



## Persona: Anna – Privacy-Conscious Smart-Home User

**Age:** 38

**Location:** Wrocław, Poland

**Occupation:** Marketing Manager

**Tech Level:** Medium

### Background

Lives with partner and 6-year-old daughter. Uses smart lights, baby camera, smart speaker, and thermostat. Likes convenience but dislikes dealing with security settings.

### Goals

- Keep her family safe and private.
- Understand which devices are safe.
- Manage everything from one simple place.

### Pains

- Too many different apps and accounts.
- No clear view of what devices are doing.
- Fear of cameras or microphones being abused.

- Technical jargon is confusing.

### Needs

- Unified dashboard for all devices.
- Simple onboarding without complex passwords.
- Clear, non-technical alerts.
- Easy way to cut off suspicious devices.

### How Our Protocol Helps

- Unique cryptographic keys per device.
- Secure onboarding via QR/NFC.
- Device map and security health score.
- One-tap panic switch for fast protection.