

Connected Home Use Case Audit

Many marketers today are looking to capitalize on IoT but struggle with understanding what consumers perceive to be “smart” vs. “connected” and with identifying which drivers offer the most actionable opportunities for product development. Trifecta proposes a 2-phase project, as follows:

- 1) We will identify a broad range of interesting use cases driving the adoption of technology/devices aligned with the *Connected Home*. We will develop a matrix outlining: macro trend (e.g. home comfort, lighting, ageing in place & the senior market, smart appliances, etc.), degree of category activity, example products, characterization of their value proposition, indication of their “staying power”, ???
We will present the results of this audit to the CABA Connected Home Steering Committee for selection of **3 use cases** that offer actionable learnings to CABA members.
- 2) We will conduct a deep dive into each of these 3 cases, analyzing the key drivers that define the opportunity at the *macro trend level* and the drivers that serve as *catalysts for trial* (drivers of importance) and for *repeat purchases* (drivers of satisfaction). These may include *practical* benefits (such as energy efficiency, entertainment, convenience or security) as well as *emotional* benefits (desire to feel safe, in control, have peace of mind, etc.)

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