

HOME AUTOMATION USER PERSONA

User Persona



Super Admin – Product OEM



Sub Admin – Client



End User- User/Admin



Sub User - Guest



Technician User Persona

Vinod Solanki

Vinod a Electrical Engineer who owns a house. He always been interested in the latest technology and tries to be ahead of curve, he owns multiple smart home devices However he has separated apps to control them.



AGE 36
OCCUPATION Electrical Engineer
STATUS Married
LOCATION Vishakhapatnam, India
TIER Enthusiast
ARCHETYPE Creative & intl.

“I Want my smart devices to be better integrated with the App

Ambitious Admired Focused

BEHAVIOR

- Uses his Amazon Echo for playing music.
- Uses his Smart Air Conditioner to Cool up his flat when he is on his way home
- Read tech Blogs weekly to see the latest Smart Home Device Products

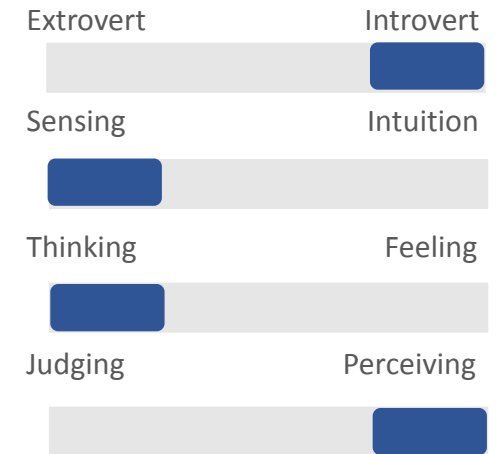
GOALS

- To buy more smart home devices and ease to use
- To manage all my devices in one app, instead of separate apps for each devices.
- RO allows his Spouse and Guest ,access to those devices too, on their Smartphone.

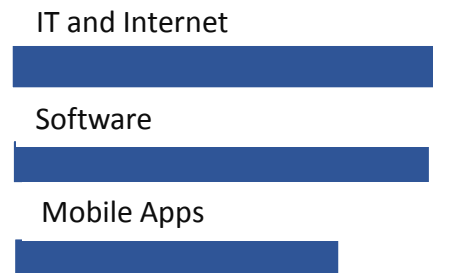
FRUSTRATIONS

- Finds it difficult to freely control the music being played from both devices.
- When Music is played too loud , Alexa can't hear me talk.
- Has to manage all his devices on separate apps

PERSONALITY



TECHNOLOGY



Customer User Persona

Vankatesh Rao

AGE	42
OCCUPATION	Sales Manager
STATUS	Married
LOCATION	Bangalore, India
TIER	Enthusiast
ARCHETYPE	Creative & intl.

Vankatesh works in a retail store. He has been doing it for 3 years. Now, where he worked in different departments. In one of his rotation, he worked in the technology department where he first caught sight of the smart speaker. Since then he has been more and more curious about the product, but never made the leap.



“I always wanted a smart device- it would make things more convenient”

Ambitious

Admired

Focused

BEHAVIOR

- Uses his Smartphone for control all devices
- He tries to stick to a budget as best as possible
- he is really into his entertainment systems – T.V, Music and games.

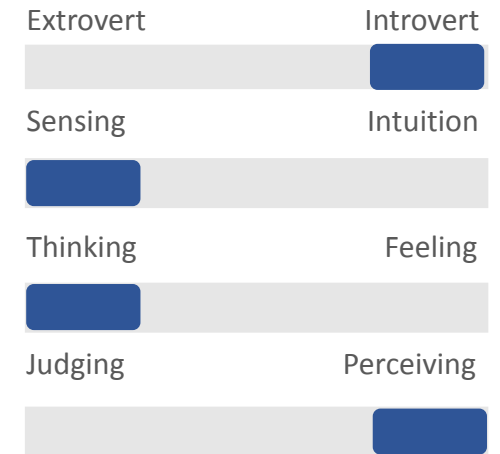
GOALS

- To own a Smart home Product e.g.; Smart Plug
- To own a Smart Home Device that Won't damage or required installation in his rented apartment
- To transition to a user with ease

FRUSTRATIONS

- Doesn't own a house and is afraid to invest in smart product until he owns one
- Does not have enough time in day to use Smart Home device
- Struggles to stick to a budget

PERSONALITY



TECHNOLOGY

