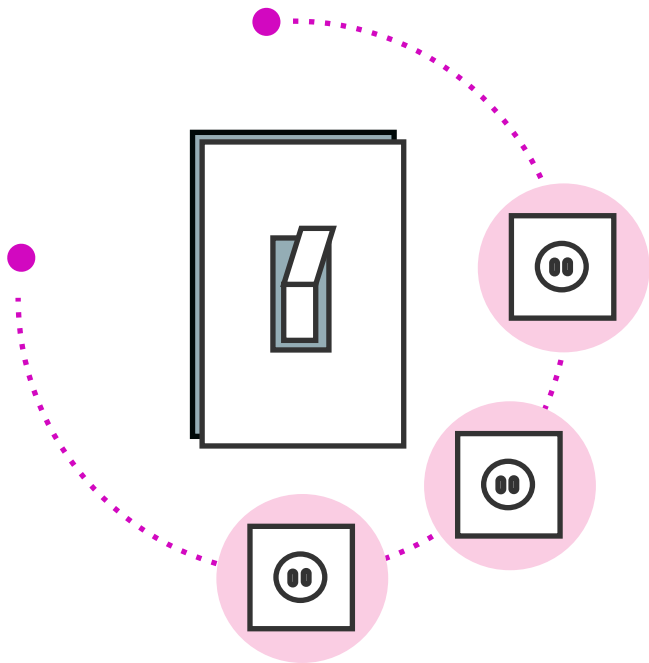


Identity Crisis

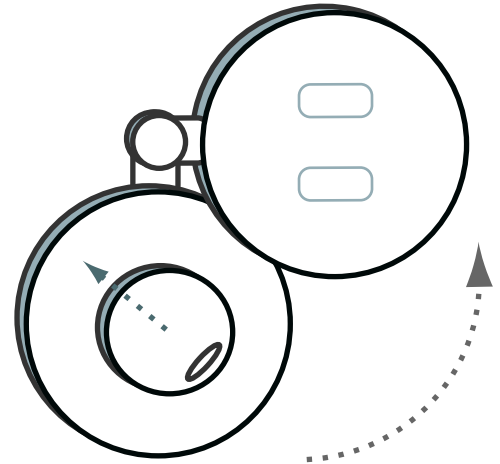
Outlet Activator Trapped in a Body of a Light Switch

Before

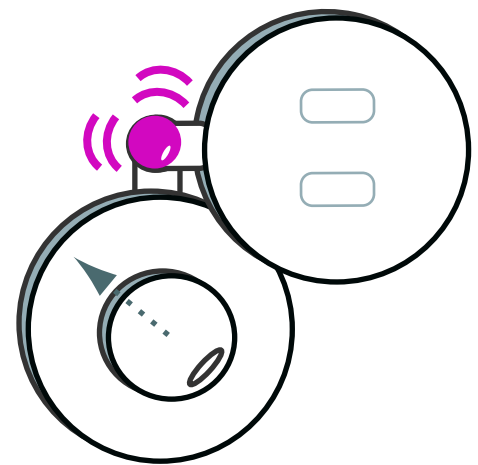
- Easy to confuse with a light switch
- Does not match the user's mental model
- Exposed to inadvertent activation



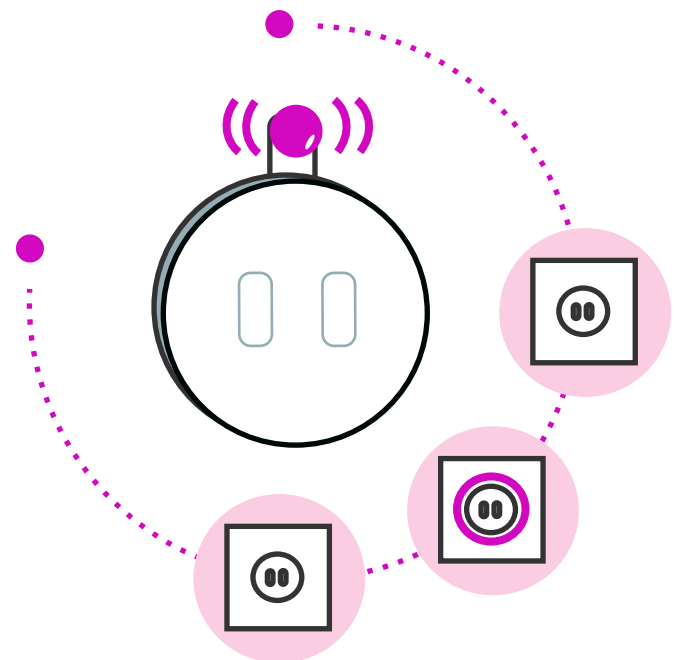
2. Rotate the cover



3. Push the button



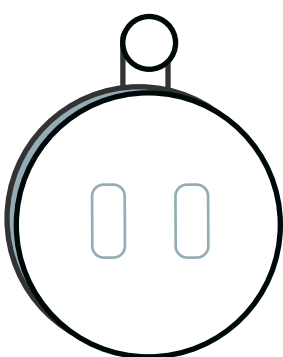
4. "on" state



After

- Easy to differentiate from a light switch
- Cover protects from inadvertent activation
- Label on the cover tells the user that the widget controls an outlet
- A band of light around the outlet matches the "on" light on the widget, telling the user which outlet the widget controls.

1. "off" state



Similar Widgets

- Lamps
- Monitors
- Pens
- Stereos
- Speakers