

OMNIFY

a UX case study

Intro

Omnify's Universal Media Player is a video and conversion tool to aid law enforcement by speeding up the review process of video surveillance.

Problem

Police officers will often leave the crime scene with only a description of the suspect's clothing. The officer will then have to look through upwards of 30 hours of surveillance video and trim it down to parts where the matching description is found.

Solution

An intelligent media player that can identify clothing types and automatically trim video.



Users



Detectives



Security

Users

Interviews and 5 second tests were conducted on over 32 professionals in the field.



19



13

Story



Detective gets call

Drives to location of incident

Goes to store one



**Spends 1 hour
obtaining video
footage**

**Continues process for
neighboring stores**

Drives back to station



**Detective opens
video on player
installed on
computer**

**Video player
doesn't work**

**Detective opens
video on another
player**

Story



Video is up side down



Detective can't find volume button



Leaves in anger



Comes back



Finds proper video player



Watches 3 hour video

Key Annoyances



Confusing User Interface



Videos don't always play



Takes a lot of time

Addressing Annoyances



Drag and drop UI



**Universal Converter
to play all videos**



**A.I. features to speed
through video faster than
a human**

Final Product

**Simple
open button**

**Advanced AI for
auto detection**

**Video controls
always available**



Conclusion

This software was validated through rigorous user testing over a period of 3 months. Our next steps are to bolster our AI and increase time savings through automation.

Thank You

By

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