



Name of Device

SimpliSafe “Whole Home Protection”

Purpose

- Protects windows, rooms, and doors against intruders, fires, and water damage. It has a medical emergency 24/7 police dispatch.

Target Market

- Apartment owners
- Home owners
- Families
- Families with Children
- Couples

How it works

Customize your system

- Build a system that fits the person's needs.

Set up in minutes

- Simple installation.

Protect person's home

- Major protection.

Major Features

- Custom alerts
- Incredible range



White, simplistic with a home oriented feel. Wireless pod, comes with HD cameras, Burglary, Motion, and Hazard sensors. Easy to install with remote navigation.

Personas

Brian and Diane

- Brian and Diane are a married couple with four children. Diane is a stay at home mom who homeschools. Brian is a software executive who works for an IT development firm. Due to Covid Brian also works from home. The family stay in a two-story forever home that includes: 4 bedrooms, 3 bathrooms and loft.

- The couple is looking for a system that is simple to install and works for all areas in and outside their home.

Task Example: House Fire

SIMPLISAFE

SMALL HOUSE FIRE



FIRE
ALERT

THERE IS A FIRE WITHIN YOUR HOME.

Press for further assistance.



Steps

- Alert will be sent by text message.
- Listen for voice ID. Find the best possible exit.
- Press the emergency button for further assistance.
- Find nearby shelter.

In case of defect or malfunction, the system sends out another alert by phone. Whether through text or phone the proper communication will be directed to the family giving them the opportunity to escape to safety. The system accommodates the family's need to be in a safe environment.