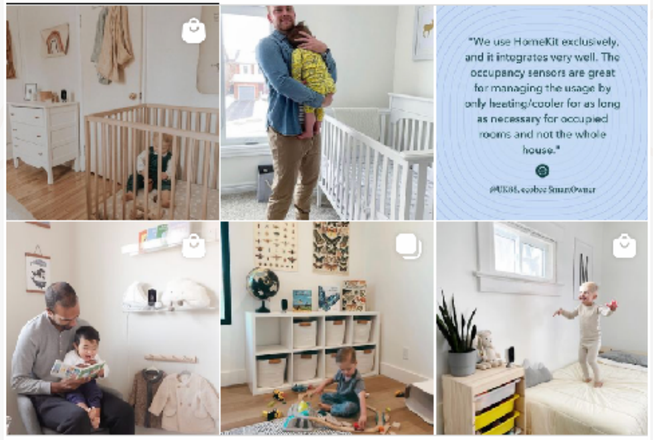
95 Posts | 9,765 Followers | 131 Following

ecobee
ecobee improves everyday life, while creating a more sustainable world. #myecobeehome
ecobee.com/sustainability

View Shop

Following | Message | Contact

News | SmartOwners | Tips | Sustainability | Playlists



5:37

ECOBEEHOME
Posts

ecobeehome

ecobeehome Keep baby's room the perfect temperature from playtime to naptime with SmartSensor. The SweetDreams Baby Kit is here.

View all 5 comments

belindalovelee We love our camera so much!

February 24

ecobeehome

5:36

ECOBEEHOME
Posts

ecobeehome

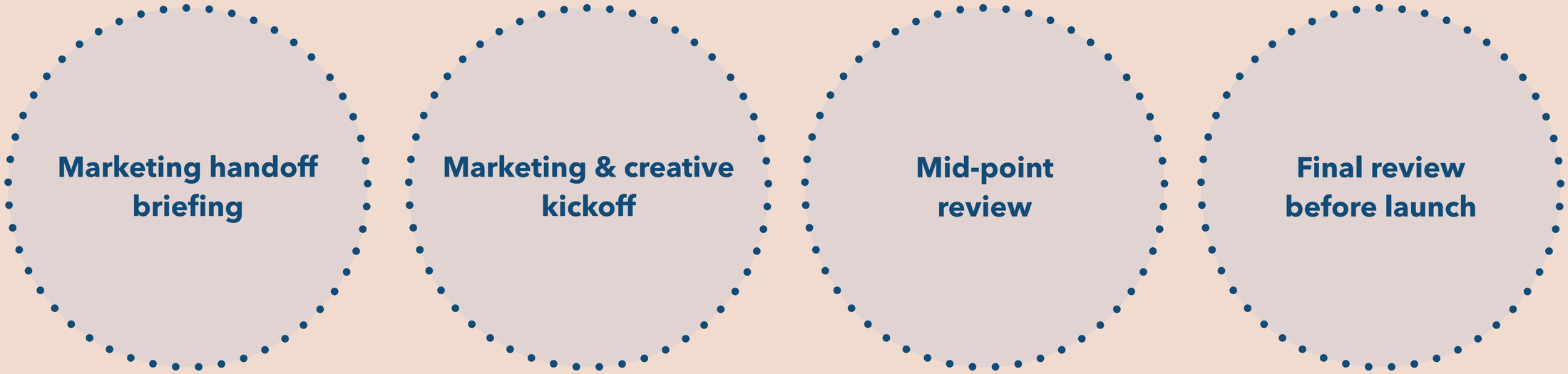
ecobeehome Built to last and grow with your family.

View 1 comment

February 23

ecobeehome

Key touchpoints



So, how did we do?

15x more web searches than SmartCamera

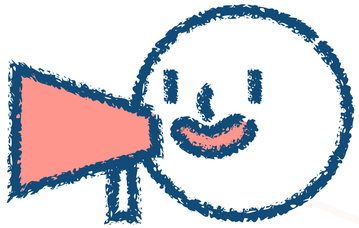
5x click through rate

27% of all new camera purchases

Changes within our organization

Management buy-in

Became the gold standard

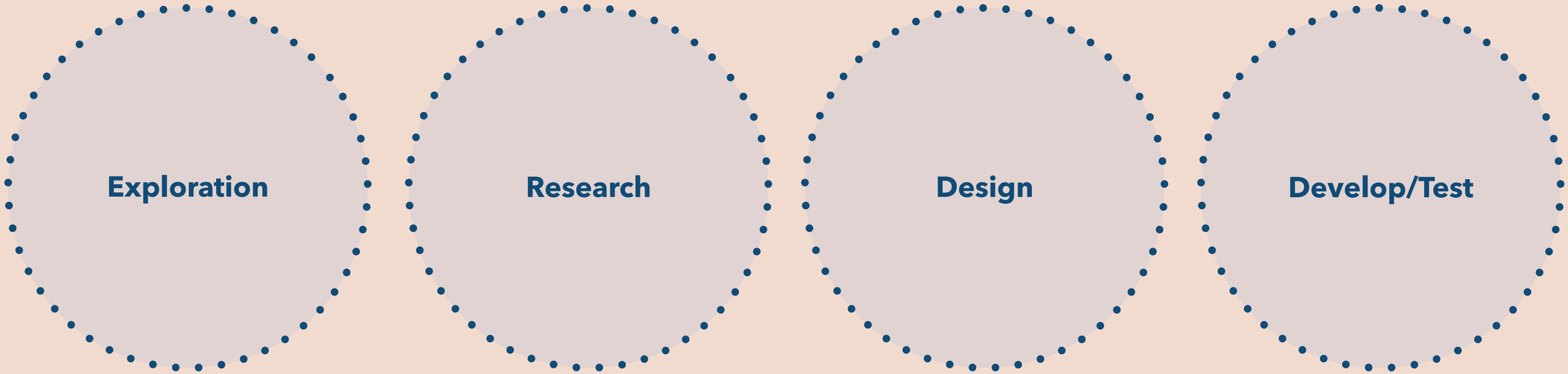


Amplified value of UX

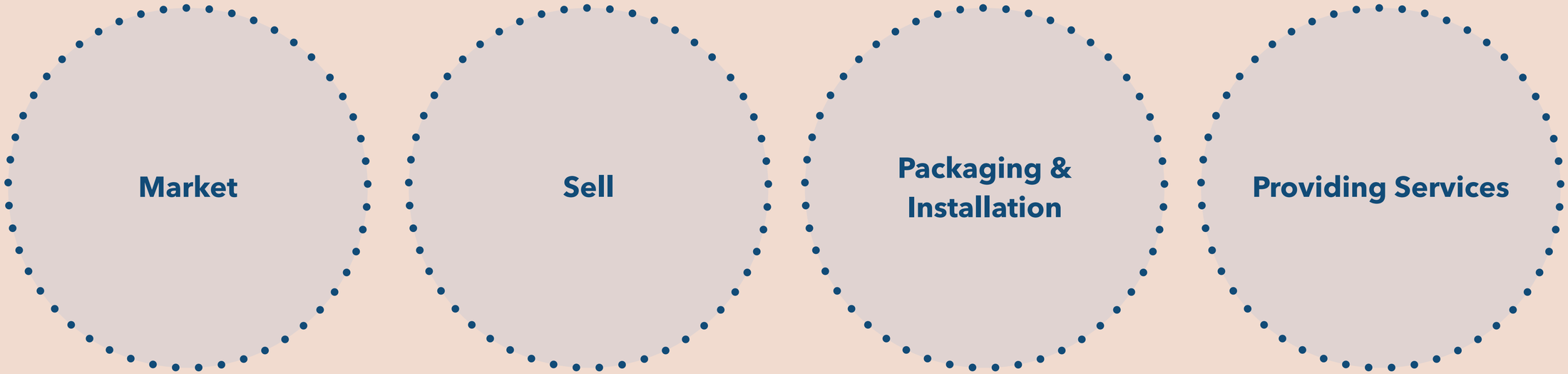
End-to-end ownership

Key takeaways

Thoughts for your team



Thoughts for your team



Key takeaways 1/4

- **Pose the problem that you're solving in a form of a challenge question.** A well-framed challenge question inspires people to participate. Make sure your challenge question is solution-oriented (how), optimistic (might), and collaborative (we).

- **Don't overlook the QA and CS teams expertises in earlier stages of your process.** Consult them early on and take advantage of the depth of knowledge they have.

- **Consult multiple departments to get organizational buy-in.** By involving various teams in your process you're able to make them invested in your work and valued.

Key takeaways 2/4

- **In creating a customer journey map, keep your scope contained by focusing on a particular phase in the e-commerce customer journey (awareness, consideration, purchase, service/usage and loyalty/ advocacy).** Not every customer goes through the entire journey but this framework helps you think about the customer journey holistically and at the same time in phases that we can evaluate and optimize.

- **In creating a customer journey map, go beyond surface and capture information such as:** Moment (a point in time when a user has a specific need to fulfill) , Micro-Moment (a moment when a user turns to a device or digital channel to act on a specific need), Cognitive Load (amount of mental processing power needed to accomplish the desired task), Physical Load, Unintended Consequences, Outbound Touchpoint (user initiated touchpoint), Inbound Touchpoint (ecobee initiated touchpoint), Organizational Context, Enhancement Opportunity, etc.

Key takeaways 3/4

- **Think of Conway's law.** Ask yourself if your designs are inevitably a reflection of your organization's communication structure.

- **Ask your team "how can we improve?". You'll know you're on the right track when themes start emerging.** Focus on addressing the themes first.

- **Craft principles before you dive into solutions.** They will guide and inform your decision making.

Key takeaways 4/4

- **Establish UX as a key stakeholder throughout the marketing project.** To ensure consistency across every channel, leave capacity for the design team to be able to collaborate and be involved beyond Defi ne until launch and continuously during post launch. UX should be involved in reviewing assets, providing input, and supporting the marketing team throughout the process especially as decisions evolve past the Defi ne phase.

- **Don’t sacrifice having a standardized process and documenting decisions made in the name of being agile.** This gives the team a source of truth, helps ensure past ineffi ciencies are not repeated and empowers the team to iterate on the existing processes rather than reinventing the wheel every time.

ecobee

Thank you!