

A redesign of the Kia Access mobile app used to control all of their electric vehicles to set charging, schedules, security, and manage your Kia Account.

PROJECT DETAILS



Lead Designer

Sam Daugherty



Project Duration

June - August 2022



Tools

Figma, Figjam, Miro

Client

Myself and my Kia

Problem

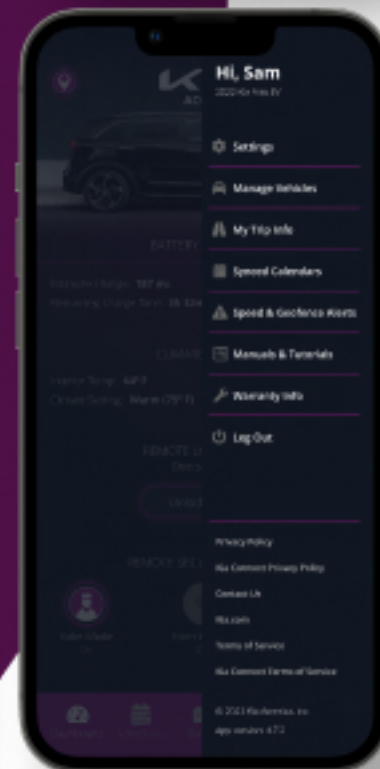
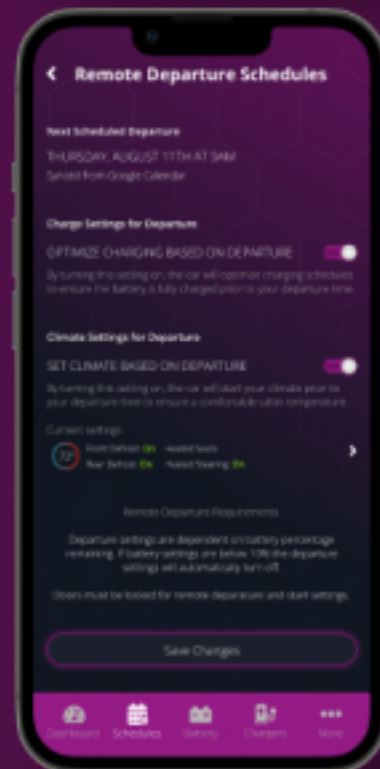
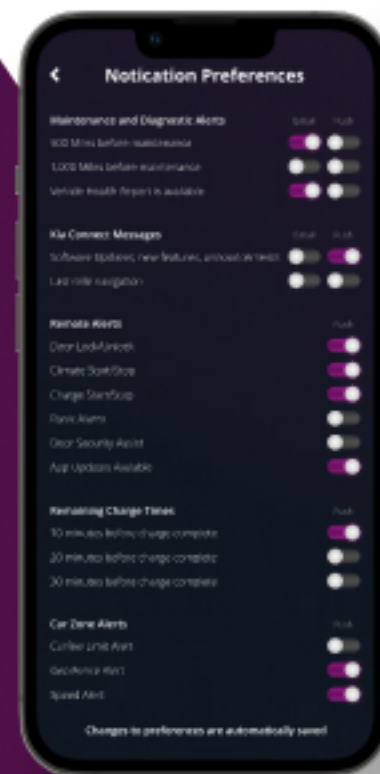
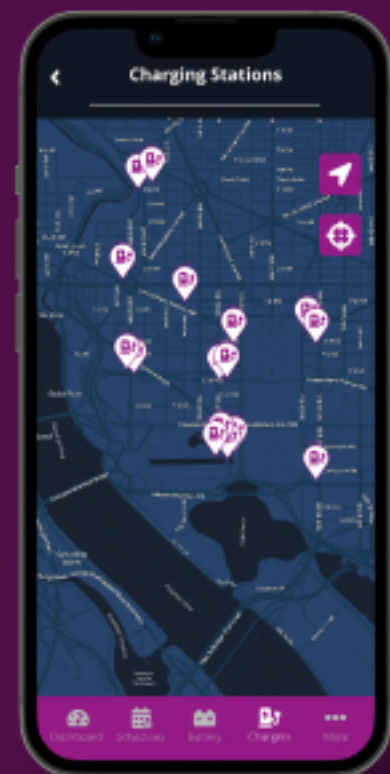
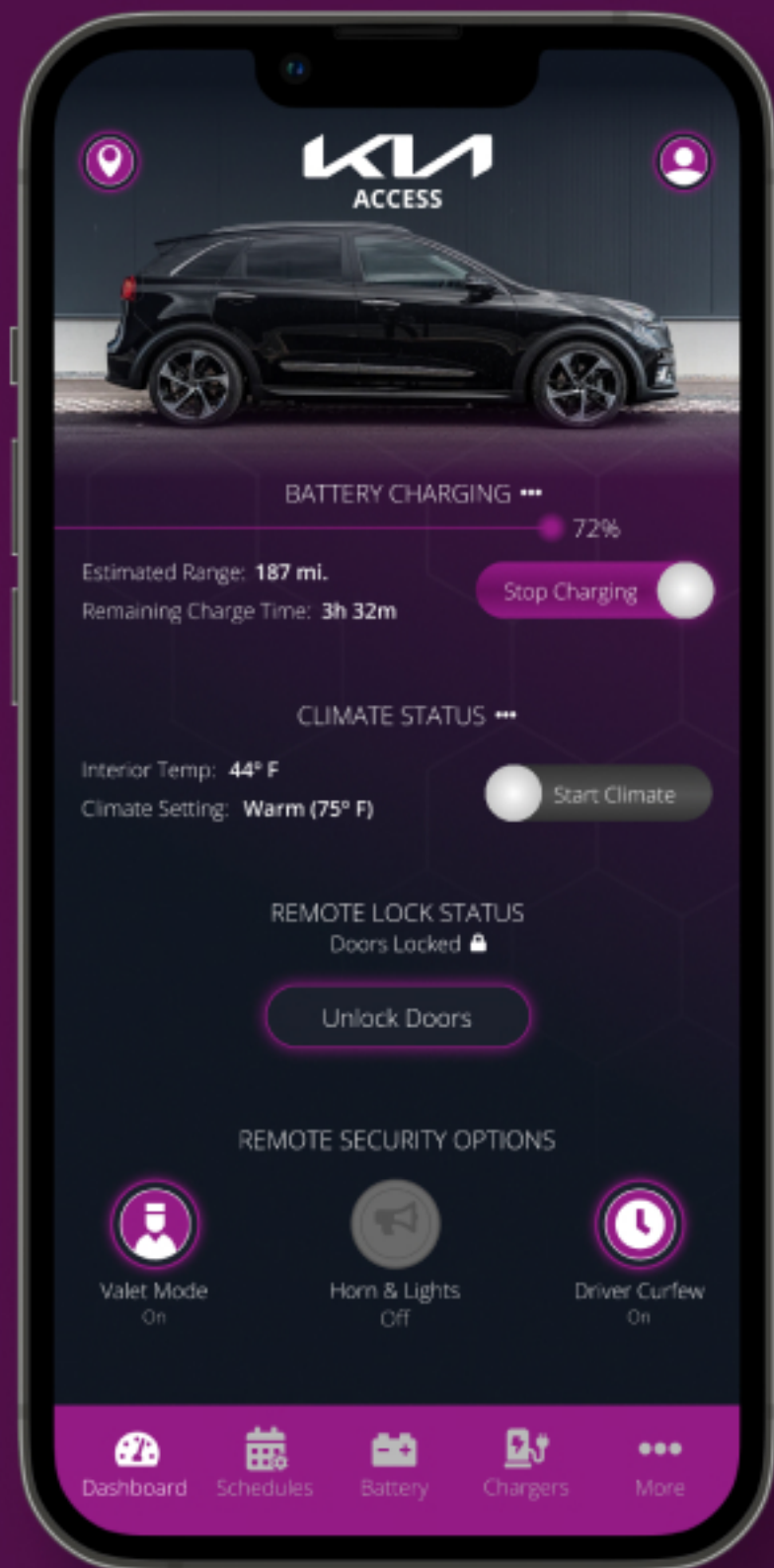
Earlier this year I bought a new Kia vehicle and learned there was an app that came with it. Naturally, I was excited to link my tech background with my love of cars, so I was eager to give it a try. After a couple of days, I was... less than impressed.

It did the things I needed, but it was clumsy and unintuitive. There were items on the home screen that are rarely used, while frequently used items are buried in sub-menus. I knew it needed to be better.

Proposed Solution

It was important to focus on a hierarchy of use, starting with the most important items and information on the home screen, and then working our way through a secondary set of needs, and finally the tertiary items.

I tried to keep the branding and colors consistent with the Kia brand that already exists, while making improvements where possible for readability and contrast.



Control at your fingertips

By keeping the features used most frequently on the initial screen we can create a seamless experience in as few clicks as possible for the user.

Intuitive Design

By grouping like items we make it easy for the user to find exactly the controls they're looking for.

User Polls

I decided to remove my own bias from the design process and poll other users from within the Kia community using social media.

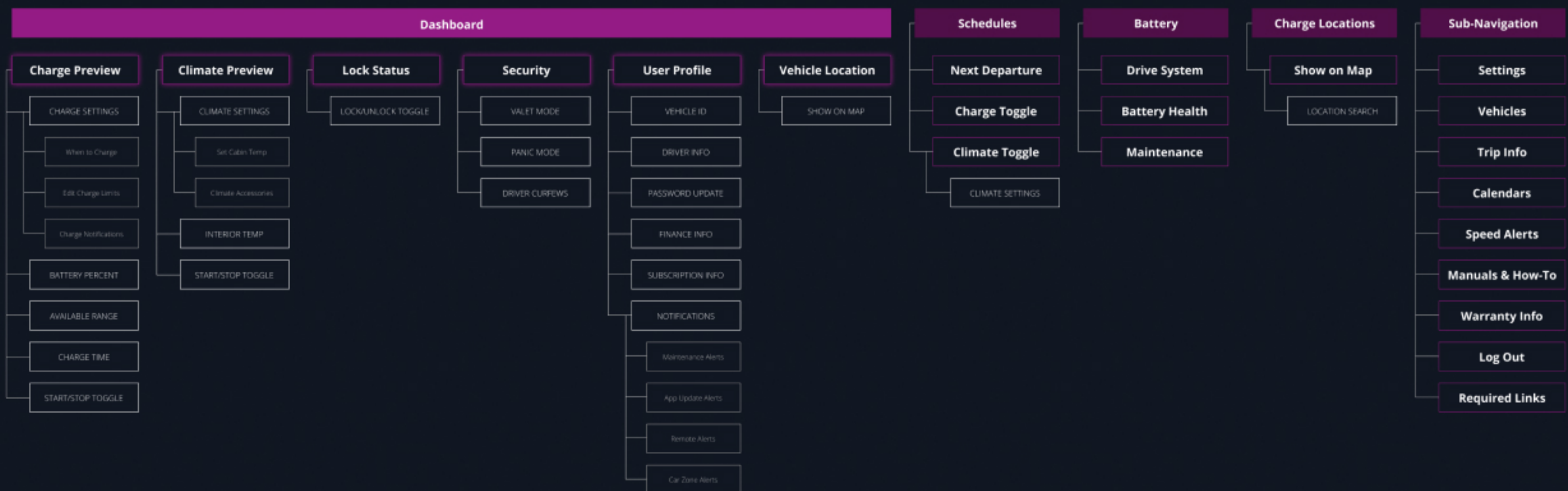
There were no shortage of responses so I started simply cataloging all of the various suggestions and then sorting them into categories in a mind map using Miro.

I used the mind map to organize the various responses that I recieved from users and begin creating the initial hierarchy for the screens.



Card Sorting

I then took those suggestions and created an online card sorting program which would allow a sub-sample of those users create a hierarchy of items and categorize them in a way that made the most sense to them. I used this research to create my intial Information Architecture.



COLORS

Primary Colors

Vivid Purple
Hex: #941B85
RGB: 148, 27, 133

Night Sky
Hex: #111722
RGB: 17, 23, 34

Quite All White
Hex: #FFFFFF
RGB: 255, 255, 255

Not Quite White
Hex: #B9B9B9
RGB: 185, 185, 185

Secondary Colors

Hey Grimace
Hex: #500F48
RGB: 80, 15, 72

Darkest of Light
Hex: #1B202C
RGB: 27, 32, 44

Just Plain Grey
Hex: #909090
RGB: 144, 144, 144

Battleship Grey
Hex: #6A6A6A
RGB: 106, 106, 106

Informative Colors

You Did It Green
Hex: #86E111
RGB: 134, 255, 17

Hol Up Yellow
Hex: #EFC633
RGB: 239, 198, 51

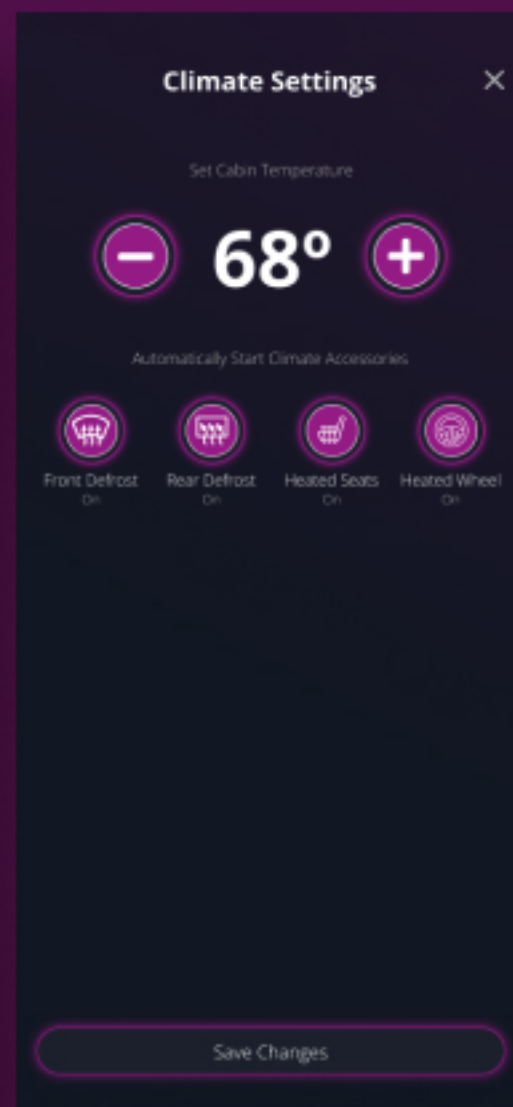
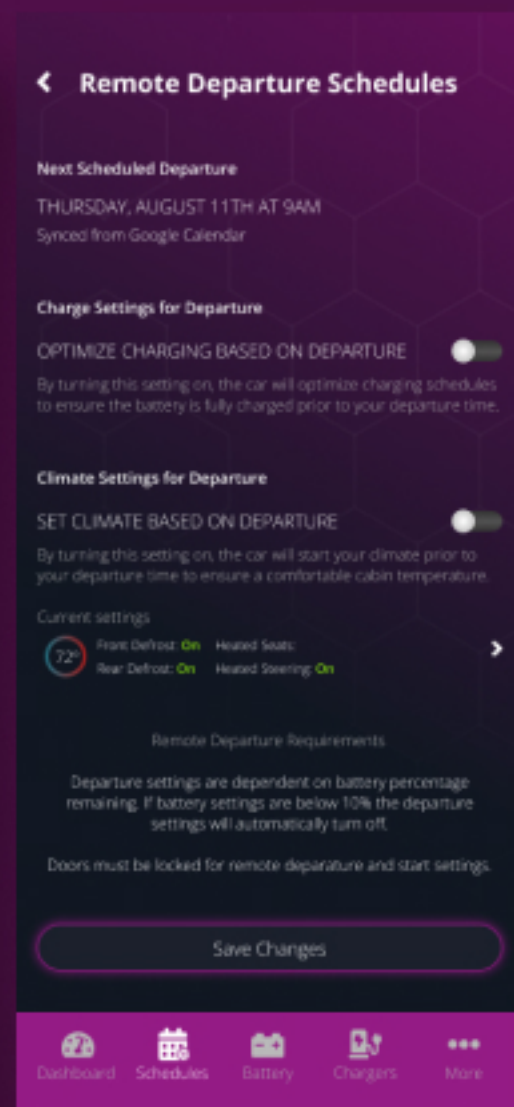
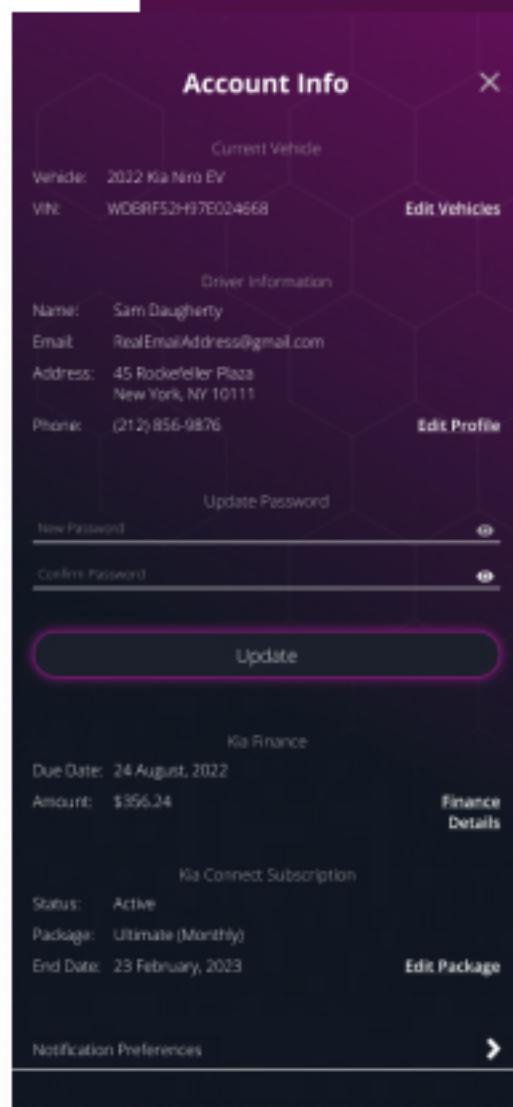
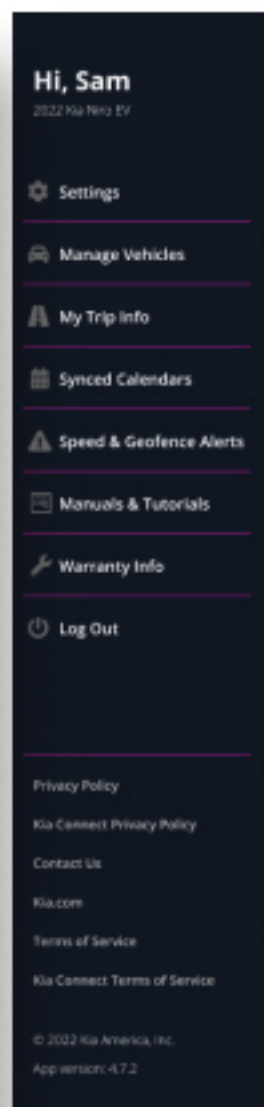
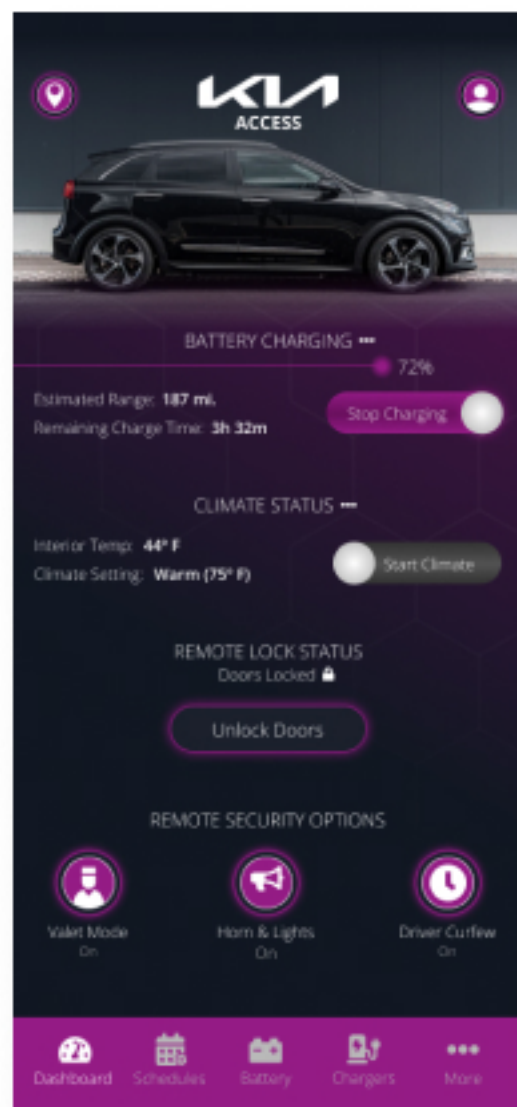
You Done Did It Red
Hex: #FF4444
RGB: 255, 68, 68

TYPOGRAPHY

Ab
Open Sans

Style	Size	Line Height	Accent
Hero	48px	56px	Bold
Header	20px	24px	Bold
BODY LARGE	14px	16px	Regular
Body Regular	12px	16px	Regular
Body Bold	12px	16px	Bold
Text Links Regular	12px	16px	Regular
Body Small	10px	14px	Regular
Body Small Bold	10px	14px	Bold
Text Links Small	10px	14px	Regular
Primary Button Text	14px	16px	Regular

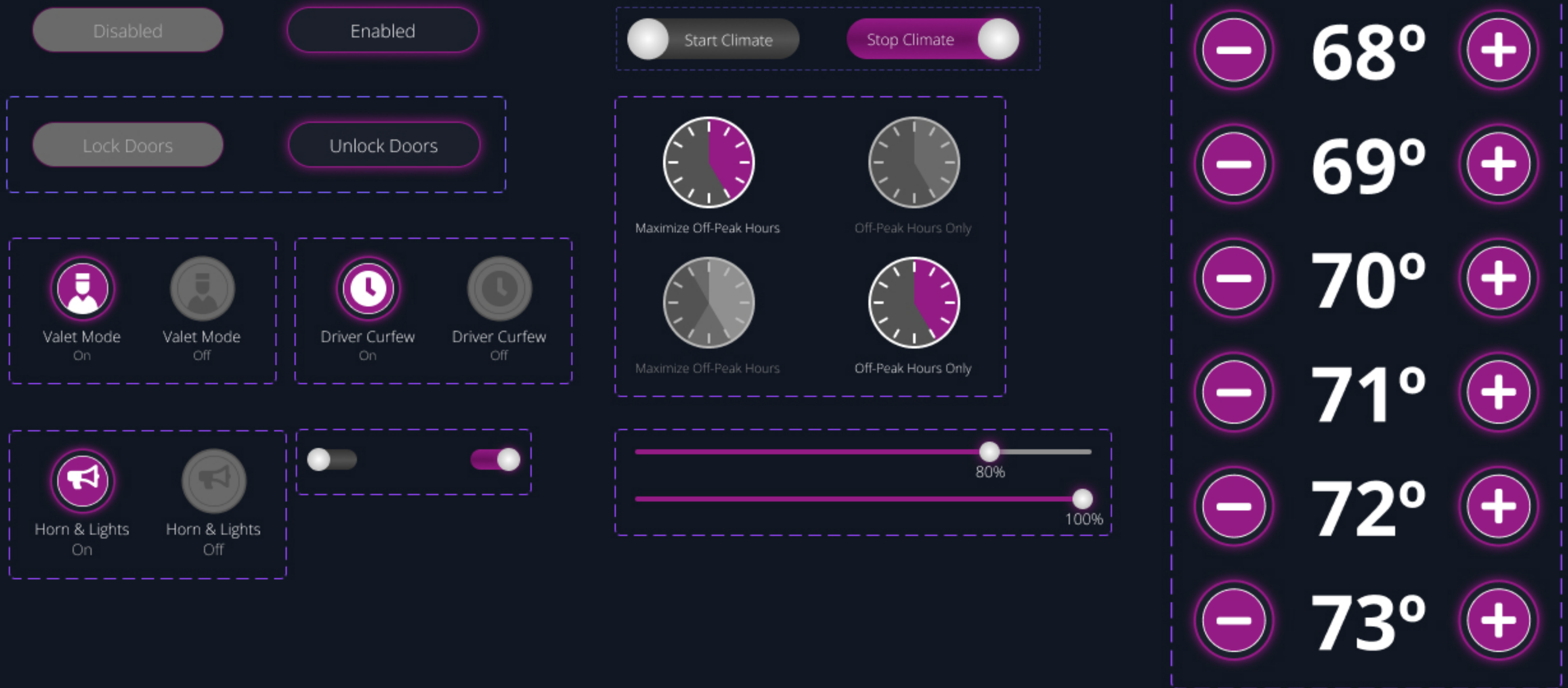
SCREEN MOCKUPS



ICONOGRAPHY



COMPONENTS



Hi, Sam
2022 Kia Niro EV

BATTERY CHARGING 72%

Estimated Range: 187 mi.
Remaining Charge Time: 3h 32m

CLIMATE STATUS 44° F

Interior Temp: 44° F
Climate Setting: Warm (75° F)

REMOTE LOCK STATUS
Doors Locked

REMOTE SECURITY OPTIONS

- Valet Mode: Off
- Horn & Lights: Off
- Driver Curfew: On

Bottom navigation: Dashboard, Schedules, Battery, Chargers, More

Settings

Manage Vehicles

My Trip Info

Synced Calendars

Speed & Geofence Alerts

Manuals & Tutorials

Warranty Info

Log Out

Privacy Policy
Kia Connect Privacy Policy
Contact Us
Kia.com
Terms of Service
Kia Connect Terms of Service

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App version: 4.7.2

Account Info

Current Vehicle

Vehicle: 2022 Kia Niro EV
VIN: W0BRF52H97E024668

Driver Information

Name: Sam Daugherty
Email: RealEmailAddress@gmail.com
Address: 45 Rockefeller Plaza, New York, NY 10111
Phone: (212) 856-9876

Kia Finance

Due Date: 24 August, 2022
Amount: \$356.24

Kia Connect Subscription

Status: Active
Package: Ultimate (Monthly)
End Date: 23 February, 2023

Notification Preferences

Maintenance and Diagnostic Alerts

- 500 Miles before maintenance: On
- 1,000 Miles before maintenance: On
- Vehicle Health Report is available: On

Kia Connect Messages

- Software Updates, new features, announcements: On
- Last mile navigation: On

Remote Alerts

- Door Lock/Unlock: On
- Climate Start/Stop: On
- Charge Start/Stop: On
- Panic Alarm: On
- Door Security Assist: On
- App Updates Available: On

Remaining Charge Times

- 10 minutes before charge complete: On
- 20 minutes before charge complete: On
- 30 minutes before charge complete: On

Car Zone Alerts

- Curfew Limit Alert: On
- Geo Fence Alert: On
- Speed Alert: On

Battery Charging

Scheduled Charging Settings

Off Peak Utility Hours Start: 11:00 PM
Off Peak Utility Hours End: 7:00 AM

DC Fast Charger
Max % Charge: 80%

AC Slow Charger
Max % Charge: 100%

Remaining Charge Notifications

- 10 minutes before charge complete: On
- 20 minutes before charge complete: On
- 30 minutes before charge complete: On

System Status

Drive System Status

- No faults detected. Drive System operating properly.
- Battery Level: 55%
- Current Odometer: 4,256 mi.

Battery Health Status

- Battery temp high. Charging may take longer than usual.
- Number of Battery Charge Cycles: 14 Cycles
- Time Spent Charging: 32h 44m
- Use level 2 charging when possible to optimize battery health.
- Maintain charge levels between 20% - 80% for daily use to maintain lifespan of battery.
- Charge to 100% at least once per month to maintain optimal battery health.

Maintenance

Vehicle maintenance is up to date.

10,422 miles to next service

Current Odometer: 4,256 mi. | 15,000 mi.

Account Settings

User Information

Driver Name: Sam Daugherty
Email Address: RealEmailAddress@gmail.com
Phone Number: (212) 856-9876
Residential Address: 45 Rockefeller Plaza, New York, NY 10111
Vehicle VIN: W0BRF52H97E024668
2022 Kia Niro EV

Vehicle Image

+ Add files or use default image

Communication Preferences

- Parts and Accessories Offers: On
- Sales Offers and Promotions: On
- Vehicle Operational Tips: On
- Service Offers: On
- Surveys and Feedback: On

Required for SMS and Phone Messages. By checking this box, you agree to receive text messages from Kia. Message frequency varies. Message and data rates may apply. View our Terms and Conditions & Privacy Policy for more information.

Vehicle Location

Map showing current location and location controls.

Sound Car Horn | Flash Car Lights

Charging Stations

Map showing nearby charging stations.

Remote Departure Schedules

Next Scheduled Departure

THURSDAY, AUGUST 11TH AT 9AM
Synced from Google Calendar

Charge Settings for Departure

OPTIMIZE CHARGING BASED ON DEPARTURE: On

Climate Settings for Departure

SET CLIMATE BASED ON DEPARTURE: On

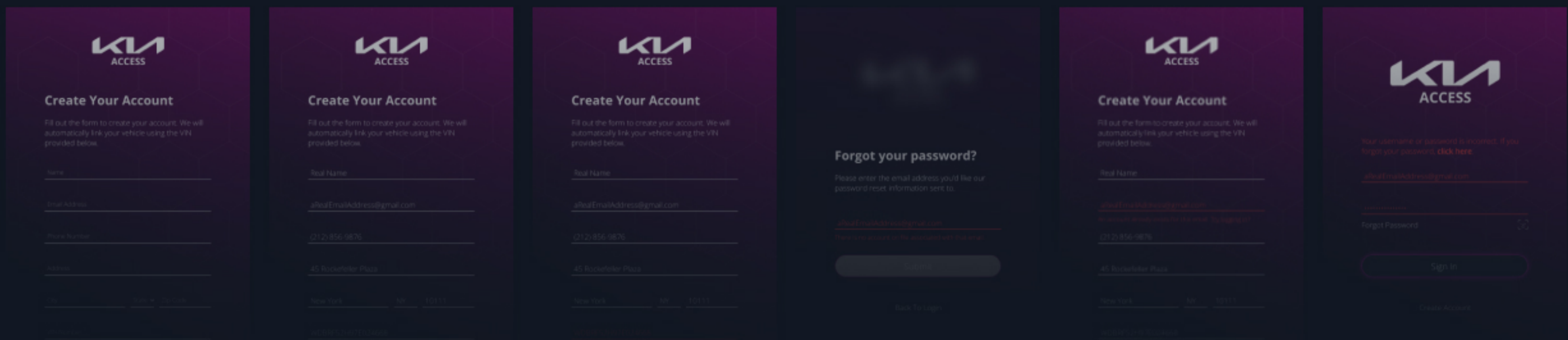
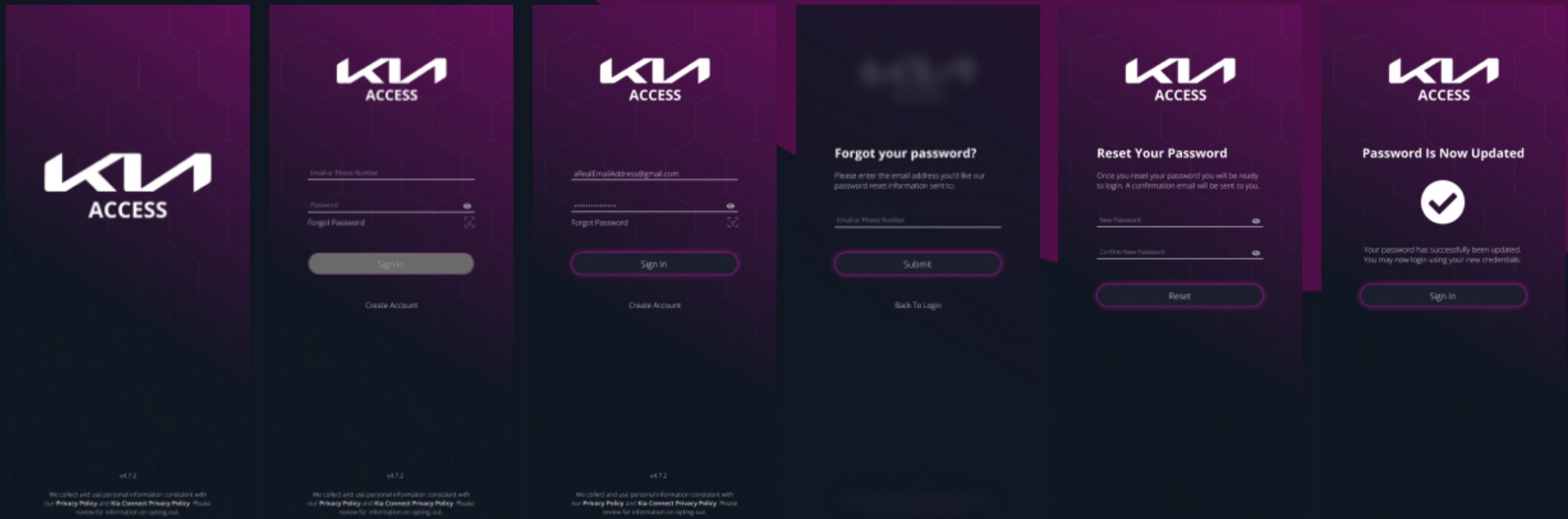
Current settings: Front Defrost: On, Heated Seats: On, Rear Defrost: On, Heated Steering: On

Climate Settings

Set Cabin Temperature: 68°

Automatically Start Climate Accessories

- Front Defrost: Off
- Rear Defrost: Off
- Heated Seats: On
- Heated Wheel: On



Final Thoughts

Kia really missed an opportunity to impress the users with their new release of the application. By implementing user research early in the process I was able to quickly identify what the user needs were, their requests, and integrate their feedback early in the ideation phase of the project.

By focusing on the user needs, and following best practices, I was able to come up with a simple layout that is packed with features. The interface is more intuitive than the previous version and has most of the necessary features right on the home dashboard, eliminating the need to search or click to find them.

I would love to see more user research done on a functioning app to get more user feedback and ideate this idea further. And, also, explore the possibility of adding new features that users may request in the future.