

LABEL MAKER REDESIGN

The Product • **The Brand and the User** • Functions • Issues • Redesign • User Journey • Final Product

PRODUCT RESEARCH

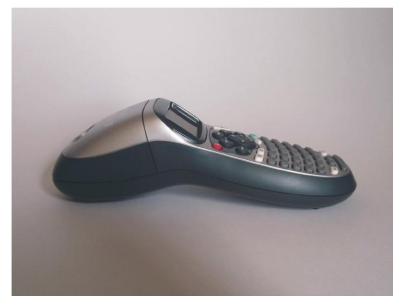
The Product • The Brand and the User • Functions • Issues • Redesign • User Journey • Final Product

Dymo LetraTag Label Maker



Emma Duffy | GRDS 387 | Professor Kwon | Exercise One

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About the Brand

Dymo is a brand of label makers and various sticker printers, ranging from simple type labels to barcode and pricing stickers. The Dymo brand lives underneath the larger corporation Newell Brands, a group that includes a variety of large name brands such as Rubbermaid, Sharpie, and Elmer's.



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Product and The User

Product: Letra-Tag 100H Plus Label Maker

Price: \$27.99 at Amazon.com

User: This is a very common device used for everyday labeling and organizing. Because it's so versatile, the users could range from students and office workers to people working in retail, small business owners, or to organize in the home. Most reviews I read used this product for professional and home purposes, however the inclusion of fun styles and decoration options lends it to more fun purposes, perhaps even for a child or a young classroom setting.



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Functions of the Product

Settings: Opens menu to change the device settings: Date, Language, and Contrast.

Format: Opens menu to change the text styles and size, add borders.

Keyboard: Arranged in alphabetical order, allowing for case change and numerical characters.



Insert: Add a date, second line, or symbols including special characters and icons - huge variety.

Print: Print label

Cut: Cuts label after printing

Save: Save current label (9 slots)

Open: Pull out a saved label

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Issues with the Interface

Alphabetical keyboard is not intuitive to use.

The menu buttons are **vague and similarly named**, I would not have guessed what each one refers to, 'Settings' and 'Format' sound like the same thing.

Insert characters **menu is very long** and inserting a character takes you out of the menu and you have to go back through the steps to insert another one.

Backspace button is **small** and out of the way.

Screen image **does not match the resulting label**, and changing the size actually changes the width of the text.

There is a button for **Ñ** specifically, I don't know if that is common enough to merit a button.

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Accessibility Study

Blindness: This product would not be usable for a blind person, would be near impossible to navigate the buttons, and the final product is not useful for a blind person. However, Dymo does carry Braille label makers for this audience.

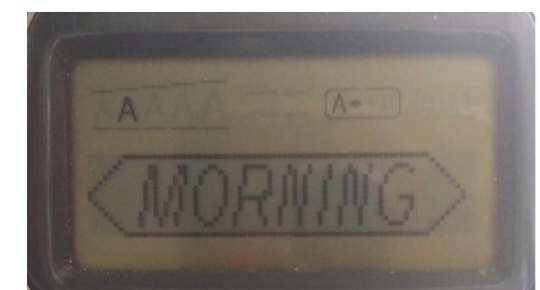
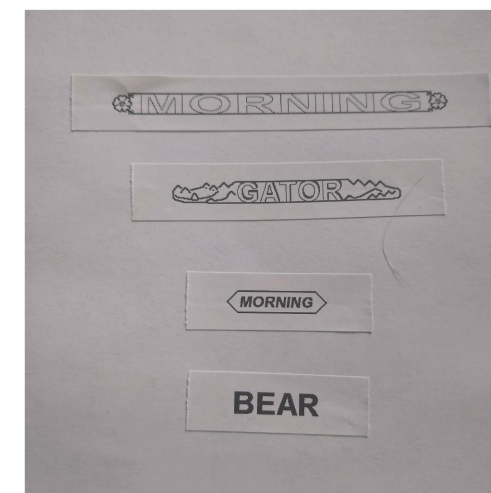
Low Vision: The display is relatively good for people with low vision and the buttons are fairly large, however it isn't backlit at all and the letters could be raised to be more prominent.

Deafness: A deaf user would have no issue using this product, there's no indicating sounds.

Amputee: I tried using this with one hand and it was still easy to use, the vertical design allows me to still type one handed.

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Changing Styles

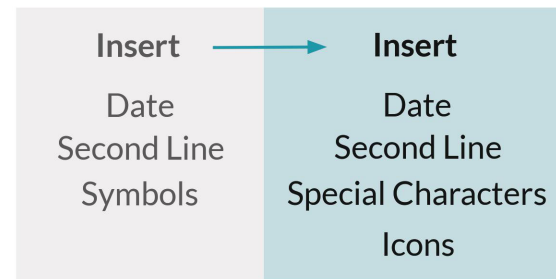
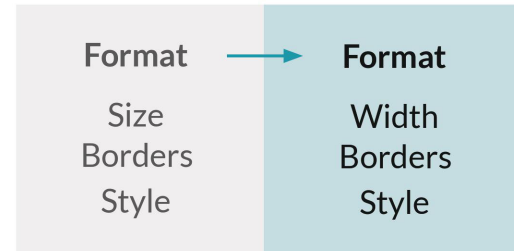
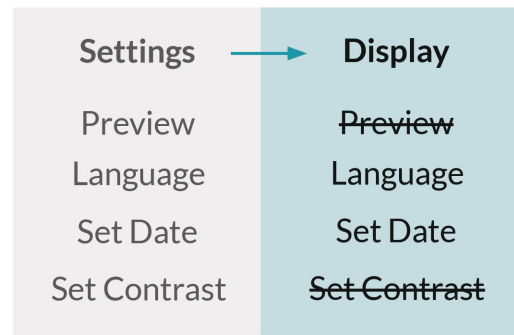


The interface doesn't look like the final product, sizes don't look any different until you print the label.

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Remove/Organize/Hide/Displace

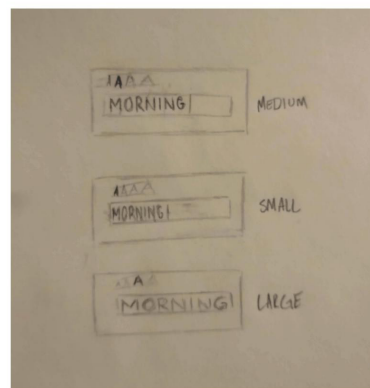
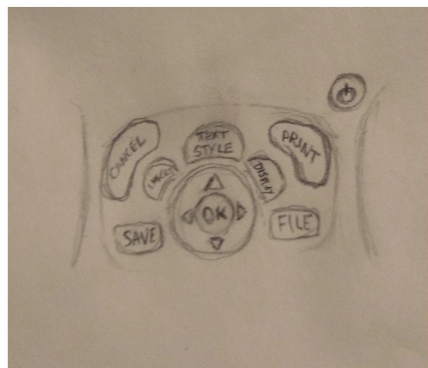
The menus need rewriting to make them more intuitive.



I've removed 'Preview' and 'Contrast' options because testing them out showed no difference in the display.

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Product Sketches

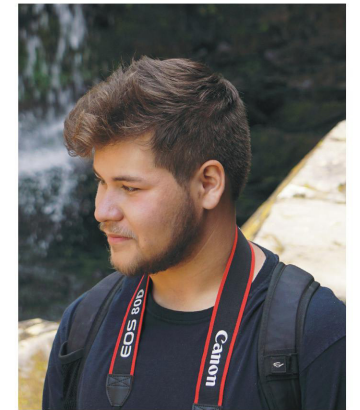


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User Persona - Alex

Alex is 23 years old and a recent graduate living in Savannah, GA. He lives in a house with two roommates, and has struggled to keep the house clean and organized between three different people's living styles. He currently works nights as a server while looking for a job in his field. He needs to easily **keep his space organized** in order to focus on his goals.

Alex uses the Dymo label maker to organize his kitchen and refrigerator. He finds the borders to be fun, but mainly likes the **ease of use** so he can quickly label bins in his pantry and drawers in his fridge. The resulting labels are **easy to read** and adhere firmly to a variety of materials.



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Current User Journey

Scenario							
	Alex needs to organize his kitchen.	He buys bins and trays to separate items.	Alex needs his roommates to follow his system.	He grabs the Dymo label maker to label each.	His girlfriend shows him the border design options, which he hadn't seen.	It's easy to figure out, but takes a while to type due to the keyboard.	The labeling takes almost as long as the actual organizing.
Emotions							
+							
-							

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REDESIGNED PRODUCT

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Final Redesign

The keyboard has been reorganized into a standard QWERTY layout, with numbers on the top row easily accessible by the number lock button. The options menu has been condensed and organized into a simple layout, highlighting the Print and On/Off buttons as they are the most used.



7 inches

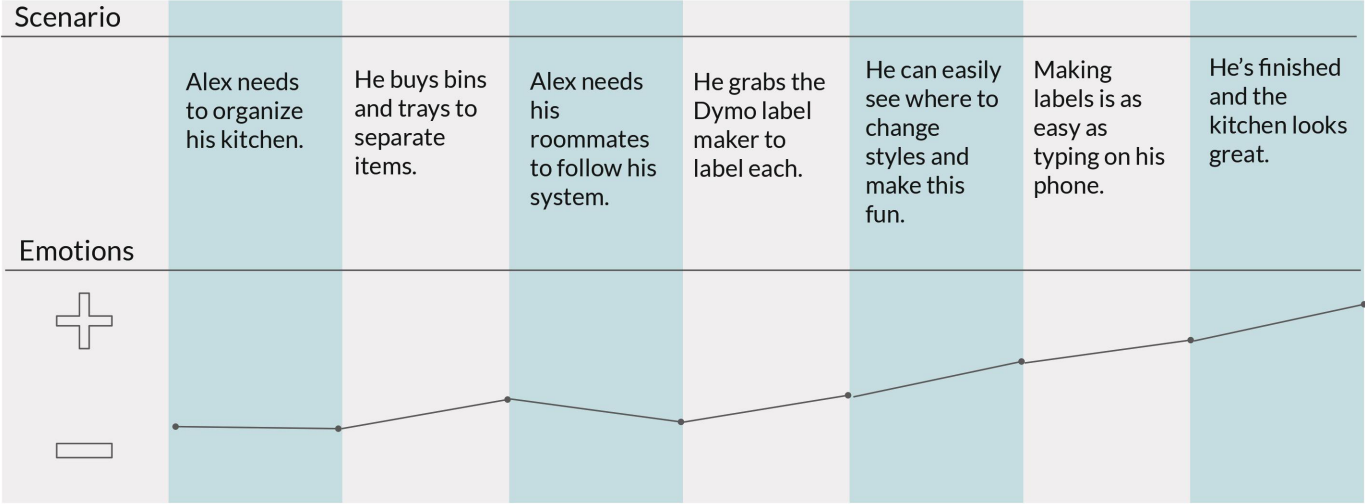
Accessibility was the main focus of this redesign, keeping the buttons and text large for users with poor vision. I've also kept it in a vertical layout so it can be used with only one hand.

3 inches

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New User Journey



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Original

Redesigned



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Original



Redesigned



Original



Redesigned



Original



Redesigned



Original



Redesigned

