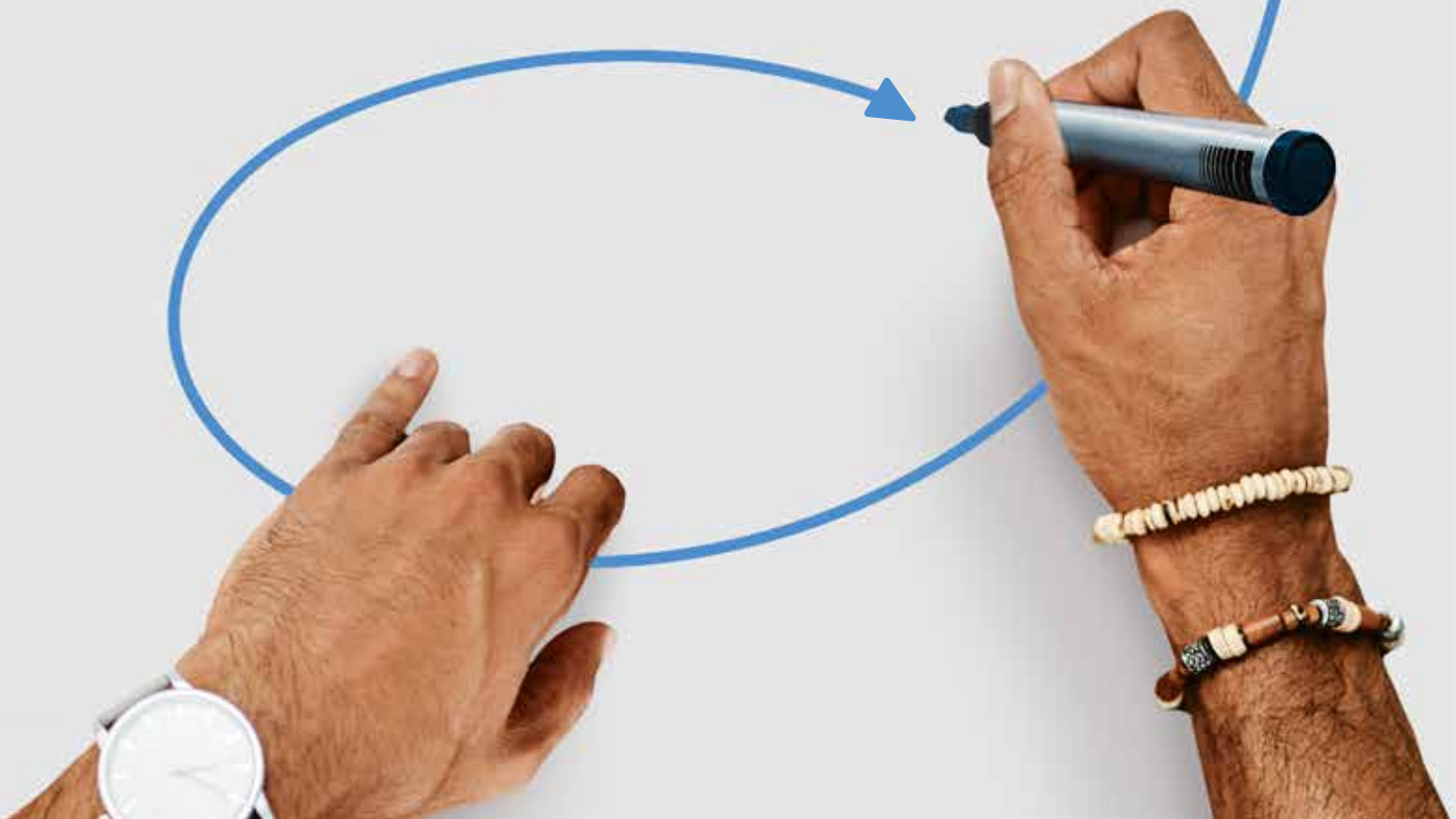


human- centered design

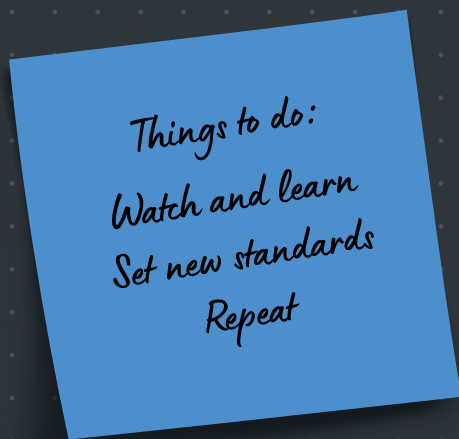
at Motorola Solutions



solutions built for you...

Our customers face unique and evolving challenges. To keep people safe — whether they are firefighters in a burning building, utility teams repairing a power outage or high school students at a football game — you need the right tools designed the right way to be most effective. At Motorola Solutions, we understand this responsibility and we work hard to not only meet your standards, but to exceed them — setting new expectations for what our solutions can do for the people who use them every day.

...with you



Helping you create a safer environment for your team, your organization and your community is our mission. We can do that by providing you with intuitive products and applications specifically designed around the human experience — from ideation to implementation — through the power of human-centered design.

what is human-centered design?

Design is far more than the color or display or user experience of a final product. Done right, design is centered around the human experience, beginning at pinpointing and understanding the problem to be solved and working through the ideation and implementation stages that follow.

As Motorolans, we believe the power of great design can truly keep people safer. This is why human-centered design is integral to everything we are and everything we do. From the outside-in approach we use in our research all the way through to the innovative solutions we build for the critical moments our customers face, we build strong relationships with our customers and become one in purpose, process and results.



Your Mission is
Our Mission



Your Experience is
Our Experience



Your Success is
Our Success



Your Mission...

At Motorola Solutions, we share the same drive and passion as our customers in helping make every day safer for their teams, organizations and communities. This is why human-centered design is so important to us. We truly believe **great design has the power to keep people safer**, a goal that is universal across any industry and throughout the world.

*We serve
and support
those who
serve and
support others.*

understanding your goal...

Every effort begins with our design and research teams working to define and understand the goals of our customers, rather than our own goals as the solution provider. Only then do we find the correct direction and focus needed to bring innovative solutions to market that will truly make a difference in our customers' lives. Your goals and objectives become our guiding principles to help us design a solution that is truly human-centered.

sharing your passion...

Our customers operate in hundreds of countries, spanning a dozen industries and impacting the lives of citizens across the globe. And we know each of us is included as part of that. Whether it's the security guard at our child's school, the utility worker keeping the lights on down the street or the firefighter responding to a nearby incident, our customers serve our communities. This means the work we do at Motorola Solutions has a ripple effect, helping our cities, our neighborhoods and, ultimately, our own loved ones remain safer.

...is Our Mission



Your Experience...

As a company, we invest heavily in research to understand our customers in the context of their environments. The core principle of our approach is that the needs of the person - not the business or the technology - come first. This means we are designing for the job to be done, not the job that fits our expectations, and definitely not the job the way it has "always been done." Every design decision is informed by, and supported with, research.

an outside-in approach...

We approach customer challenges with curiosity and humility because we know you work in high-stress, high-velocity, high-impact circumstances that we will never experience. We work alongside you, using immersive research to discover gaps and hidden complexities you might not notice and we might never find on our own.

understanding your context...

Our customers operate primarily in team environments, so we must understand how the whole team operates, not just an individual, in order to understand your challenges and develop solutions. Our designers invest the time to look at each problem holistically, to understand the context surrounding each user and how the team interacts as a full unit.

Person first!

Our dedicated resources and countless hours of research are truly unmatched in the industry. Motorola Solutions spent \$686 million in Research & Development in 2020.

...is Our Experience

a collaborative research process...

We see design as a collaborative endeavor, both with our customers and within our Research and Design teams. Together, we envision solutions and potential futures by aggressively challenging assumptions. Diversity of thought is critical for our success; we need multiple internal and external viewpoints to reach the best solution.

We push for a diverse and inclusive environment both in the customers we talk to during the research process and in who we hire internally to conduct this important research. Creating this “diversity of thought” encourages us to think in different ways and innovate responsibly, ultimately benefiting our customers and the communities they serve.

facilitating ongoing engagement...

We understand that design is never truly done. That’s why we ensure that developed and deployed products keep meeting your needs through ongoing engagement. We continue to learn and iterate even after delivering solutions because we understand that your teams, and the challenges you face, continue to evolve.





Your Success...



We are setting the standard for how safety professionals experience the applications and equipment they use every day, whether it's routine reporting or a life-or-death situation.

solutions built specifically for you...

Our insights into **high velocity human factors** help reduce cognitive load, ensuring in stressful situations that our solutions present only the most pertinent information in a highly accessible manner. Our devices and solutions are purposefully designed to accommodate challenging environments. They help you extract insights from huge amounts of data and have greater situational awareness, all of which helps you make better decisions in critical moments.

solutions that work with you...

We develop intuitive solutions that augment human capabilities and feel familiar even when they are brand new. Your teams can quickly learn new solutions and pick up new capabilities because our applications reduce the learning curve by drawing on a consistent user interface. Our products simplify the job to be done, especially when it matters most.

relationships that are mutually beneficial...

Our continued success depends upon a relationship of mutual trust, which builds naturally through a human-centered design process. Our ability to design solutions that exceed expectations and solve hidden systemic problems is enabled by you allowing us to observe you in stressful situations and document your challenges and experiences. We reciprocate by delivering solutions to help you better meet those challenges. Together, we can help you be your best in the moments that matter.

*High Velocity Human Factors:
the study of how individuals interact with technology under high stress.*

...is Our Success

success in action

Motorola Solutions has been utilizing a human-centered design approach to innovation for years and it shows. Most of the “classic” design specifications that Motorola radios are known for, such as the t-grip or the distinct colors, are a direct result of a human-centered research and design process that led to those innovations. Now, we’re taking that same process and passion and applying it to our software and video solutions.

What does successful implementation of human-centered design look like? See for yourself.

Fire communication devices are their own unique color

The distinct “impact green” color of radios for fire personnel is the most sensitive color to the human eye, meaning it’s the last color detectable in a smoke-filled room.



Call takers catch important information with Smart Transcription

Real-time voice audio transcription and keyword highlights reduces the stress on call takers so they can focus on the caller and easily find the details they need to dispatch the right units.



The in-car video cabin camera is designed specifically for its location


The camera now has a protective cover and it locks into place, making it much harder for suspects to tamper with the hardware or change where it’s pointing.



Voice recognition is never the ONLY way to accomplish a task

In a high-stress situation, a user’s voice characteristics can change slightly - therefore, voice is never the only option to operate a solution.





human-centered design is more than just a hashtag for us

See for yourself the difference it can
make when the company behind the
products you use every day truly values
human-centered design.

Learn more about human-centered design at
Motorola Solutions at motorolasolutions.com/design



1. Based on 802.11a standard for 5.0 GHz Wi-Fi using similar channel bandwidths.

Motorola Solutions, Inc. 500 West Monroe Street, Chicago, IL 60661 U.S.A. motorolasolutions.com

MOTOROLA, MOTO, MOTOROLA SOLUTIONS and the Stylized M Logo are trademarks or registered trademarks of Motorola Trademark Holdings, LLC and are used under license. All other trademarks are the property of their respective owners. © 2021 Motorola Solutions, Inc. All rights reserved. 11-2021