



Jane

Scenario

Jane, a homeowner, hears about a smart home security system through a recommendation from a friend who praises its ability to monitor her home remotely.

Expectations

- Jane expects to learn about the basic functionalities and benefits of the smart home security system.
- She hopes to understand how the system can address her specific security concerns and integrate with her lifestyle.

Awareness:

- User becomes aware of the IoT device through marketing channels, word of mouth, or online research.
- Initial exposure to the device's features, benefits, and potential use cases.

Research:

- User conducts further research to understand how the device works, its compatibility with their existing systems, and its value proposition.
- Comparison with other similar IoT devices in terms of features, pricing, and user reviews.

Consideration:

- Jane considers the specific features offered by the smart home security system, such as motion detection, video monitoring, remote access, and integration with other smart devices.
- She evaluates how these features align with her security needs and preferences, such as whether she wants outdoor cameras, two-way audio capabilities, or support for home automation.

Purchase:

- User decides to purchase the IoT device based on their research and perceived value.
- Selection of the specific model, package, or subscription plan.
- User completes the purchase transaction through an online store, retail outlet, or directly from the manufacturer.
- Setup and installation process may begin immediately after purchase.



Business model canvas

Key partners Key partners



- IoT Device Manufacturers: Collaboration for compatible and high-quality hardware.
- Software Developers: Partnership for app development and AI integration.
- Retailers and Distributors: Partnerships for sales and distribution channels.

Activities Activities



- Research and Development: Continuous improvement of AI algorithms and integration with IoT devices.
- Production and Assembly: Scalable manufacturing processes for IoT devices.
- Marketing and Sales: Promoting the product through various channels and reaching customers.

Key resources Key resources



- Technology Infrastructure: AI algorithms, cloud computing, and data storage.
- Hardware Suppliers: Partnerships with manufacturers of IoT devices.
- Talent: Skilled engineers, designers, and customer support staff.

Value props value props



- Seamless Home Automation: Integrate IoT devices with AI for effortless control and monitoring.
- Enhanced Security: Real-time monitoring and alerts through AI-powered home security cameras.
- Convenience and Accessibility: Mobile app interface and voice-controlled AI assistant for easy interaction with smart devices.

Customer relationships Customer relationships



- Personalized Support: Offer assistance with setup, troubleshooting, and customization.
- Continuous Engagement: Provide regular updates, tips, and user guides to keep customers engaged.
- Feedback Mechanism: Gather feedback through surveys, reviews, and direct communication to improve the product.

Channels Channels

- Online Platforms: Website, app stores, and social media for marketing and sales.
- Retail Partnerships: Collaborate with electronics retailers to showcase and sell the product.
- Direct Sales: Sell directly to customers through online or offline channels.

Customer segments Customer segments



- Homeowners: Individuals who own or rent houses or apartments.
- Tech Enthusiasts: Early adopters interested in new technologies.
- Elderly or Disabled Individuals: Those who require assistance with daily tasks.

Cost structures Cost structures



- Research and Development: Investment in AI technology, software development, and product testing.
- Manufacturing Costs: Costs associated with producing hardware components and assembling the system.
- Marketing and Sales: Expenses for advertising, promotions, and distribution channels.

Revenue streams revenue streams



- Product Sales: Generate revenue through the sale of smart home automation systems.
- Subscription Model: Offer premium features or ongoing support through a subscription-based model.
- Partnership Deals: Collaborate with IoT device manufacturers or service providers for revenue-sharing opportunities.



Settings



Account



My subscription



General settings



Privacy settings



Notification settings



Appearance settings



Advanced settings



Help & support



Sign out





Notifications



Real-time alerts for IoT devices

AI ☐



Voice-controlled assistant

Remote ☐



Device control

Smart alerts



Integrated system

Home security



Seamless interaction

AI technology



Smart home devices

IoT integration





Smart Home Automation



All smart home updates!



Device Files

Connected



AI 11:43 AM

Hey everyone!

I've automated the home tasks for today. The security cameras are on alert mode. Let's optimize energy usage and check the real-time monitoring. Feel free to ask the AI assistant for help anytime.

Great work team!



Security Report

10:10 + Stora



View Details Share



AI 11:43 AM

Great progress! Keep it up!



User 11:43 AM

Exciting!



AI Assistant is processing....



New Command....





View ✓

Security camera feed



Live camera



Alert

Tap to receive real-time alerts



 Search device

Device

Automati

Camera feeds

**Security
alerts**

**Alert
notifications**

**Energy
consumption**

Voice commands

Device history

