

CASESTUDY

User is looking for an Home Automation system with basic features like connect his all devices , which are connected to the Eletric plug points. The System should also be controlled throug mobile App, and supports voice command. The System also shows the power consumption of each decive as trend analysis.

WHAT DOES HE THINK AND FEEL?

*What really matters to her? What occupies her thinking?
What worries and aspirations does she have?*

- He is excited about the new IOT based home Automation system.
- He was frusted with current home automation system, as it supports Internet ready devices only.
- He is thinking about securtity feature along with new Home Automation system
- He is thinking to buy as, it connect all devices which is plugged in electrical socket in home.

WHAT DOES HE HEAR?

What are friends, family and other influencers saying to her that impacts her thinking?

- His friend talk about voice based Home Automation system
- His other friends suggest for China based low price Home Automation System.



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ELETRICAL ENGINEER
EMPATHY MAP

WHAT DOES HE SEE?

*What things in her environment influence her?
What competitors is she seeing? What is she seeing friends do?*

- He saw the product at Home builder, giving demo to this buyer.
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WHAT DOES HE SAY AND DO?

*What is her attitude towards others? What does she do in public?
How has her behaviour changed?*

- He Googled about new Home Automation avaiabale in the market and read the reviews.
- He talk to the IOT experts and enquire about how IOT can be help in home Automation system.
- Attends IOT Semionrs

PAIN

What fears, frustrations or obstacles is she facing?

- Current Home Automation dossen't support voice command
- Current Home Automation system can not support Non-Internet based Devices
- Unified System to control all devices not available

GAIN

What is she hoping to get? What does success look like?

- Thingware Home Automation support voice command
- Thingware Home Automation system can Interact with any devices connected to Plug point and control via mobile App
- As aprt of value proposition it shows the power consumption of all devices and power leakage