



Persona: Laura – Smart-Home System Integrator

Age: 32

Location: Berlin, Germany

Occupation: Smart-Home Installer / Integrator

Tech Level: High

Work Environment

Runs a small business designing and installing smart-home systems. Works with many brands (Hue, Aqara, Tuya, Shelly, Google Home, HomeKit). Installs solutions for homes, small offices, and rentals.

Goals

- Deliver secure, reliable installations.
- Reduce post-installation support calls.
- Standardize her installation process.
- Offer privacy-focused premium solutions.

Pains

- Each vendor has different onboarding.
- Clients reuse weak passwords or forget them.
- Cloud dependence leads to reliability issues.

- Hard to demonstrate objective security to clients.
- Compatibility issues across ecosystems.

Needs

- One secure onboarding method for all devices.
- Central overview of all installed devices.
- Printable / shareable security report.
- Ability to quickly isolate problematic devices.

How Our Protocol Helps

- QR/NFC-based secure onboarding with per-device keys.
- Unified protocol independent of brand.
- Device map and logs for client handover.
- Local privacy modes for sensitive customers.