Presentation

During the start of our design process, we thought it would be a clever idea to analytically research about the smart industry.

The way we did this was to use Google Trends to find out whether the smart technology is becoming more popular as the years go by.

Here on the slide and in the folder in front of you has two recent Google Trends graphs that both have a positive correlation. As the time goes by, the number of users searching for "iot" and "smart devices" are increasing.

Next, we decided to find the target audience for our product. We found this by using both the information gathered in our survey as well as the Google Trends graphs.

Using both pieces of information, we decided that the customers interested in our product would be mid to high income families that have a high interest in technology.

However, as the smart technology is getting cheaper over the years, our audience will eventually be available for low income members too.