

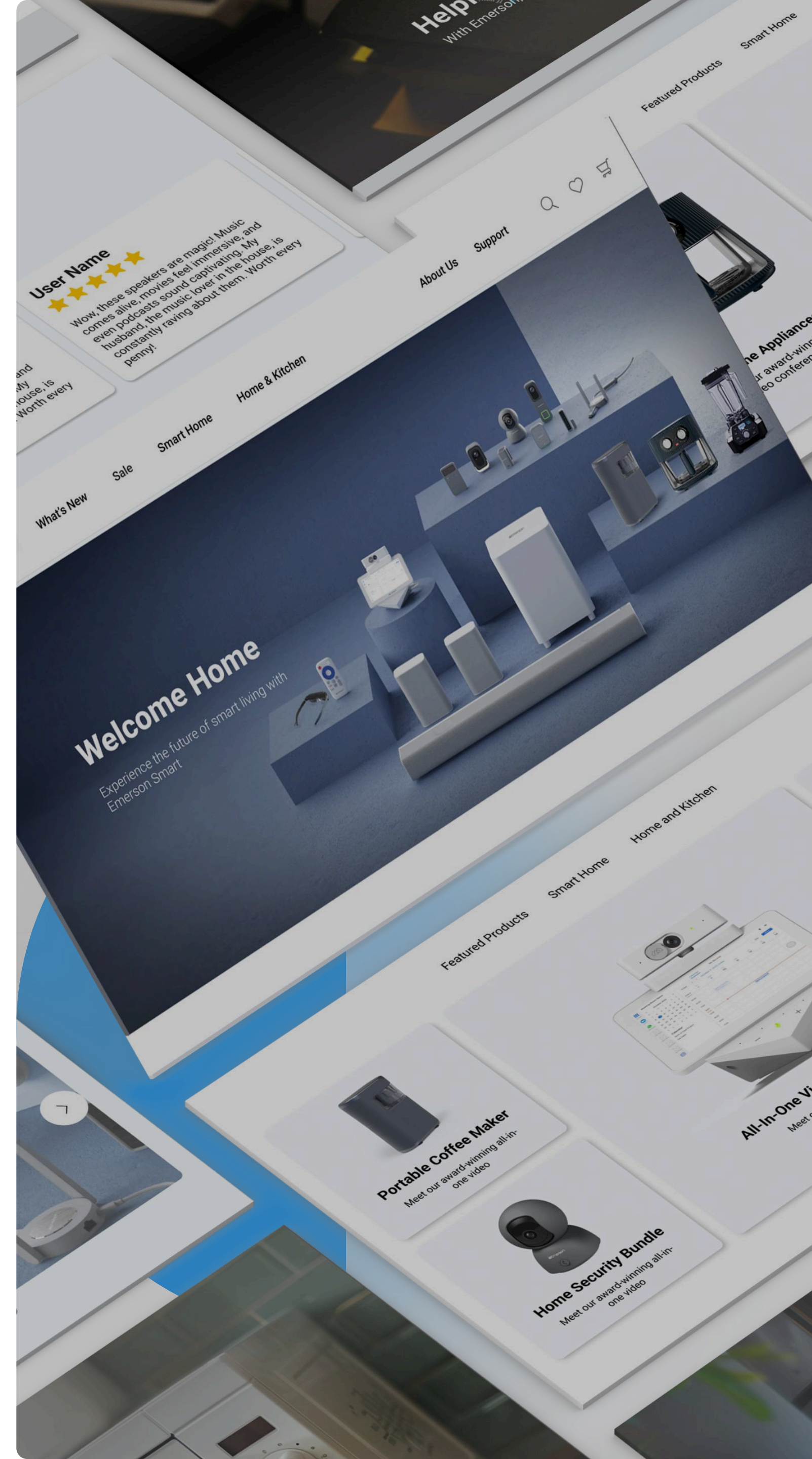
Emerson Smart -Landing Page ReDesign

By [Yuetong Lu](#)

Role: [UI/UX Designer, Project Manager](#)

Outcome: <https://emersonsmart.com/>

“A 10-day sprint to modernize Emerson Smart’s digital presence and optimize conversions.”





Project Introduction

Emerson Smart, a smart home brand under Emerson Radio, is embarking on a fast-paced website redesign to enhance its digital presence and drive sales. While Emerson Radio is a well-established name in consumer electronics, Emerson Smart aims to position itself as an innovative and future-forward brand in the smart home industry.

Currently, the website feels outdated, lacks intuitive navigation, and does not effectively showcase the brand's vision and product value. To address these challenges, we are **executing a 10-day sprint** to deliver a modern, engaging, and conversion-optimized website that aligns with Emerson Smart's brand identity and business goals.

Project Goal

Given the tight timeline, the client has set two primary objectives for the redesign:

Tell the Brand Story Effectively

- Establish Emerson Smart as a trusted leader in smart home technology by **clearly communicating its innovation, product value, and brand vision**.
- Design a visually compelling and cohesive site that **reflects cutting-edge technology**, convenience, and reliability.



Yin, Co-Founder

Increase Sales & Conversions

- Optimize the user journey to make it easier for visitors to explore, understand, and **purchase products**.
- Implement **strong calls-to-action (CTAs)**, streamlined navigation, and a user-friendly product showcase to enhance conversion rates.



Jason, CEO

Key Challenge

- **Tight 10-Day Timeline:** The entire project, from research to design and implementation, must be completed within 10 days, requiring a highly strategic and efficient approach.
- **Balancing Storytelling & Sales:** The website must clearly communicate the brand's identity while ensuring a seamless path to purchase for customers.
- **Modernizing the User Experience:** The new design must feel sleek, intuitive, and high-tech, reflecting current industry standards for smart home brands.

Day 1-2

Research & Pain Points Analysis

Client & Customer Feedback, Competitive Analysis, Heuristic Walkthrough, Pain Point Report

Day 3-5

Design Exploration

3 High-Fidelity (Non-Interactive) Prototypes, A/B Testing Results

Day 6-8

Interactive Prototype & Iterations

High-Fidelity Interactive Prototype, Client Feedback Incorporation

Day 9-10

Final Refinements & Handoff

Final Interactive Prototype, UI Specs & Documentation

1

Inappropriate style

Users and stakeholders expressed that the current website design feels outdated and does not align with the brand's modern and innovative smart home products.

2

Unclear & Non-Intuitive Navigation

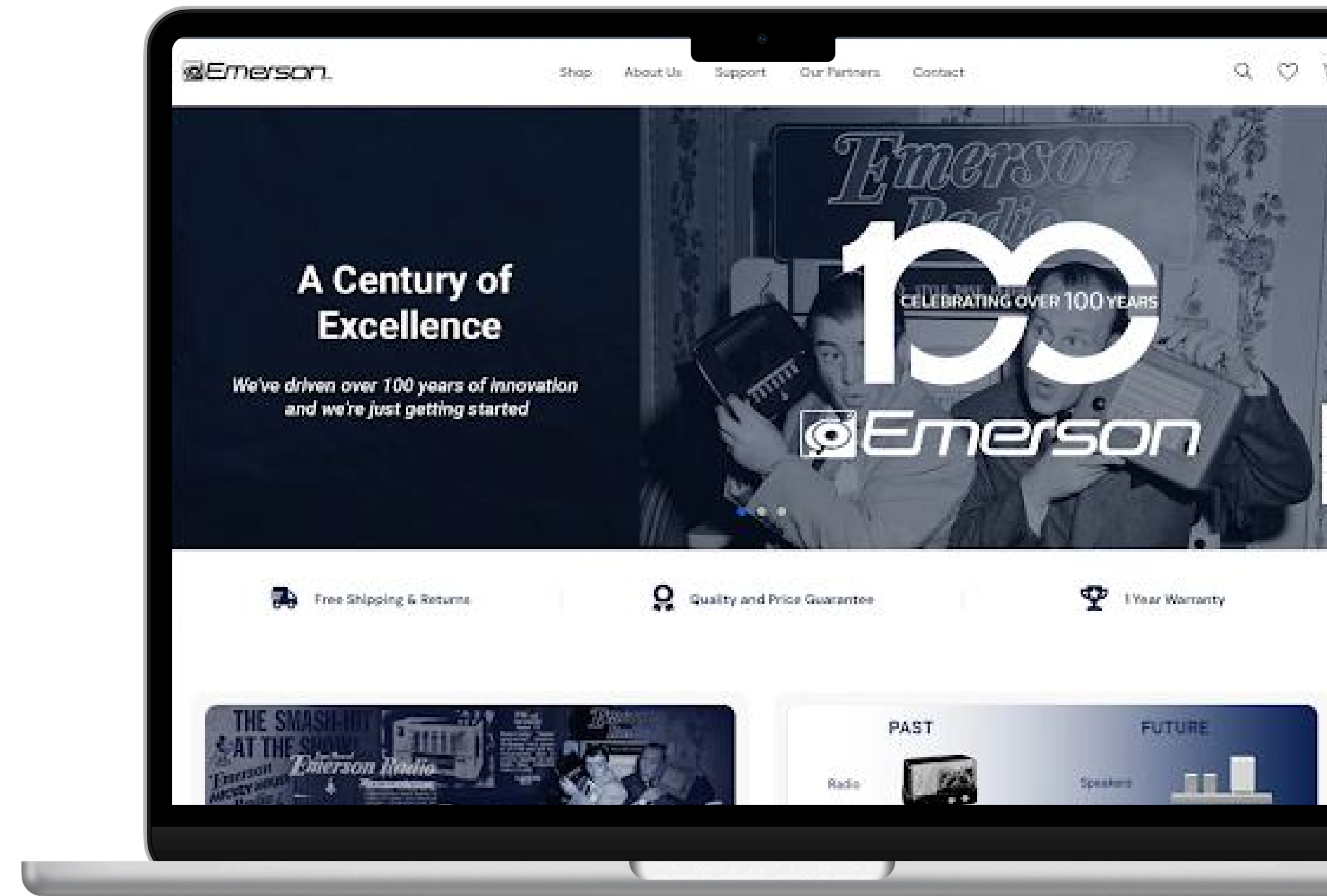
User testing revealed difficulties in navigating the website, with many users struggling to locate key product information and features.

3

Content Prioritization

The homepage and key landing pages do not effectively guide users toward key actions like learning about products, signing up, and making a purchase.

Research & Insights



UX Strategy & Information

1

Stronger Branding & Messaging

Users **need a clearer reason to trust and choose** Emerson Smart immediately, as branding influences first impressions and engagement.

2

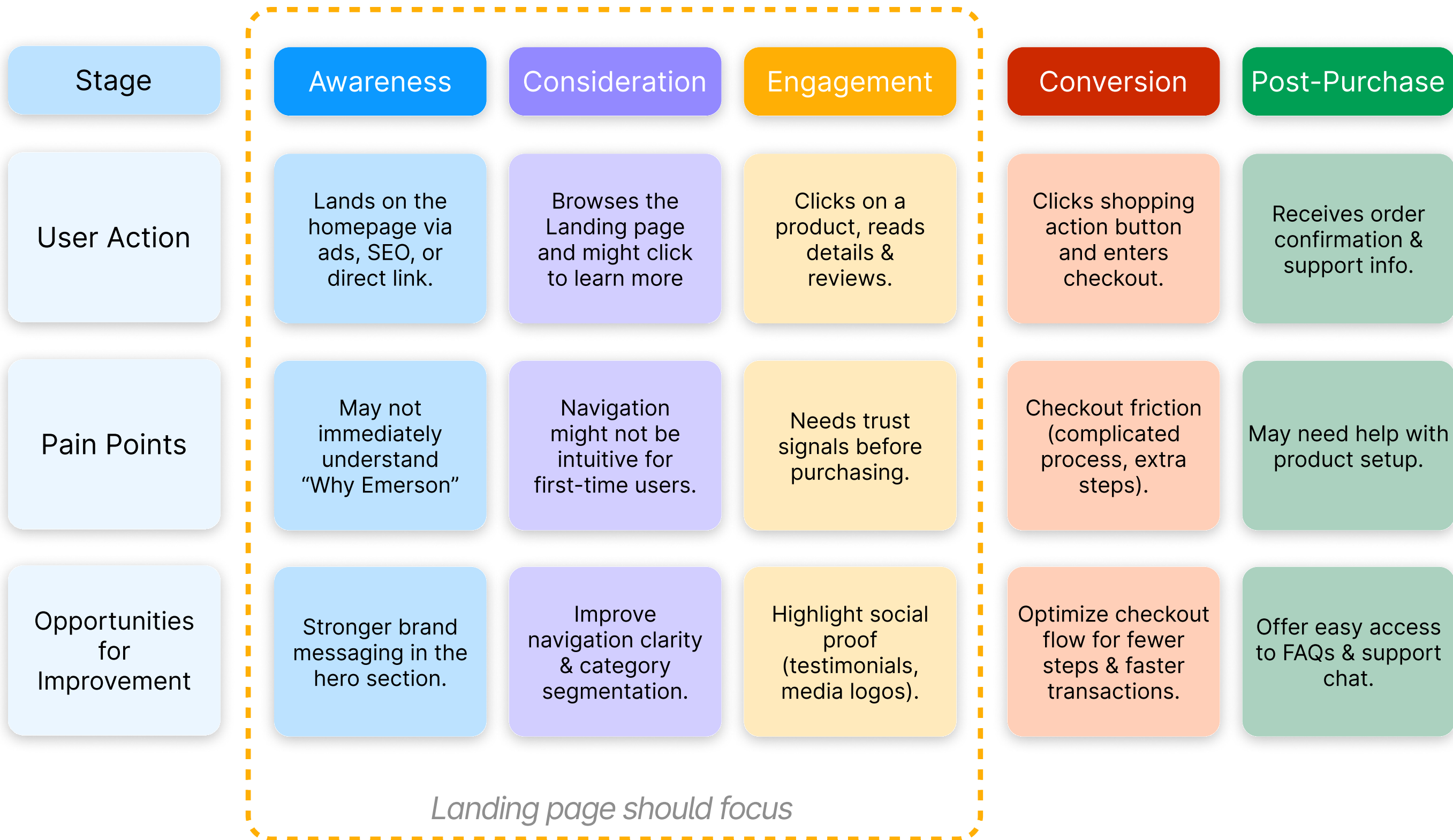
Clearer Navigation & Faster Product Discovery

Users should **quickly find the right products without excessive scrolling**, as unclear navigation increases drop-off rates.

3

Enhanced Product Showcase & Conversion Optimization

Users need **more engaging product interactions** to make informed decisions faster, reducing hesitation before purchasing.

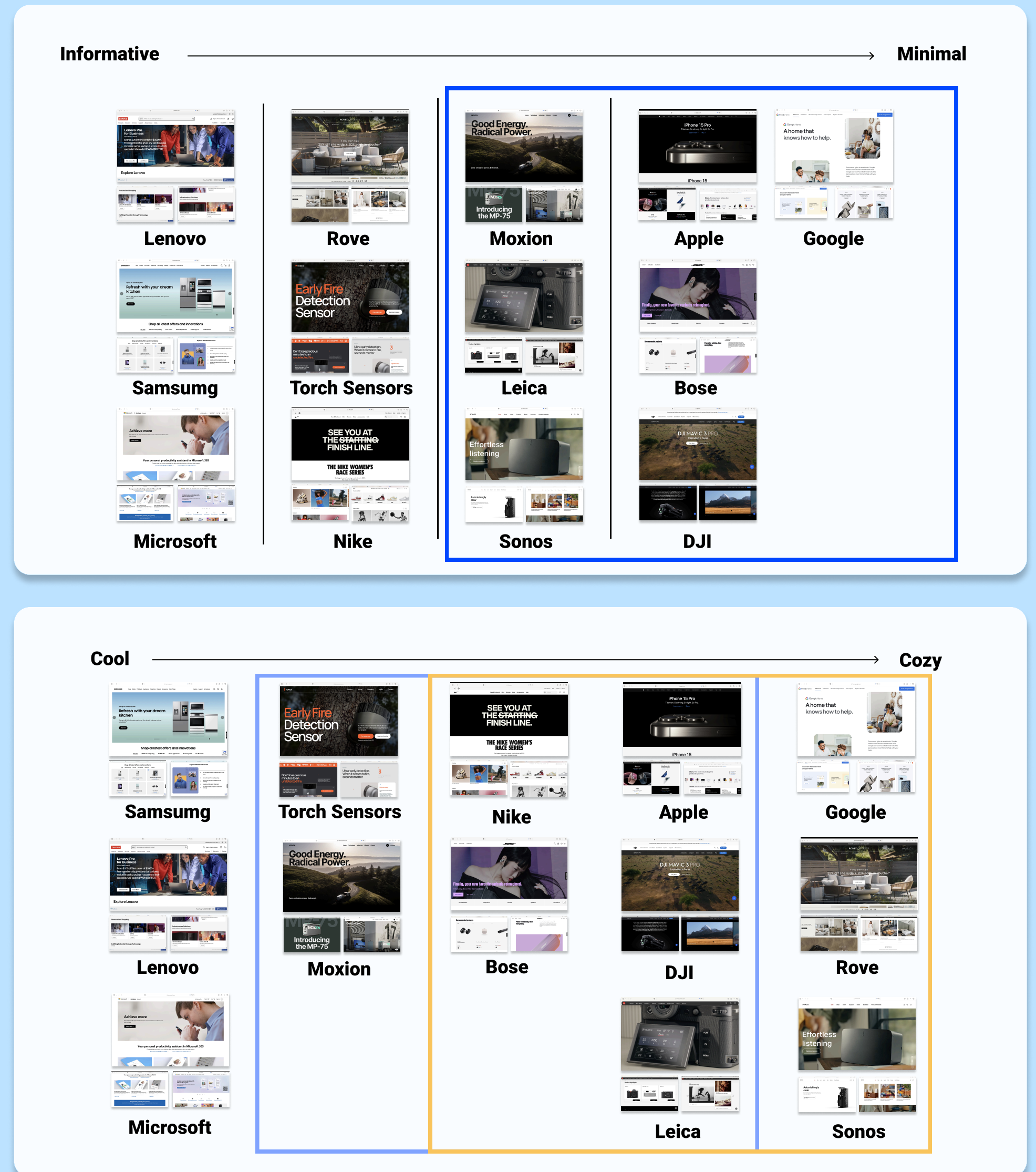


Competitive Analysis

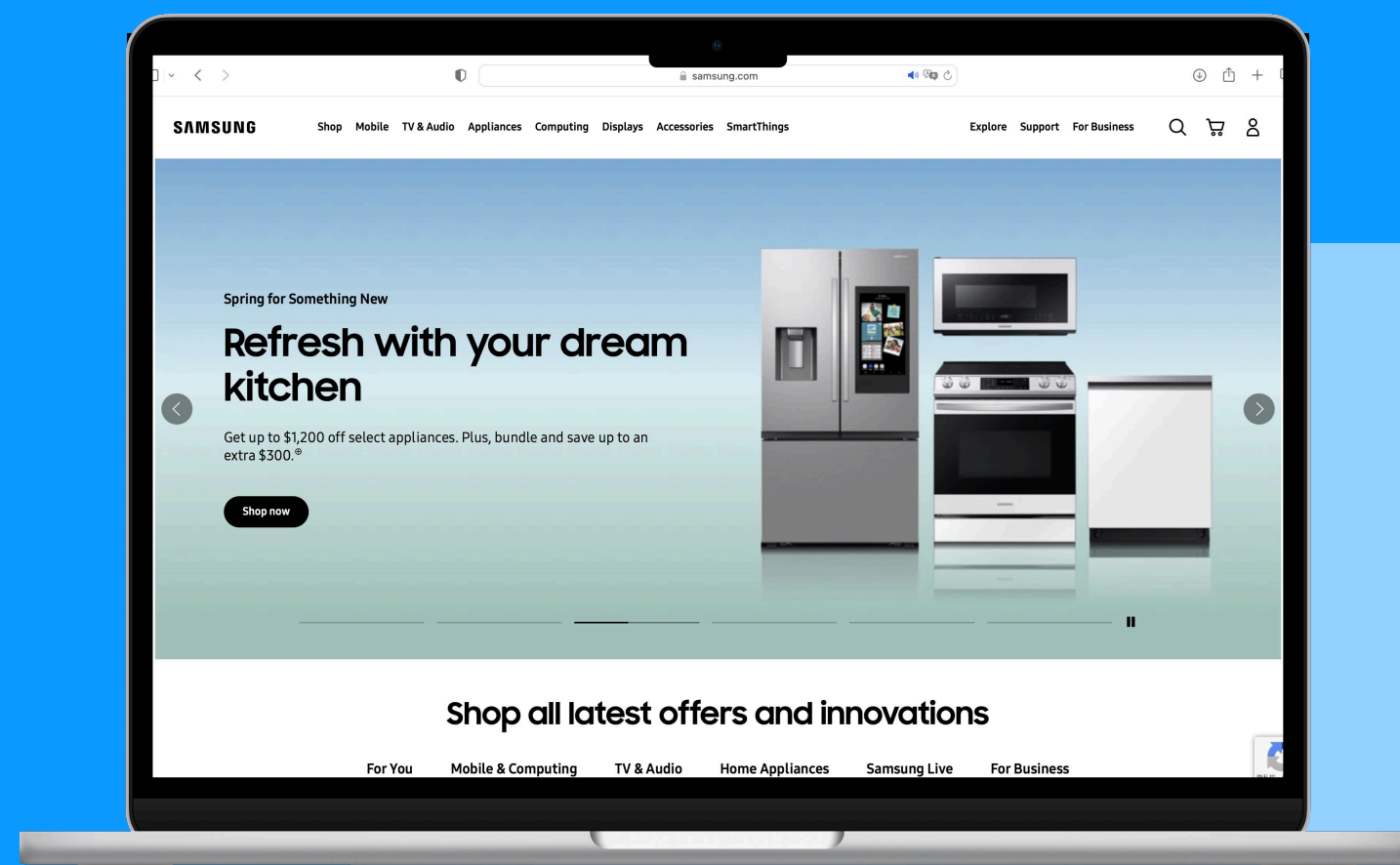
To ensure the redesigned Emerson Smart website aligns with modern industry standards and effectively resonates with target customers, we conducted a competitive analysis of **17 major brands** in the smart home and consumer electronics space.

Our analysis focused on two key dimensions to categorize different design approaches:

- **Informative vs. Minimal** – How much content and detail the website provides to users.
- **Cool vs. Cozy** – The overall aesthetic and emotional appeal of the brand's website.



Competitive Research - Samsung



A Conversion-Optimized, Informative Landing Page

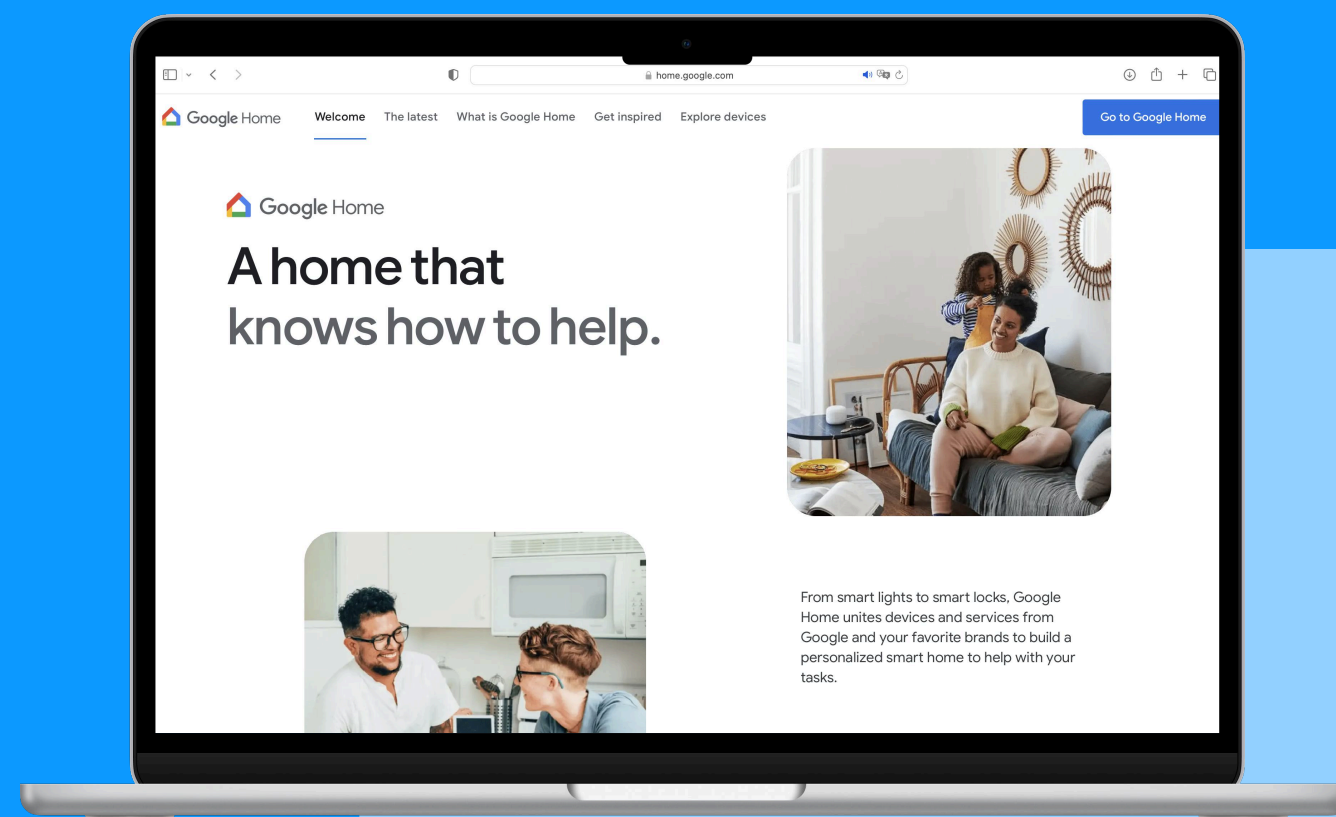
Strengths

- Clear Product Storytelling
- Strong Call-to-Action (CTA)
- Technical Details Without Overload

Takeaway for Emerson Smart

- Use **Samsung's structured**, informative approach to clearly sell products and highlight key differentiators.
- Ensure product descriptions are clear, benefit-driven, and conversion-focused, with strong CTAs to drive sales.
- Combine Samsung's clarity with Google Nest's inviting tone for a well-balanced experience.

Competitive Research - Google Nest



A Cozy, Home-Friendly Smart Tech Experience

Strengths

- Warm & Inviting Aesthetic
- User-Centric Language

Takeaway for Emerson Smart

- Adopt Google Nest's **"homey" aesthetic** while ensuring that product details are still comprehensive and conversion-focused.
- Use **lifestyle imagery** to showcase real-world use cases rather than just technical visuals.

Key Takeaway

Structured, Informative Content

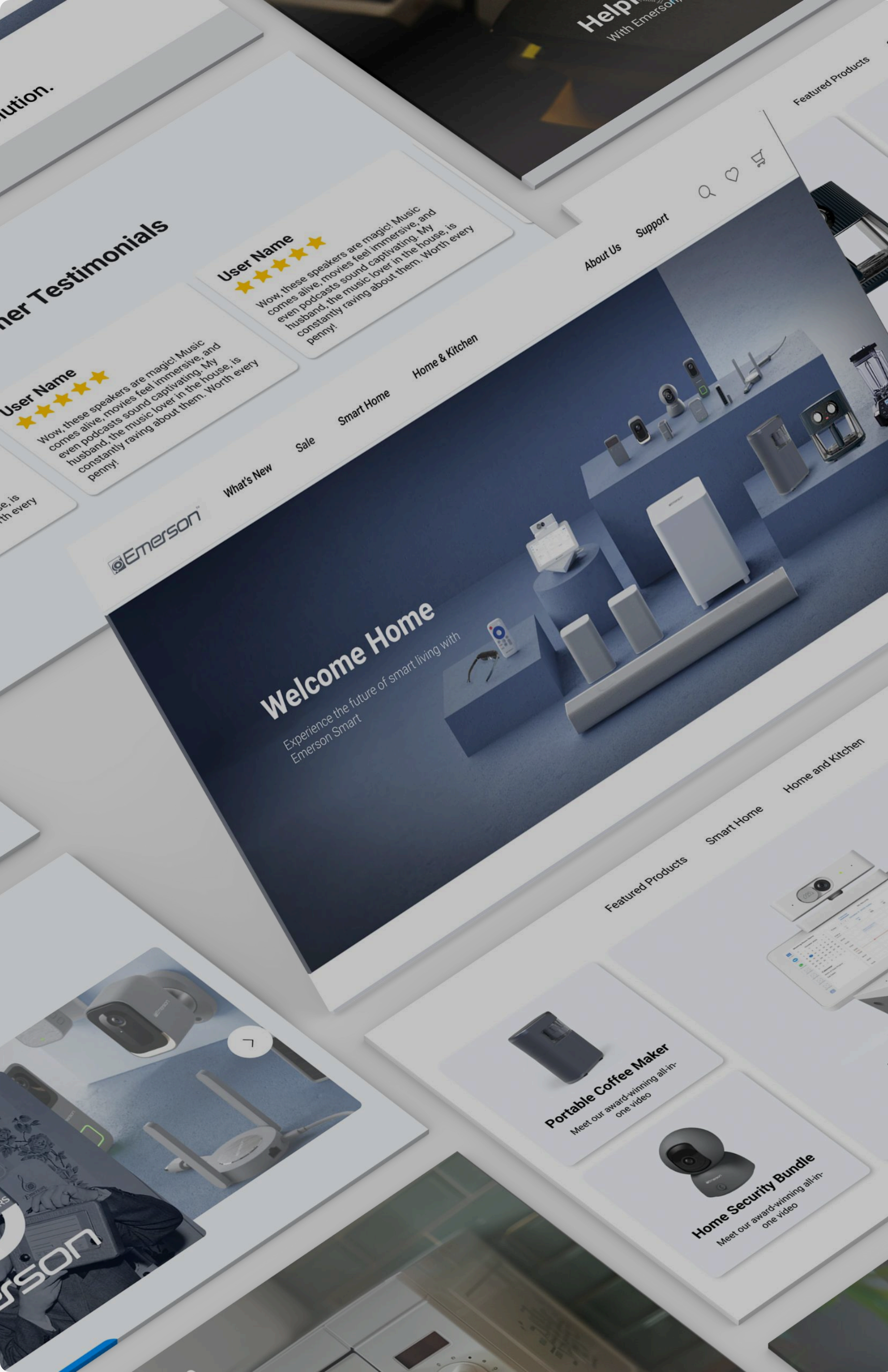
The site must clearly sell products, explain key features, and drive conversions.

A Warm & Modern Smart Home Experience

The site should feel comfortable and approachable, making smart home tech more relatable.

Brand Storytelling to Build Trust

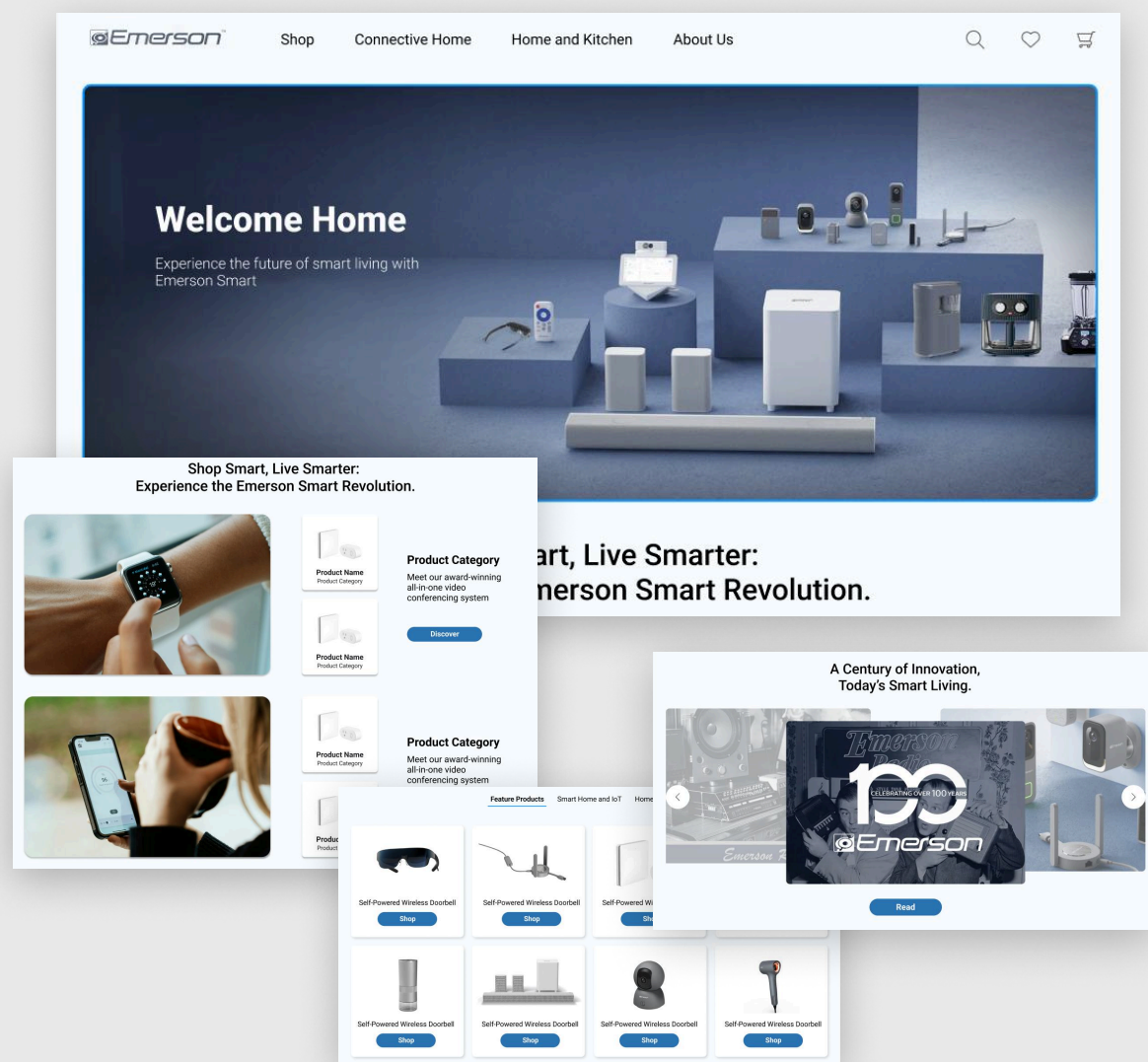
The site should honor Emerson Radio's legacy while demonstrating how it has evolved into a future-forward smart home brand.



Design Exploration & Testing

After conducting extensive competitor research, client discussions, and user testing, we developed three distinct high-fidelity prototypes representing different design approaches.

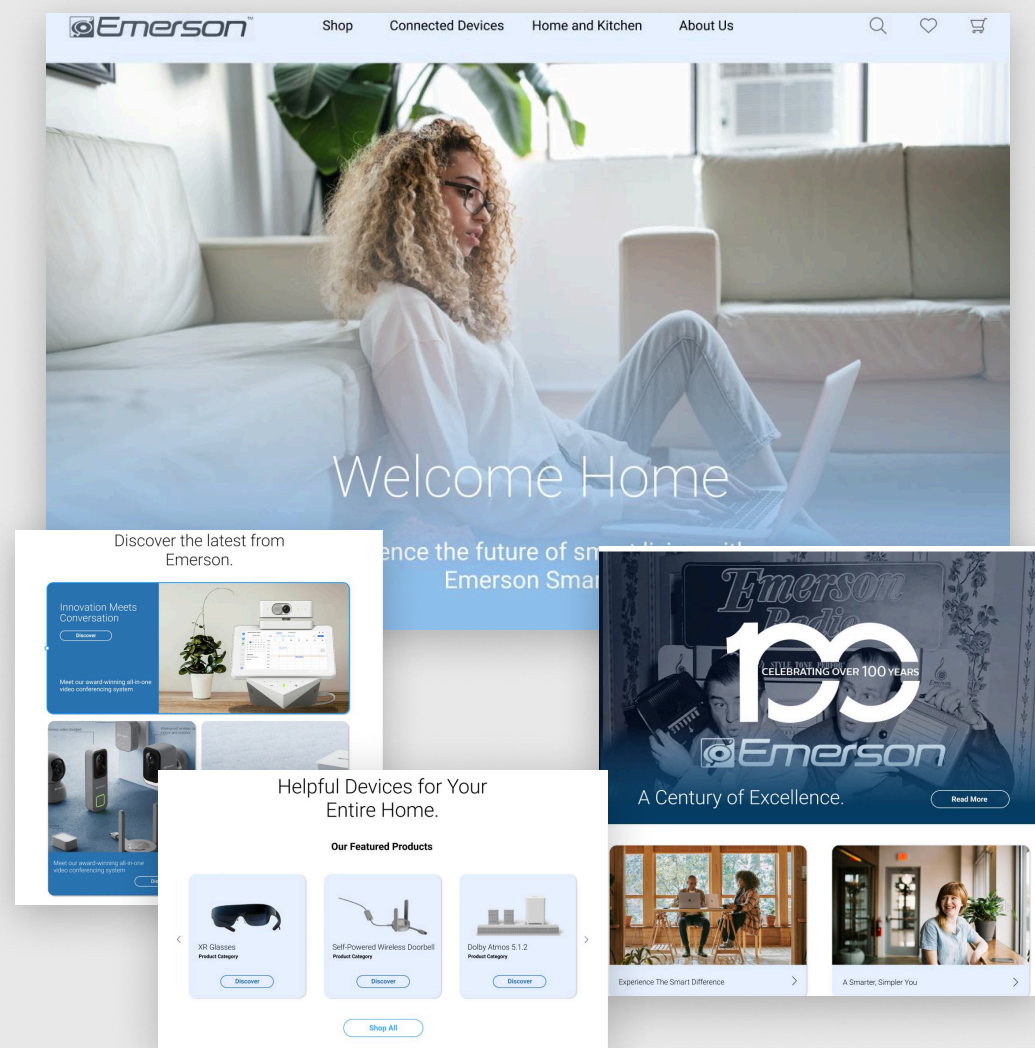
I skipped the wireframe stage due to time constraints in the 10-day sprint and the client's preference for fully designed visuals over low-fidelity wireframes. Instead, I delivered three high-fidelity prototypes to facilitate quicker decision-making and ensure clearer client feedback.



Tech-Forward Aesthetics

Sleek, Modern, And Professional

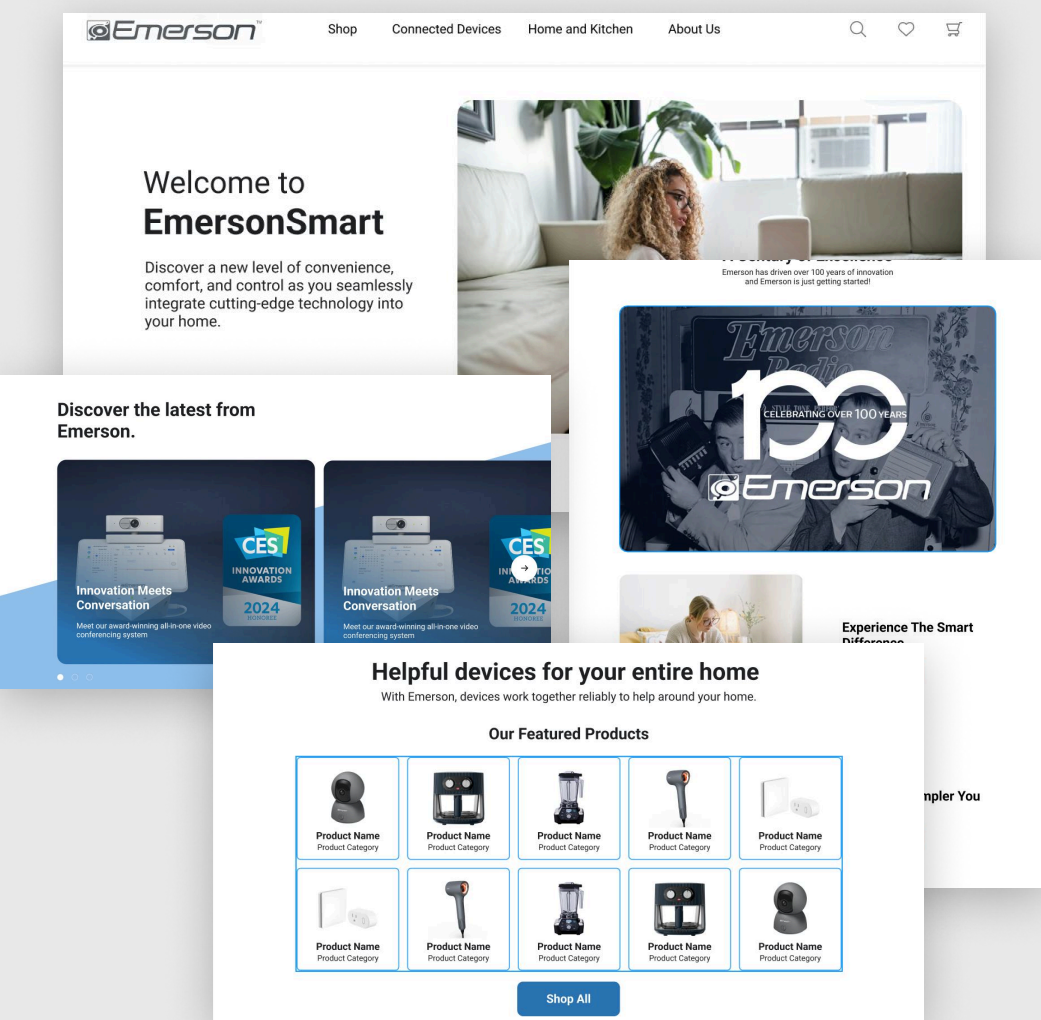
- ✓ Strong tech-industry alignment
- ✓ High contrast and visual hierarchy
- ✓ Feels premium & futuristic
- ✗ May feel too corporate and impersonal
- ✗ Some users found it less inviting and relatability.
- ✗ Navigation clarity could be improved



Minimalist & Elegant

Maximum Readability And Clarity

- ✓ Highly accessible and easy to navigate.
- ✓ Minimal distractions, ensuring smooth user interaction.
- ✓ Works well for high-information users who value clarity.
- ✗ Too minimal for a cutting-edge smart home brand.
- ✗ Not as visually strong in showcasing product innovation.



Friendly & Cozy

Emphasizes Lifestyle & Emotional Connection

- ✓ Most engaging for users who value home convenience.
- ✓ Creates a relatable experience with lifestyle integration.
- ✓ Blends product features with real-life applications.
- ✗ **Less direct and emphasis on products' sales**

Prototyping Testing & Feedback

The client’s preference for a high-tech, premium, and product-first design aligns well with Prototype A’s structured and modern approach.

Next Steps for Refinement:

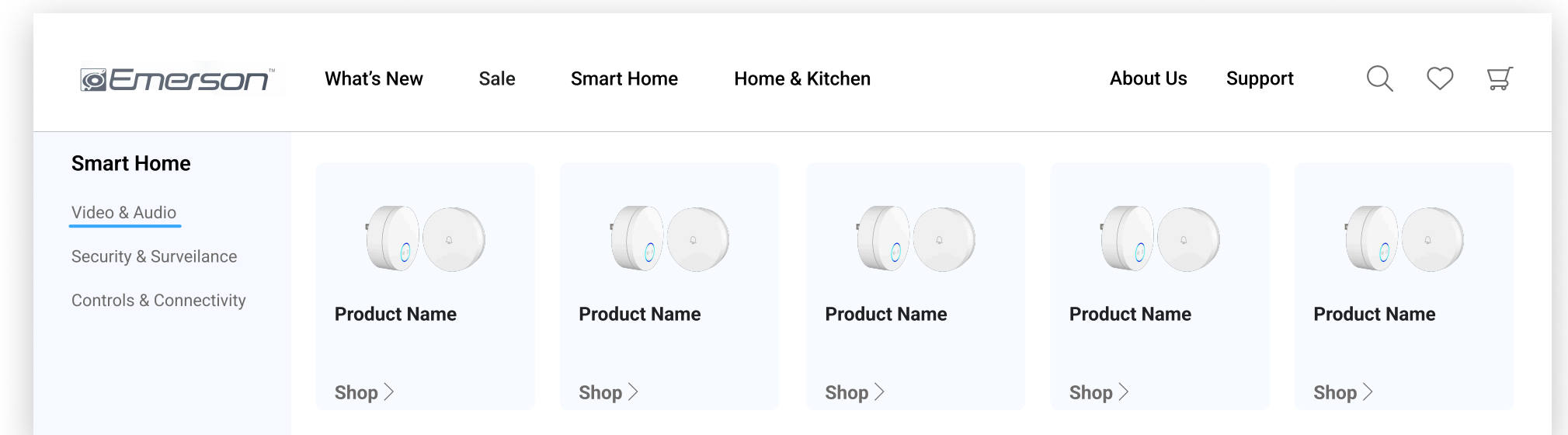
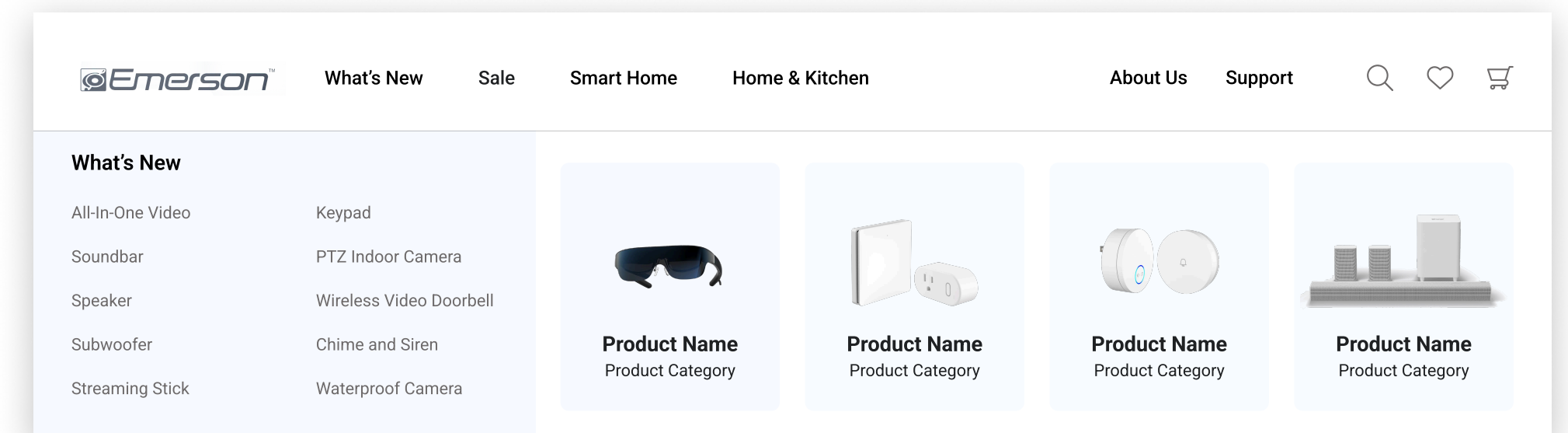
- Slightly improve warmth without compromising tech-focused identity (e.g., subtle lifestyle imagery where relevant).
- Ensure navigation remains intuitive—test with users to refine key touchpoints.
- Enhance storytelling in selective sections (e.g., adding context to product descriptions).

Engagement Metric	Prototype A	Prototype B	Prototype C	Best Performance
Brand Perception	High 83% 	Low 33%	Medium 66%	A
Product Visibility	Medium 66%	High 100% 	Medium 66%	B
User Engagement	Low 33%	Medium 50%	Medium 50%	C
Branding Story	High 83% 	Medium 66%	Medium 66%	A
Conversion Potential	High 83% 	Medium 67%	Medium 50%	A

Enhanced Navigation for Better Usability

More intuitive navigation
= Faster product discovery

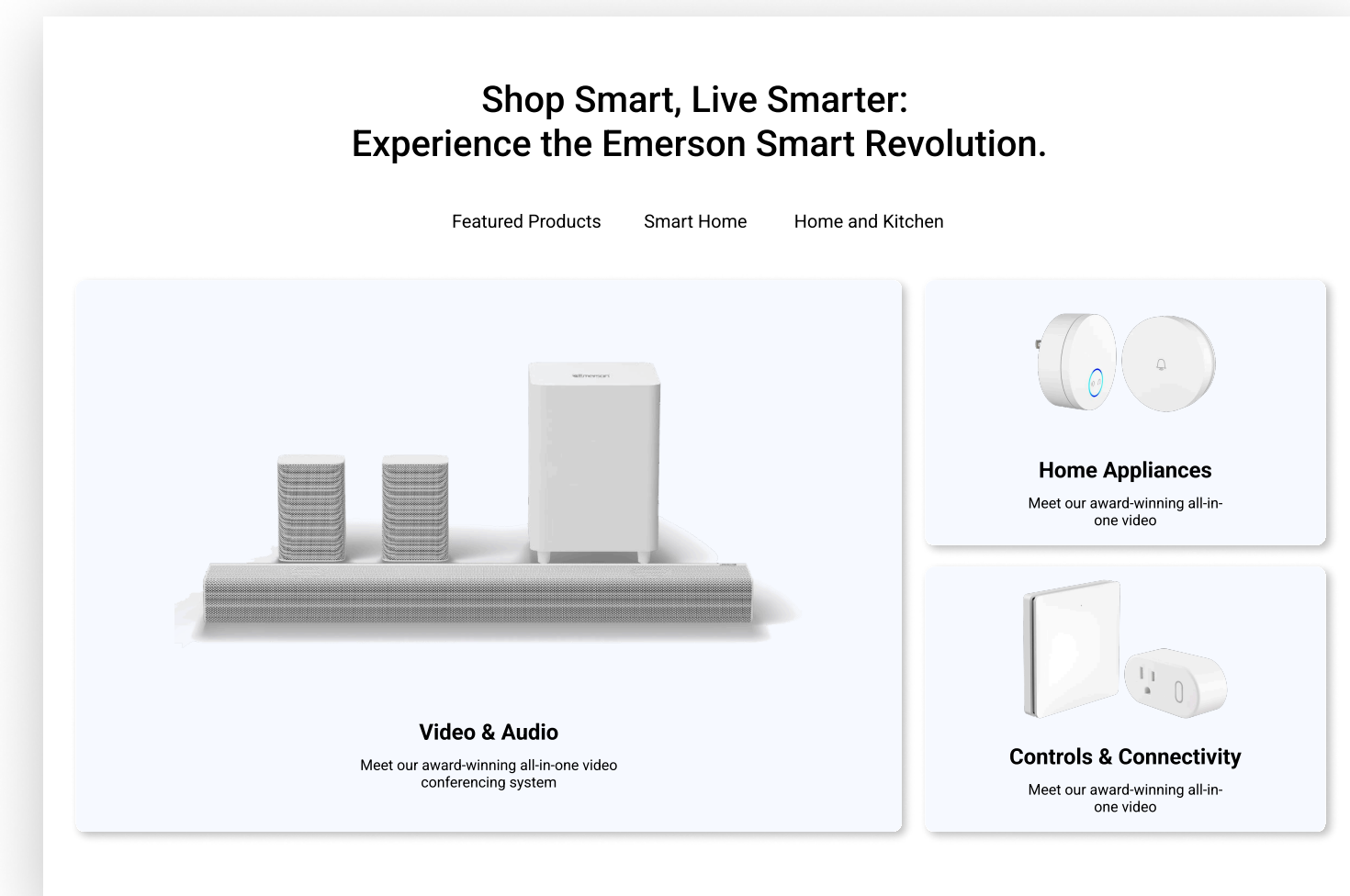
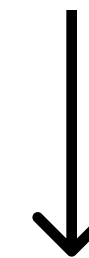
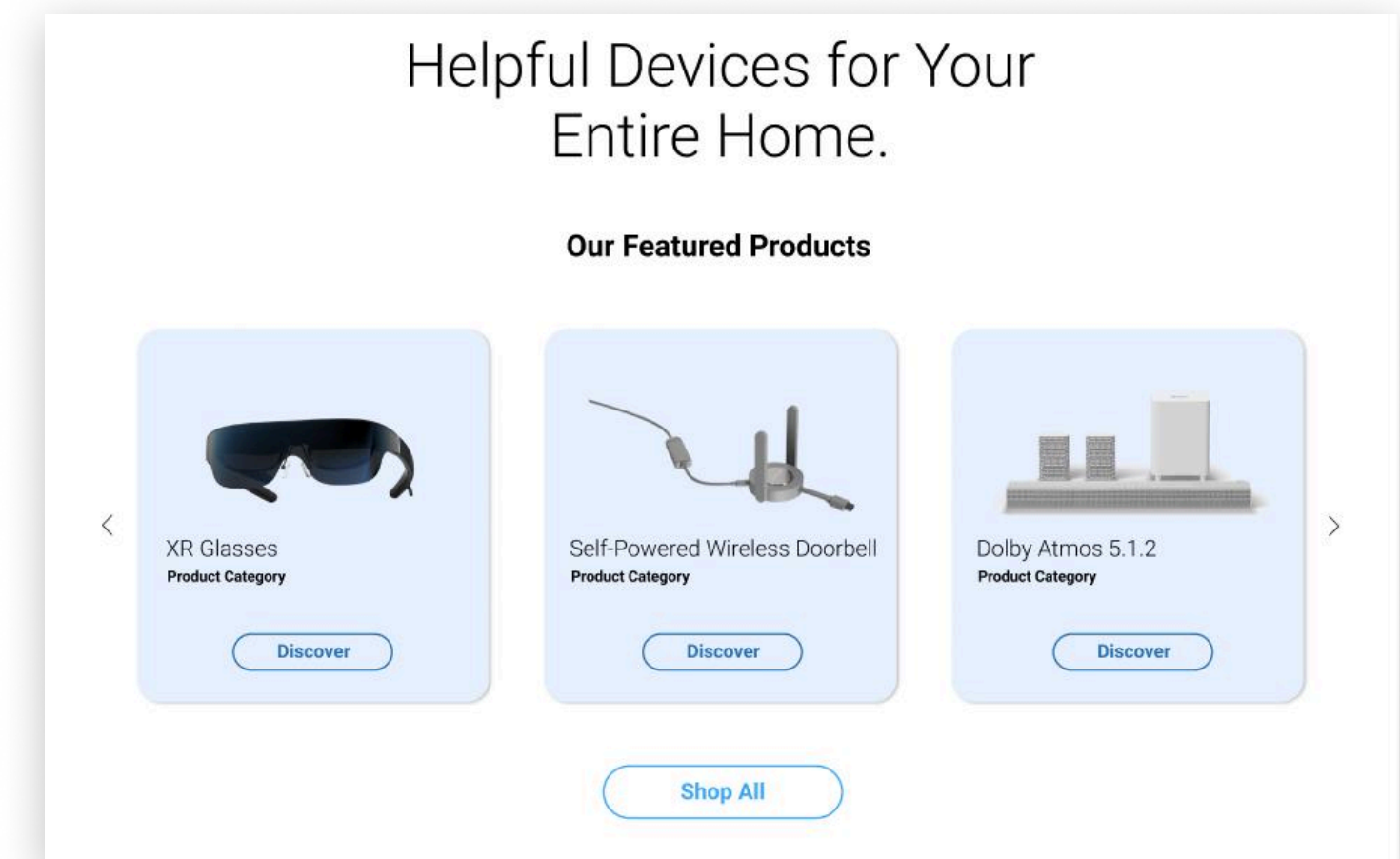
- The top navigation bar was refined to ensure all categories are clearly labeled and easy to locate.
- Simplified the menu structure to reduce cognitive load and make product discovery more intuitive.
- Added visual hierarchy & spacing to improve readability.



Larger & More Attractive Featured Product Section

Bigger product visuals
= Higher engagement & trust

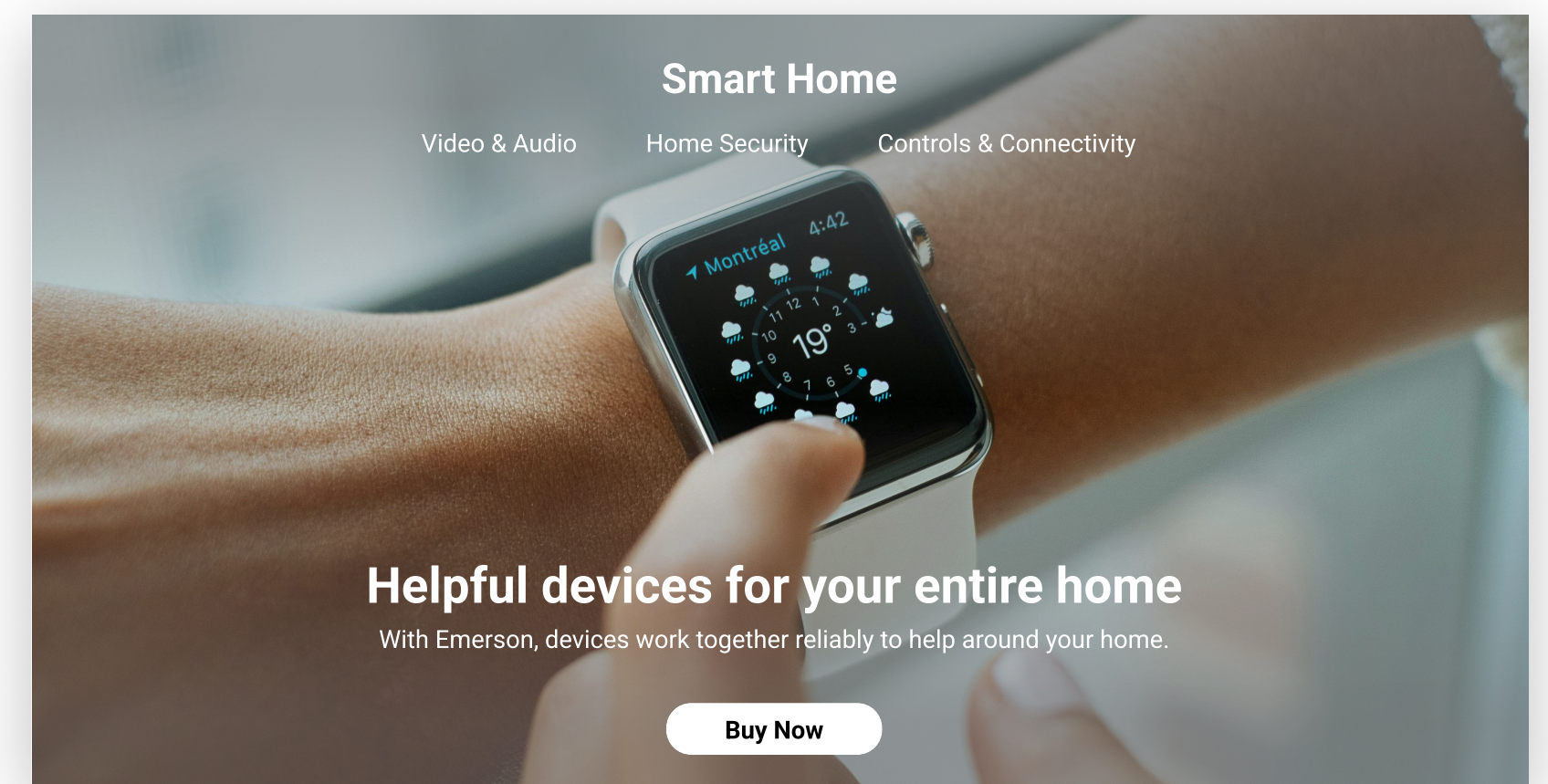
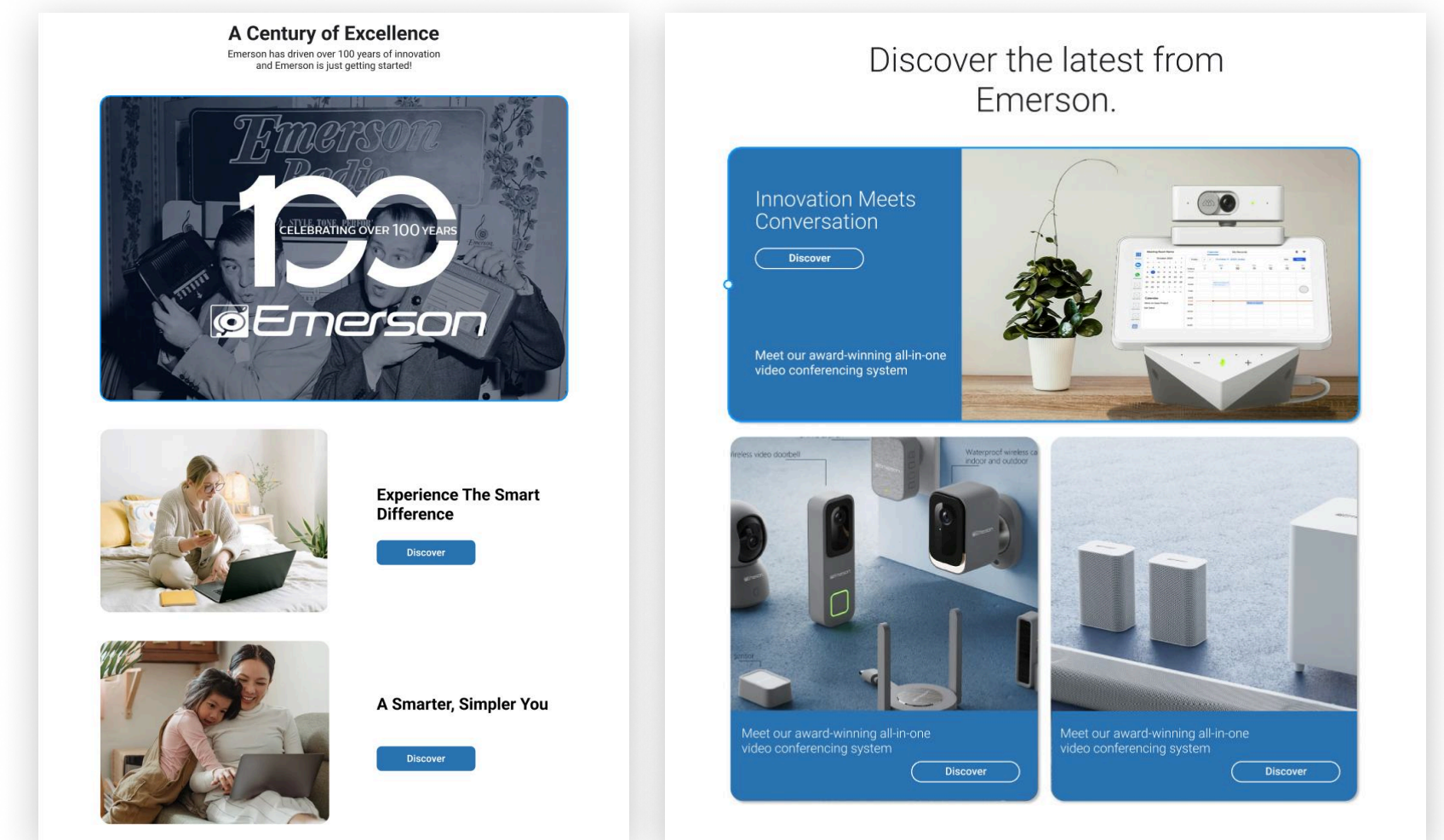
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More Home-Related Imagery for a Lifestyle Feel

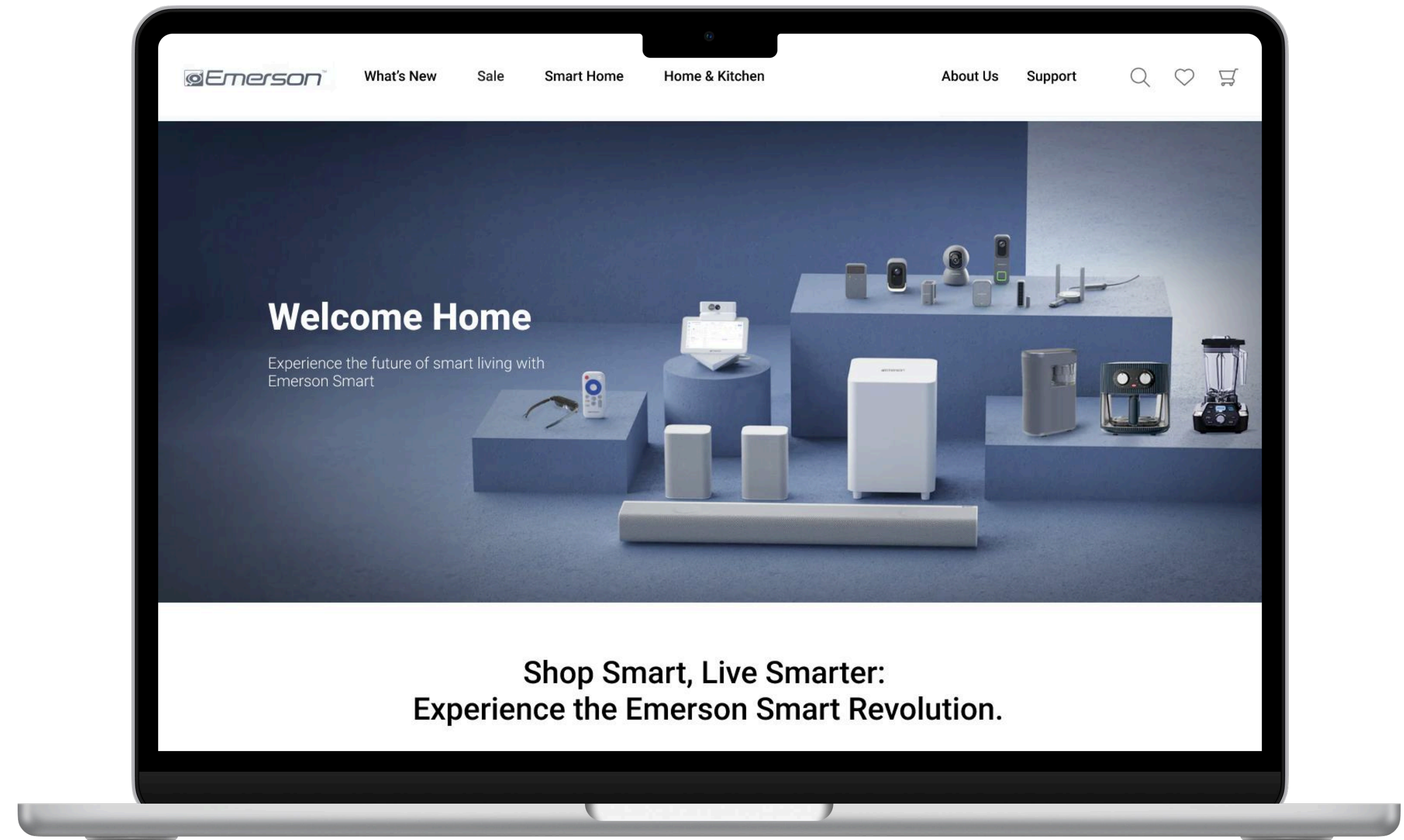
Warmer imagery = Stronger emotional appeal & lifestyle integration

- The top navigation bar was refined to ensure all categories are clearly labeled and easy to locate.
- Simplified the menu structure to reduce cognitive load and make product discovery more intuitive.
- Added visual hierarchy & spacing to improve readability.



Final Iteration

<https://www.figma.com/proto/NMkkLwbUeBxEUyHsrypOj/Landing-Pages-Demo?page-id=380%3A176&node-id=380-177&node-type=canvas&viewport=1096%2C1556%2C0.34&t=dLw1Rt0Y6UPuihIX-1&scaling=min-zoom&content-scaling=fixed&starting-point-node-id=380%3A177>



Next Steps

To further optimize the Emerson Smart redesign, the following steps will ensure continued usability, engagement, and brand consistency:

- ◆ **A/B Testing Navigation Efficiency** – Test different category placements and naming conventions to measure how quickly users find products. Track click-through rates and task completion times for validation.
- ◆ **Gather Further User Feedback & Iterate** – Conduct post-launch usability testing, monitor heatmaps, and collect feedback to refine layout, content hierarchy, and user flow.
- ◆ **Optimize Product Imagery** – Ensure consistent, high-quality product visuals with standardized lighting, background, and resolution to maintain a premium look and improve engagement.

