

Laura Kane, the Mainstream Enthusiast

"I like having smart things around the home. Y'know, the latest Google Home, Nest. They're nice to have and make some things easier for me. I don't wanna spend a boatload though."

Age: 25 - 30

Traits: Soft spoken, familiar with smart tech, slightly disorganized

Education: Bachelor's of Science in Computer Graphics Technology

Comfort Level with Technology: Moderately comfortable, considers self tech savvy

Privacy Concerns: None with her information, but is wary about the security of her home

Things she may have: Home Assistant, 1 or 2 smart lights, video doorbell, smartwatch

Type of House: 1 Bedroom Apartment
Household Size: 1 (maybe 2, depending)

Occupation: Web Designer at a Startup for a year



Goals:

- Save time for things she enjoys when she is home
- Connectivity with all her stuff without the hassle
- The "cool & simple" factor: ability to say she has a smart home pretty easily

Frustrations:

- The latest smart home items that come out tend to be a bit pricier because they require multiple items in order to work correctly; too much hassle half the time. She has the money for it, she doesn't see the value in spending all that much.
- She owns a smart tv, a smart light in her living room and a Google Home, but they often don't connect well
- Sometimes Google Home doesn't understand what she is saying over her tv or because of her voice, causing her some annoyance - especially if she just got home from work
- She's heard of all the latest gadgets that now have the ability to sync up with her Google Home, but getting all of it is a bit expensive

Behaviors/Activities:

- Cooks for herself every so often (mostly orders out with work sometimes heating up), mostly comes home to relax; watch tv, play video games, draw
- Cleans here and there, a bit messy but tries not to let it get dirty
- With her work keeping her pretty busy often, her schedule is pretty sporadic
- Likes music or tv playing when she is cooking or drawing; uses Google Home for measurements every so often, to turn up/down the music, or set timers
- Usually focuses on one thing for long periods of time; tunnel-visions

Laura Kane - Scenario

HEY, WAKE UP! Laura's phone alarm rings in her ear, causing an audible groan from her. She rolls over and hits it. She gamed a little too much the night before, and knew today might be a slightly longer day at work. Laura looks at her clock. Crap, I might be late. She gets up and hits her bathroom routine. As she is getting out the bathroom, she says out loud "Ok Google, tell me the weather." Google home pops on, and responds with "Sorry, I didn't catch that." Dammit. A bit annoyed, Laura sticks her head out her room and says a bit louder "OK GOOGLE, TELL ME THE WEATHER." Her Google home tells her the weather. Finally. She finishes getting ready, and starts to head out the door. As she is running out, she stops, looks upstairs and sees the lights on. Annoyed, she yells up the stairs "OK GOOGLE, TURN OFF THE LIVING ROOM LIGHT". Luckily, she got it on the first try this time. She rushes out the door.

Later that day...

Laura walks in the door. It's now 7:30 PM, and it's been a long day. It's already dark since it's winter, so she hits on her entrance light, locks the door, walks up the stairs, hits her living room lights and turns off her entrance light. I just want to chill. As she sets her stuff down, she speaks out "Ok Google, play Lucky by Jason Mraz on Spotify". Google Home obilges, and she plops down on the couch. Laura scrolls through her phone and orders some food. She reaches over, grabs her notepad, and begins drawing, occasionally reminding Google Home to change her music selection.

Jonathan Larsen, the Do-it-Yourself Guru

"I like to install the smart things myself. I enjoy configuring them."



Age: 32 - 40

Traits: Confident, highly familiar with smart tech, well-established in his smart setup and career

Education: Master's of Science in Product Management

Comfort Level with Technology: Most comfortable and expert in using technology

Privacy Concerns: None with his information, but is wary about the security of his home

Things he may have: Home Assistant, many smart lights, video doorbell, smartwatch, smart thermostat, custom sensors, etc.

Type of House: Single-Family Home (House)

Household Size: 2 (or more, depending on children)

Occupation: Sr.Project Manager

Goals:

- Saving money with full functioning devices.(Feasible installation)
- More secure and comfortable home.
- Get home do their own things. (More automated).
- Remote monitoring via the mobile device.

Frustrations:

- Has two Alexa echo dots that don't communicate each other, one on a different floor of his home.
- Compatibility issues with other devices and applications around the home.
- Nervous about the installing a smart switch or anything that has to do with the electrical system. Wants to install himself.
- Alexa skills aren't that helpful and they don't integrate other applications to it.

Behaviors/Activities:

- Have smart automation devices at every corner of the house.
- Uses Alex for conversions, music, reminders, timers, and for fun.
- Uses custom and/or advanced rules for home automation devices.
- Routine schedules on weekdays
- Spend most of the time in home office and living rooms

Jonathan Larsen - Scenario

Jonathan has many smart home devices around the home. He got most of them during the Christmas deal. He set up all the smart devices himself except the lights as not to mess up with the electricity stuff.

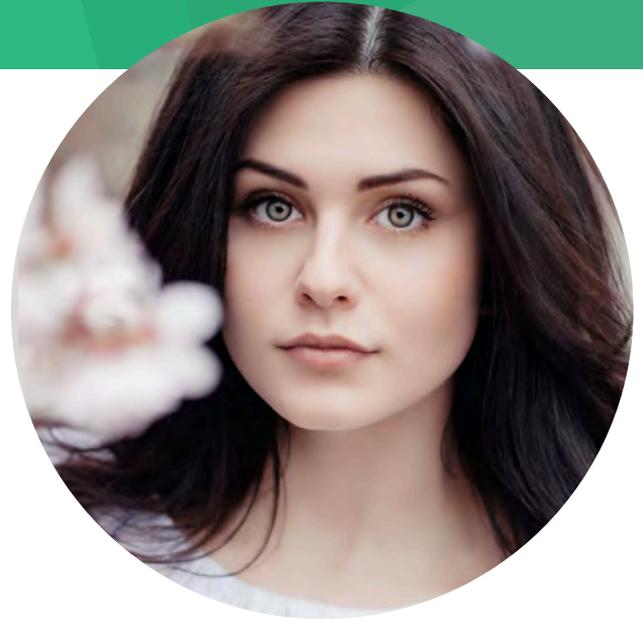
Jonathan wakes up from the bed and says 'Good morning' to Alexa. Alexa replies with the weather, news and traffic details. Jonathan and his wife walk down through stairs, the motion sensors near the stairs senses the motion and turn on the smart light in the kitchen. They drink coffee and prepare for the office and locks the door using the smart key fob. After they leave the smart key fob reduces the thermostat temperature and turns off the lights.

Jonathan comes back, the smart key fob reminds him of the home rule to give some food to the pets. Later, Jonathan's wife comes and starts cooking. She used a wrong measurement cup and asked Alexa about the conversions. Alexa converted the measurements and gave results. Then, She asked Alexa to set up a timer and then went up to do laundry. After some time, the Alexa beeped saying "your first timer". She said "Alexa stop". Alexa didn't stop. She yells again "Alexa stop". She did a couple of times and then Alexa stopped.

It's EDT, the living room lights turn on according to the home rules(to turn on lights before sunset). Jonathan goes into the home office to work and the motion sensor senses his motion, turns on the light in the home office. When he closes the door the motion sensor turns off the lights.

Allison Jones, the Sans-Smart Tech Individual

"I guess I should get an Echo...just to keep up with technology. And play music."



Age: 27 and up

Traits: Somewhat familiar with smart tech, but not much. Busybody in home and out

Education: Bachelor's of Science in Nursing

Comfort Level with Technology: Mostly comfortable, but not an expert. Novice in smart tech

Privacy Concerns: None with her information, but is wary about the security of his home

Things she may have: Smartphone, Smart TV

Type of House: Single-Family Home (House)

Household Size: 2 (or more, depending on children)

Occupation: Nurse

Goals:

- Make her home safe and secure
- Lower energy bills

Frustrations:

- Security systems, security monitoring, and smart home technology have high costs, and she is trying to save money and pay down student loans
- The HVAC system in her home is old and inefficient, and drives up energy bills
- Sometimes it's hard to hear music playing from the speakers on her phone

Behaviors/Activities:

- Frequently works on projects around the house
- Sporadic schedule, changes every week
- Likes to have background noise almost all the time (music or TV)
- Often multitasks
- Leaves a specific kitchen light on overnight for security

Allison Jones - Scenario

Allison and her husband recently bought their home and have been working on it slowly to make it their own. It was built in the early 80's, and has older appliances and an older HVAC system, which they don't like because it is inefficient, but they also don't want to spend the money to replace before it's necessary.

She typically has music or the TV playing in the background while she works around the house, whether she's cooking, cleaning, organizing, or working on other projects. She plays music from her phone, which works fine, but it can't be controlled easily from another part of the house if she leaves it on a counter or other surface while she's working on something. She rarely carries her phone in her pockets, especially around the house. She likes using her TV remote's voice control feature, but this also isn't super convenient, as she still has to interrupt whatever she is doing, find and pick up the remote, and push the button in order to activate it.

Allison and her husband have considered getting a smart thermostat to help with their energy bills, but hesitate to spend the money upfront on the device. They also have been trying to decide on what type of security system, if any, they should get for their home. They've considered activating the equipment left by the previous owner, getting something else, and/or installing a video doorbell. They have also considered an Amazon Echo Dot or Google Home, mainly to play music.