

JioHome



JioHome

A unified smart home platform that empowers users to seamlessly monitor, control, and manage their connected home ecosystem through intelligent technologies and on-demand services.

ROLE

DESIGN LEAD

CONTRIBUTION

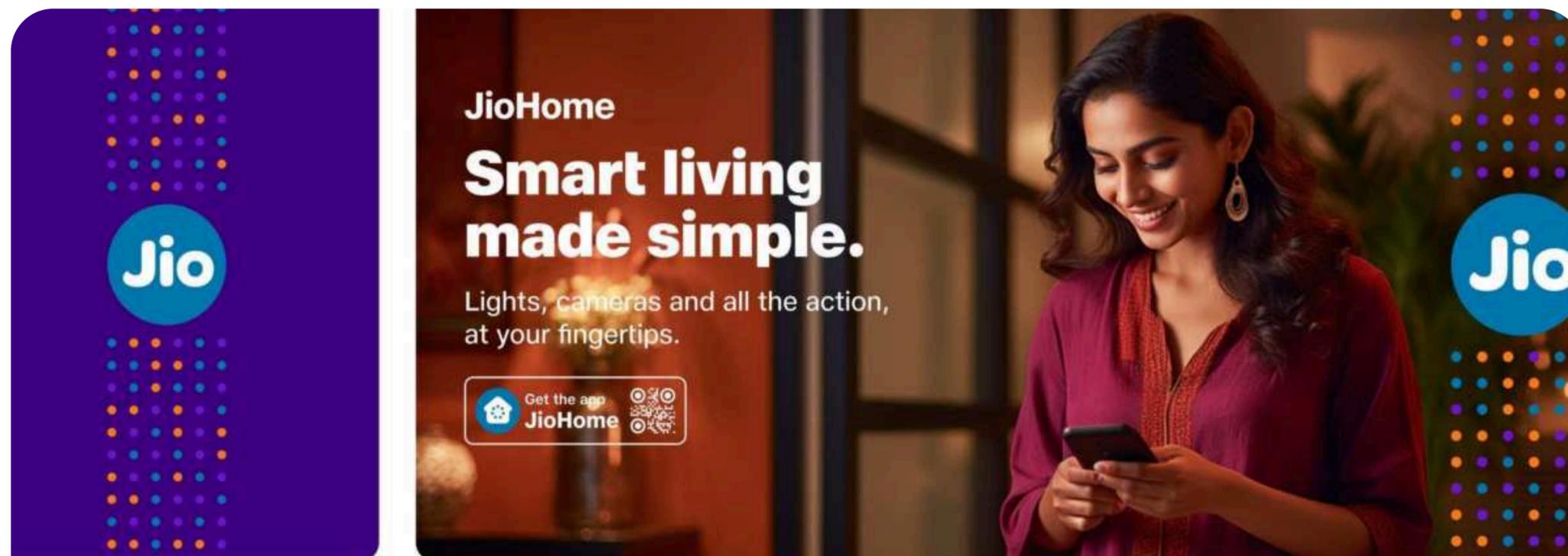
- DESIGN DIRECTION + MANAGEMENT
- DESIGN STRATEGY
- SERVICE VISION
- PRODUCT DESIGN
- VISUAL IDENTITY
- PROTOTYPING

INDUSTRY

TECHNOLOGY / IOT

YEAR

2025-26



Context

India's smart home ecosystem is rapidly expanding, with the smart device market expected to reach **\$9 billion by 2028**. On average, households are expected to own **5–7 connected devices**, driven by the growth of high-speed home internet and IoT adoption.

Consumers today can access a wide range of connected services — from **entertainment and security to energy management and home automation** — transforming everyday living through seamless digital experiences.

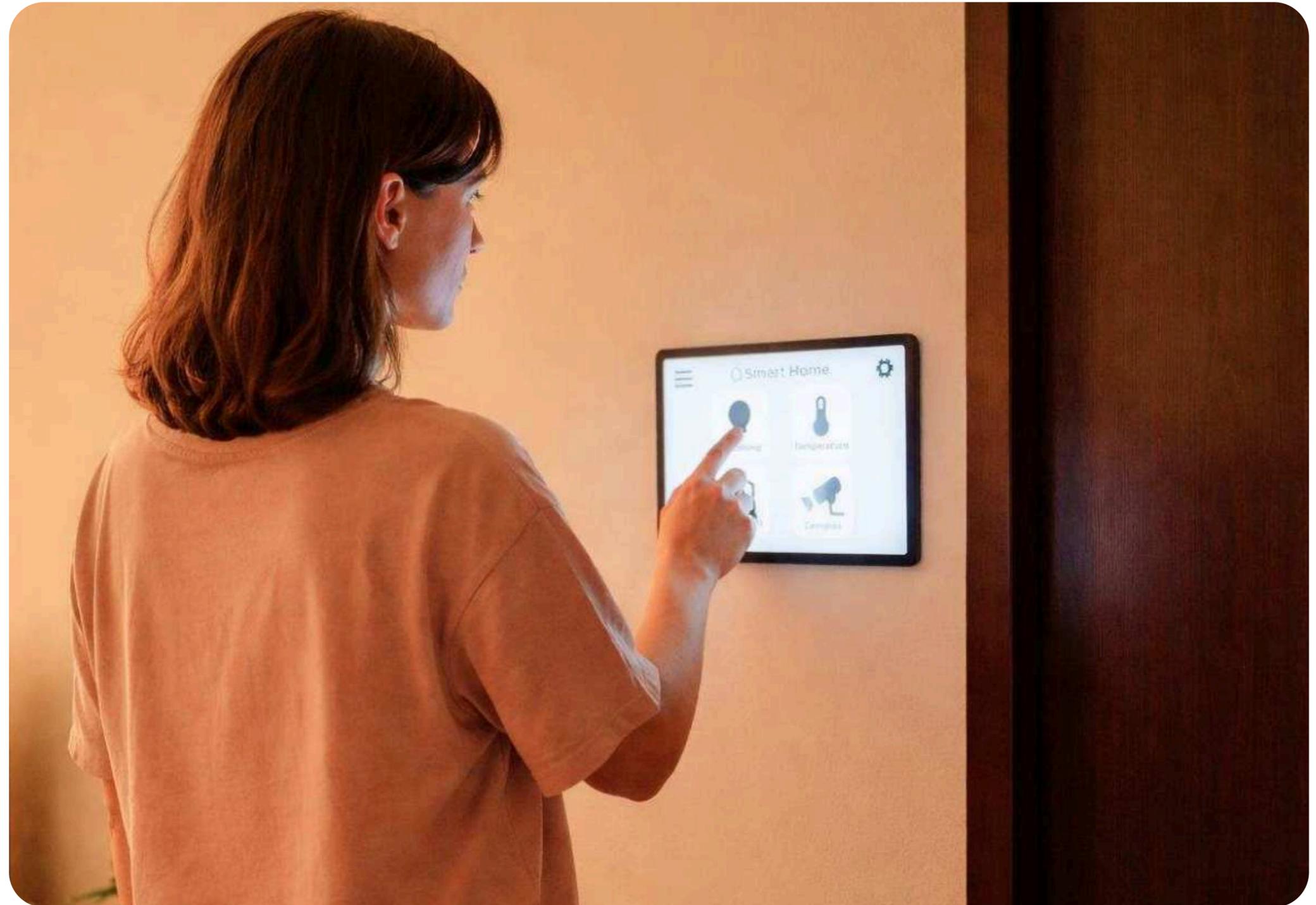
Jio aims to connect over 120 million homes to the internet by 2027

through Fiber and AirFiber, leveraging its extensive network infrastructure to deliver reliable high-speed connectivity across Tier 1, Tier 2, and Tier 3 cities.

To support this vision, Jio is building a **unified smart home** ecosystem that integrates internet, entertainment, and IoT services into a **single platform experience**, enabling users to manage and access their connected home services seamlessly.

What are the market drivers?

- Rising IoT adoption
- High-speed home internet growth
- Demand for unified home management



Objective 1

AirFiber Service Improvement

**Customer Research & Service Mapping**

Understand how customers currently experience AirFiber and identify friction points across the service journey.

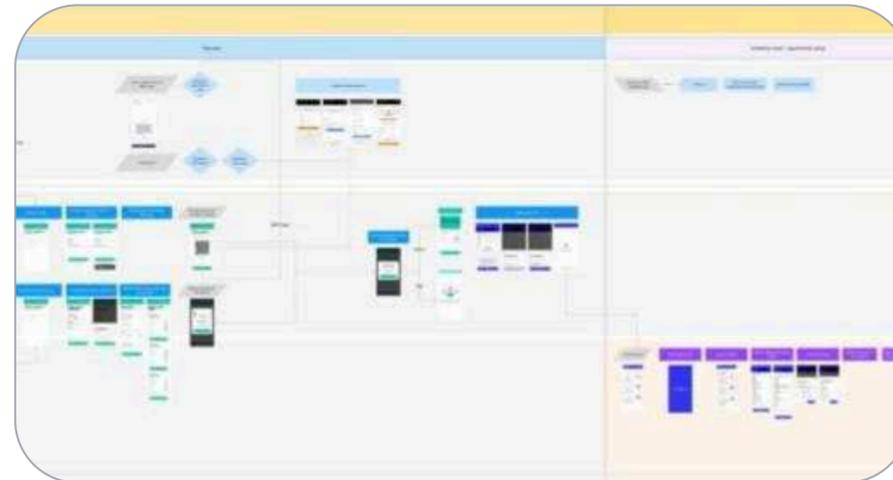
Expected Outcome

Increase Sales 1.2x

Improve Customer Satisfaction (C-SAT) +5%

Objective 2

AirFiber Service Redesign

**Customer First Service Experience**

Design a streamlined end-to-end service journey that simplifies workflows and enables scalable service delivery.

Expected Outcome

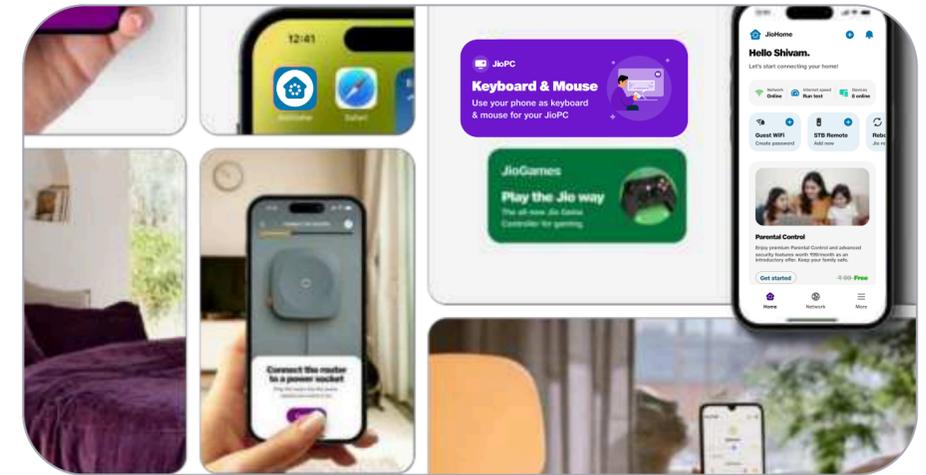
Increase Sales 2x

Customer Satisfaction (C-SAT) +25%

Reduction in operation costs 30–40%

Objective 3

In-Home App Experience Vision

**Unified Smart Home Ecosystem**

Create a personalised home companion app that allows users to monitor, control, and manage their connected home services in one place.

Expected Outcome

Increase Sales 2.5x

Customer Satisfaction (C-SAT) +35%

Reduction in operation costs 40–50%

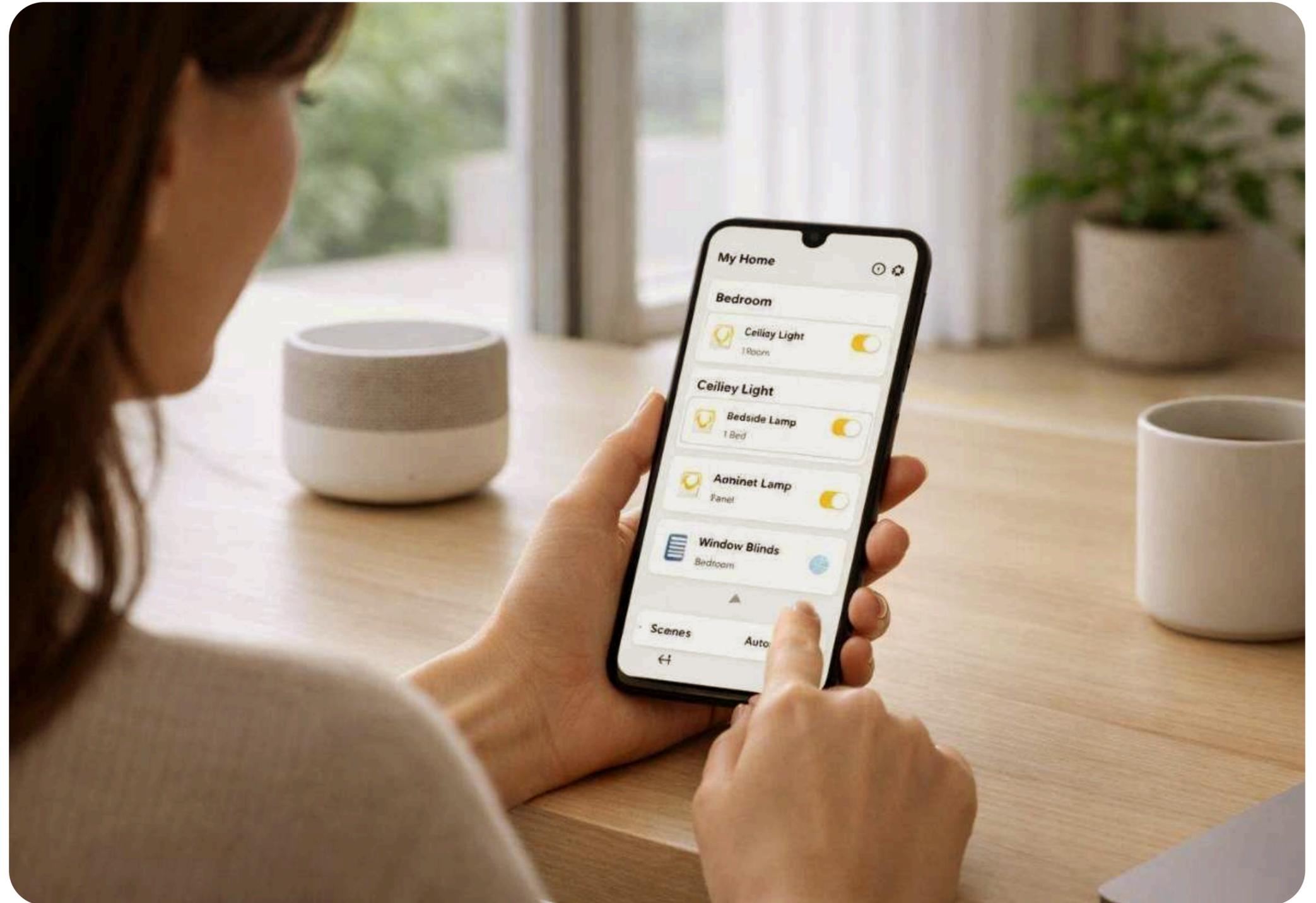
Approach

Reimagine the Fiber & AirFiber experience through a customer-first lens.

Using research and data-driven insights, identify key gaps in the current ecosystem and uncover opportunities to create a more intuitive and unified smart home experience.

Design a seamless end-to-end platform that empowers users to easily monitor, control, and manage their connected home services. By simplifying fragmented systems and removing redundant processes, the solution aims to deliver 2× improvement in user experience while improving operational efficiency.

The result is a scalable smart home ecosystem built on a unified service catalogue and interconnected home services—strengthening JioHome's vision to become India's leading smart home platform.



Emergence of systemic patterns impacting slow growth and high attrition

Solving for patterns NOT pain points to address the route cause (pattern analysis).

1 Trust Deficit

Cause of significant customer service issues:

- Desire for alternatives
- Reduced confidence
- Increased skepticism and dissatisfaction
- Financial loss

Leading factors are having significant effects:

- Reduced customer loyalty
- Decreased sales and revenue
- Negative word-of-mouth
- Decreased customer engagement

PATTERN

2 No Control

Cause of significant customer service issues:

- Sense of powerlessness and helplessness
- Frustration and low satisfaction
- Increased support tequests

Leading factors are having significant effects:

- Reduced customer satisfaction
- Resulting C-SAT decline
- Frustration and complaints
- Operational inefficiencies

PATTERN

3 Invisible Service

Cause of significant customer service issues:

- Discontentment
- Experience of confusion and stress
- Disengagement impatience

Leading factors are having significant effects:

- Operational inefficiencies
- Missed expectations
- Negative reviews and reputation
- Compromised service

PATTERN

4 Siloed Operations

Cause of significant customer service issues:

- Communication challenges
- Hindered innovation
- Operational challenges and delayed services
- Inconsistent Experiences

Leading factors are having significant effects:

- Reduced sales and revenue
- Operational disruptions
- Increased costs
- High staff turnover

PATTERN

Inclusive Service

Building trust in a service requires a combination of several key strategies:

- Transparent communication
- Consistent quality and messaging
- Honesty and transparency

OPPORTUNITY

Service Empowerment

Service providers can empower customers, giving them a sense of control and fostering positive experience:

- Customisation and personalisation
- Self-Service options
- Empowerment through rewards and choice

OPPORTUNITY

Consistent Language

Service providers can keep customers well-informed, giving them a positive experience:

- Proactive and personalised sommunication
- Service status, updates and alerts
- Multi-channel support

OPPORTUNITY

Intelligent Automation

Service providers can streamline & automate operations, reducing potential business loss:

- Automate repetitive tasks
- Streamline workflows
- Customer self-service

OPPORTUNITY

Outcome

An end-to-end customer journey blueprint created for mapping the current service, from discovery through first-time usage. In-depth user and data analysis reveals 86 breakpoints across the journey. 78% of customers surveyed responded negatively towards recommending the service, with overall customer satisfaction score (C-SAT) continuing to remain stagnant with over indexing of negative sentiment. 82% of respondents feel inadequately supported or mis-guided in the discovery and installation stage leading to downstream issues for support. Heavy reliance on manual workers and over engineered workflows up to 200% leading to operational delays and upstream complications with users. Highly fragmented systems, up to 6-8 product siloes resulting in inconsistent experiences, data loss and slow system performance.

A new brand and product experience that's personalised to the customer's home through the JioHome app vision "All under one roof" is designed for competitive advantage through a superior differentiated customer experience.

42+

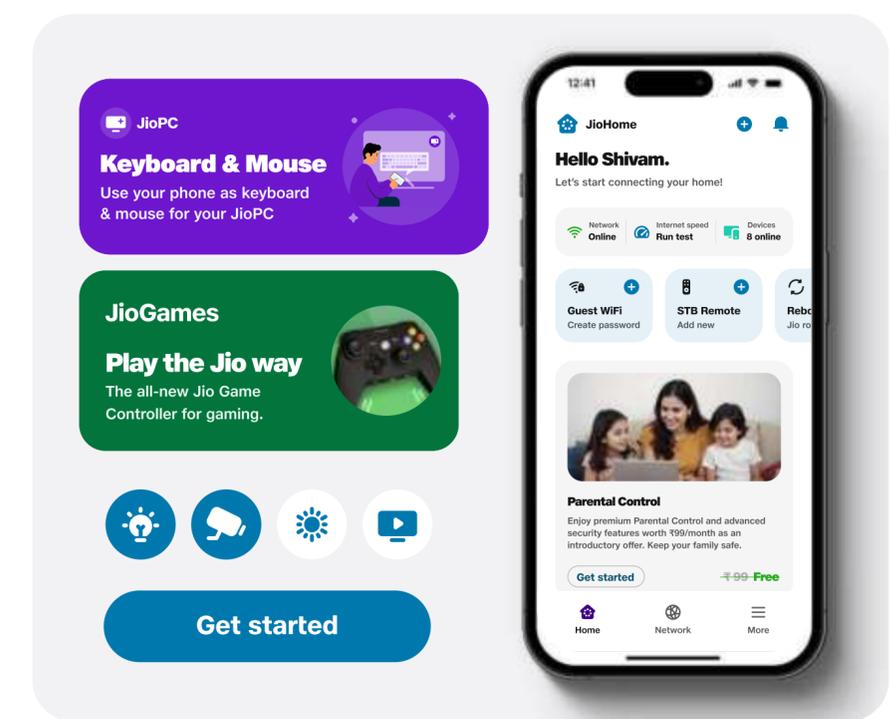
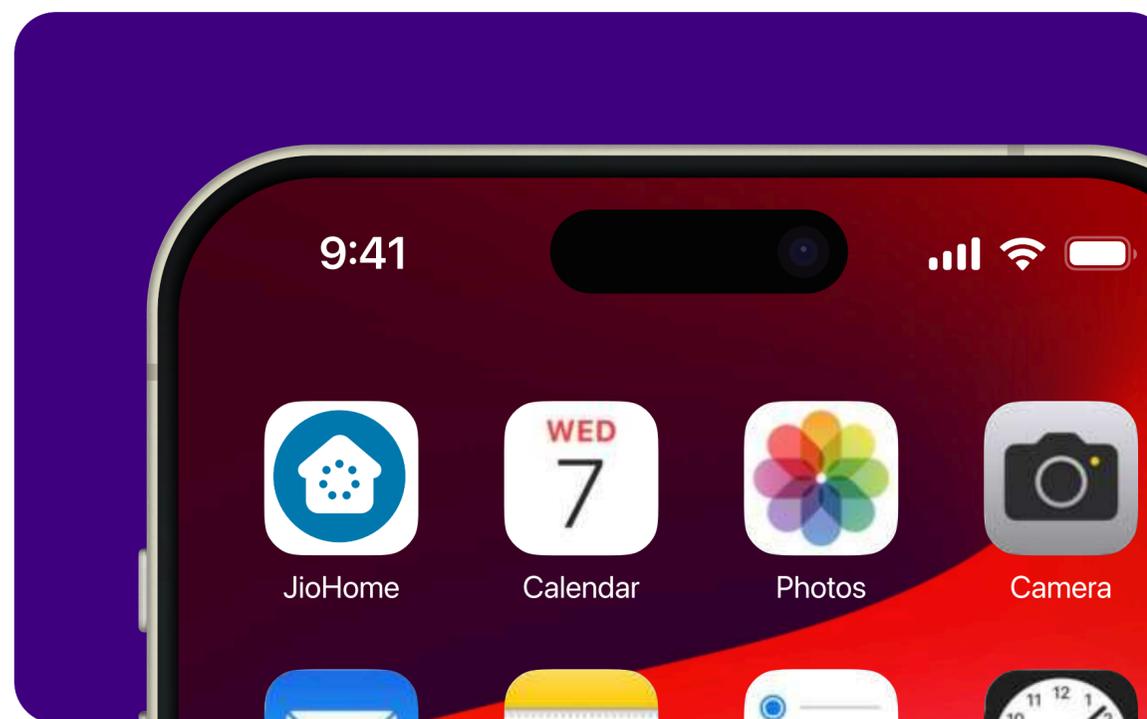
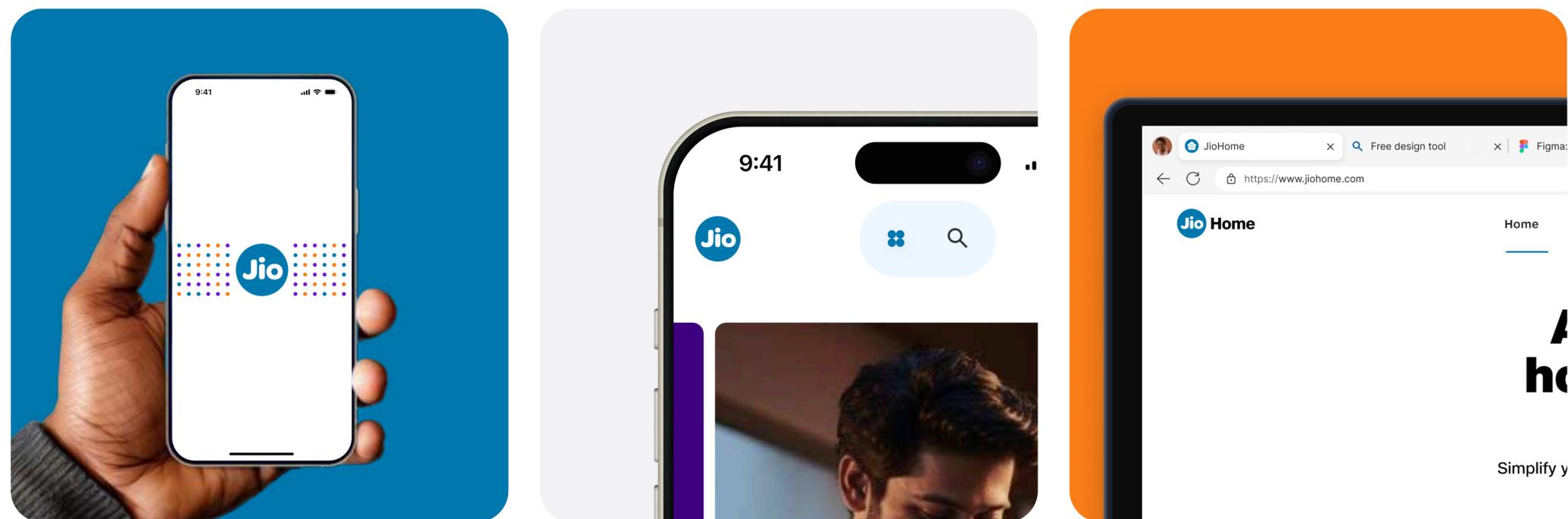
NEW SMART FEATURES ENVISIONED FOR THE PRODUCT

+2.5x

EXPECTED INCREASE IN SALES OVER 8-12 MONTHS TIMELINE

-40%

EXPECTED REDUCTION IN OPERATION EXPENSES COSTS



Designing a product experience that's personalised to your home

A connected smart home service ecosystem.

1 Design Direction

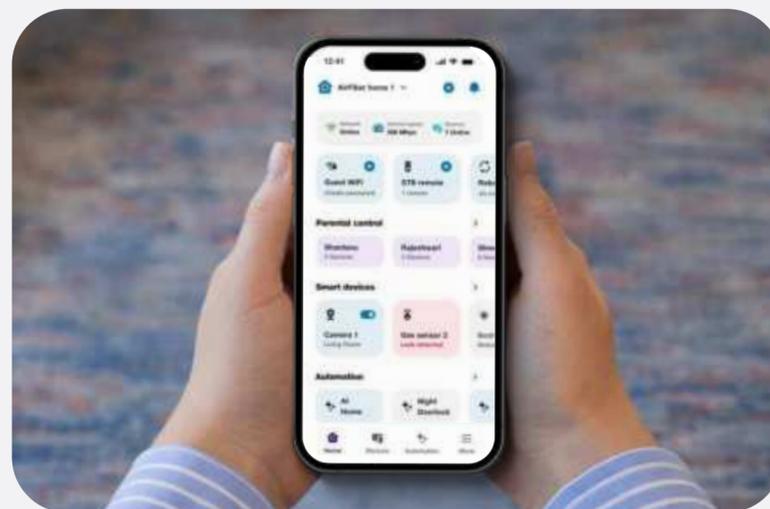
The design direction leverages Jio brand values and design principles.



- Defined design direction from a concept point of view and achieved through a combination of interaction and design elements.
- A new proposed art direction for all product, lifestyle, and instructional imagery.
- Carefully selected design elements and crafted to convey the right feelings at selected moments in the experience.

2 Experience & Interface

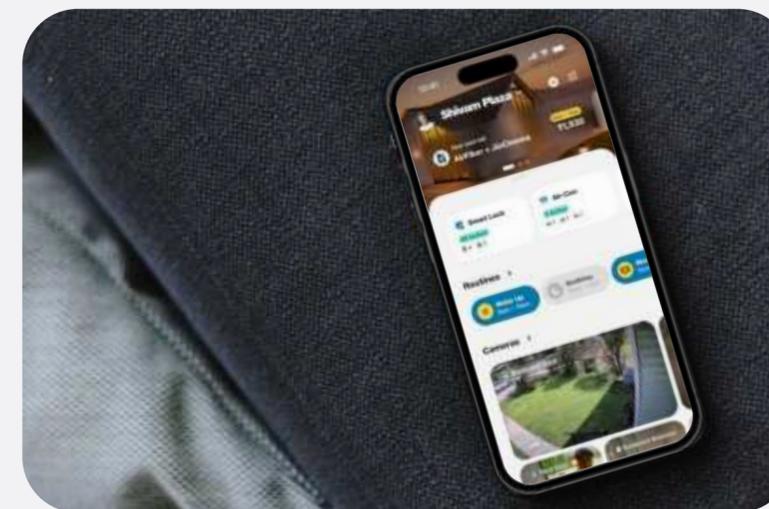
Bringing art direction and design together to create an excellent product experience.



- User experience and interface always focused on simplicity of use for the end user, keeping only the essential elements.
- Interaction model aligned with the industry's most commonly used design patterns.
- Each section has a defined experience and highlighted hero features that supports easy-of-use and helps the user to navigate the product and customise it.

3 Design System

Focused on business value, opportunities, and increasing brand loyalty.



- Jio DS is challenged where the experience and design doesn't work with current system. New components, layout and styles are proposed in order to keep the product simple and improve the experience.
- Unique design elements that are not part of Jio DS are proposed such as the dynamic blurred motion background on dashboard section, being fed by real-time data.

Bringing the experience to life — All under one roof

Feature mapping for the JioHome app experience vision.

User Scenarios

1 Onboarding Installation & Setup

Track Delivery

Can track order delivery via live updates.

Hardware Setup

Able to self-setup router for best 5G signal.

Unboxing

Follows simple guide for registration and setup.

Custom Dashboard

Selects favourite devices and services for quick access.

Onboarding

Gets started with a simple app walkthrough.

Pair Devices

Connects personal and home devices to the app.

2 Usage Control & Monitor

Task Automation

Sets moods and routines to automate daily tasks.

Surveillance

Interacts with the visitor and unlocks the door remotely.

TV Streaming

Uses the Virtual Remote to watch his favourite shows.

Light Controls

Reviews active lights and turn off lights that are not being used.

Climate Control

Controls home climate by adjusting the Air Con Temp.

Energy Monitoring

Checks home energy usage across all devices.

Time Based Alerts

Gets alerted when a visitor arrives.

EV Charging

Returns home and monitors his EV charging status.

Activity Log

Reviews all home activity for the day.

3 Billing Flexible & Transparent

Reminder Alerts

Gets timely alert for paying current bill for Jio Home Services.

Itemised Bill

Views bill breakdown to get an analysis of spend vs. usage.

Flexible Payments

Able to pay with card, UPI, EMI, loyalty points, etc.

4 Care Support & Educate

Alert & Notify

Gets an alert when a device is offline or not working.

Remote Diagnostics

Runs a full system check remotely.

Problem Solving

Follows simple video tutorials and step-by-step guides to resolve the issue.

5 Renewals/Upgrades Account Personalisation

Account Settings

Modifies account settings based on preferences.

Upgrades

Can upgrade plans for cost saving and enhanced features.

Personalised Offers

Gets personalised recommendations for products & services.

Loyalty Programme

Can view and redeem reward points for products & services.

Explore Innovations

Can check the upcoming new Jio products & services innovations.

App Features

Register & Setup Devices

Customise Home Dashboard

Review Home Usage Summary

Monitor & Control Smart Home Devices

Set Automated Routines

Controls Energy Usage

Manage All Devices Remotely

Set Time Based Alerts

View Home Activity Log

Check Bill & Usage

Run Virtual Diagnostics

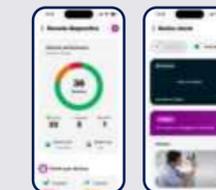
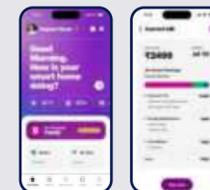
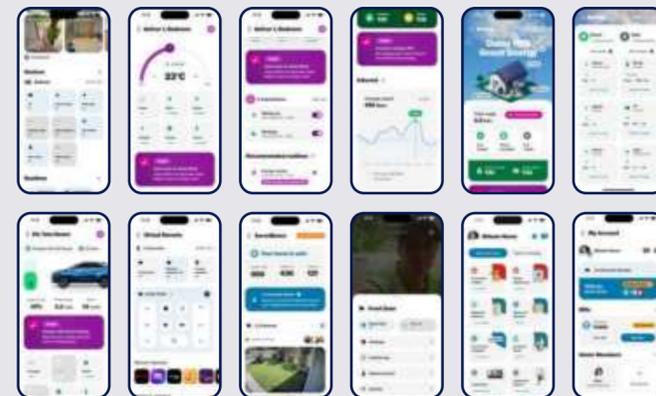
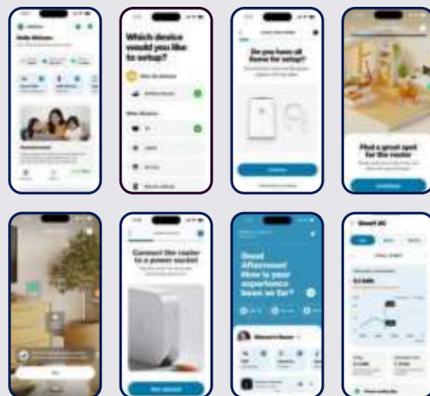
Personalise Account

Receive & Redeem Rewards

Explore New Innovations

Upgrade Plans

Experience





Self-Setup

BUSINESS PROBLEM

To meet the 100 million homes installation target for 2026, our current engineering workforce is too small to meet the quoter of 100k installs per day based on 2.5 hours per install. Scaling the workforce would require additional time to recruit, train and deploy engineers with increased operating costs by 3X.

SOLUTION HYPOTHESIS

We believe that reducing engineers installation time onsite will be achieved by enabling customers to easily setup their own devices by themselves in a timely fashion with the help a self guided digital assistant.

For: Families and professionals living and working at home.

Who: Want to avoid delays waiting for engineers to setup home internet.

The: Easy to use self-guided digital assistant.

Is: A smart sensor and analysis system.

That: Uses image mapping and object detection.

Unlike: Competitors which relies onsite engineers and fragmented tools.

Our: Has fully integrated features for faster processing and completion.



Self-Setup

SOLUTION HYPOTHESIS

Customers have downloaded the app and it successfully recognises objects/devices in the correct order sequence for assembly. They can complete the process without exiting the app or requesting support.

BUSINESS OUTCOMES

Leading indicators:

- 60 Million app downloads YOY (1-3 users per family).
- 20% of customers successfully self-install without engineer.
- 90% of self-installs within average completion time of 5-10mins.
- 40-50% of engineer onsite install time reduction.
- Average CSAT per install between 60-70%.
- Growth of 100 Crore (Indian numbering system) PA based on 10k employee savings via self-service.

RISKS & DEPENDANCIES

- Customers do not find it desirable to DIY no matter how easy it is.
- Need to understand the complexity of the different technologies / devices as there are multiple deployment solutions. Speak with SME's (Home connect team or device/infra team) to determine feasibility.

Onboarding

Unboxing with quick & easy self-setup.

A simple way to quickly get your home connected.

 Installation & Setup

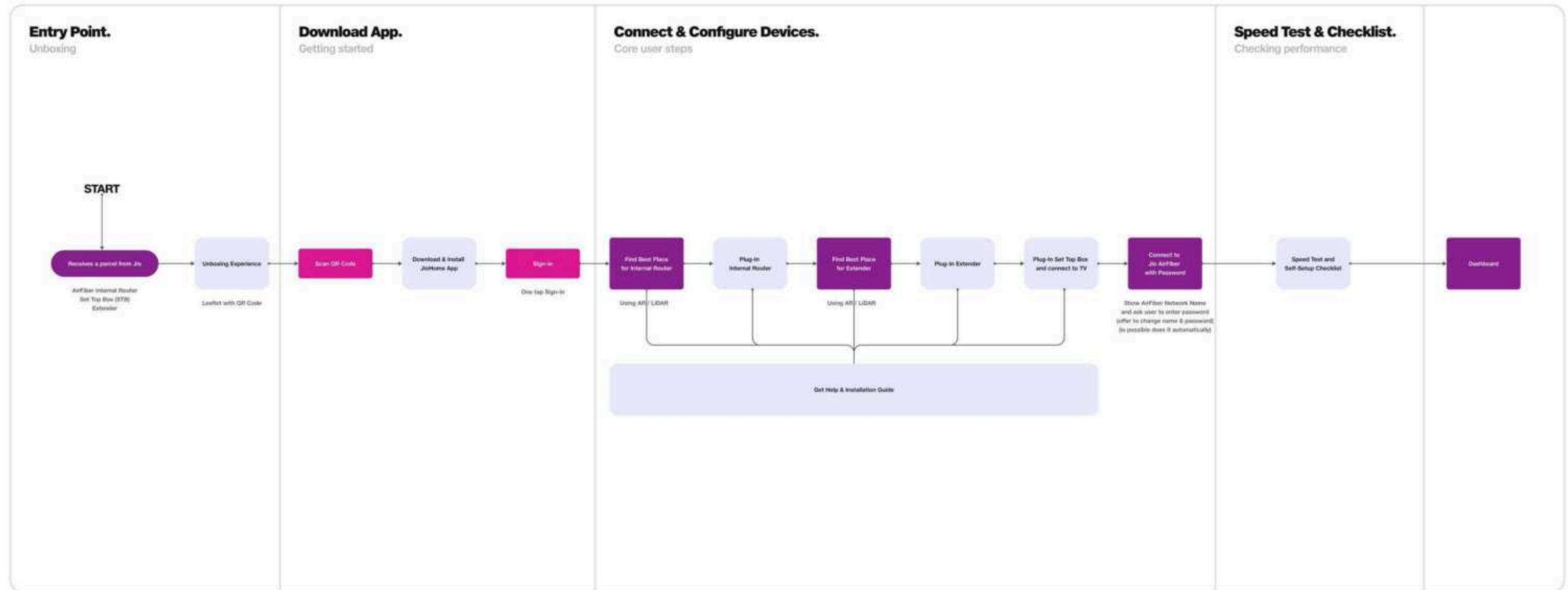


Version 1.0 Design Artifact — Jio Home App Vision
Self-Setup **User Flow**

First Time User 🧑

Scenario 01 — Happy Path

I want to set up Jio AirFiber at home so I can watch on-demand TV and my OTT subscriptions. I live in a medium-sized apartment and ordered a bundle with an Internal Router, a Set Top Box and an Extender. I have not used or downloaded the Jio Home App before. This is my first contact with the service and product.





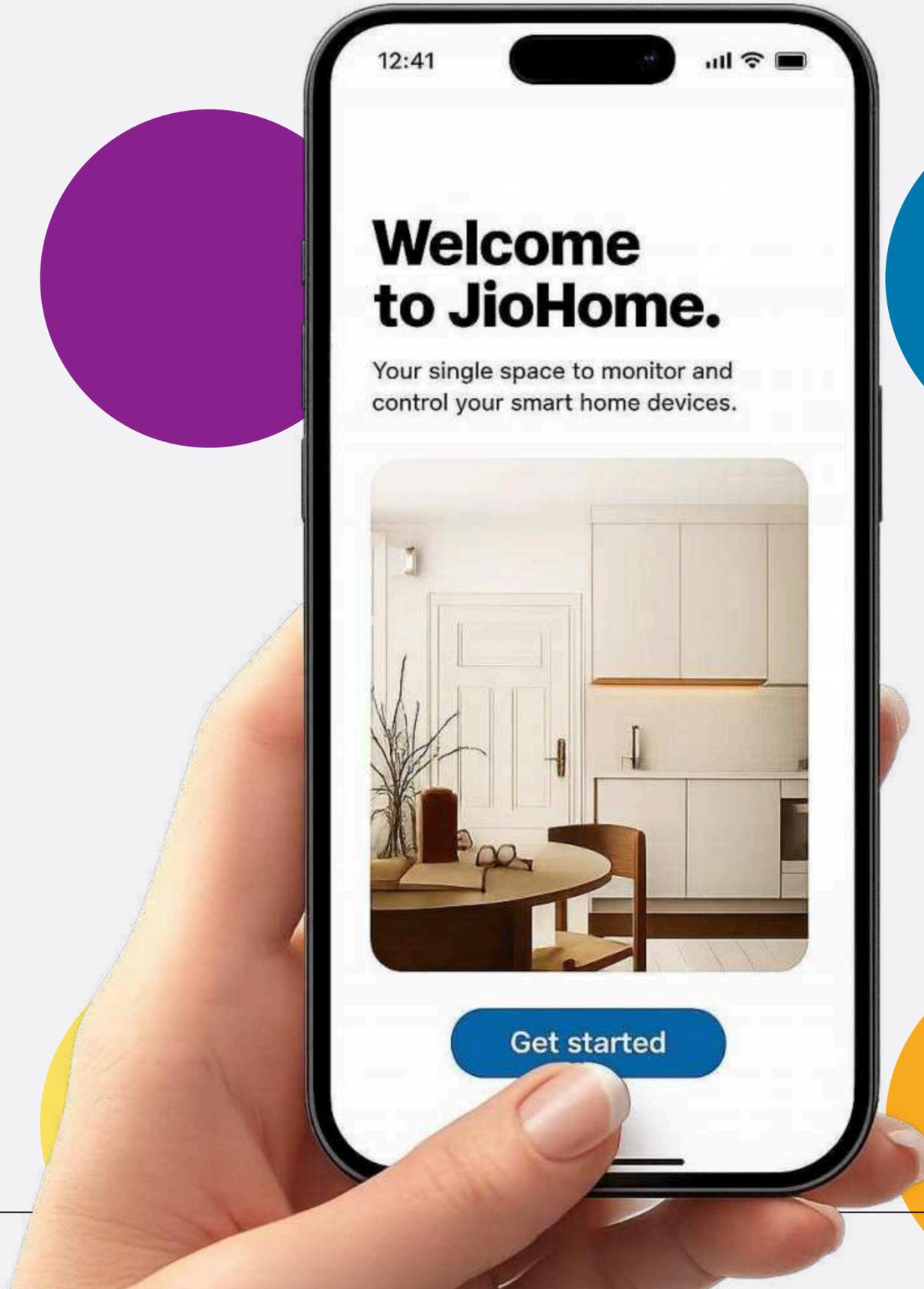
Unboxing
Receiving custom parcel from order

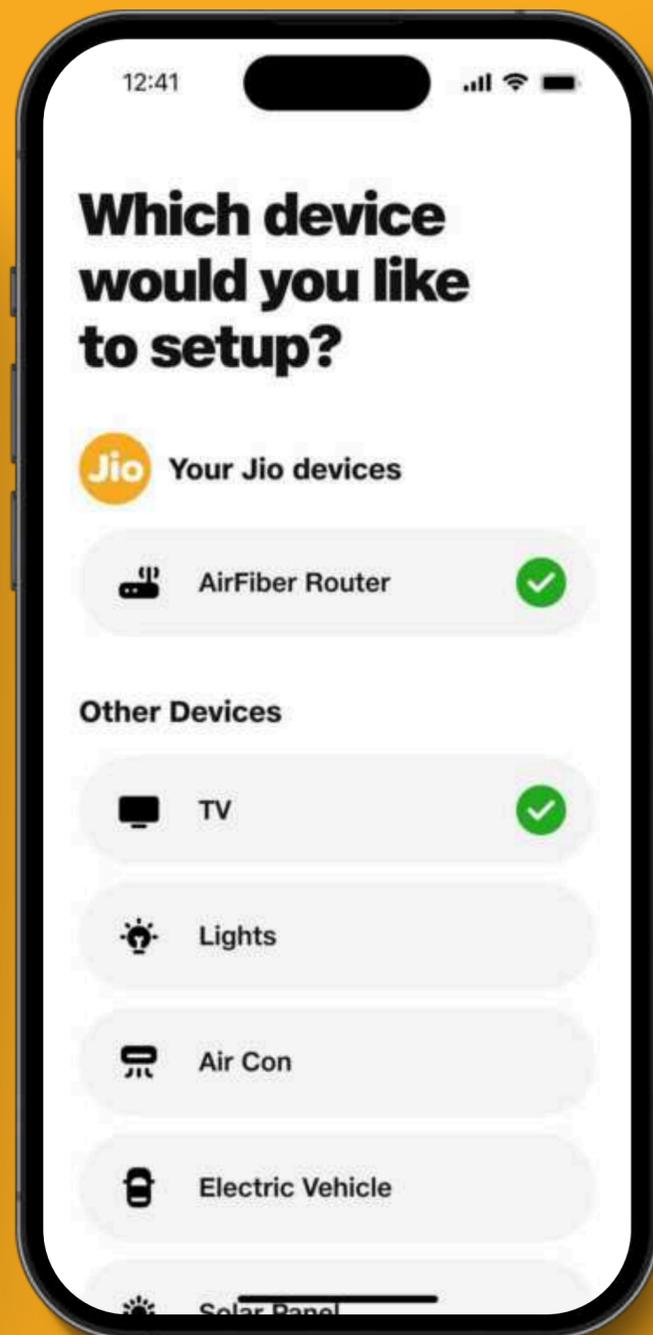
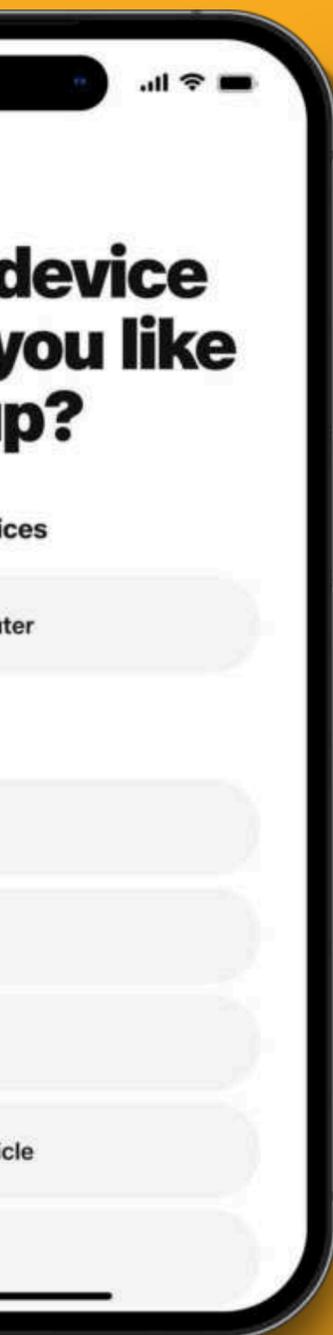


Starting Leaflet
Easy start leaflet guide

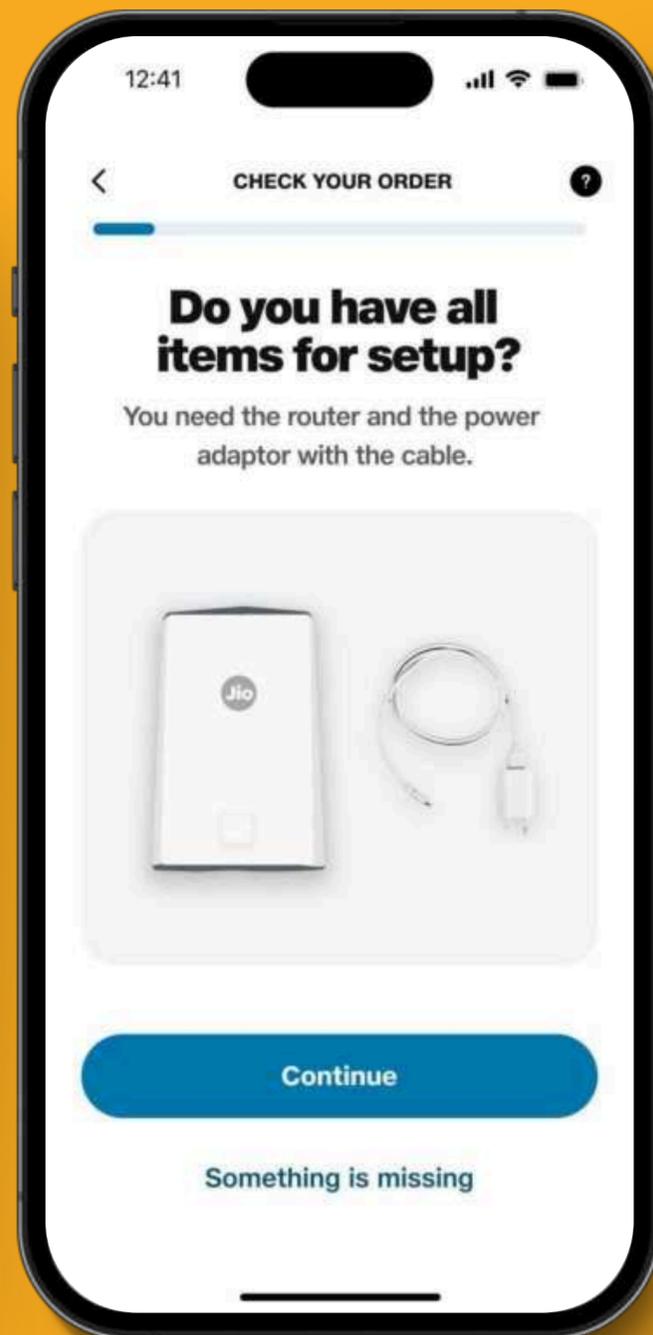


Starting Leaflet
Scan QR code to start

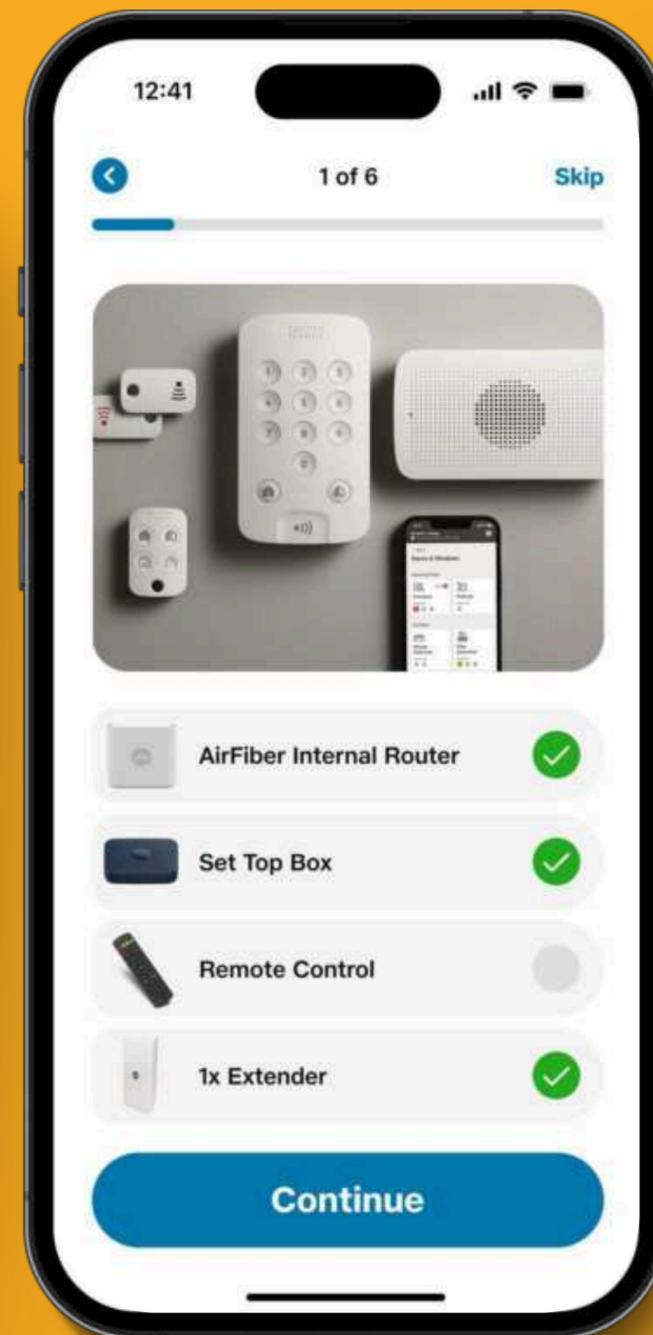




Get Started with Self-Setup
Self-setup your internet and other smart devices.

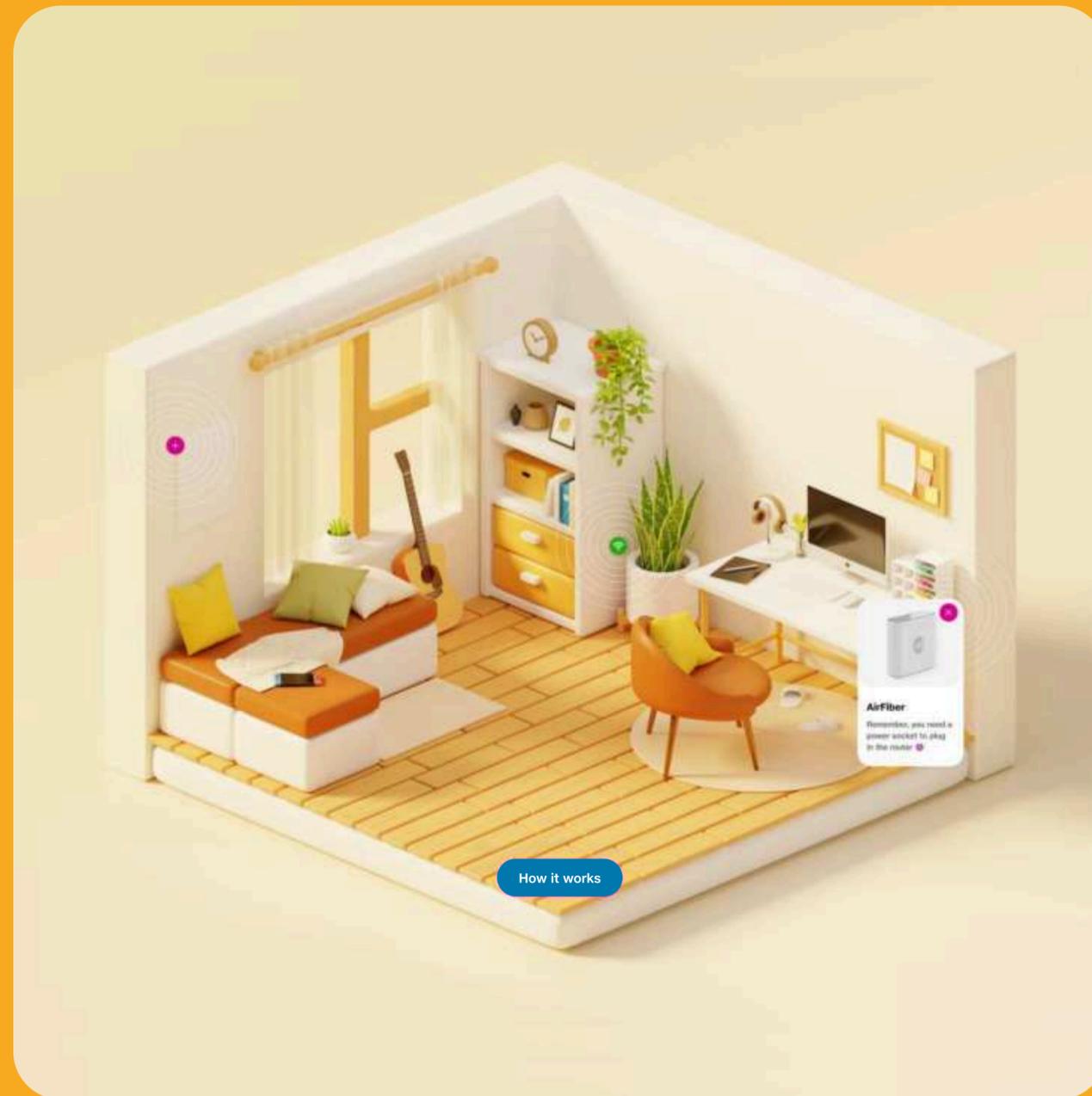
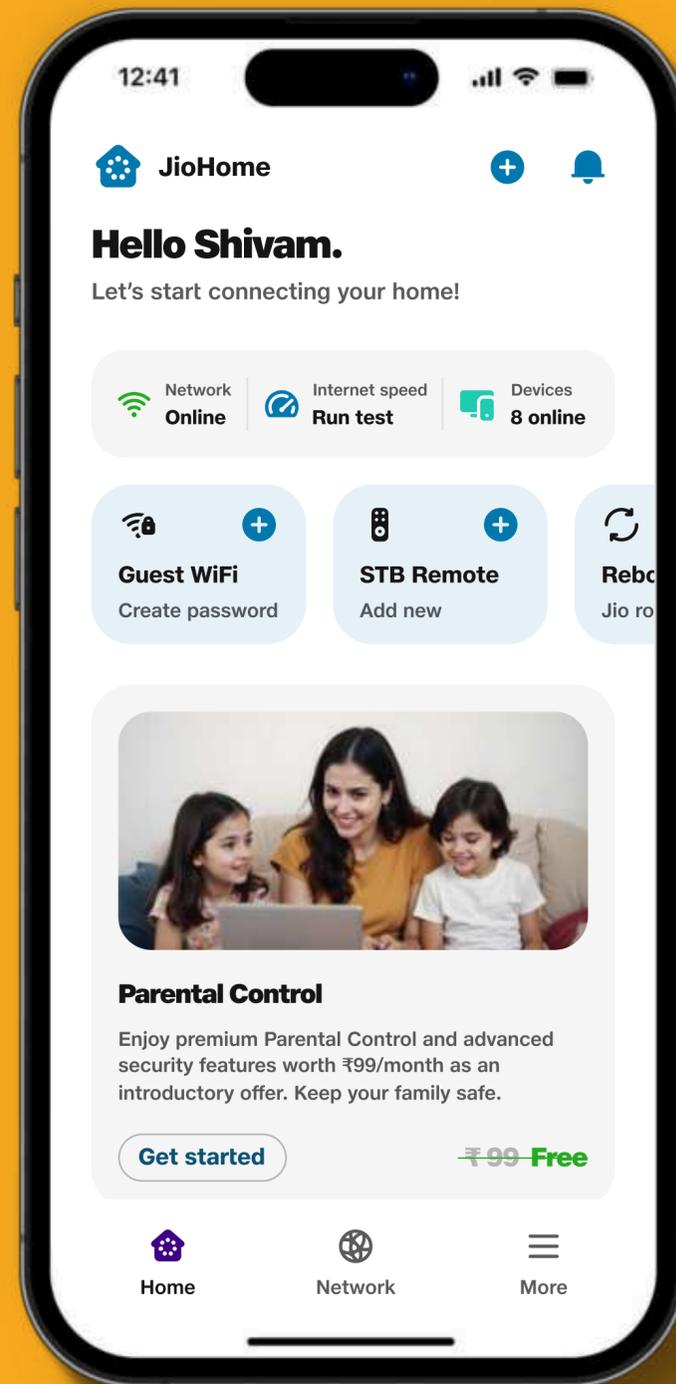


Check Order
Easy order check to ensure you have all items before setup.



Check Order
Easy order check to ensure you have all items before setup.



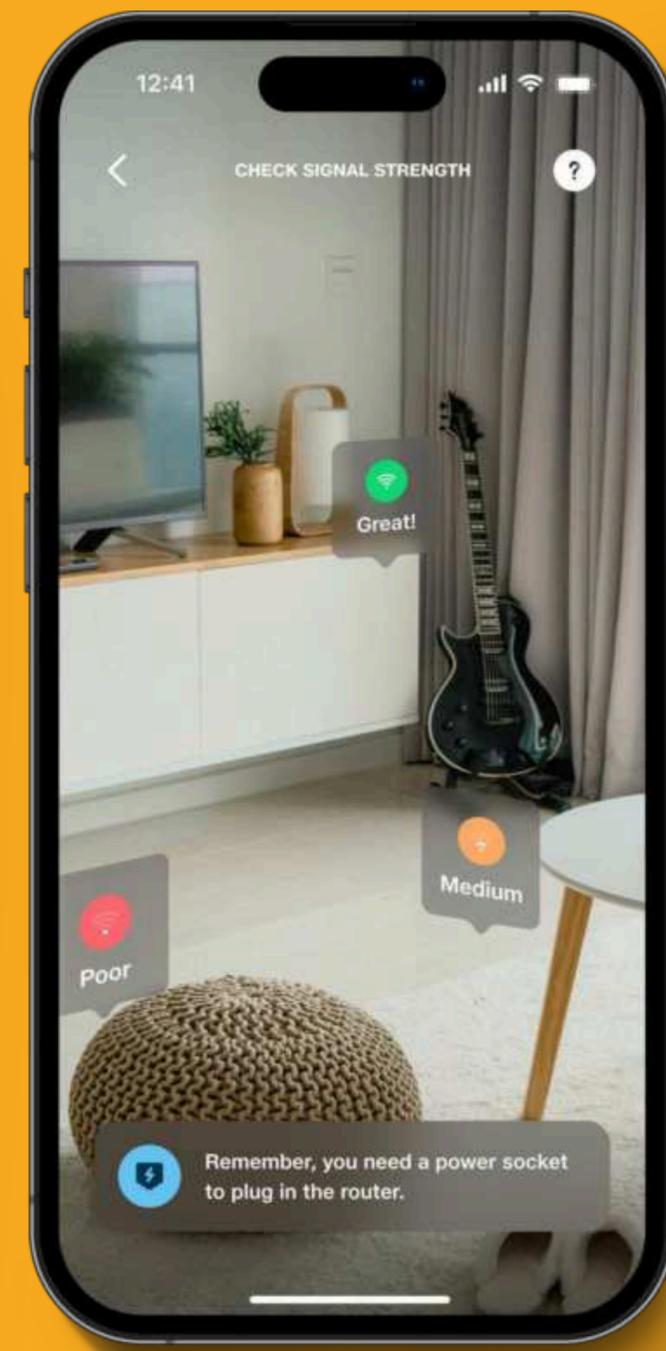




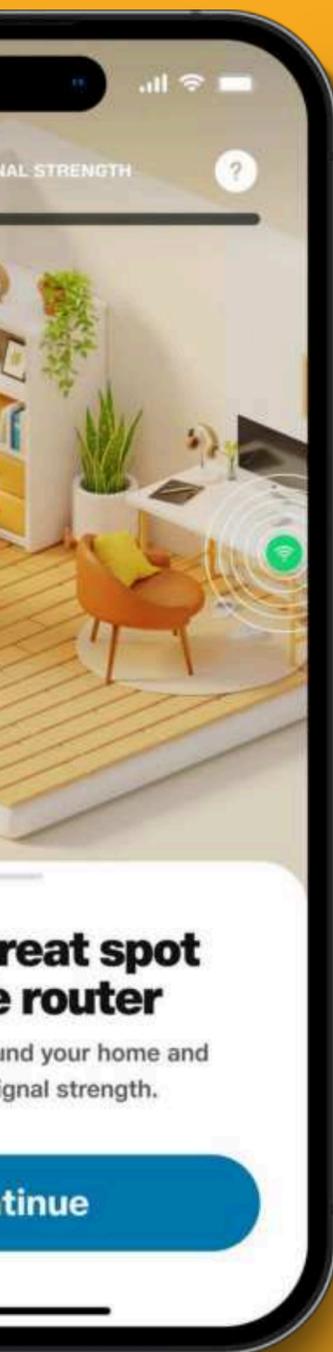
Animated Instructions Guide
To help you setup with clarity and ease.



Signal Check with Augmented Reality
A simple immersive experience to help you setup the internet & get your home connected.



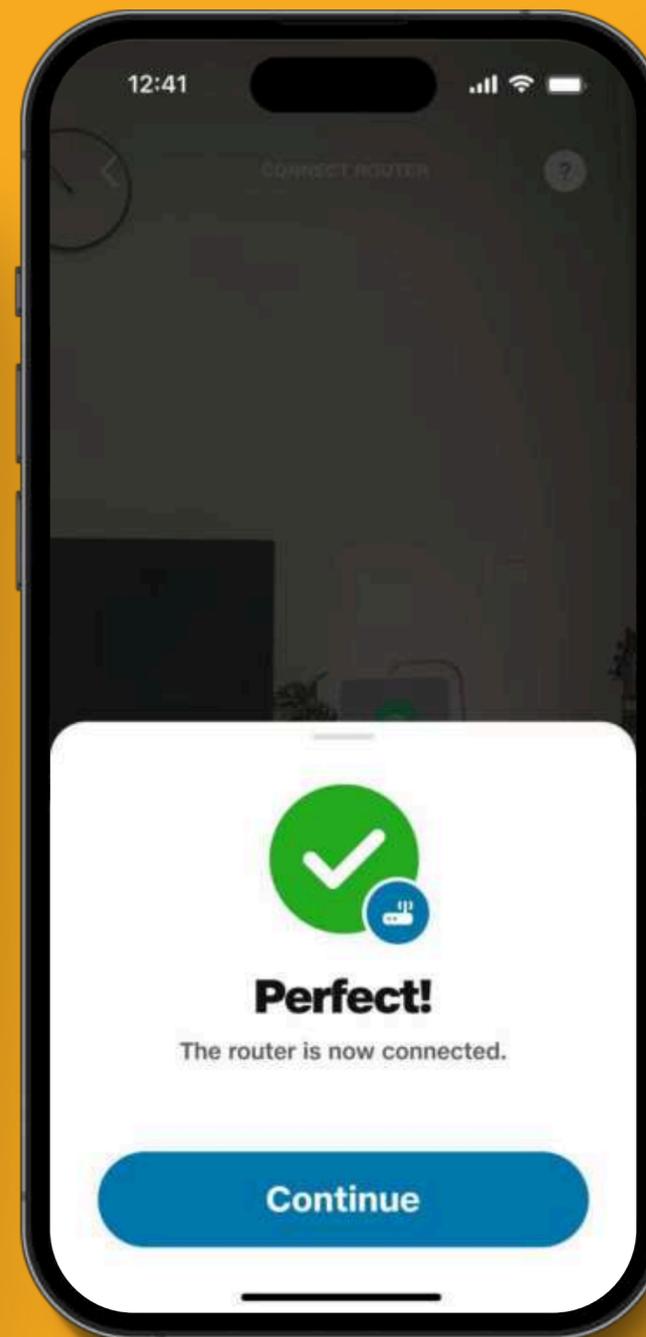
Real-time Guidance with AR Assistance
Context-based feedback in real-time to help you setup the internet & get your home connected.



Animated Instructions Guide
To help you setup with clarity and ease.

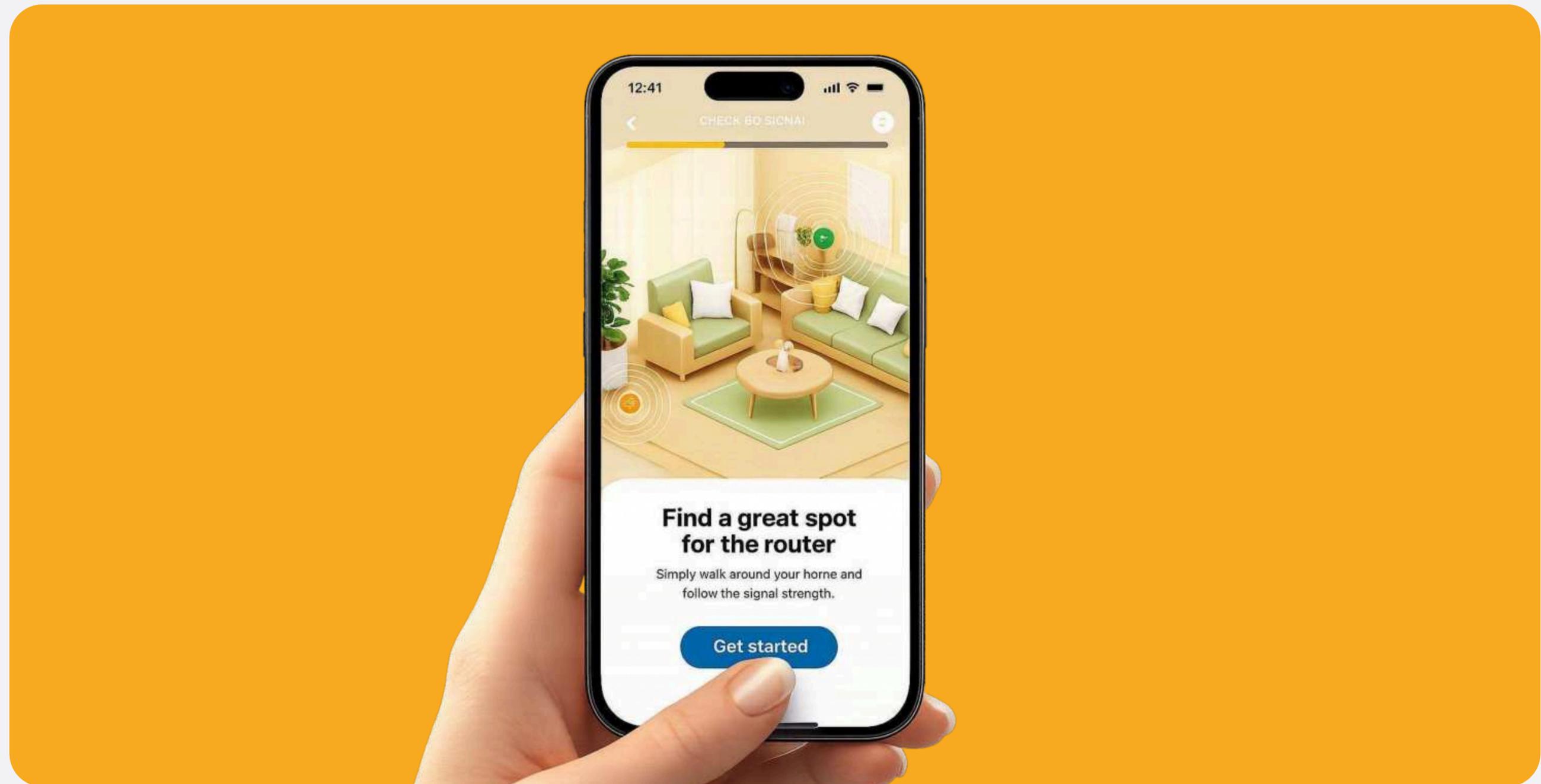


Support Throughout the Process
To further smooth the process and not let you lost.



Feedback Messaging
To keep you informed at every step.





Dashboard

BUSINESS PROBLEM

Current product teams are siloed in thinking and designing multiple digital products in isolation within bespoke solutions across the home ecosystem. There is no digital app strategy to unify all products and services in the home landscape to simplify the experience while reducing operating costs and legacy technical debt.

USER PROBLEM

Home users have to download and juggle between 4-6 Jio apps to support home usage. It makes navigating confusing, with a lack of integration between apps and requiring additional time for customers to onboard and familiarise themselves with the interface and features. This makes it a disjointed and frustrating experience for the customer.



Dashboard

SOLUTION HYPOTHESIS

We believe that reducing customer call centre volume will be achieved by enabling customers to easily access and control their home devices on demand with the help of a smart monitoring device. Users can customise the dashboard according to their preferences.

For: Families and professionals living and working at home.

Who: Wants to manage their smart devices both in-home and remotely.

The: Daily dashboard.

Is: A customised service aggregator and monitoring system.

That: Uses real-time data visualisation and IOT sensors.

Unlike: Competitors relying on customer support team and engineer visit.

Our: Has connected services for advanced monitoring and total smart home management.

USER STORIES

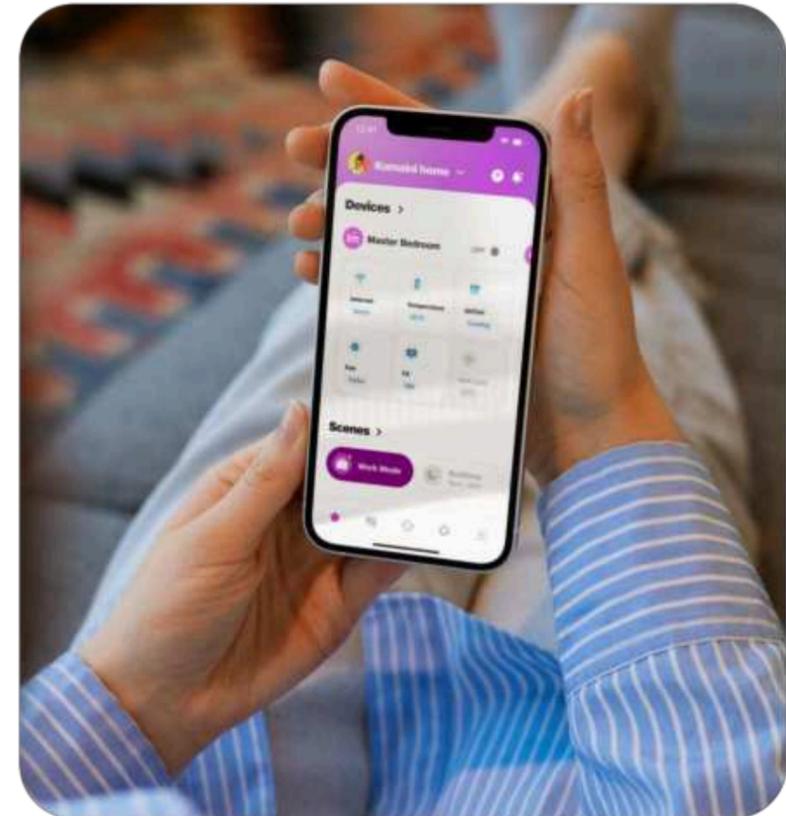
- As a user, I can set up and customise my dashboard according to my service preferences.
- As a user, I can quickly review my home usage and performance on my devices running in my home.
- As a user, I can be notified when there are any changes and alerts in my home.

Favourites

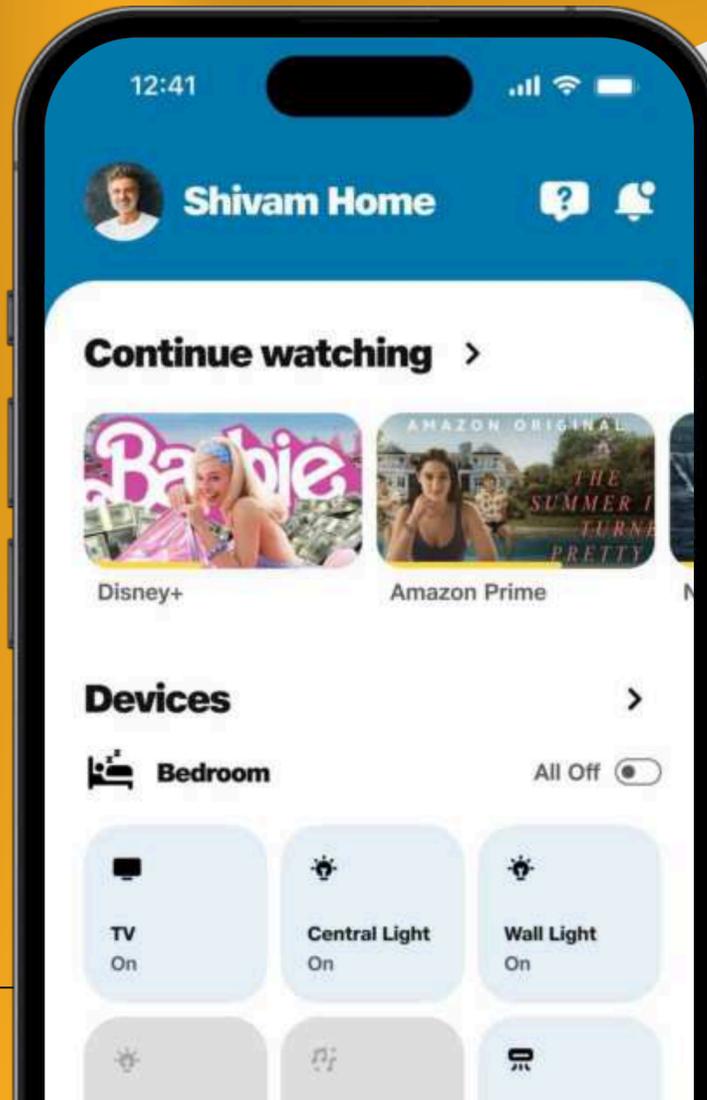
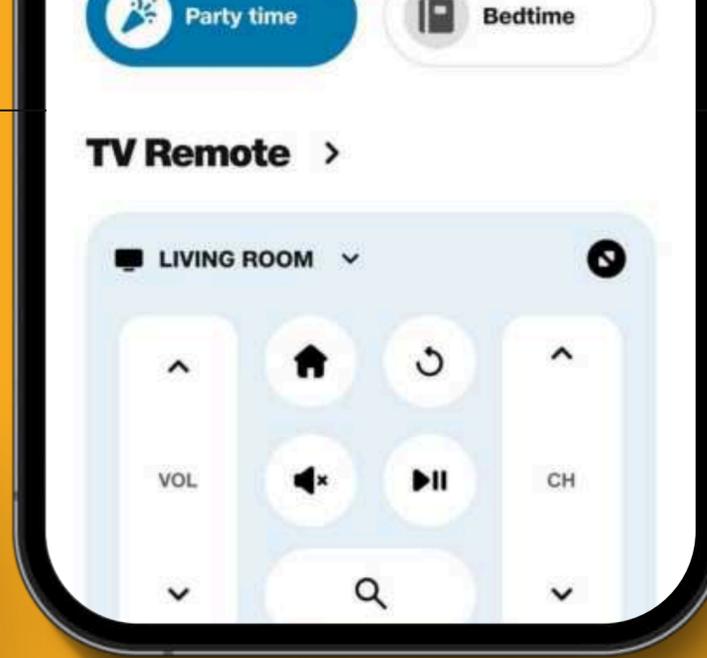
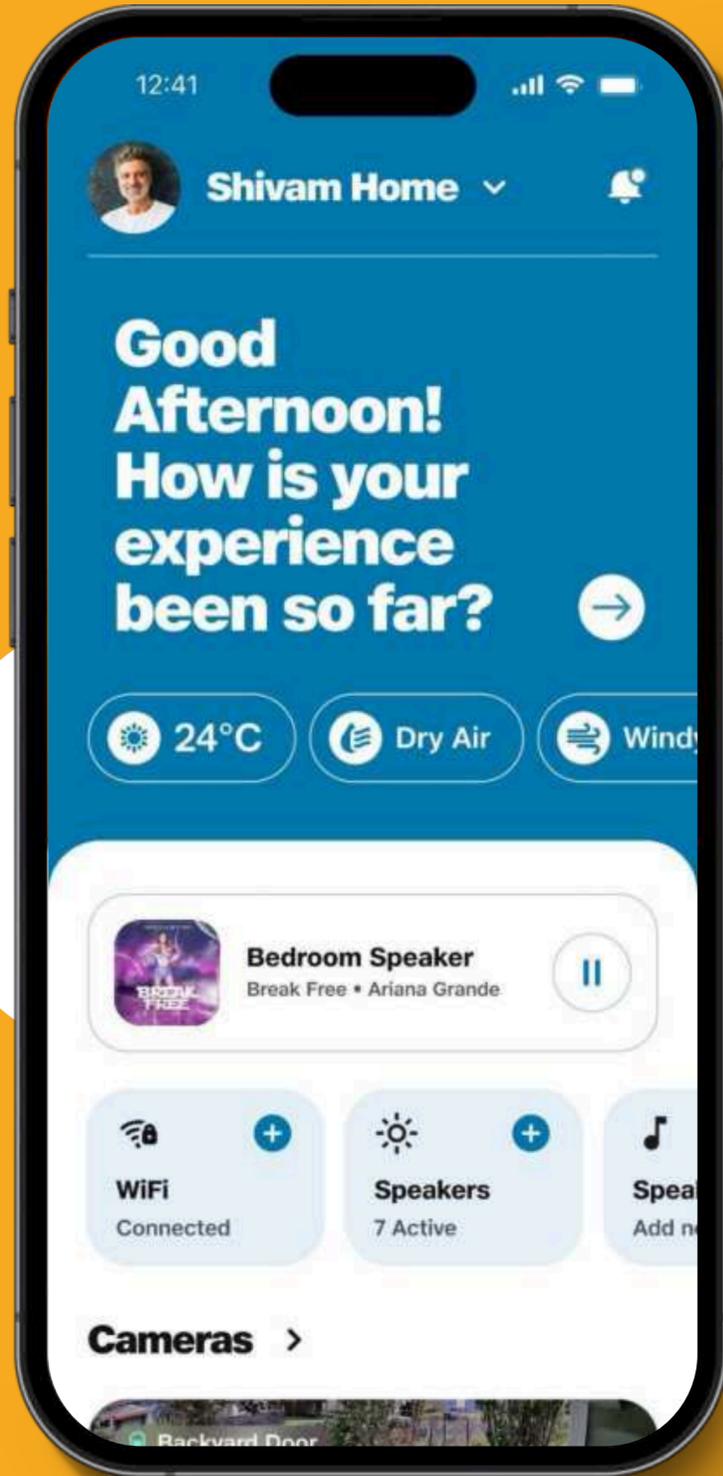
Customise your home app.

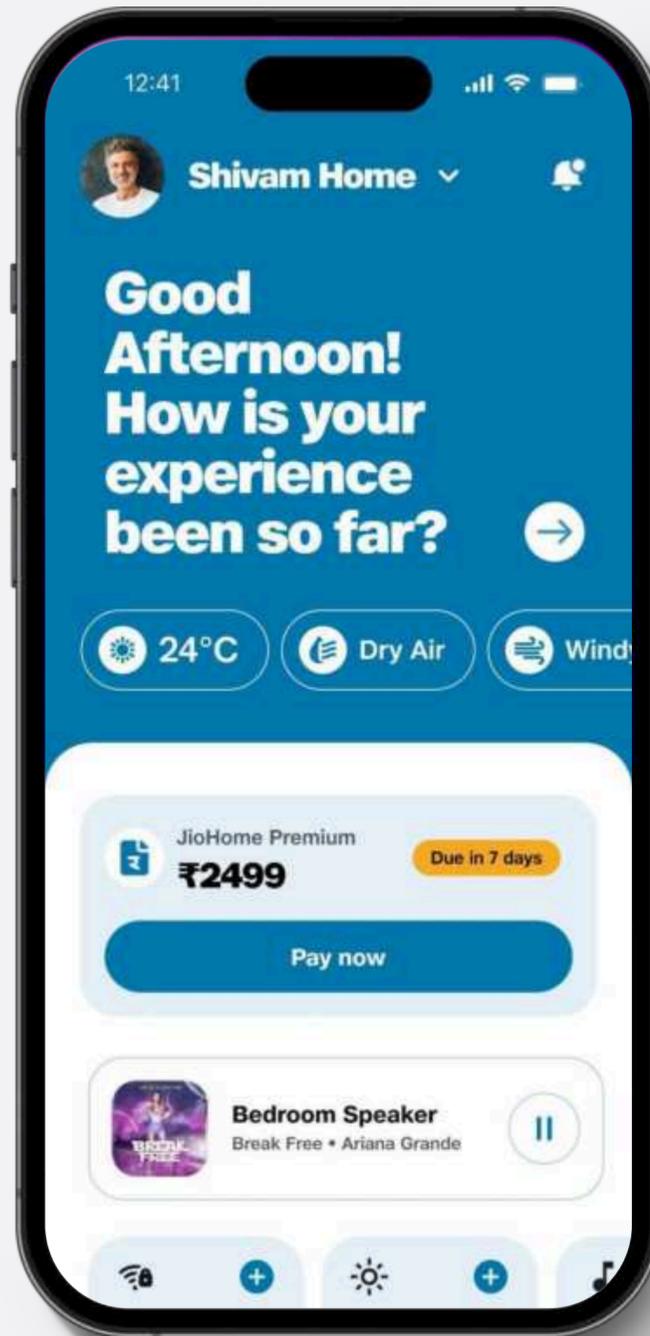
View and control your favourite devices.

 Personalised Dashboard

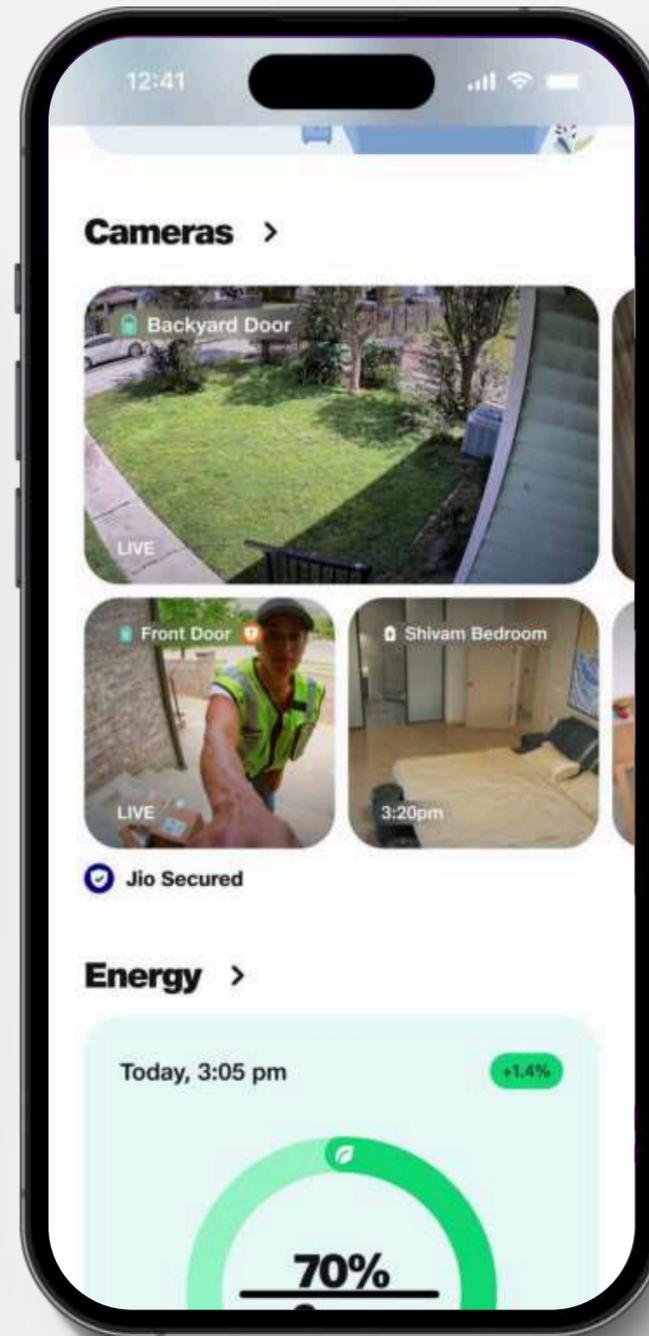


Jio Home

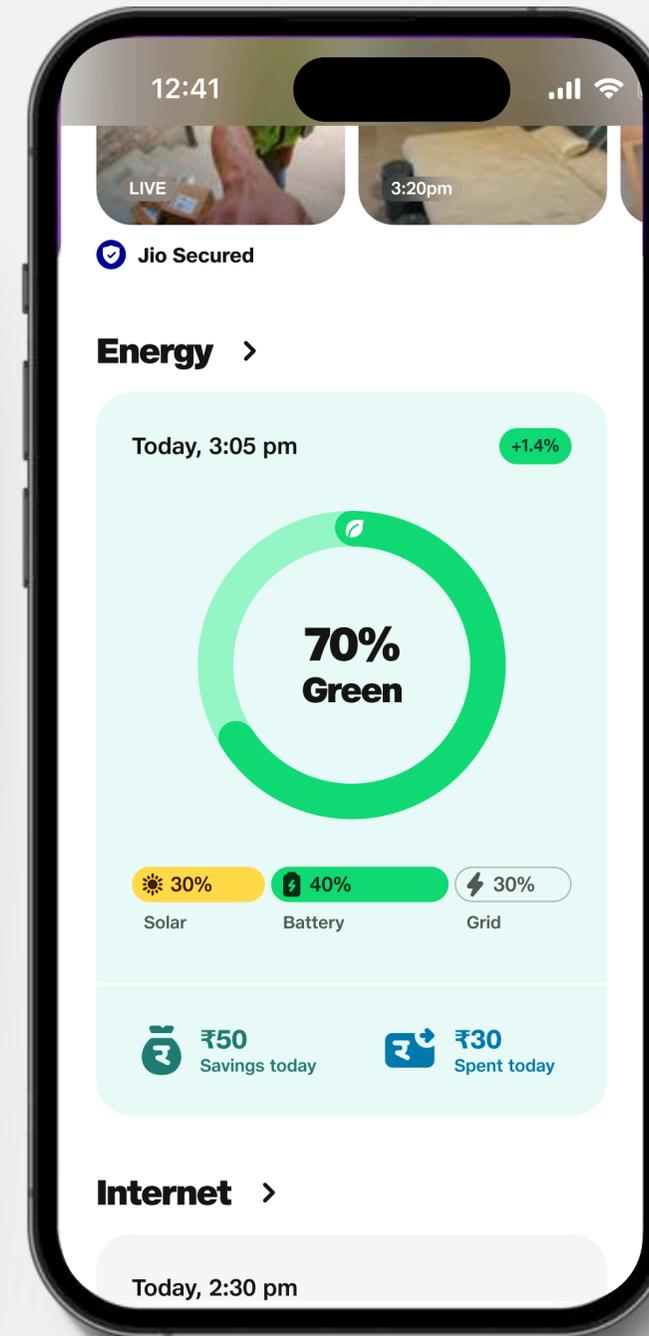




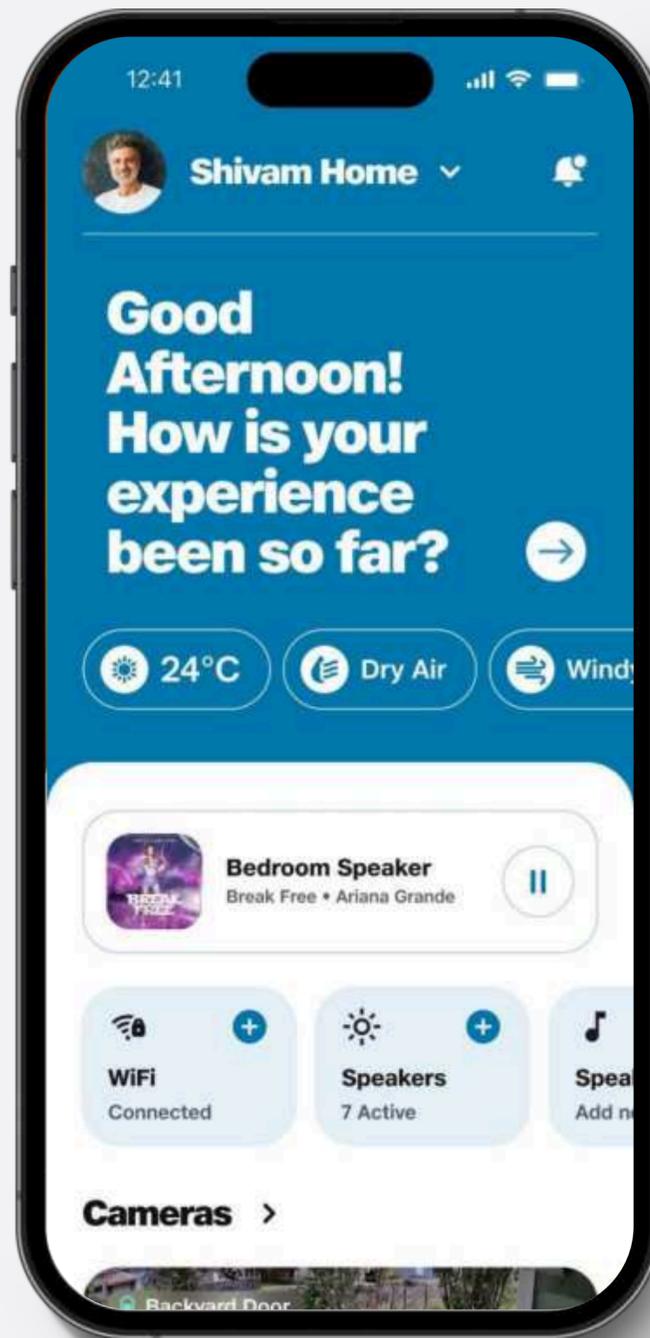
Smart Home Owner Favourites
 Customise your dashboard by adding favourite devices & services for quick access.



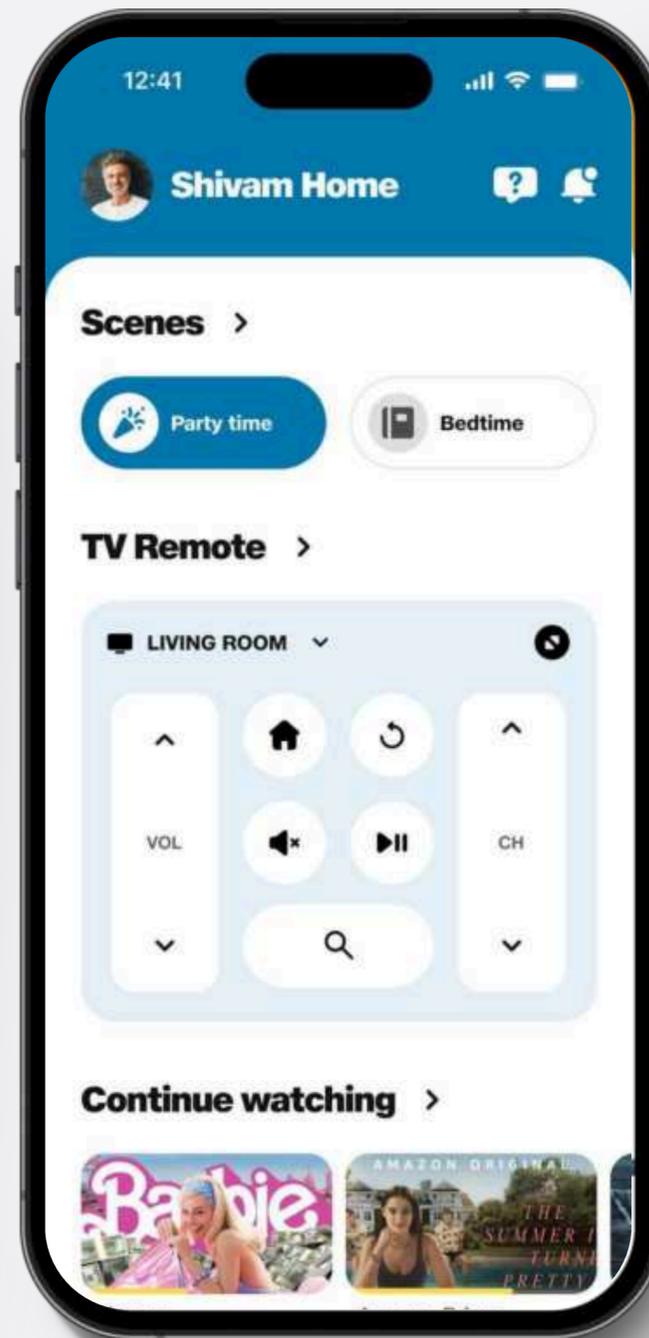
Smart Home Owner Favourites
 Easily monitor and access your home security. Manage and control all home devices.



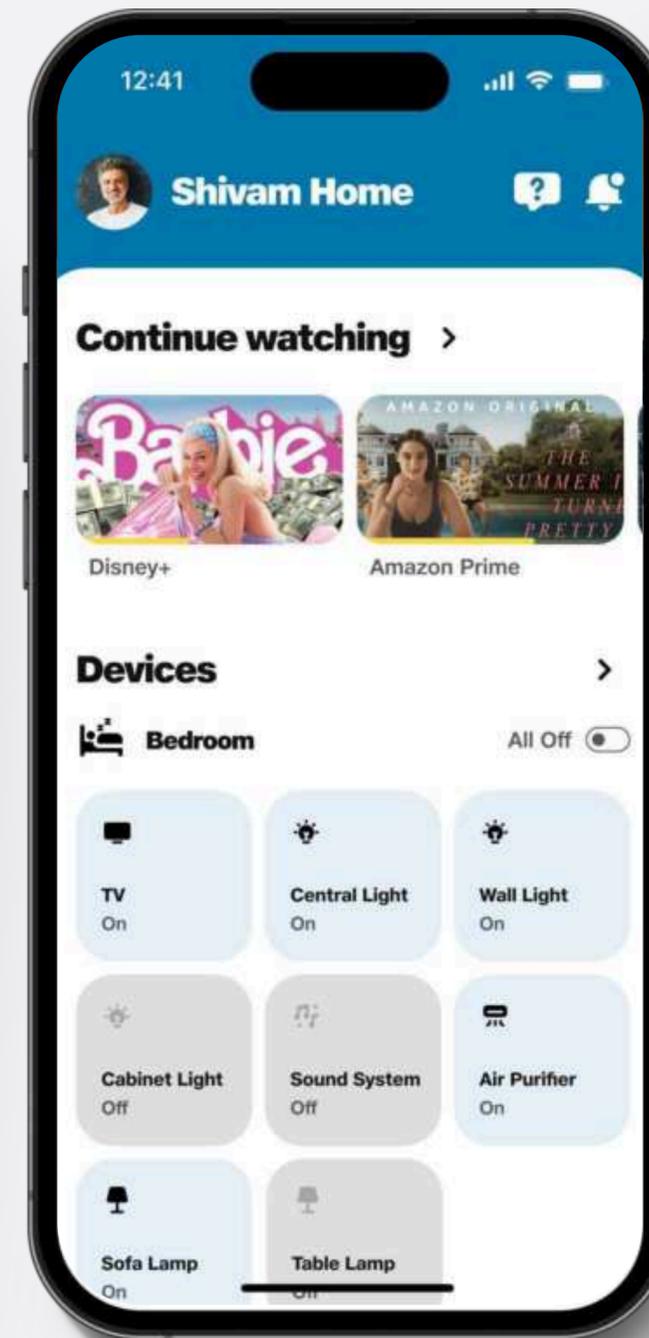
Smart Home Owner Favourites
 Activate home moods with a single tap. Know how energy efficient is your smart home.



Home Member Favourites
Personalised & customised favourites based on member needs & preferences.



Home Member Favourites
Control scenes & devices for personal needs & spaces.

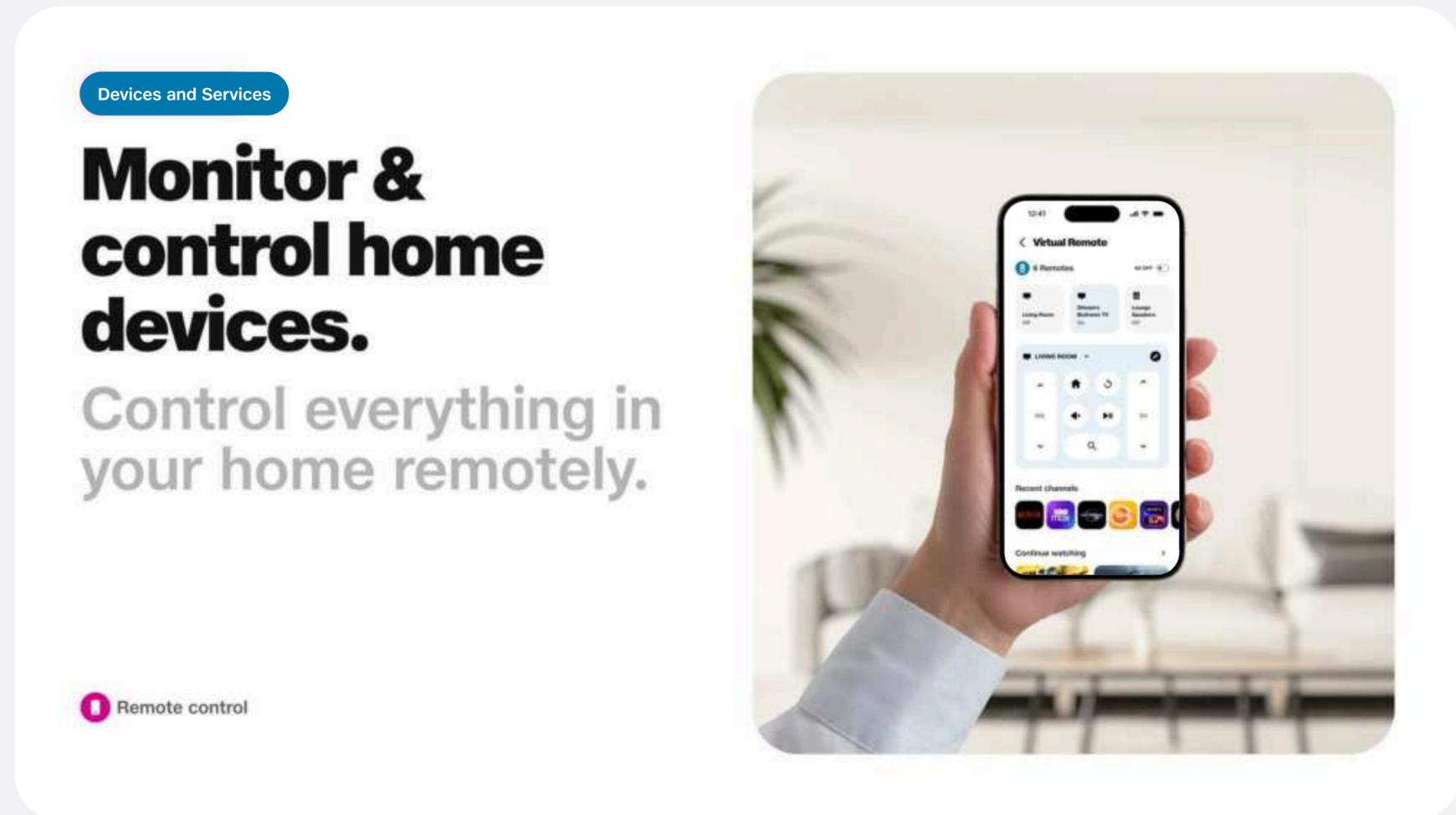


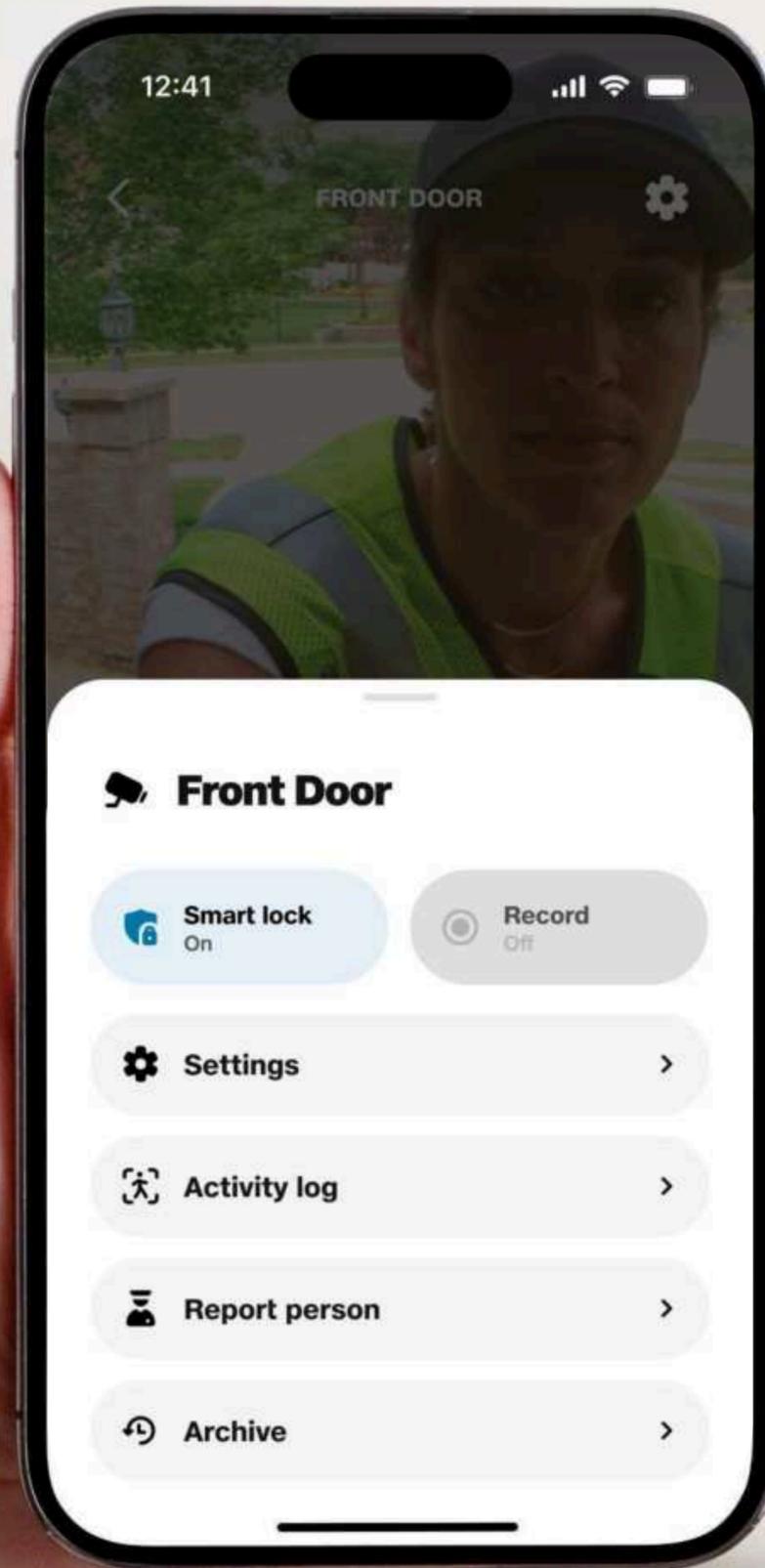
Home Member Favourites
Control all personal room devices.

Smart Control

LEADING INDICATORS

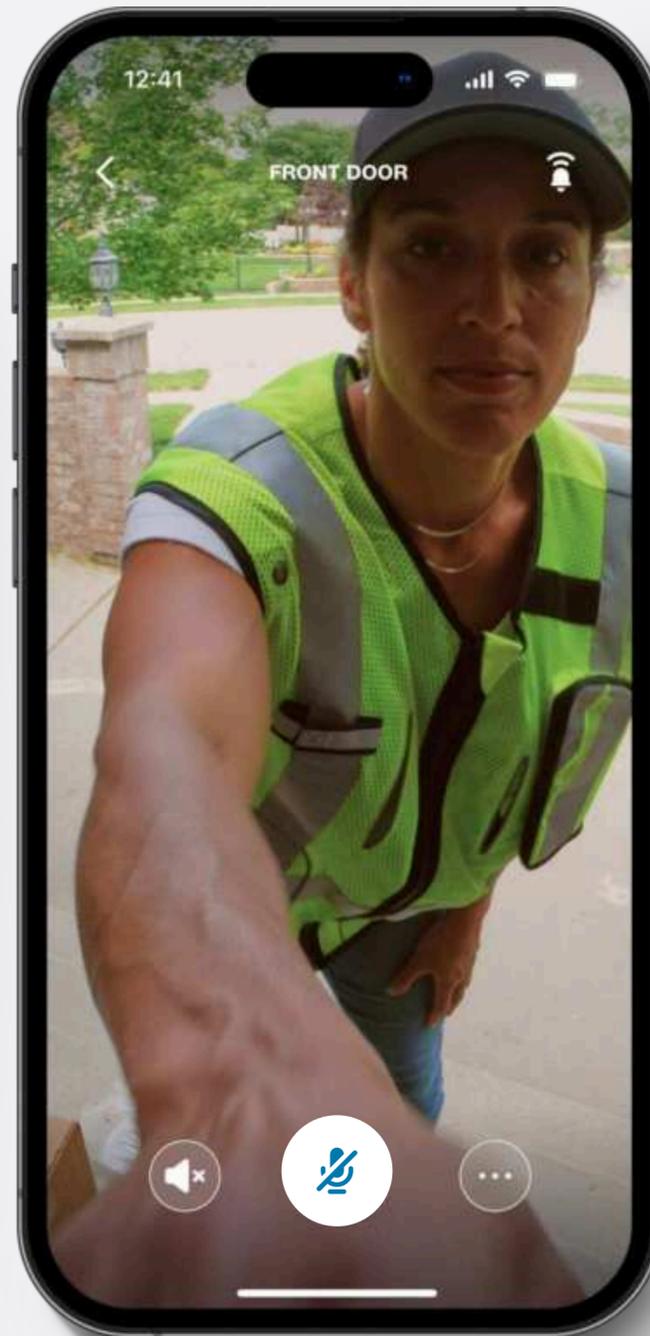
- Users can easily access the virtual remote via the home app.
- Users can turn on/off TV + settings.
- Users can navigate through the EPG / menu guide.
- Users can add their favourite channels for quick access.
- Users can customise the layout configuration to their preference.
- Users can access different viewing modes (accessibility).
- Users can check connectivity/internet status.
- Users can easily run diagnostics to ensure everything is working well.
- Users can see all air con devices within the home/rooms.
- Users can see current room temperature.
- Users can pre-set time and temperature remotely for units or zones.
- Users can see a live view of all active cameras around the home.
- Users are notified when activity is detected.
- Users can communicate with visitors remotely.
- Users can open and close smart locks remotely.
- Users can see overview of total energy usage for running their home.
- Users can see devices that are consuming/charging renewal energy.
- Users can see charging level and time to completion.
- Users can see battery storage levels.
- Users can manage what appliances can use what energy type.
- Users can see how efficiently they are using their home energy
- Users can receive recommendations for improvement on savings.
- Users can plug in devices for charging and system recognises and records energy usage.



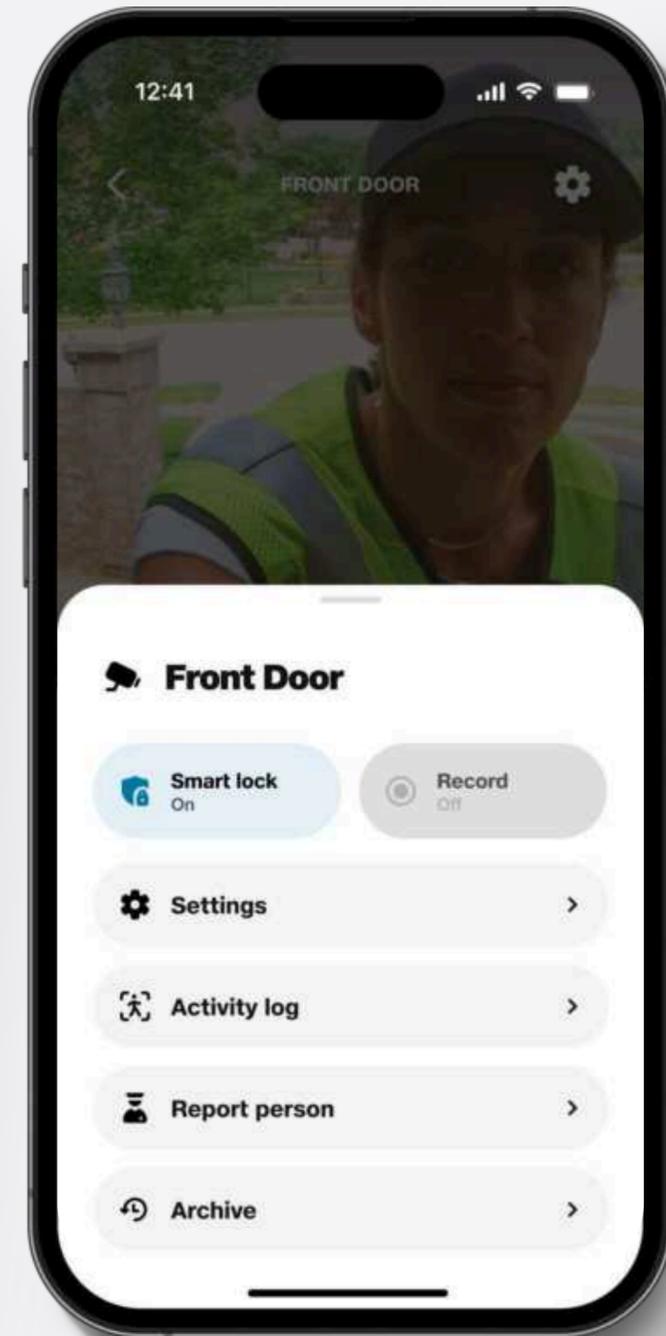




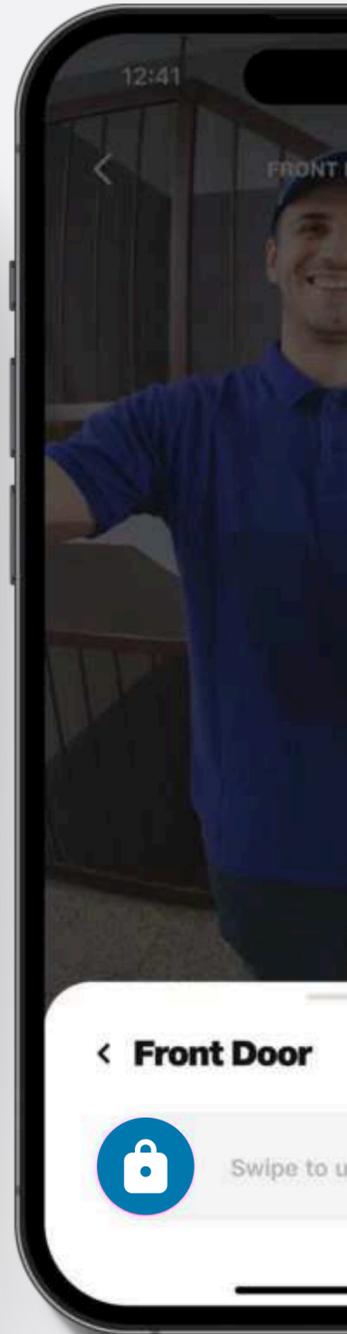
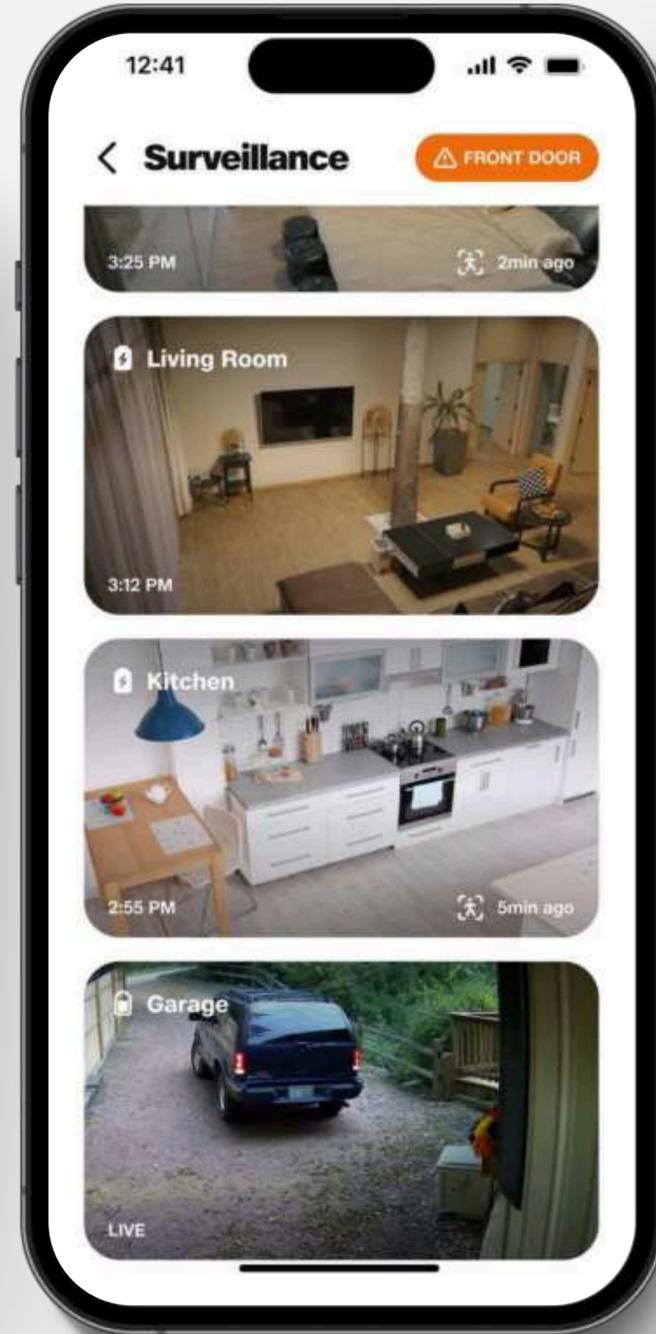
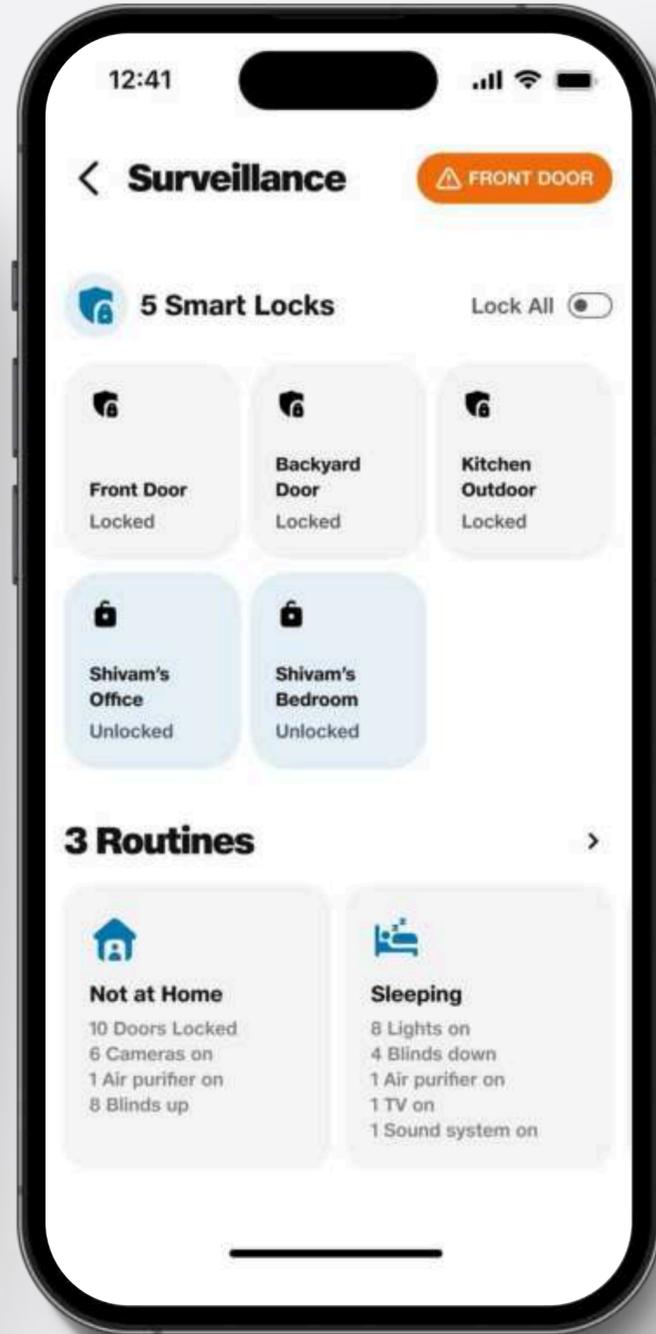
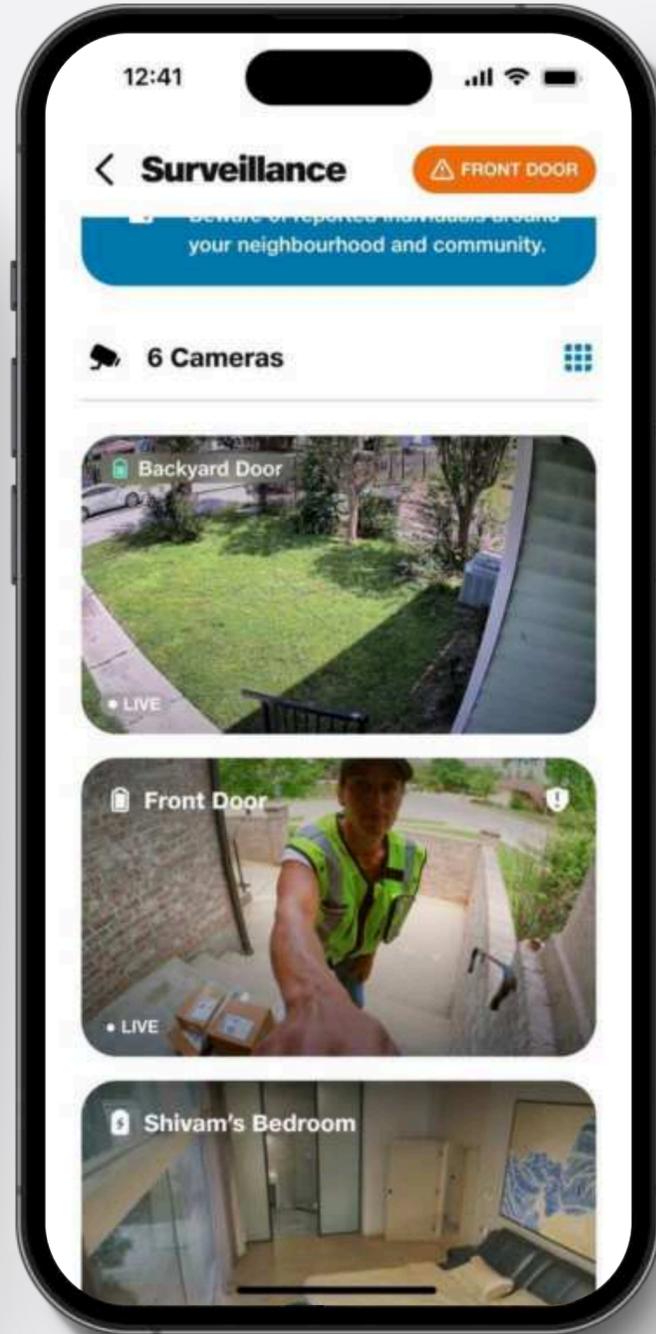
Remotely Monitor Your Home Security
Get a detailed view of your home activity when you are away.

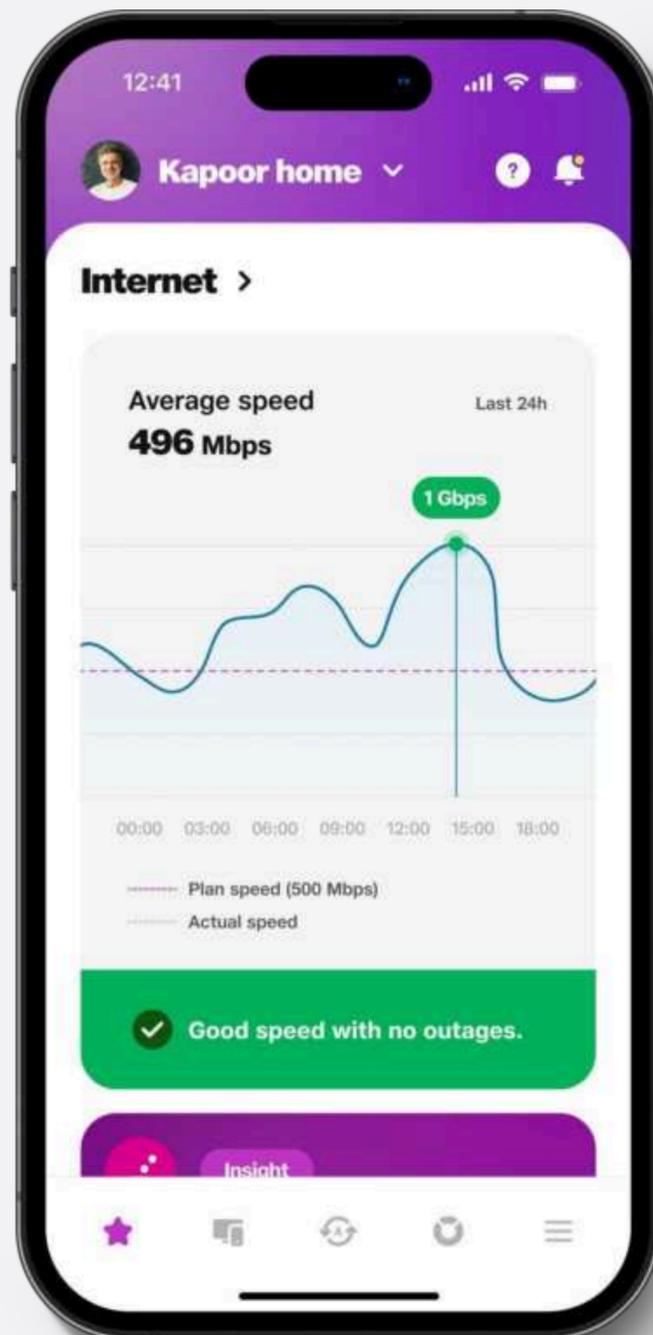


Monitor Unknown Visitors
Interact with unknown visitors before letting them inside your home.



Control Home Entry
Unlock the door remotely or report suspicious visitor activity.

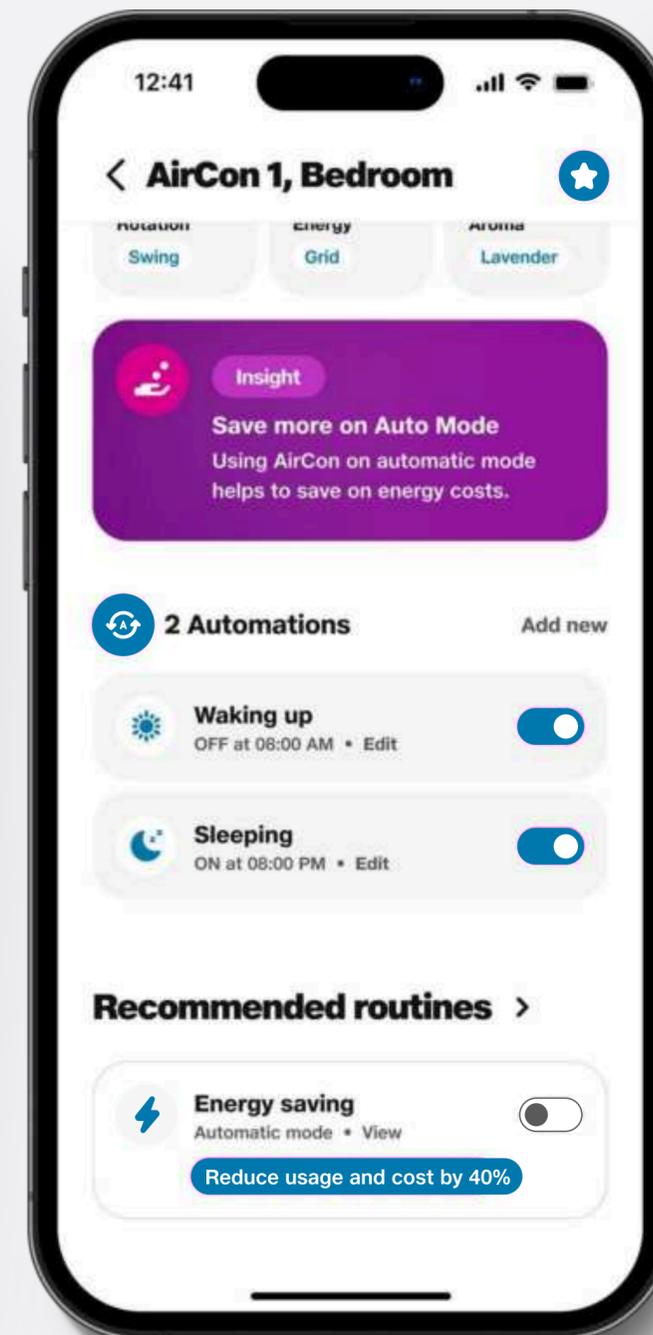




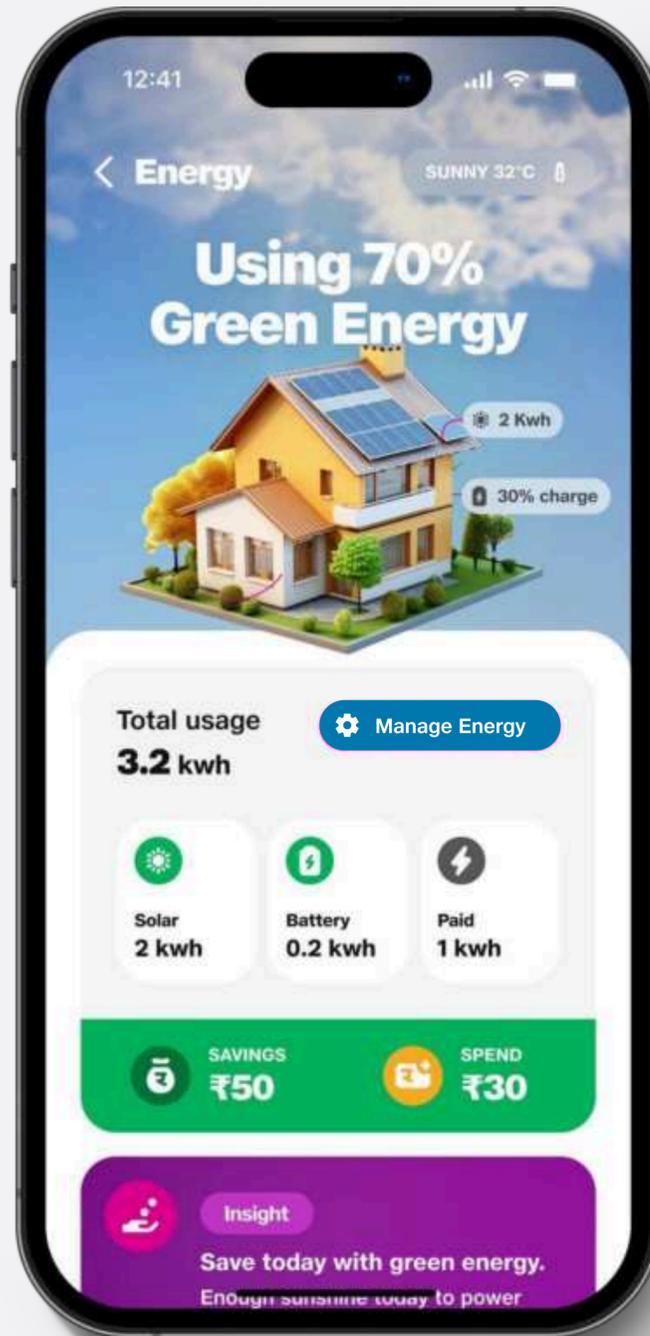
Remotely Monitor & Control Issues
Monitor internet speed lags.



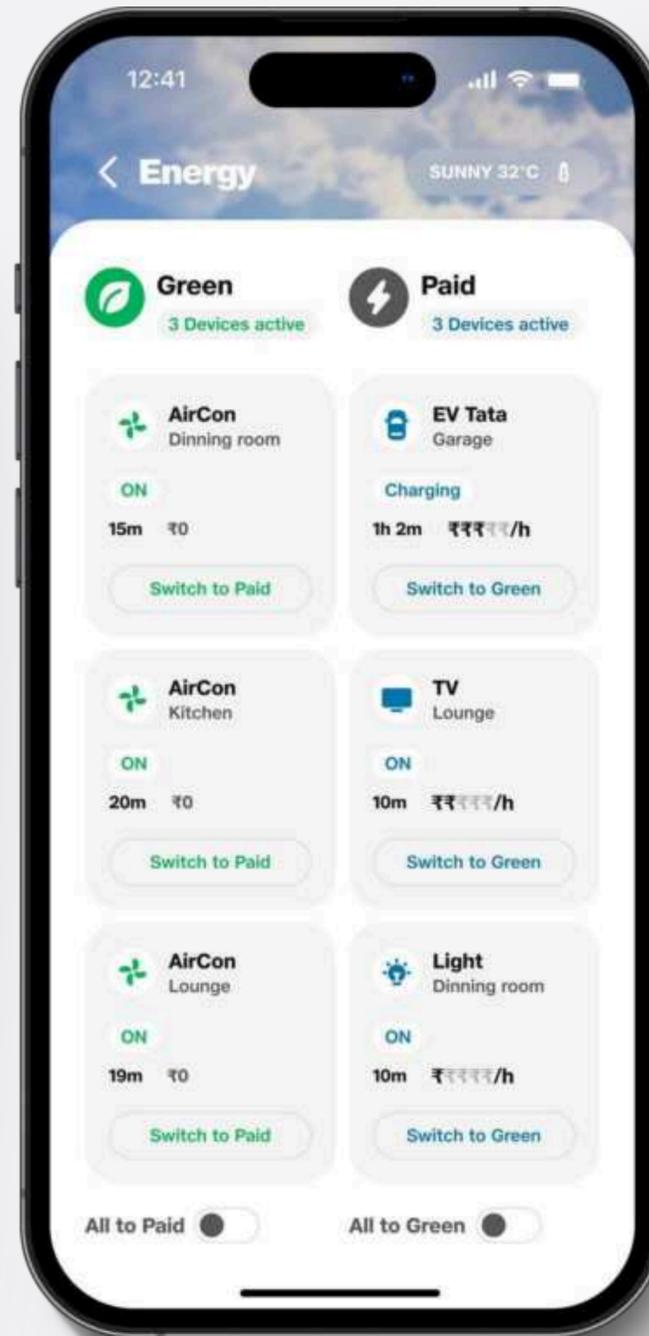
Remotely Control Device Settings
Adjust all device settings from a single space.



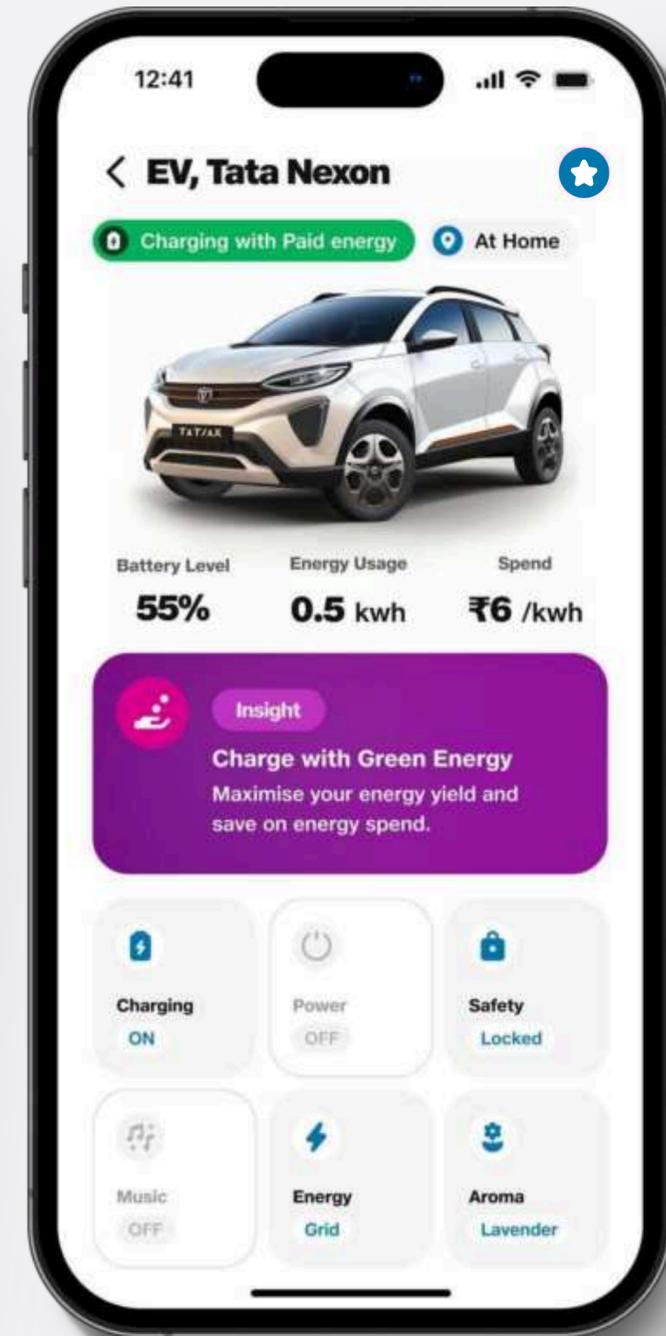
Set Device Automations
Set your devices to turn on or off based on your daily routines and moods.



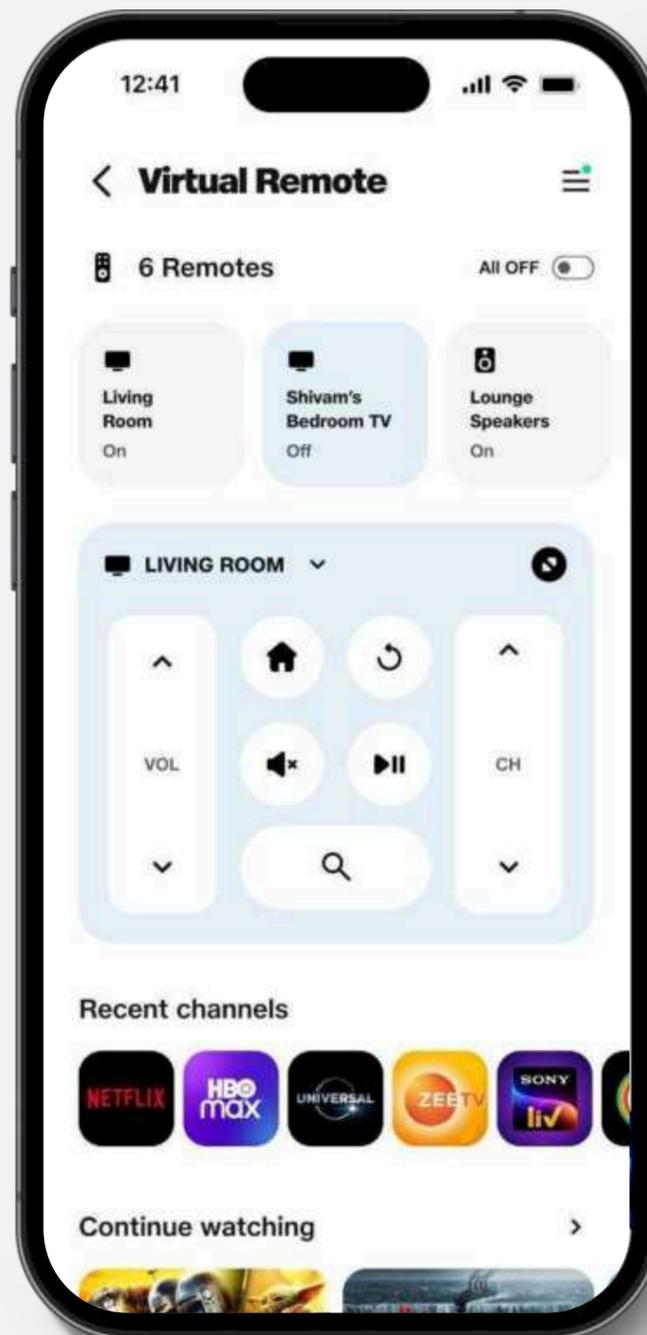
Energy Usage Overview
Check your home energy distribution & usage.



Manage Energy
Switch devices to green or to paid based on your green energy yield.

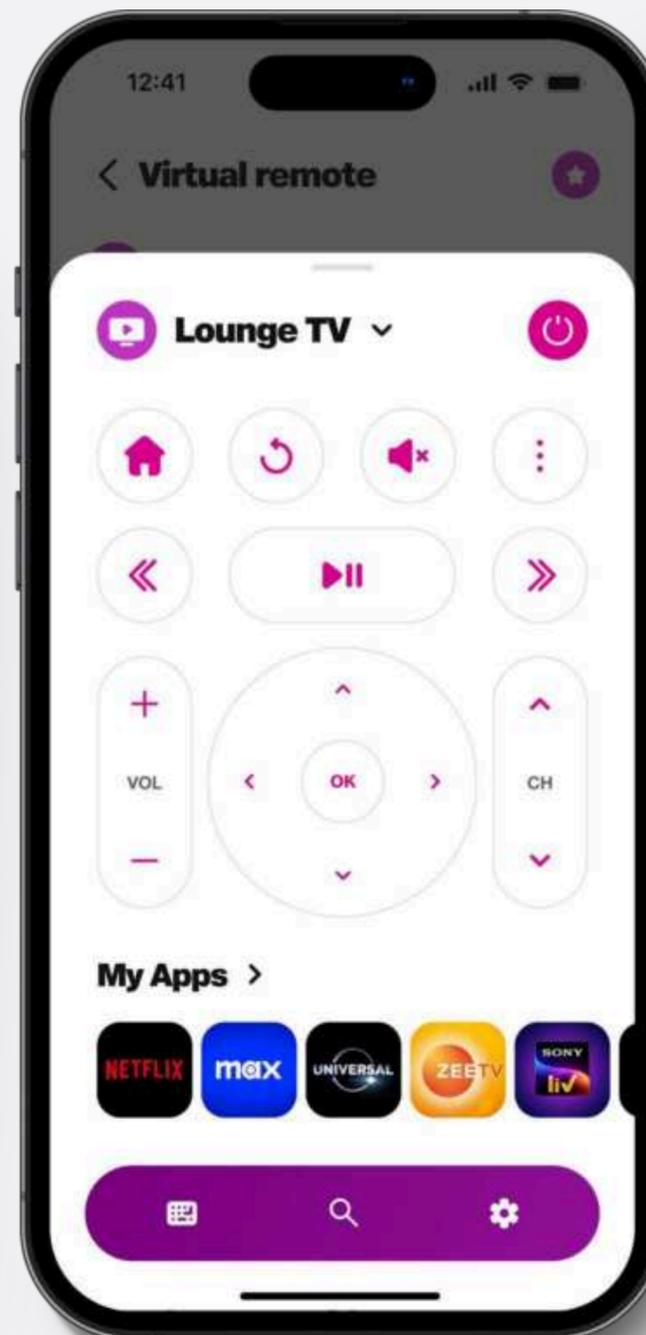


Manage Electrical Vehicle (EV)
Check and monitor your EV charging status. Manage its energy source and much more.



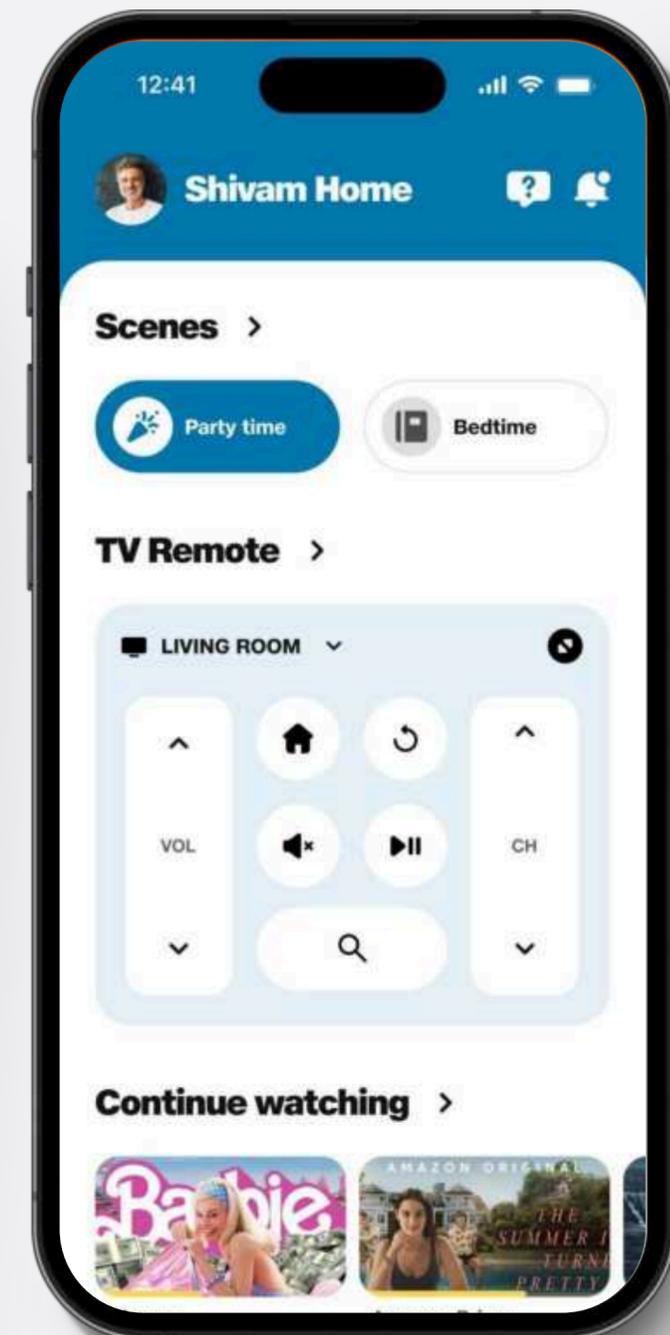
Access All TV Remotes Virtually

Remote control all your TVs from your phone & quickly access your recently watched content.



Remote Customisation

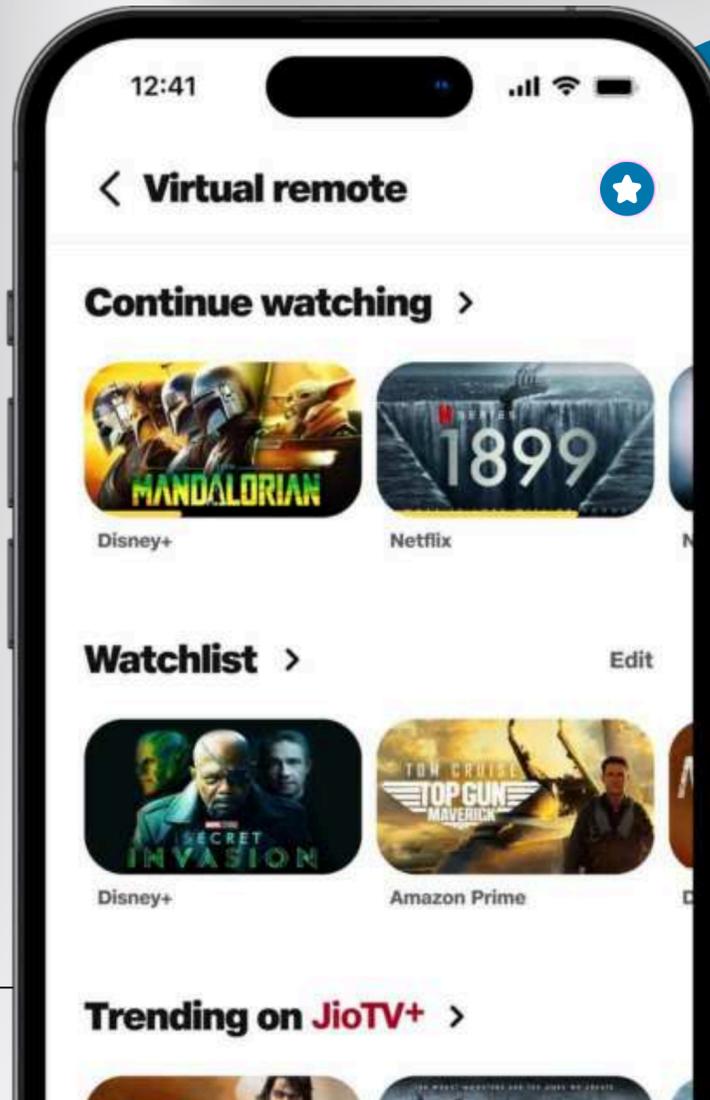
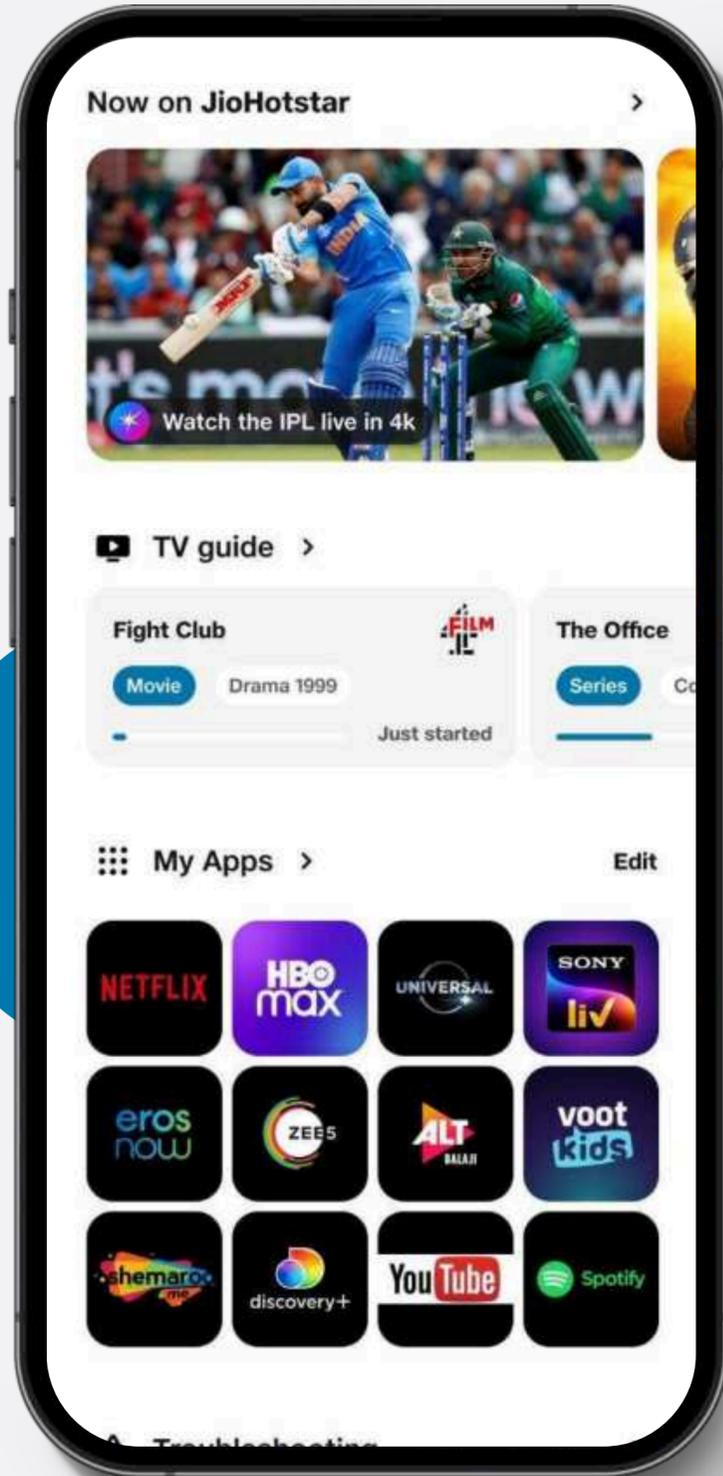
Customise your remote for better accessibility.



Favourite Remotes

Add your favourite remote to your favourites tab for quick access.

Jio Home



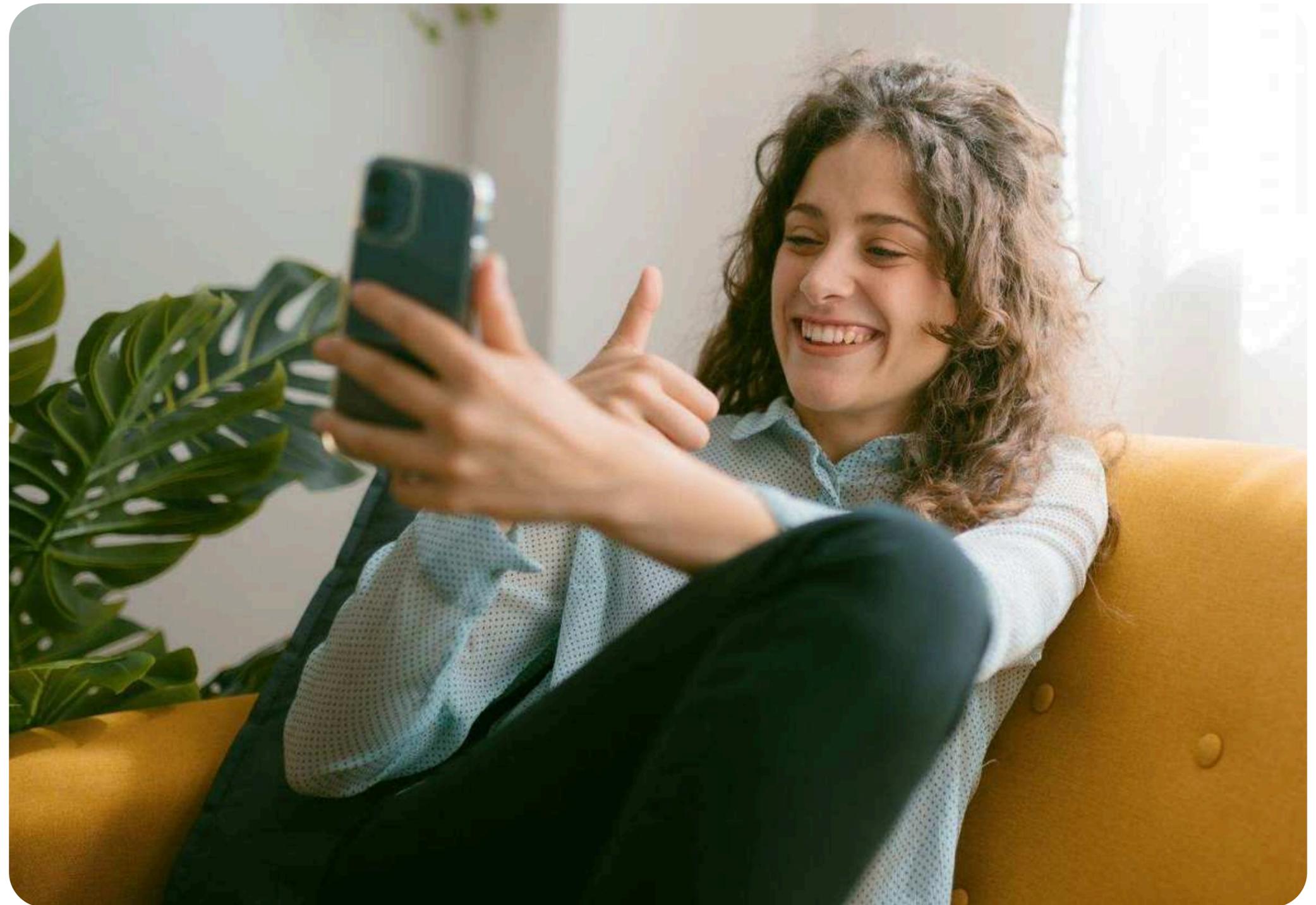
Usage

BUSINESS PROBLEM

Billing is fragmented across different business verticals according to what services customers subscribe to. There is no integrated billing platform and it is inconsistent across channels, resulting in inaccurate billing and requiring a lot of manual intervention to resolve.

USER PROBLEM

Customers do not have upfront transparency within a single integrated view of all their services and often the billing information is incorrect with customers being overcharged. This results in lengthy calls to the customer service desk to resolve, coupled with the lack of flexibility for customers to manage their bills accordingly.



Usage

HYPOTHESIS SOLUTION

We believe that reducing customer call centre volume will be achieved by enabling customers to easily review and manage their billing and usage through an itemised billing and payments tracker. Users can review their connectivity usage and efficiency rating, with the ability to navigate to sub-sections via the customised home dashboard for a deeper dive.

For: Families and professionals living and working at home.

Who: Want to easily review and pay their bills.

The: Bill & Pay tracker.

Is: A integrated service usage and payments system.

That: Uses real-time usage data and itemised billing.

Unlike: Competitors which has inaccurate information and manual billing.

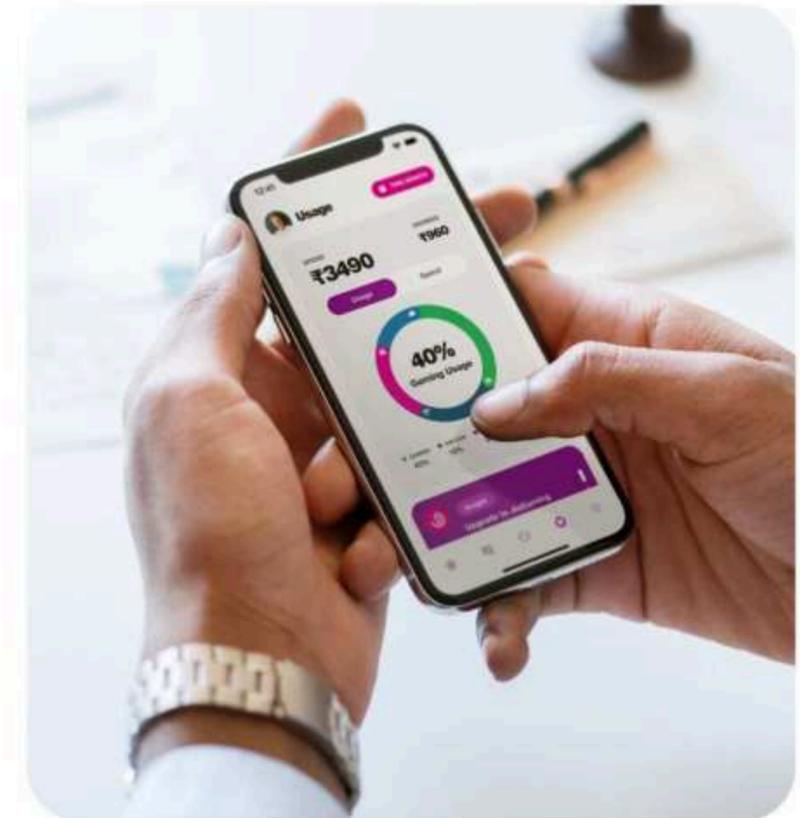
Our: Provides transparency and recommendations toward cost savings based on predictive trends.

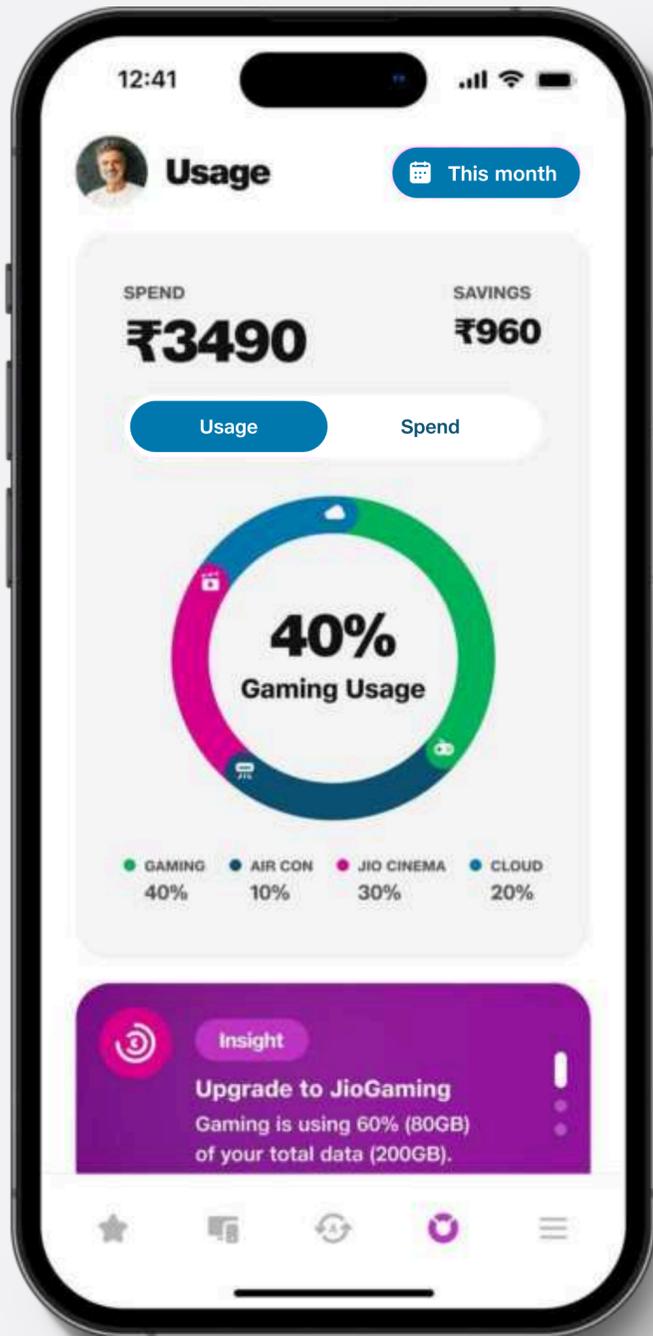
Usage

Review your home usage.

Get detailed breakdown of your smart home usage and spend.

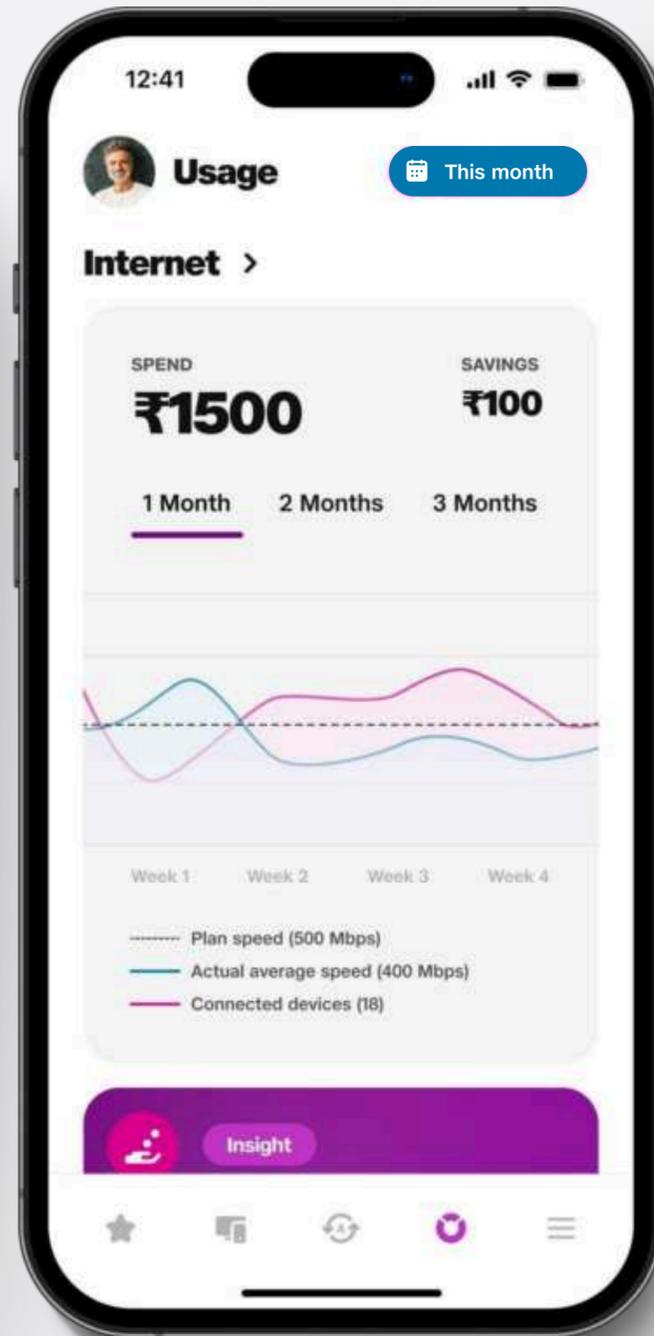
 Analytics





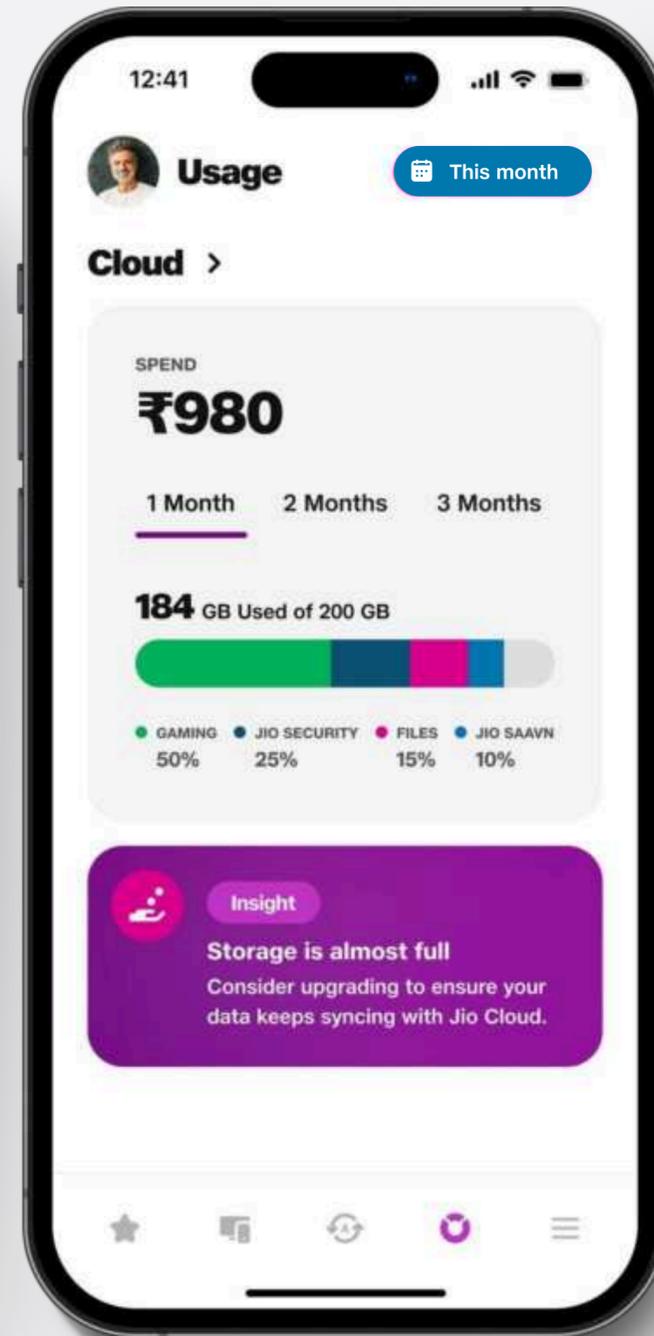
Home Usage & Spend Summary

Get detailed analysis of your home usage & spend to monitor your expenses.



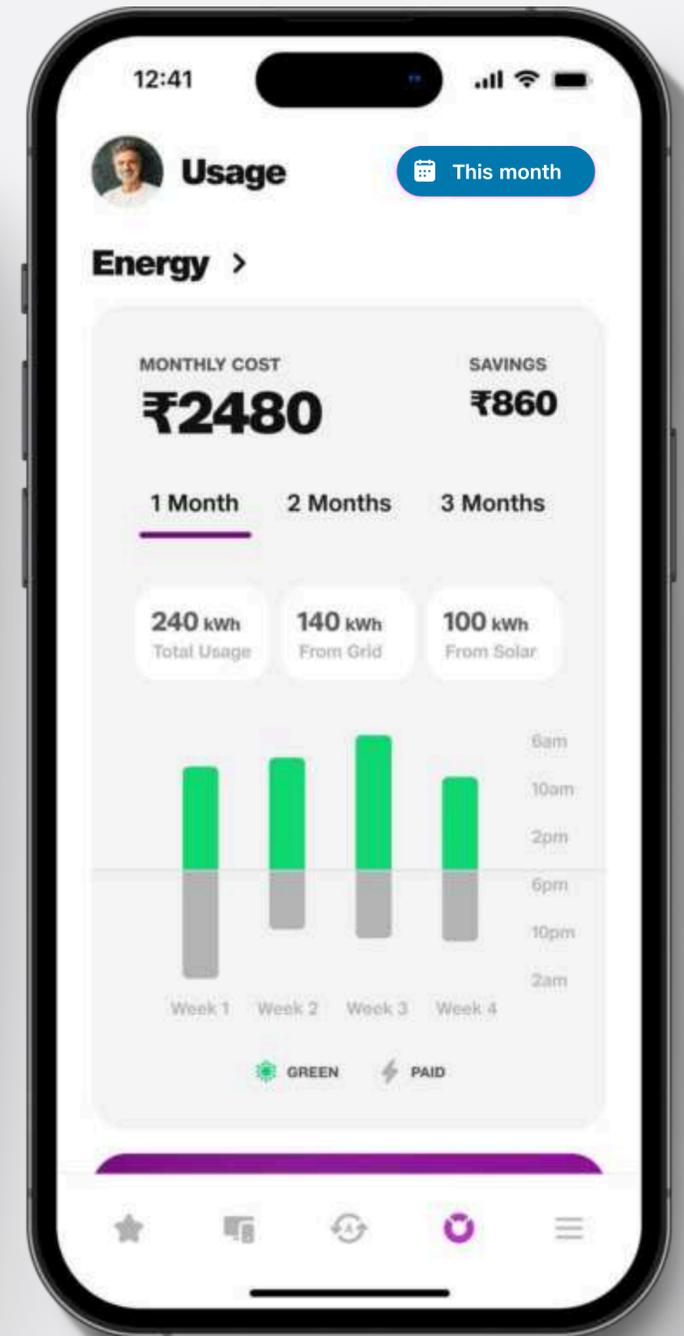
Internet Usage & Spend

Monitor your internet plan speed vs. actual speed to ensure excellent connectivity for your home.



Cloud Usage & Spend

Manage your Jio cloud usage to ensure your data is always synced and backed up.



Energy Usage & Spend

Monitor your energy usage to ensure you have your savings optimised.

Remote Diagnostics

OPPORTUNITY SPACE

For: Families and professionals living and working at home.

Who: Experience problems or technical issues with Jio home products.

The: Diagnostics assistant.

Is: A virtual semi-autonomous technical support advisor.

That: Senses, diagnoses and resolves software issues.

Unlike: Competitors which requires speaking to a customer support team.

Our: Provides immediate advice and support without the waiting time.

LEADING INDICATORS

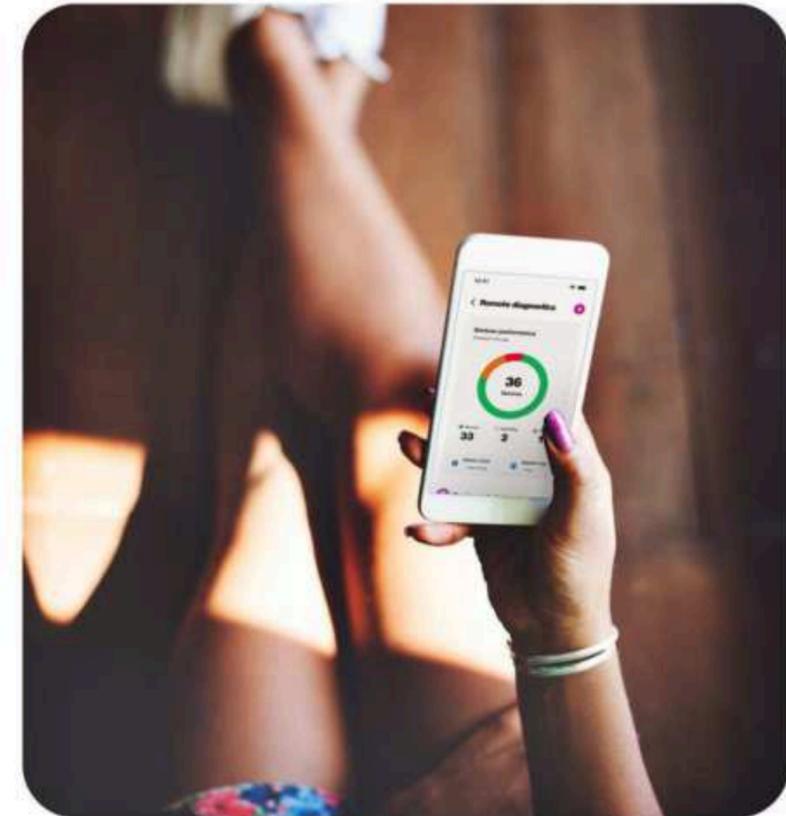
- Users can see overall health & maintenance of their home system to remain up to date.
- Users can easily access diagnostics display any time using the app.
- Users can run a full diagnostics on all software + hardware devices to ensure optimal performance.
- Users select individual devices to diagnose.
- Users can see the diagnostics results of what has been analysed.
- Users can be notified in real time of any issues or faults in the system.
- Users can access known issues/report log to see what has been found and resolved.
- Users can see auto updates eg. firmware, system updates etc.
- Users can be guided/assisted through physical hardware fixes e.g changing leads.
- Users can photograph known issues for system to identify and suggest resolution.

Diagnostics

Run virtual diagnostics.

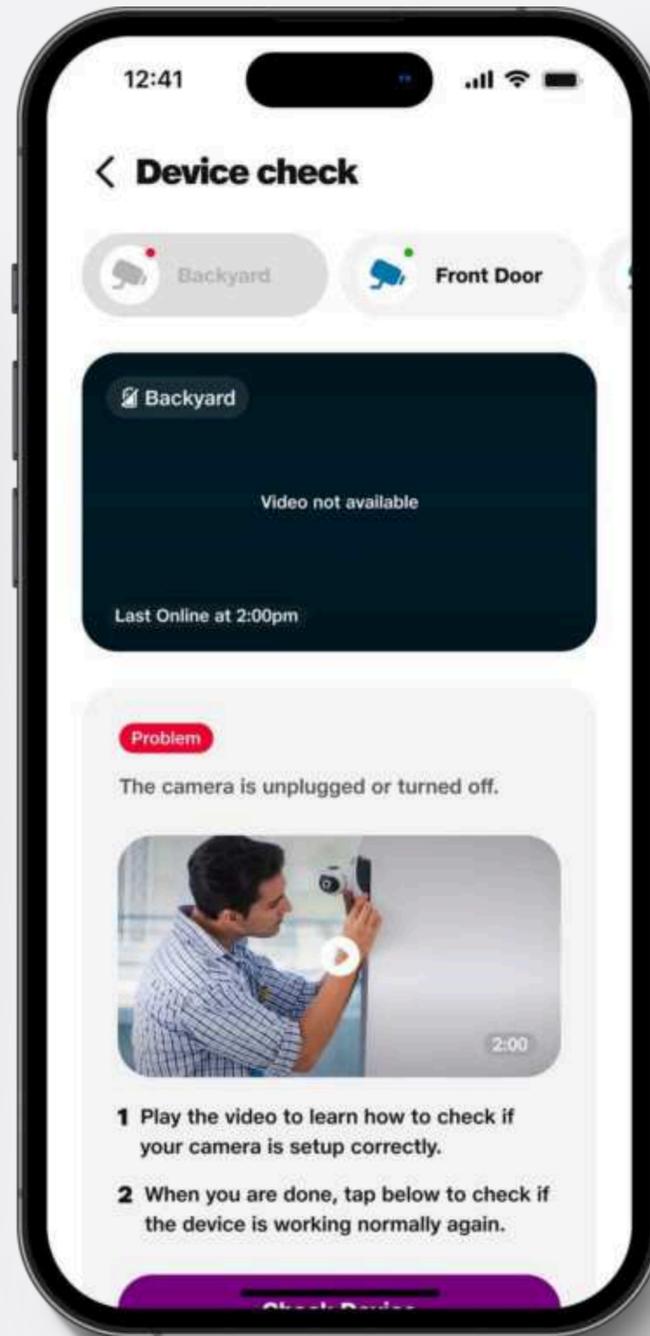
Self diagnose and resolve device technical issues remotely.

 Remote Diagnostics

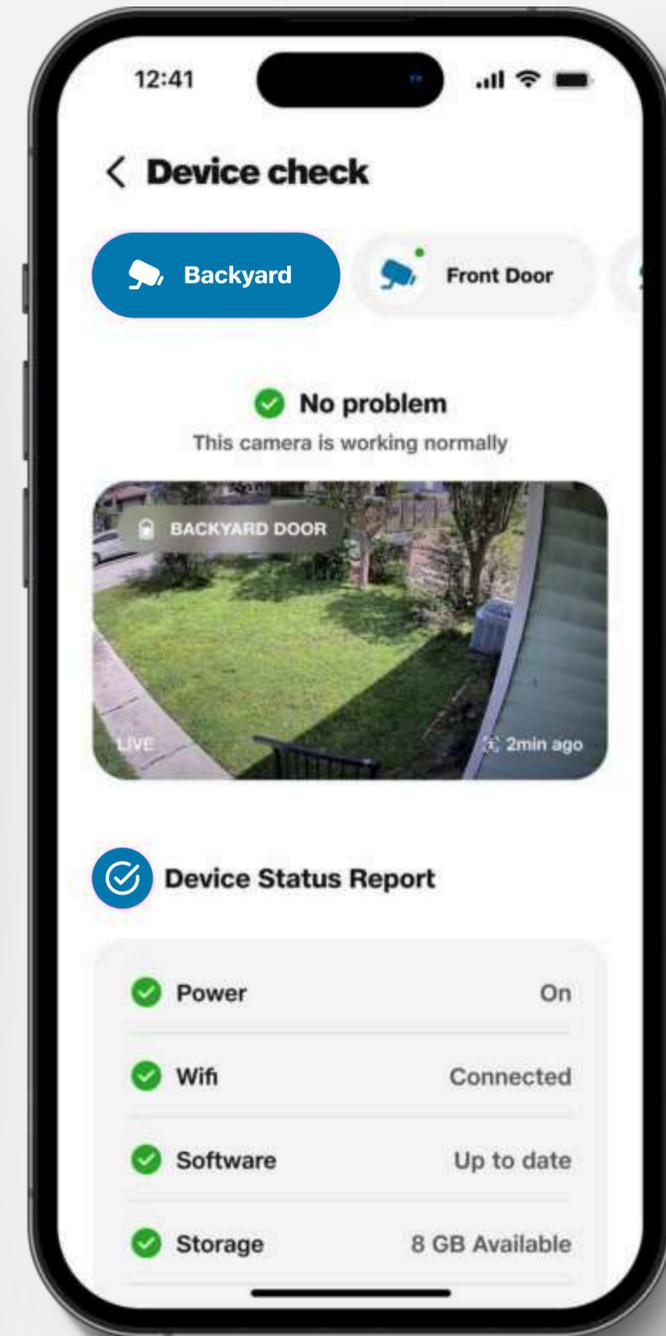




Complete Smart Home Performance Check
Run a home system check for all devices with a single tap.



Device Check
Get simple and clear instructions to resolve device issues remotely.



Device Check
Get a complete device performance report to know the status of your device.

New Innovations

OPPORTUNITY SPACE

For: Families and professionals.

Who: Want to explore and learn about new updates and releases.

The: New innovations.

Is: Personalised content feed of the latest developments within Jio home.

That: Provides opportunities to explore, learn and demo new updates & innovations.

Unlike: Competitors that requires large marketing campaigns to drive awareness.

Our: Is tailored and integrated directly in app for easy access and exploration.

LEADING INDICATORS

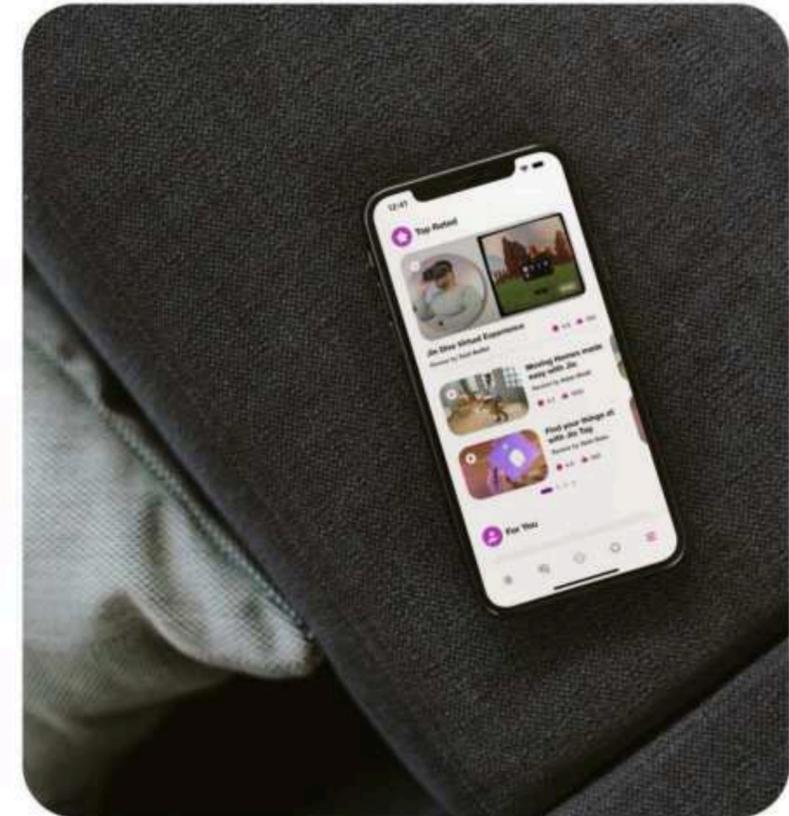
- Users can access a continuous feed of content through the home app.
- Users can explore & demo new product releases.
- Users can register interest in advance of release date.
- Users can receive personalised gifting promotions - Birthday, Seasonal events, Festivals.
- Users can access how to tutorials for efficiency saving tips.
- Users can receive free 7 day trial for new packages/services.
- Users can receive free trial to JIO essentials subscription service.
- Users can see number of article likes, and share with friends.
- Users can see top trending articles.
- Users can filter feeds according to tagged categories.
- Users can search for a specific article.

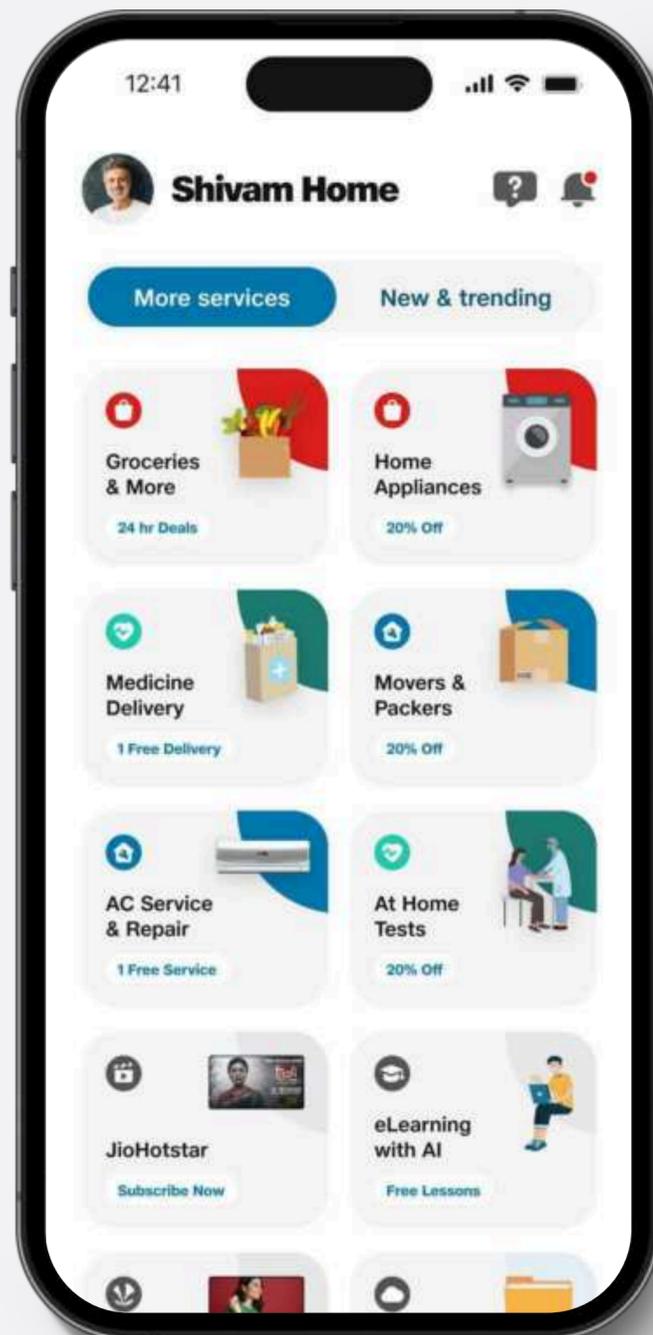
Jio Services & Innovations

Explore additional services & new innovations.

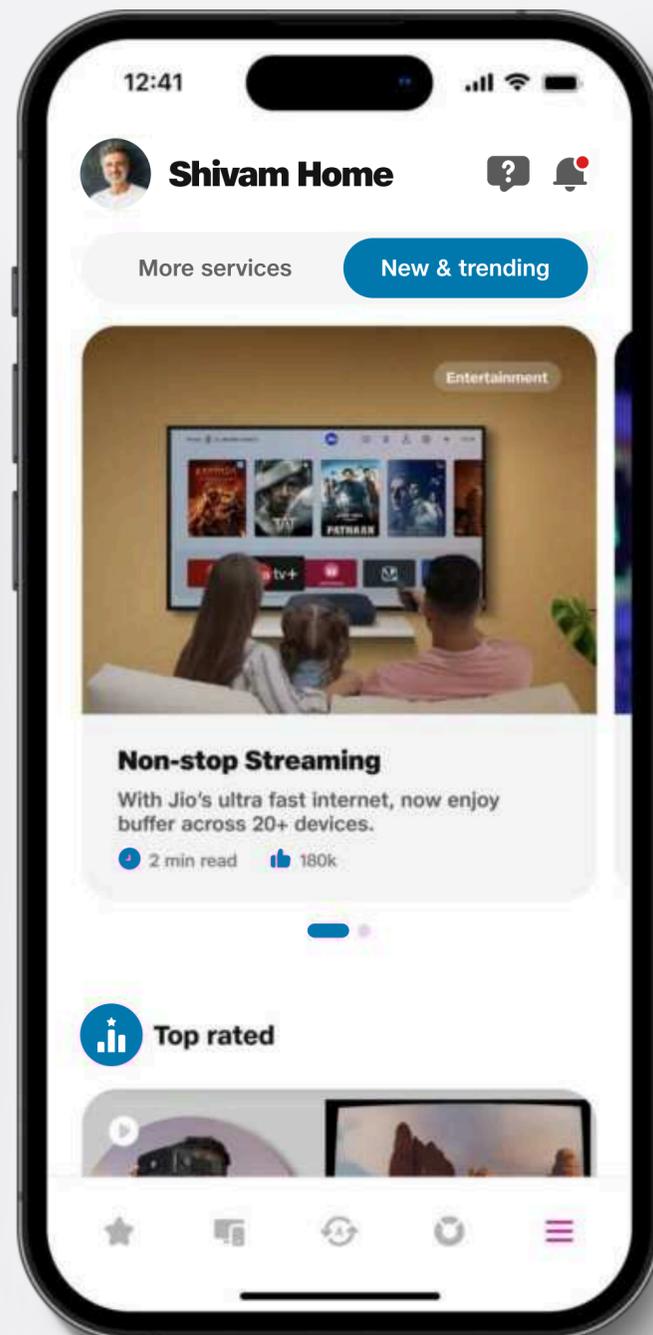
Complete home services solution.

 Discover Jio

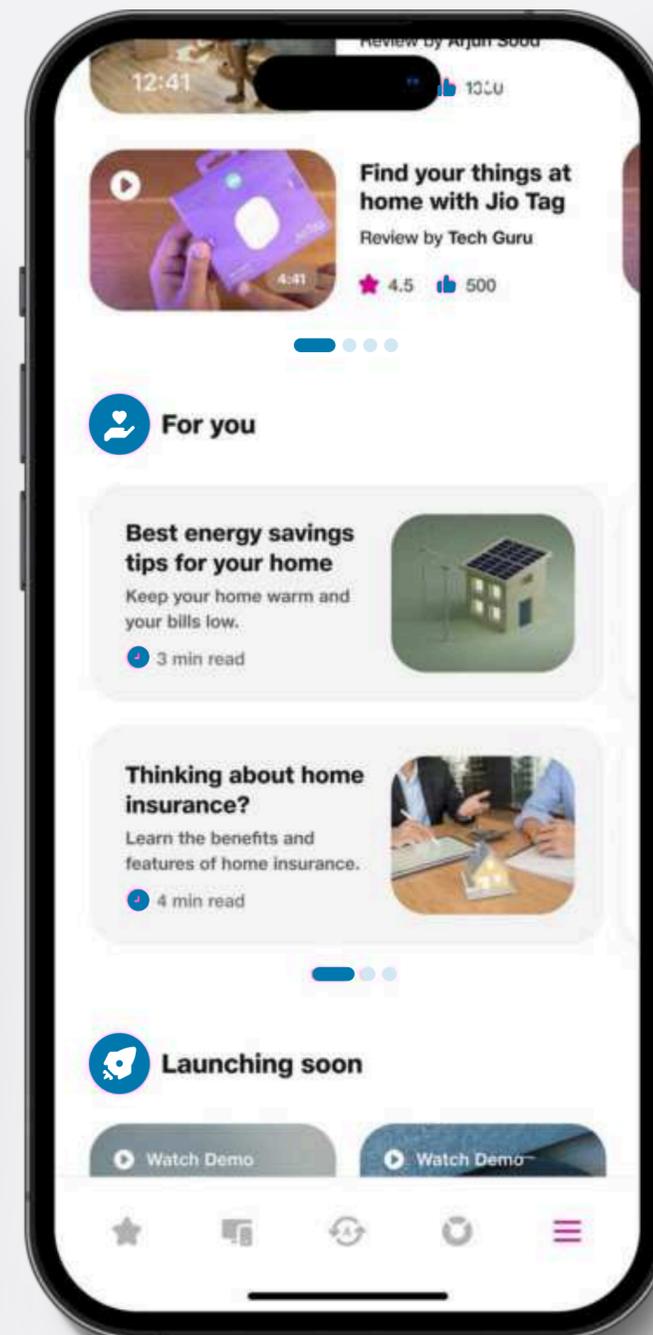




Additional Jio Home Services
Solution in one space with shopping for essentials, home insurance and much more.



New & Trending Jio Products & Services
Learn about what's new and trending with product & service demos by tech influencers.

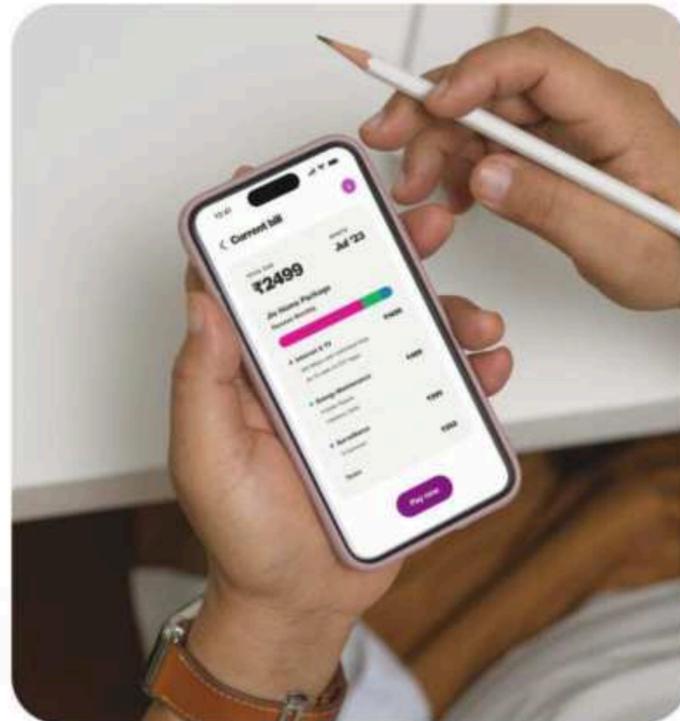


New & Trending Jio Products & Services
Personalised content & upcoming product demos to keep you informed & updated.

Billing

Check bill & usage

Transparent billing with breakdown and analysis.

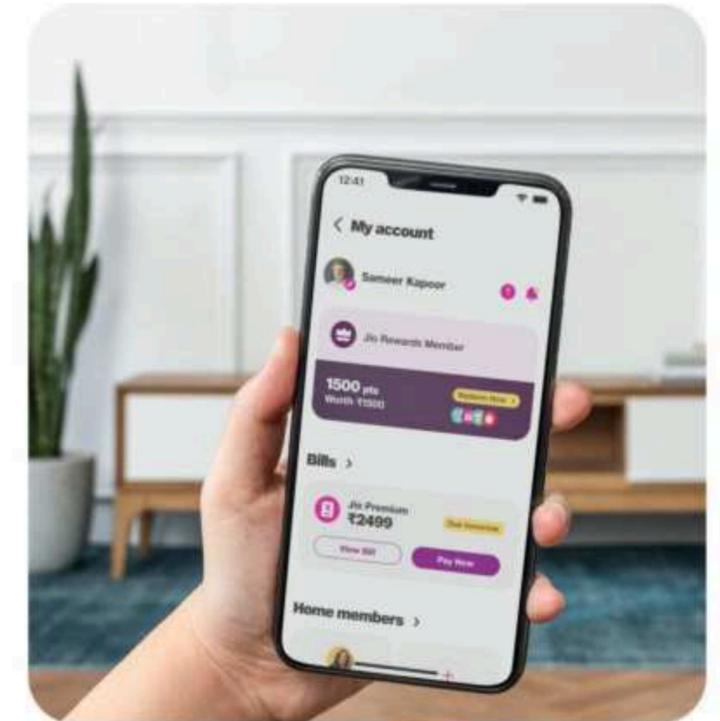


 Bills & Payments

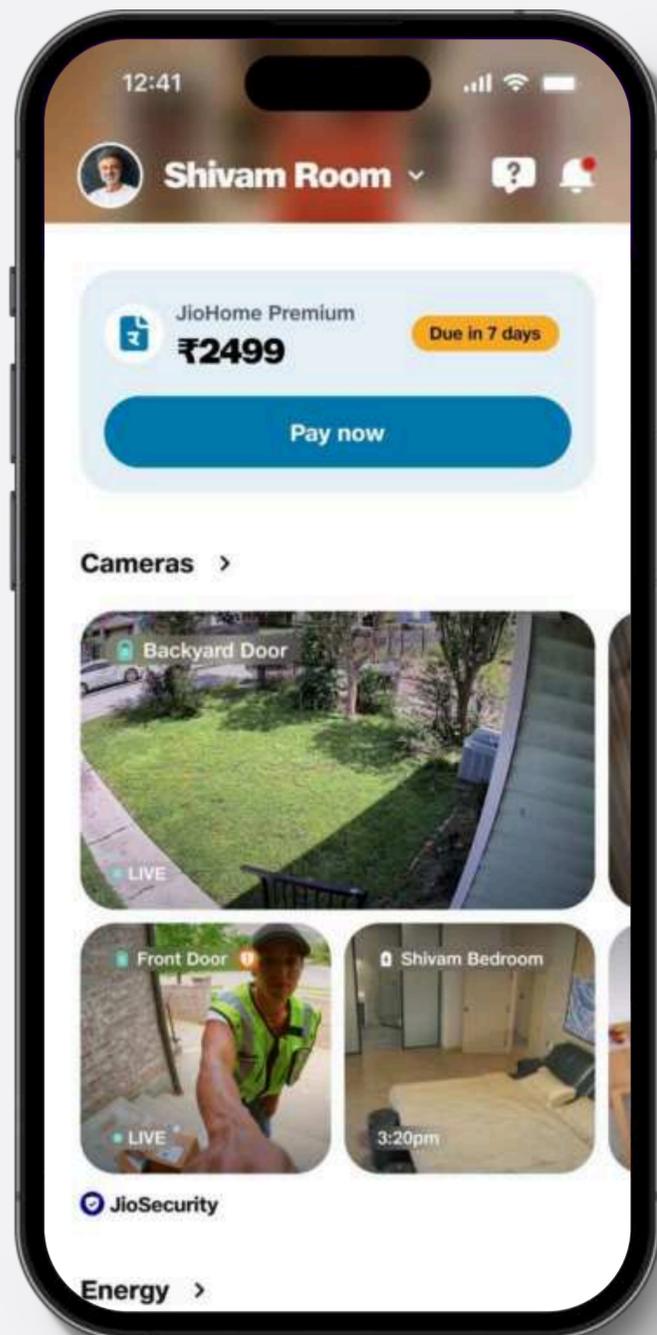
My Account

Personalise account & redeem rewards.

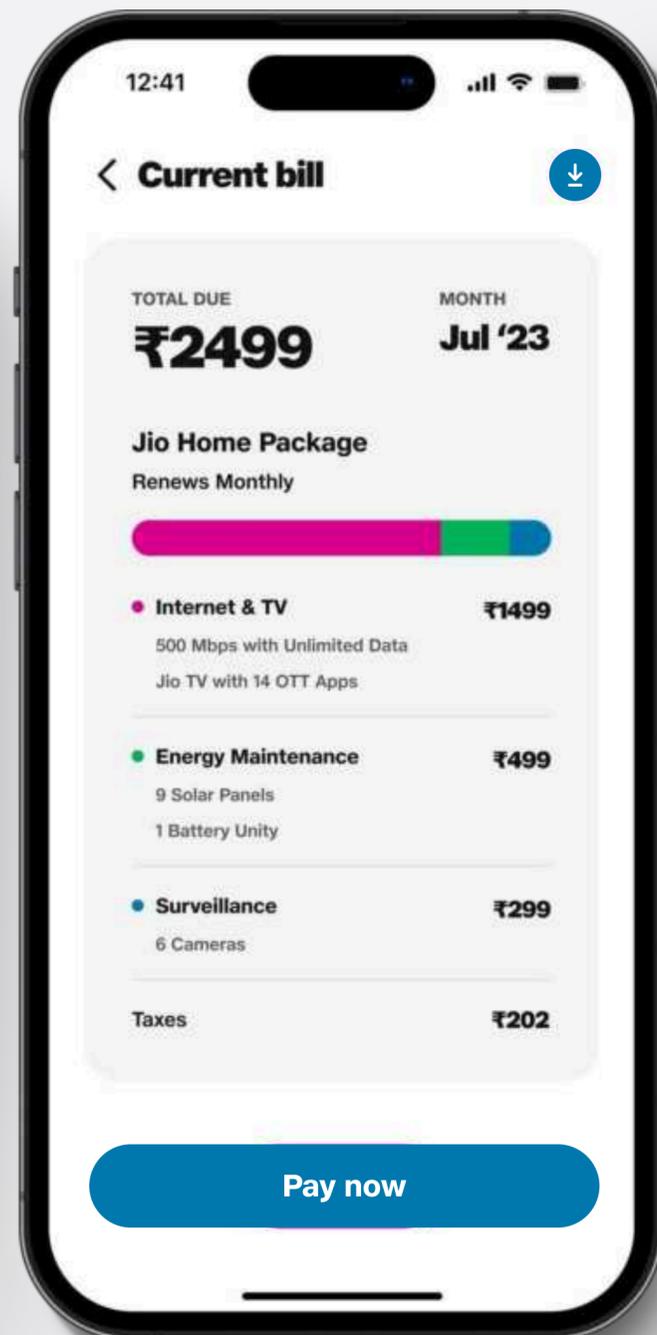
Access all your account information.



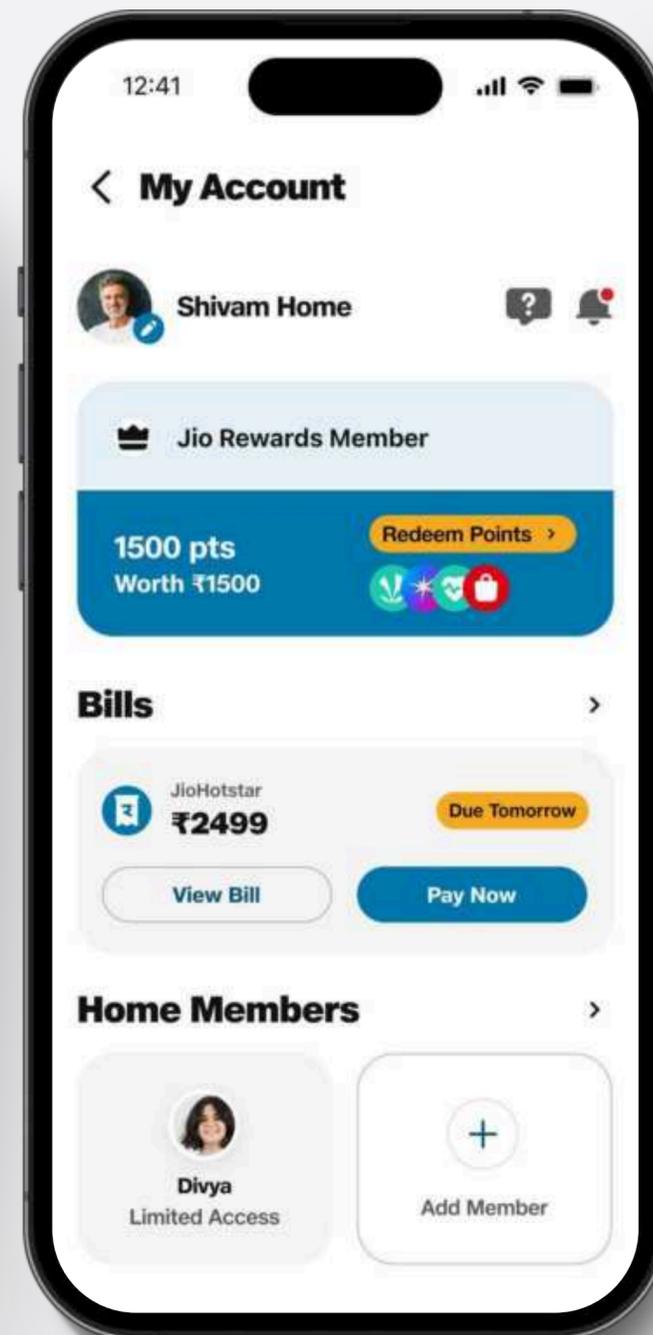
 Manage Account



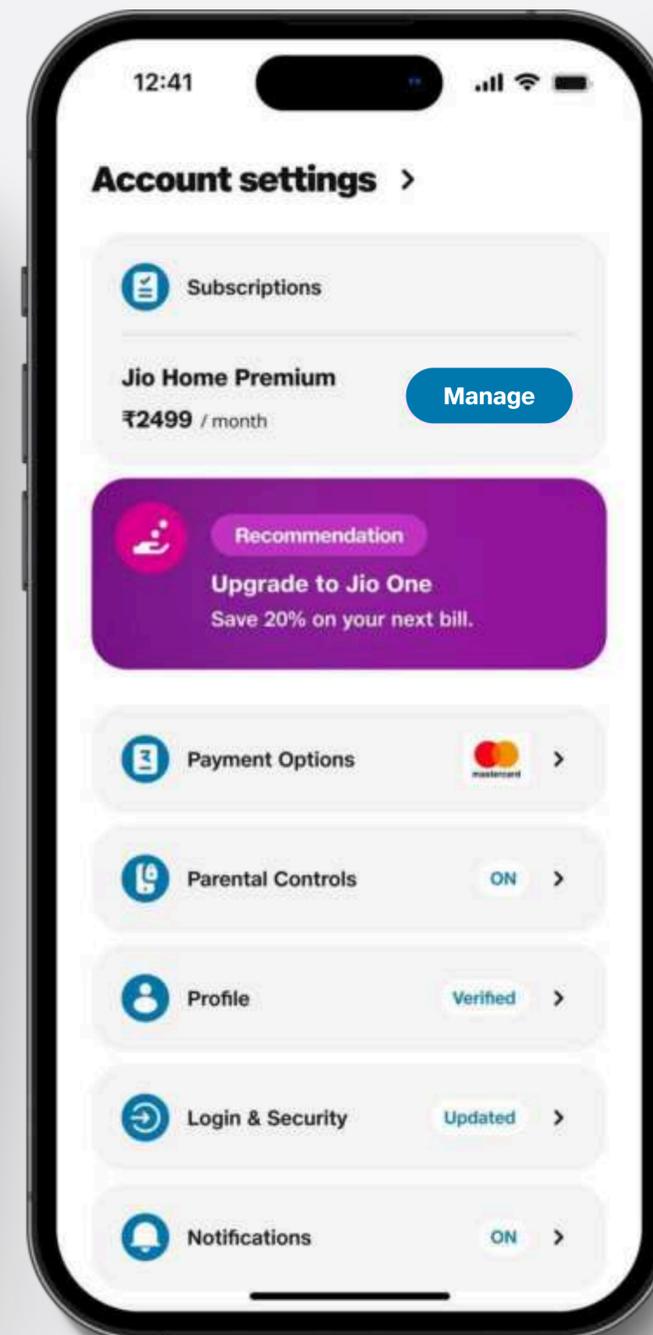
Bill Payment Notifications
Get notified when the bill is due.



Bill Details
Get complete & clear bill information with no hidden costs.



My Account
View Loyalty Membership & Redeem Rewards.
View all billing details & manage smart home members.



My Account Settings
Upgrade, modify all account related information based on preferences & needs.

Design Direction

Home is where the heart is. It is a place of confidence, a shelter from storms. It is a place of peace and comfort. Where we love is home.

Designing a product experience that's personalised to your home. It's all about comfort and control, connectivity and automation, making the home secure at all times. Combining the brand's values and principles with the product's proposition to create a system-based design.

The concept of the JioHome ecosystem aims to convey warmth and safety, with simplicity and modernity as key attributes. On a brand level, this is achieved through art direction. Product-wise, this is achieved through a combination of interaction and design elements. By bringing art direction and design together, the customer journey and user experience are consistent across all touch points. Jio Home is about comfort and control, connectivity and automation, making the home secure at all times.

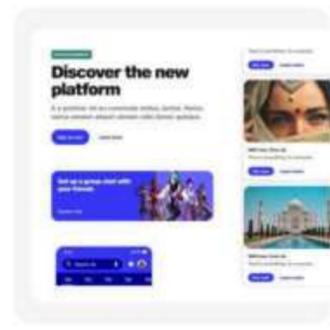
The visual design direction for Jio Home focuses on harmonising colour, typography, imagery and iconography at the intersection of brand, design, experience and technology. The goal is to create a simple interface that anyone can use. Home should be a safe and soothing place. The selected colour palette helps to convey this feeling while remaining functional within the context of the JioHome App.

Connect. Control. Automate.



Design Direction.

The design direction leverages Jio's brand values and design principles. It aims to combine them with the product's value proposition. Design elements are carefully selected and crafted to convey the right feelings at selected moments in the experience. This is achieved by focusing on the intersection of brand, design, experience and technology. The outcome is an enhanced user experience, adding business value, unlocking opportunities and increasing brand loyalty.



Jio Home —Concept.

Home is where the heart is. It is a place of confidence, a shelter from storms. It is a place of peace and comfort. Where we love is home.



The concept of the Jio Home ecosystem aims to convey warmth and safety, with simplicity and modernity as key attributes. On a brand level, this is achieved through art direction. Product-wise, this is achieved through a combination of interaction and design elements. By bringing art direction and design together, the customer journey and user experience are consistent across all touchpoints. Jio Home is about comfort and control, connectivity and automation, making the home secure at all times.



Inspiration Moodboards.

Lifestyle —Photography.

Home decor photography. It conveys a cozy and sunny afternoon feeling. As Axel Verwerdt puts it, a home should be welcoming. It has a beauty of imperfections, of humble things that are related to the earth and respect for nature. A sense of contemporary modern simplicity, with warm tones, light and shadows.



Product —Photography.

Lifestyle photography. Suitable for providing context by displaying the product in situ. It shows the product size, where it can be installed and how to interact with it.



Product —Photography.

Top-down photography. Suitable for showing what comes in the box, adding transparency for the customer. It's less about the product's design and more about understanding how it works.

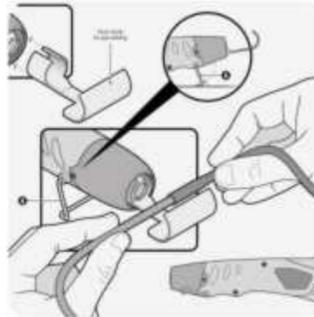


Using a simple image treatment we can keep mood consistency and quickly bring a stock image close to the desired effect.



Instructional —Imagery.

Representational and transformational visuals. These visuals illustrate procedures and processes, guiding the user through steps. By combining easy-to-understand technical illustrations with real product imagery the task at hand becomes simple. Animation with 3D rendering of the products will enhance the experience further.



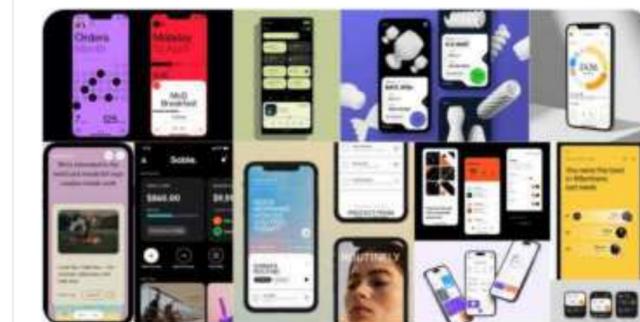
Data —Visualization.

Simple and meaningful. It transforms complex data into easy-to-understand interactive infographics. As an essential design element for managing and controlling your home, each data visualization piece is carefully crafted in its own context along the product journey. The infographics feel friendly and approachable for any user to engage with them.



User —Interface.

Inviting and inspiring. Taking the best from Jio's brand, the user interface should feel friendly, with a caring feeling shown through craft. All design elements in the interface are considered and balanced to make the user experience easy and simple for any user.



A competitive advantage through a superior differentiated customer experience

A bold approach & rapid acceleration plan to win the home and become the No.1 market leader in India.

3 modes of acceleration to increase our revenue and growth in the short term while establishing the foundational building blocks for scale in the mid-long term to achieve double digit growth.

Run

Gear 1. Optimise for service Improvements



1st Gear

Fixed the basics and develop a compelling marketing campaign to increase trial.

Quick Wins

Apply quick win solutions to fix critical issues.

Jio.Com

Inspire customers & enable them to act.

MyJio app

Increase cross sell of existing mobile customers.

Outcomes

➔ **Aver CTR increase by 5%**

⤴ **5-8% increase in C-SAT**

₹ **1.2x increase in sales**

Pro's



Continuous improvements and early incremental gains can be deployed to market rapidly.

Con's

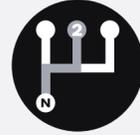


Marginal gains to be made with limited growth due to design of the current experience.

TIMELINE: 2-3 MONTHS

Change

Gear 2. A unified service experience



2nd Gear

Unify the end-2-end service experience to empower customers & streamline workflow.

e2e Design

Streamlined service journeys & workflows.

Self-install

Enable customers to self-install & step up.

App 1.0

Establish MVP of new JioHome app experience.

Outcomes

⌵ **10% reduction in OPEX**

⤴ **15-20% increase in C-SAT**

₹ **1.6x increase in sales**

Pro's



Seamless front end design allowing customer to explore and have traceability across the service.

Con's



Full user enablement will only be as good as the workflows and systems that enable the experience.

TIMELINE: 4-6 MONTHS

Transform

Gear 3. A connected service ecosystem



3rd Gear

Full e2e redesign of experience & systems for rapid deployment & scaling of ecosystem

Catalogue

Digital catalogue of all service offerings.

System 2.0

Process & automation design for lean ops.

App 2.0

Establish MVP of full on-demand home services.

Outcomes

⌵ **30-40% reduction in OPEX**

⤴ **25-30% increase in C-SAT**

₹ **2.5x increase in sales**

Pro's



Full e2e design solution for rapid scaling and growth with automated systems & workflows.

Con's



Organisation change and re-distributed org model to setup for e2e delivery across the organisation.

TIMELINE: 8-12 MONTHS

Strategy

PROBLEM STATEMENT

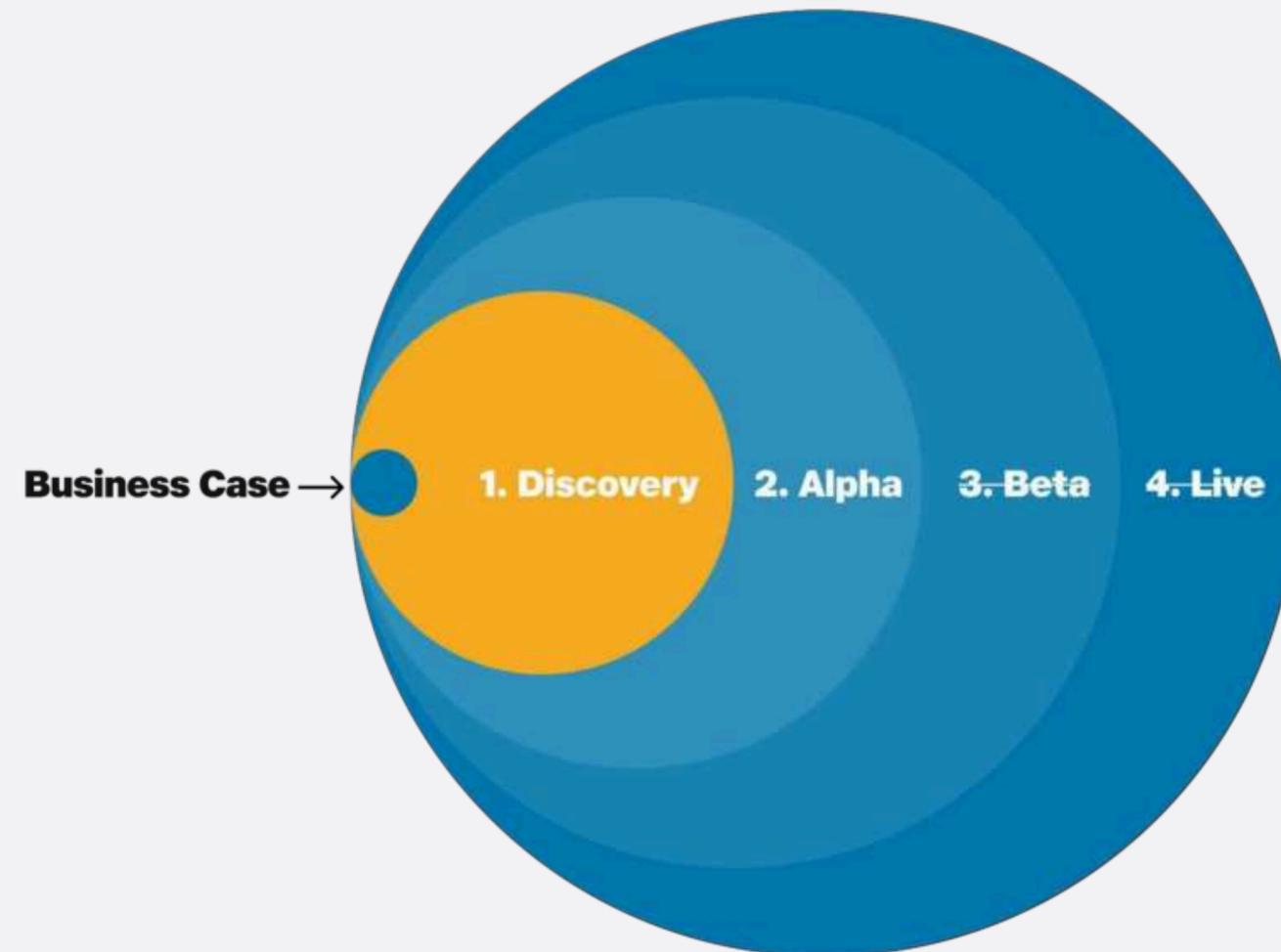
Today the average home user in India utilises between 6-12 separate apps for accessing products and services within the home environment. This number continues to rise with the growth of smart homes. This overwhelms users by interacting with a complex array of branded products that don't talk to one another.

Since the Covid pandemic, the home space has transformed into a multi-purpose work and living space. Users require reliable connectivity to access various services to balance work and family life. The demands of managing the home are ever-increasing with less disposable time available. Users are at the mercy of service providers either waiting for engineer callouts to fix a problem or engaging in lengthy telephone conversations for technical support.

SOLUTION HYPOTHESIS

A single digital application that enables customers to monitor and control all connected services throughout the home. Exploring the latest smart innovations and connecting consumers to a wealth of on-demand pay-as-you-go services designed to enhance modern home living.

The companion app unites high-speed internet, entertainment, security, energy management and climate control into an easy-to-use self-service interface, putting the user in complete control of their home configuration. From reducing repetitive tasks through automated routines, while optimising service usage according to when you need it. JioHome is a simple, effective and affordable way to manage your home services – All under one roof.



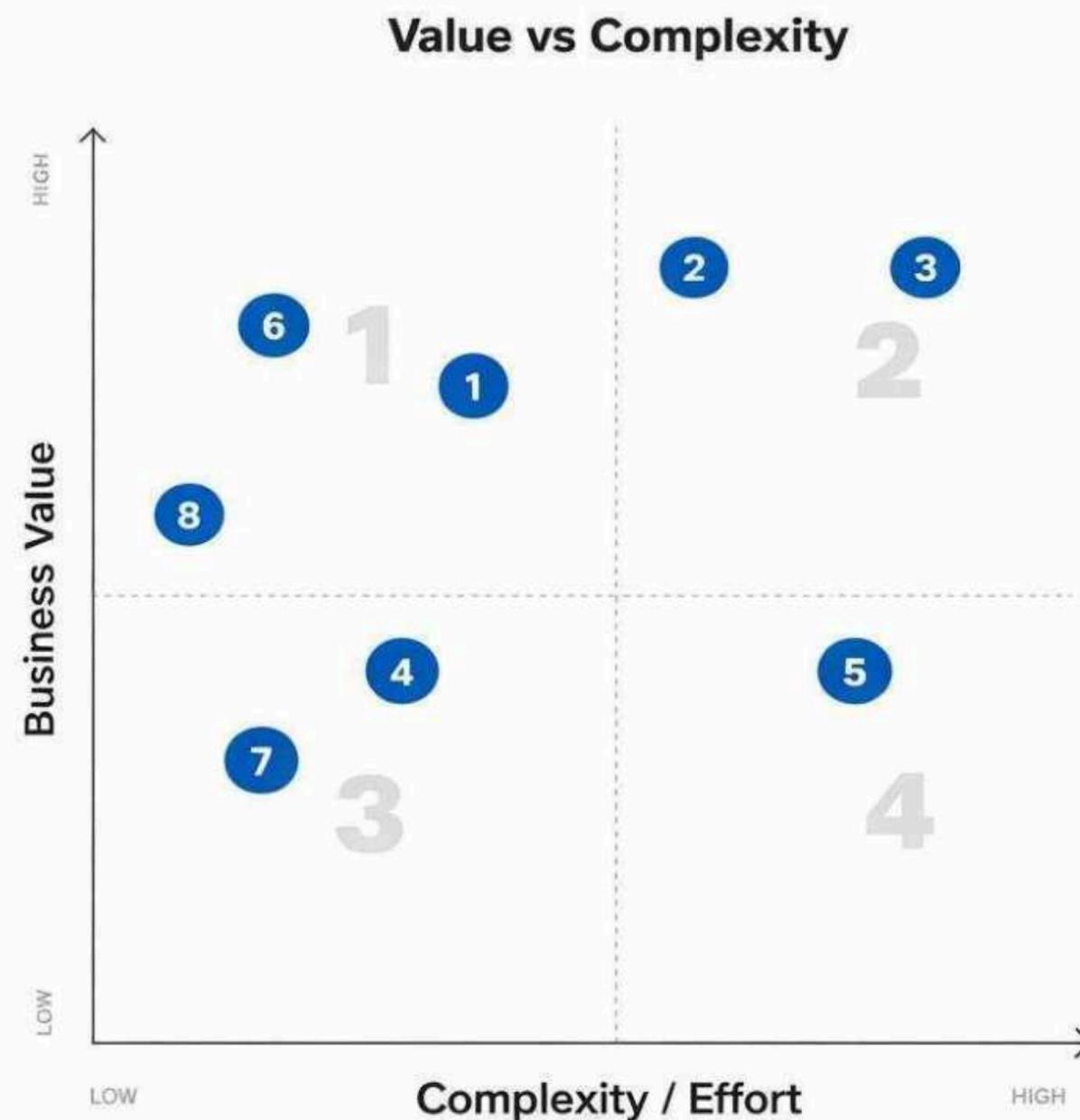
Agile Steps

- 1. Discovery**
Understand the problem and key themes through research and a holistic design exploration process, focusing on the main use cases in order to sell the product concept.

Feature Prioritisation

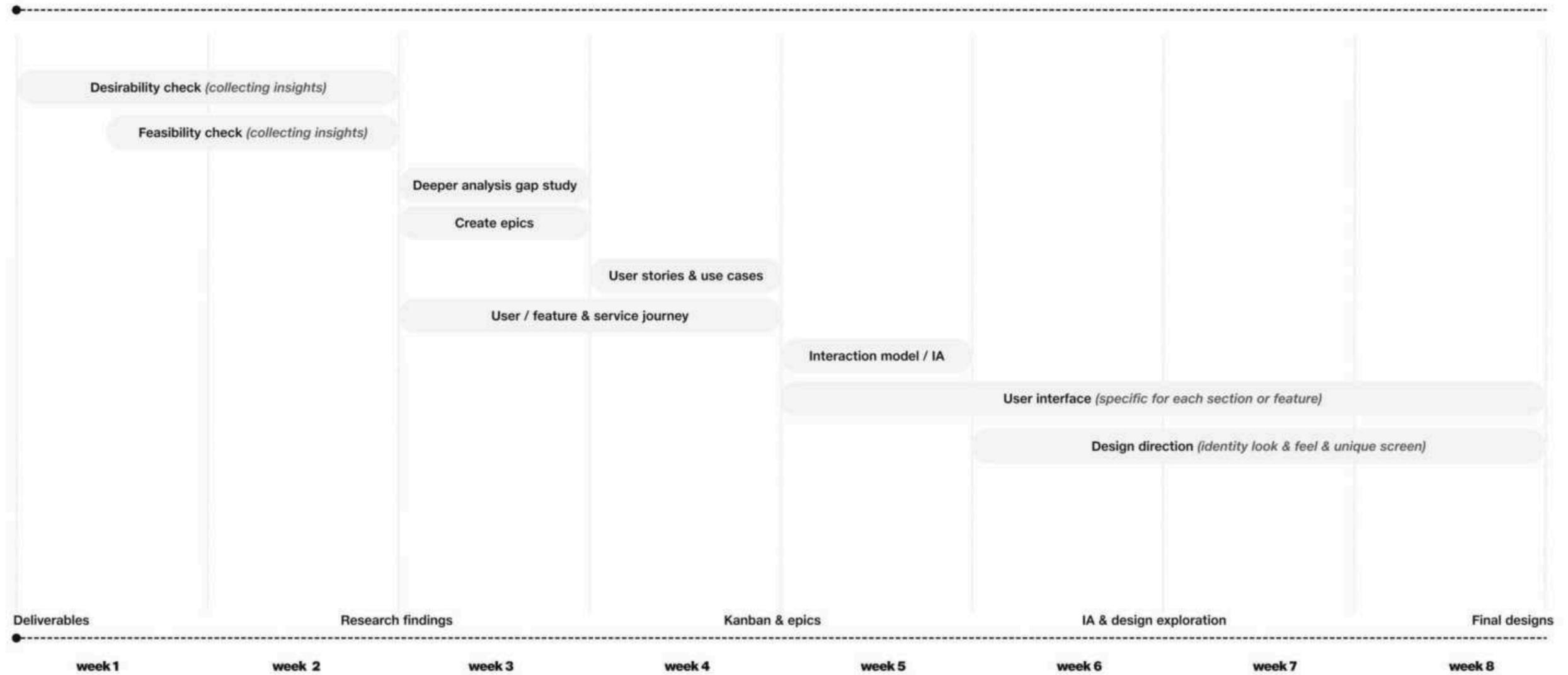
Ranked by customer and business values.

- 1 Remote Diagnostics
- 2 AirFiber Router Self-Setup with AR
- 3 Energy Management
- 4 Surveillance with Community Watch
- 5 Usage & Spend (Analytics)
- 6 Billing & Payment
- 7 Personalised Dashboard
- 8 Additional Jio Services



Estimated Timeline

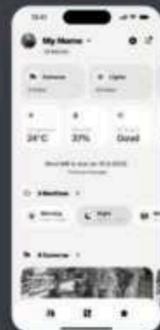
1 Feature (POC) *1 sprint is 2 weeks*



Design Exploration — Round 01

—Jio Home Surveillance
Content & Design Exploration

/Entry Point
—Dashboard

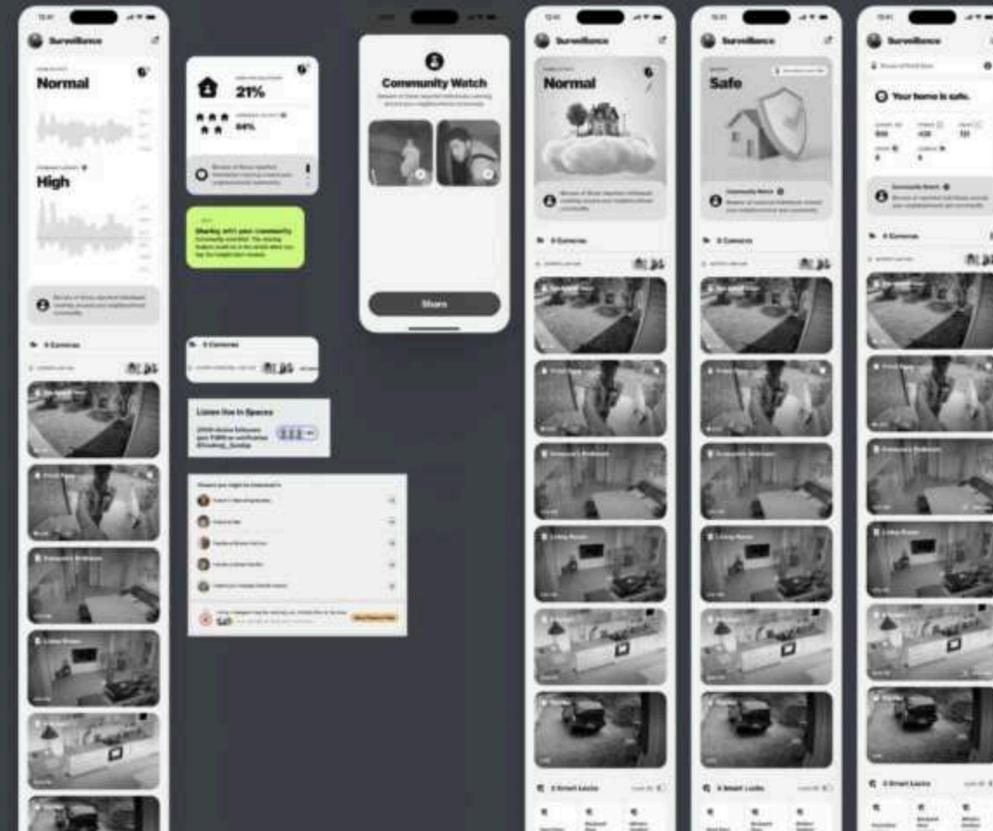


/Content Hierarchy
—001/Landing

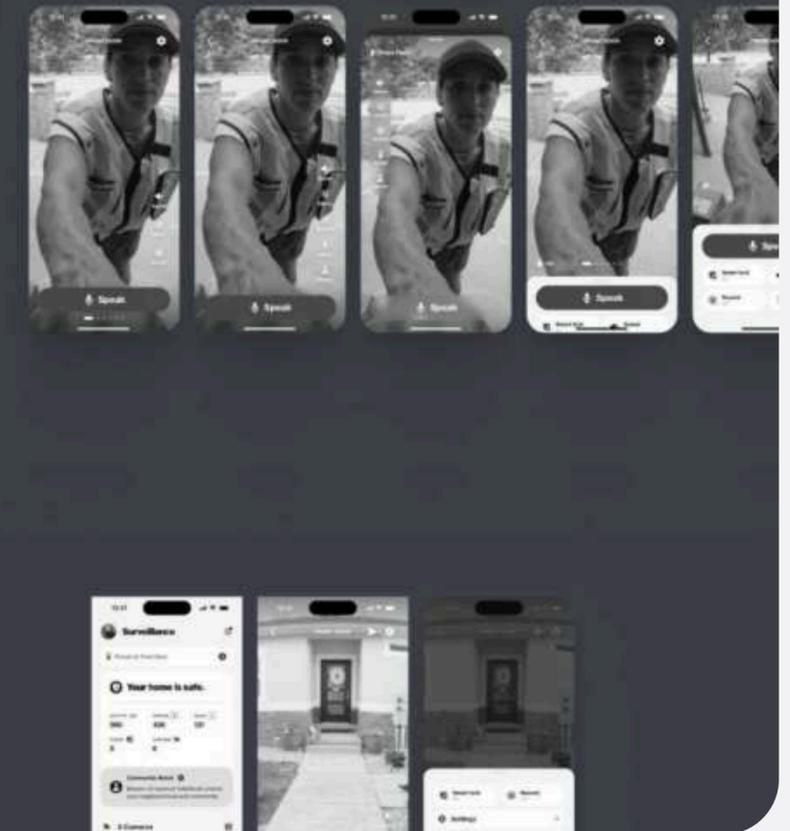


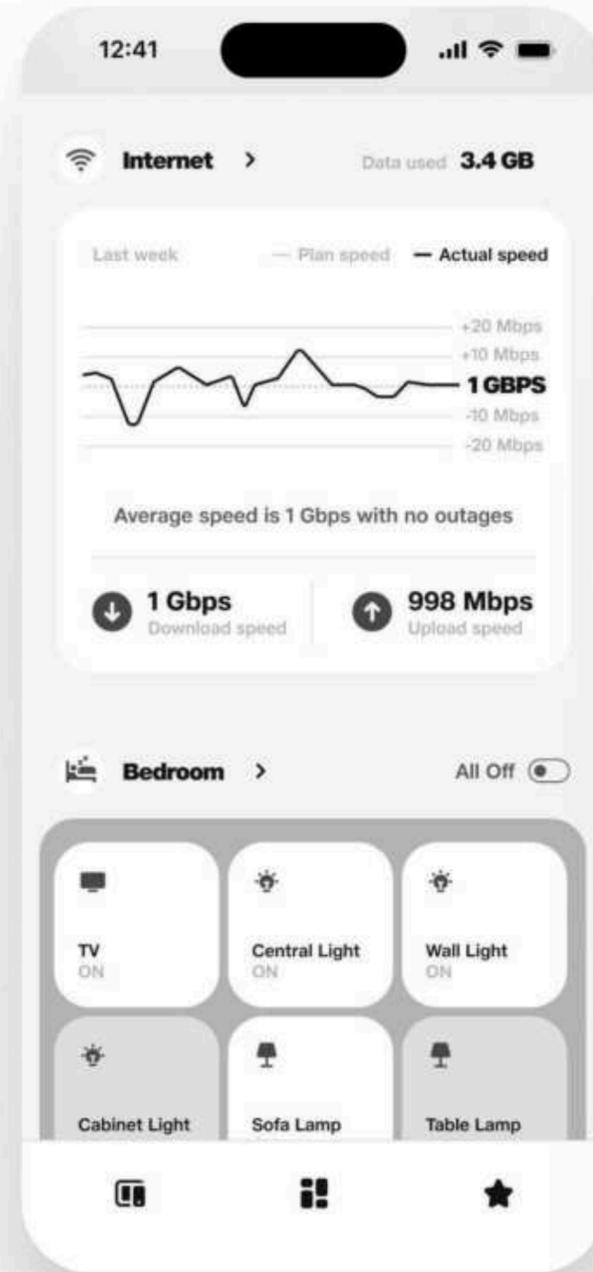
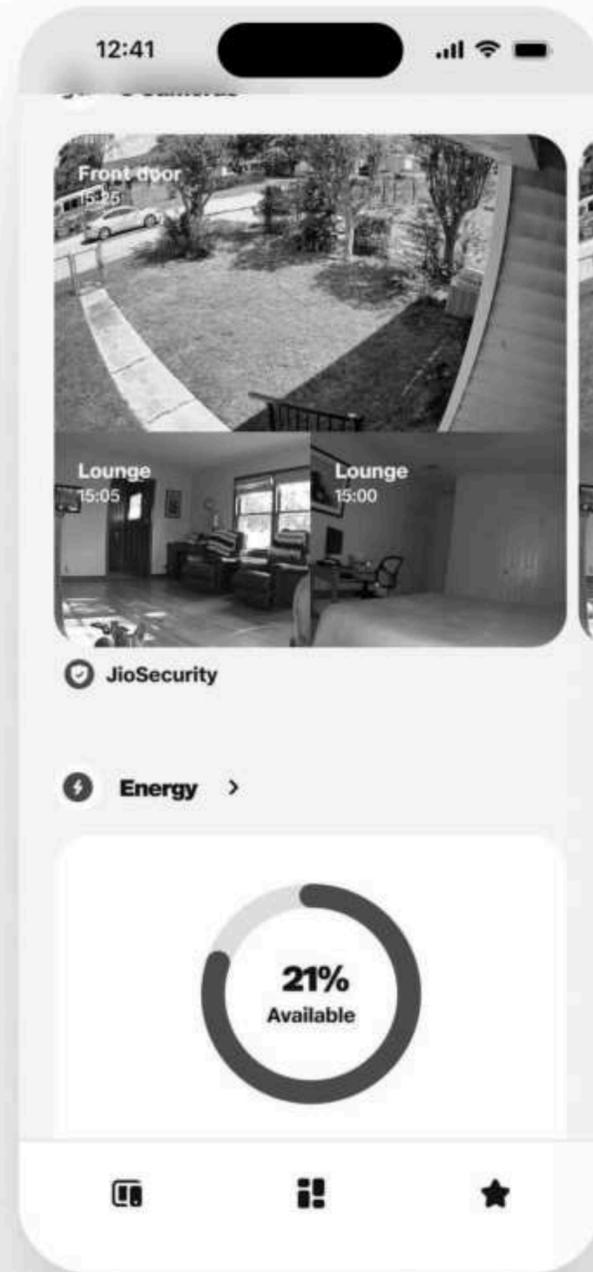
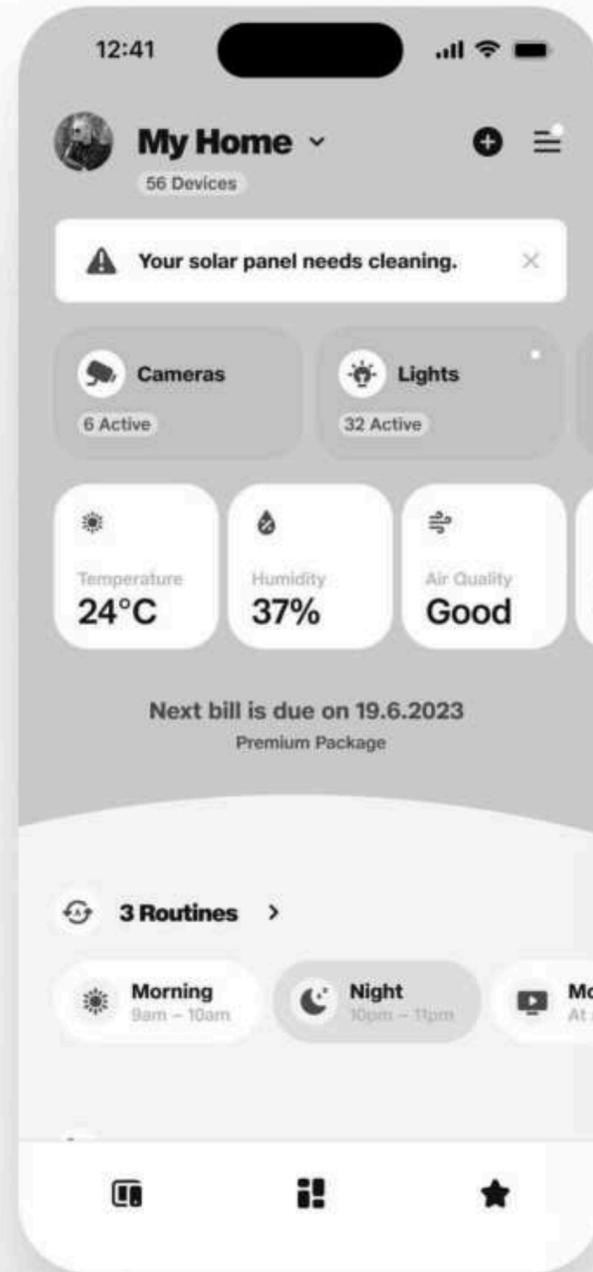
/Content Hierarchy
—001/Detail

/User Experience Explorations
—001/Landing



/User Experience Explorations
—001/Detail





User Benefits.

User Benefits

- 100% of customers can easily manage all home services remotely via a single app.
- Save up to 20% in home management costs through efficient smart monitoring.
- Average time saved of 4-5 hrs per week of repetitive manual tasks through automation.
- Improved home safety and protection through real-time monitoring and image detection.
- Instant on-demand pay-as-you-go (PAYG) services whenever you need them.
- Get inspired and demo upcoming smart products and innovations.
- 24/7 virtual assistant to advise and support.
- Set access controls and usage times for family members.
- Receive rewards and exclusive deals for members.

Problem Statement.

Problem Statement

Today the average home user in India utilises between 6-12 separate apps for accessing products & services within the home environment. This number continues to rise with the growth of smart homes. This overwhelms users by having to interact with a complex array of branded products that don't talk to one another.

Since the Covid pandemic, the home space has transformed into a multi-purpose work and living space whereby users require reliable connectivity to access a range of services to balance work and family life. The demands of managing the home are ever-increasing with less disposable time available. Users are at the mercy of service providers either waiting for engineer callouts to fix a problem or engaging in lengthy telephone conversations for technical support.

Solution Hypothesis.

Solution Hypothesis

A single Jio home digital application that enables customers to monitor and control all connected services throughout the home. Exploring the latest smart innovations and connecting consumers to a wealth of on-demand pay-as-you-go services designed to enhance modern home living.

Solution Hypothesis

The companion app unites high-speed internet, entertainment, security, energy management and climate control into an easy-to-use self-service interface, putting the user in complete control of their home configuration. From reducing repetitive tasks through automated routines, while optimising service usage according to when you need it. Jio home is a simple, effective and affordable way to manage your home services, all under one roof.

Product Assumptions

Key Assumptions.

Key Assumptions

- Visual guidelines to adhere to Jio Home branding.
- Flexibility to work outside of design system.
- Solution design will be constraint free and not dependant of current technology.
- Designs will be static flat screens for concept purposes only.
- Designs should be optimised for mobile first (iOS) + tablet (if possible).

Dependencies:

- Alignment on Home palette from Brand team.

Key Deliverables.

Key Deliverables

- 6-8 user interface designs of proposed Jio home app.
- x1 Jio Home visual identity (logo/icon).
- x1 Getting started: self-service onboarding setup (broadband).
- x1 Home services dashboard (alternative configurations).
- x1 Explore/demo new innovations.
- x1 My subscriptions profile/billing: personalised on demand services.
- x1 Remote surveillance & monitoring.
- x1 Automation routines & home efficiencies.
- x1 Energy management: smart metering & renewable energy (solar).
- x1 Usage & diagnostics summary.

Product Resources

Resources.

Resources

- **Initiative name:** Jio Home App
- **Phase:** Proof of concept (design only)
- **Duration estimative:** ~12 weeks

- **Lead Product Designer:** Samuel Viani (100%)
- **Senior UX Designer:** Sunaina Rastogi (100%)
- **User Researcher:** Kamalini Mittal (10%)
- **Head of Design:** Jonathan Nott (20%)

02—

Design Framework.

Process

Strategise

- Define the problem
- Frame a strategic question
- Gather inspiration & benchmark
- Identify solutions & opportunities



Visualise

- Define user journeys and flows
- Define high level content
- Generate Mood and story
- Make ideas tangible



Iterate

- Iterate on the chosen ideas
- Iterate to simplify the solution
- Iterate to optimise the solution
- Iterate to bring brand consistency



Discovery & Ideation

00—Understand

- What is the problem?
- Why is that a problem?
- What pain point is it solving?
- Who are you solving it for?
- Why is this important to them?
- What are the constraints?
- How to improve competitor?
- How to define success?
- Any business opportunities?
- What are the brand values?
- What is the key differentiator?
- Frame a strategic question
- Gather inspiration & benchmark
- Identify solutions & opportunities

01—Research

- Brand Research
- Market Research
- User Research
- User Interviews
- User Archetypes
- Empathy Map
- Value Proposition
- Business Goals
- Product Goals
- Product Metrics
- Insights

02—Explore

- Brainstorming Ideas
- Inspiration References
- Industry Trends
- Creating Moodboards
- Sketching Ideas
- User Journey Mapping
- Information Architecture
- Design Strategy
- Design Concept
- Design Direction
- Defining Scope



Production & Execution

03—Design

- Experience Mapping
- Use Cases
- User Flows
- User Stories
- Design Principles
- Prioritization
- Wireframing
- Designing
- Prototyping
- Tooling
- Validating

04—Develop

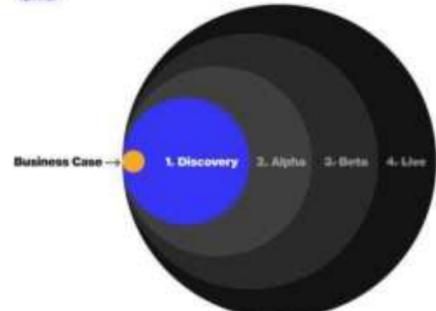
- Design Specification
- Design Handoff
- Build Implementation
- Product Testing
- Product Validation
- Quality Assurance

05—Deliver

- Product Shipping
- Maintenance & Support
- Product Growth
- Post-Launch Activities



High Level



1. Discovery
Understand the problem and key themes through research and a hybrid, design exploration process, focusing on the user use cases in order to set the product strategy.

Product Requirements

Design Planning.

Timeline



Initial Plan

Proposed Process

- Use the timeline more or less as a guide as overlapping and iterations will happen.
- Use simple lean structure to define and divide tasks in the Kanban board.
- Break down the main screens in small parts or features for design exploration.

Main Screens

- x1 Splash screen (logo/icon).
- x1 Getting started: self-service onboarding setup (broadband).
- x1 Home services dashboard (alternative configurations).
- x1 Explore/demo new innovations.
- x1 My subscriptions profile/billing: personalised on demand services.
- x1 Remote surveillance & monitoring.
- x1 Automation routines & home efficiencies.
- x1 Energy management: smart metering & renewable energy (solar).
- x1 Usage & diagnostics summary.

Initial Plan

Proposed flexible tasks for each User Story

1. **Research:** Competitor Analysis.
2. **Ideation:** Benchmarking & Insights.
3. **Ideation:** Mini Experience Mapping (Today vs Tomorrow).
4. **Strategy:** Define Opportunity Areas with the selected User Story.
5. **Design:** Create Use Cases (Pain Points, Hypothesis & Solutions).
6. **Design:** Define Key Screens for Design Exploration based on the Use Cases.
7. **Design:** Low-fidelity Wireframes.
8. **Design:** Design & Content Explorations.
9. **Design:** Iteration on Design Direction for Look & Feel of the Product.
10. **Design:** Iteration and updating of Vision Development Deck.

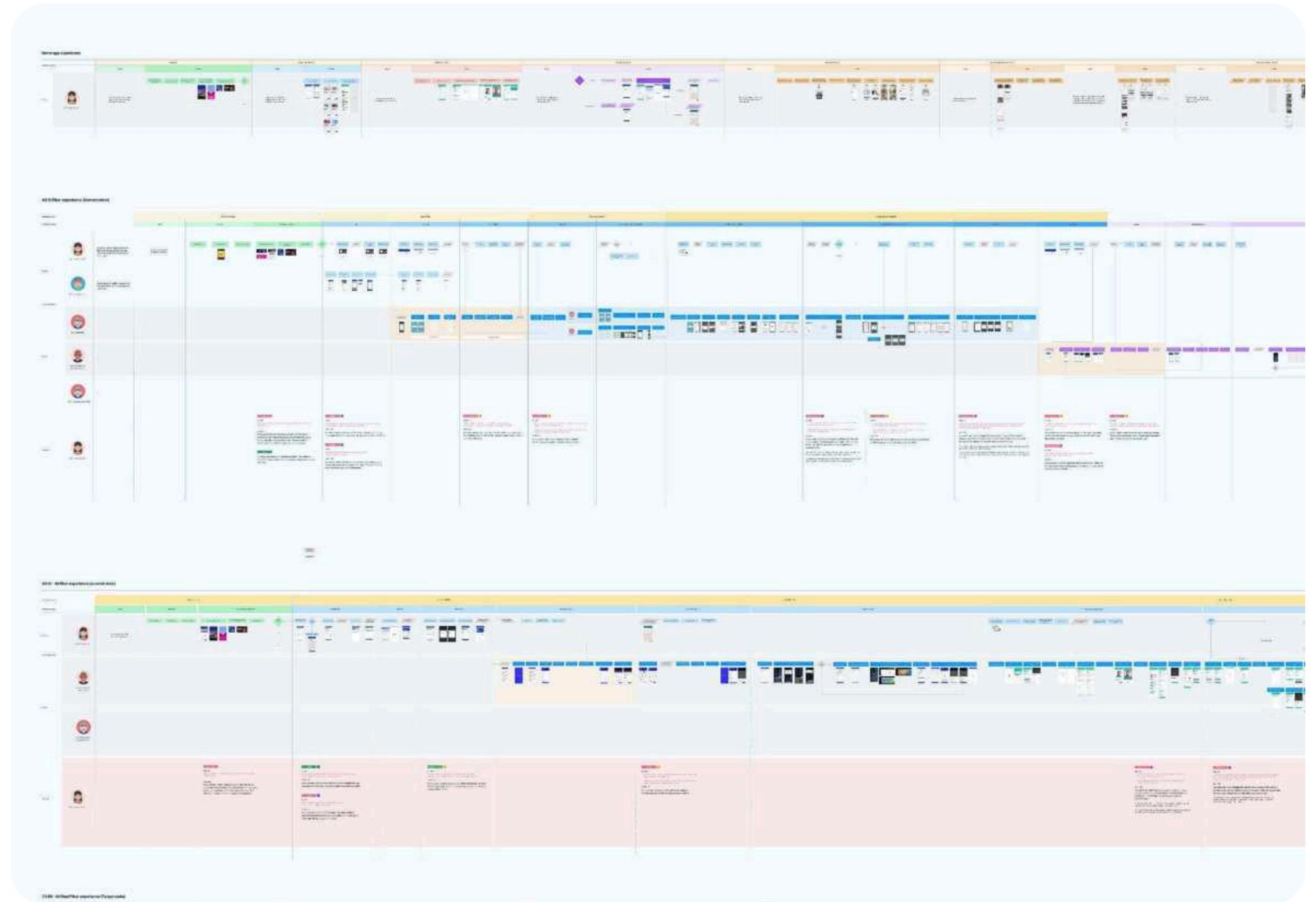
Strategy

BUSINESS OPPORTUNITY

Establishing a unified service catalogue designed to scale, with an ecosystem of connected service offerings for the home. A streamlined end-to-end solution to empower customers to take control of their modern smart home.

A competitive advantage through a superior differentiated customer experience. With a bold approach and rapid acceleration plan to win the home and become India's No. 1 market leader. Key expected business outcomes:

- ▲ 30 million homes connected with year on year growth
- ▲ 60 million app downloads YOY (2-3 users per family)
- ▲ 25% can self-install home products without an engineer
- ▲ 40% reduction in call centre volume via in-app support
- ▲ Active daily app usage of 30-60 minutes per user
- ▲ Increase subscription by 1.5x through upsell/cross-sell
- ▲ 50% reduction in product development through a unified experience and tech platform for all home services



Strategy

USER BENEFITS

Helping customers understand the value that the service offers and how it can enrich their daily home life. It's all about elevating the way customers perceive services and products, and by extension, the brand.

A world of convenience and satisfaction with a user-centric design approach. With benefits tailored for each user and their use cases:

- 100% of customers can easily manage all home services remotely via a single app.
- Save up to 20% on home management costs through efficient smart monitoring.
- Average time saved of 4-5 hrs per week of repetitive manual tasks through automation.
- Improved home safety and protection through real-time monitoring and image detection.
- Instant on-demand pay-as-you-go (PAYG) services whenever you need them.
- Get inspired and preview forthcoming smart products and innovation services.
- 24/7 virtual assistant to advise and support.
- Set access controls and usage times for family members.
- Receive rewards and exclusive deals for members.

Key Themes along the journey

Pattern analysis

Awareness

Unable to Demo upfront

Field sales agent engages in lengthy conversation with customer to educate and understand their requirements without the customer being able to experience the service.

Consideration

Scalability barriers

Every request for information by a customer requires an initial call back from a sales agent, followed by an onsite home check, resulting in heavy manual overhead.

Consideration

Product/Service Education

Customers struggle to understand the value (proposition) of Fiber/Entertainment – and how it can improve their experience (vs TV).

Installation

Informed product config.

Customers currently have no way to determine a matching product/service bundle (and price) to achieve best coverage of their homes pre-purchase. While ECTs have no home specs before inspecting the premise.

Installation

Delivery–Installation dependency

installation on expected time is highly dependent on timely and successful product delivery.

Installation

Unprepared for installation

Customers are not aware of what the installation process involves, which requirements their home have to fulfill and critical decisions that are expected of them.

Installation

Inefficient travel storage

Engineers travel on mopeds to avoid traffic but have to transport heavy devices per job which requires repetitive journeys to collect and return product and material.

Installation

5 Apps to operate

Functional vs. Aesthetic placement decisions can lead to extra costs to ensure max connectivity – leading to customer friction.

Installation

Low quality tooling ECT

ECTs private phones (and battery life) are not suited for long time performance. They have to charge at customers homes.

Installation

Connectivity outages

ECTs are not able to operate required apps on higher floors. They have to move stories to operate.

Installation

Lengthy negotiations

Critical decision points at time of installation with device placement and wiring configuration can result in long discussions.

Installation

Hidden costs

Functional vs. Aesthetic placement decisions can lead to extra costs to ensure max connectivity – leading to customer friction and ECT mistrust.

Installation

Blind spots sup

limited Traceability of misuse/skipping app

First Time Usage

Highly manual

Activating devices, de configuring customer apps require a lot of knowledge – creating

First Time Usage

Intangible Proo

Heatmaps/DL speed Customers struggle to tangible improvement

Loyalty

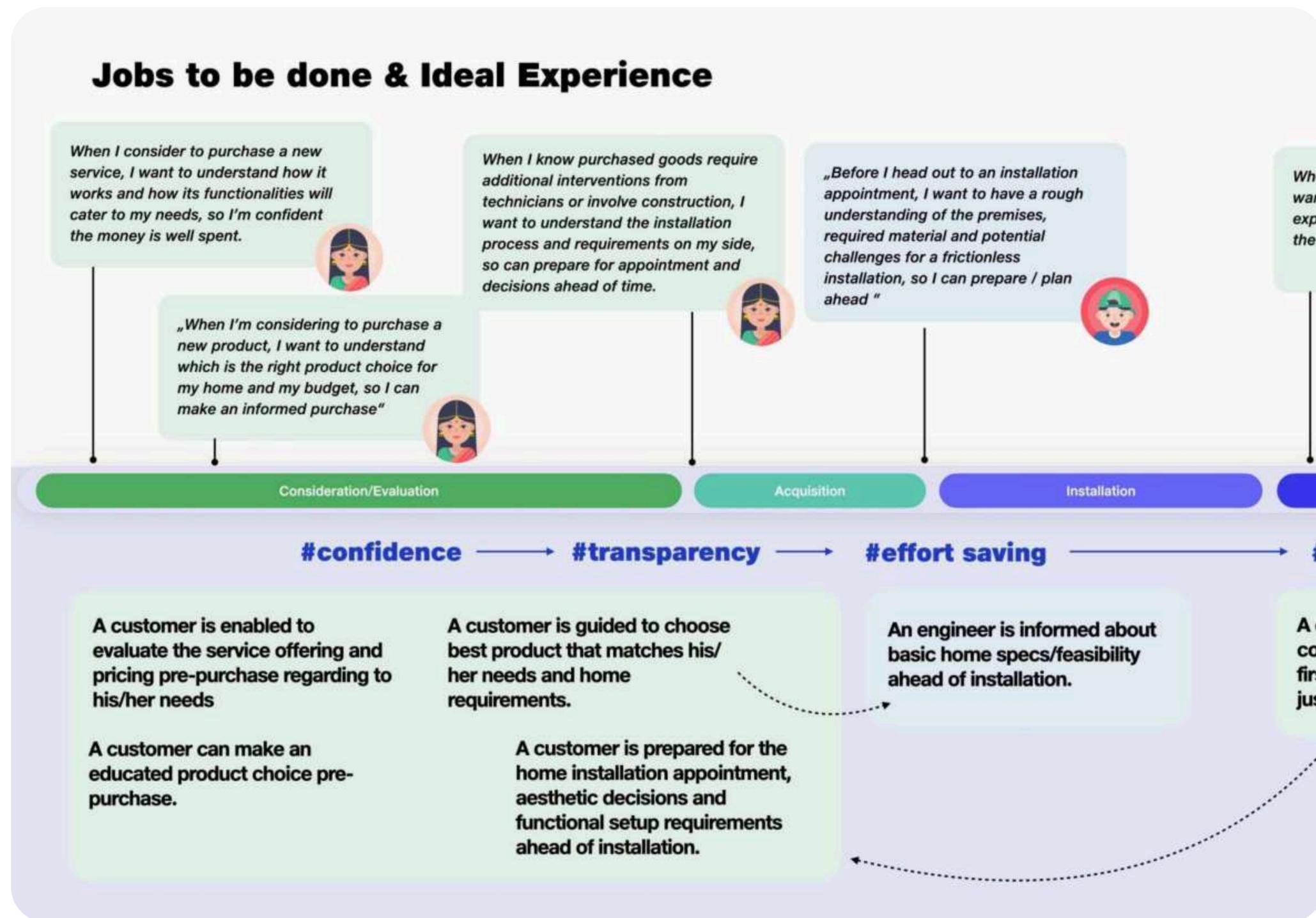
Missing incenti

Leads created/shared Jiometry app are pick department.

Target

To attain the primary business objective of connecting 100 million Indian households to the Internet by 2026, the target audience must encompass a substantial demographic:

- **Primary (50%): Medium to large families 6 to 8+ people**
(budget-minded, seeking value services for a better home life)
- **Secondary (40%): Working professionals 18-24 years old**
(instant-gratification digital natives, quick to adopt services)
- **Tertiary (10%): High net worth individuals**
(time-poor, acquiring the latest and best. Low tolerance and patience. High expectations for everything to be working correctly the first time)



78% of customers surveyed responded negatively towards recommending the service

Overall C-SAT score continues to remain stagnant with over indexing of negative sentiment

"It is easy to use. Internet service is good but facing issues with setup box - will rate 7.5 /10 for the internet 4/10 for the Setup box"
Ritheesh J, Chennai

"While choosing I based my decision according to the ott app, now, it does not make sense because amazon prime runs only for a year with the subscription. After that I have to buy separate subscription for both amazon prime and Netflix"
Prafulla S, Mumbai

"They didn't explain or give a demo, but were quick to install and go"
Akshay G, Chennai

"I warned my friend who was going to get Jio, service is okay, but be careful they are careless"
Sreenath VG, Bangalore

"I am very frustrated with the the billing information for the service. It is very unclear and complex, and nobody is there to help me in this scenario"
Gaurav K, Mumbai

"On the website it say 400 + channels if I pay Rs. 100 and if I pay Rs. 200 rupees then 550+ channels. But no clarity on which 550+ channels are extra channels in the pack. The website is so confusing. Absolutely no clarity what is the right one to choose"
Ananda B, Mumbai

"There is a restriction in my society, so I can't change Jio, if that was not the case I would have switch immediately. There are too many issues I am facing with Jio and there is no response from the support team."
Kavish K, Mumbai

"An initial booking fee of 98 rupees is required, which is not apparent and not clearly stated anywhere. The team shows us the fine print, which is surprising"
Chabbi D, Delhi

"The sales team does not have the information about the correct plan nor do they provide correct information. Make false promises, at the time of sale, said if I pay for their annual package, I would get two vouchers of free internet package, which has not been given to me"
Parish W, Chennai

"I paid in advance trusting the brand, but then I see my request was cancelled. I didn't have internet for 6 months. I didn't get my refund and was asked to pay again for a new connection. But again the service was so slow I got it after a months of delay."
Ritheesh J, Chennai

"When the team arrived at the location, they were in a hurry, instead of taking wire from a hole, they passed it through the exhaust fan, now I am stuck if I switch on the exhaust the wire will get cut. The team who installed it didn't even take responsibility for it"
Ananda B, Mumbai

"Channel switching is not easy like dish or cable television and sometimes the setup box get stuck at a particular OTT channel, then I need to switch the box off and restart it again to fix this issue"
Raj R, Delhi

"Never used the box as the installation team never set it up with the TV. Kept calling now given up"

Establishing the foundational basics to drive customer growth and scale

A new streamlined end-2-end solution empowers customers to take control improving the user experience by 2x and reducing 50% of back office processes and redundant systems to increase service performance, optimise operating costs & increase sales through a seamless connected services experience as the foundation to scale effectively.

TO BE - AirFiber Service Experience (Target state)



Deeper analysis reveals lack of brand trust and broken promises

Top pain points & critical quick wins to improve the service

Critical customer pain points analyst

Stage	Pain points
Discovery	<ul style="list-style-type: none"> Customers experience disparities in information about plans and offers between the website and with the sales team. An increase in the cognitive burden on customers when choosing the most suitable plan for their needs as the information is Customers discover hidden hardware costs only after installation Customers are informed about service eligibility only upon the arrival of the sales
Sales	<ul style="list-style-type: none"> Customers relying on the support team for appointment rescheduling and scheduling blockages place a significant burden on the support team Customers experience frustration due to extended wait times without being informed about technician delays. Customers lack a reliable source of truth because the sales team makes inaccurate promises regarding discounts and offers.
Installation	<ul style="list-style-type: none"> Customers finds the installation process lengthy and burdensome, leading to frustration & impatience. The technician team's lack of proactiveness in addressing customer concerns about hardware placement leads to customer dissatisfaction and unresolved issues. Technicians making false promises to resolve issues during their next visit & leaving processes incomplete.
Usage	<ul style="list-style-type: none"> Technicians often leave without providing a proper demo, leaving customers to navigate the system on their own, which can be frustrating Customers are dissatisfied with the setup box experience and find the remote hardware not user-friendly

Quick wins improvement recommendations

Resolution

- Unified CMS:** Ensure that all information, including hidden costs, on the website matches with other information channel
- Interactive decision questionnaire:** Develop a series of questions to understand customer preferences & usage patterns, then recommend the most suitable plan accordingly.
- SMS alerts:** Provide timely alerts to customers, regarding any new information or changes, promoting transparency and reducing confusion.
- Push Notifications:** Set up automated notifications to remind customers of upcoming appointments and allow them to reschedule or block appointments with a simple click from the notification.
- Map Integration:** Provide a map view that displays the real-time location, giving users an estimated time of arrival and enhances the tracking experience.
- In-App Help Center:** Create an in-app help centre that serves as a central hub for user assistance. This could include FAQs, tutorials, guides, and troubleshooting resources.
- After Sale Support:** Call customers a day prior to their scheduled installation to confirm the appointment and answer any pre-installation questions.
- User Guides and Tutorials:** Provide customers with a printed or digital installation guide that includes step-by-step instructions and troubleshooting tips.
- Remote Technician Assistance:** Enable customers to request remote assistance from a technician who can help troubleshoot issues & provide guidance via video chat or screen sharing.
- Personalised onboarding videos:** Create onboarding videos that explain how to use the Internet service effectively, covering common tasks and troubleshooting.
- On-Demand demo videos:** Include a library of short video demonstrations within the app. Customers can watch these videos whenever they need guidance on using specific features.
- Easy returns/exchanges :** Allow customers to initiate a return or exchange within the app by generating time slots associated with their order.

Establishing & unified service catalogue designed to scale

An eco-system of connected service offerings for the home

The core service architecture

It's critical in developing a best in class customer experience that there is core service catalogue defined and structured as a single source of truth for easy scaling and rollout of new service propositions developed on a unified service architecture. This will ensure a consistent approach when defining service offerings, service promises, benefits, plans and bundles that all adhere to a standardised format that feeds our marketing communications and operational workflows delivering a simply message to our customers to remove any barriers to purchase.

Additional gains can be achieved through rapid deployment of net new services or plan amendments in response to market conditions that can be automatically deployed and updated across all digital touch points with zero touch.

Secondary supporting services

Core service offerings

Subscription based & on-demand services

Home Internet	Home Entertainment	Home Security	Home Automation
Cloud Storage	Smart Energy	Home Fitness	Home Learning
Home Care	Home Office	Home Irrigation	+

Supporting services

Contextual services to be monetised for increasing revenue share

Home Maintenance services	Home Grocery services
Home Moving services	Home Cleaning services
Home Insurance services	Home shared services

