

User Needs and Benchmarking

Voice of the Customer Benchmarking Example

Search #1

Keywords: "easy smart home light switch"

Search Results Link: [Amazon](#)

Selected Products

1. [Smart Light Switch](#)



- Price: \$12
- Vendor: Amazon
- Description: This Alexa-compatible smart light switch is designed for single-pole installations requiring a neutral wire and operates on 2.4GHz Wi-Fi. It features a screw-free snap wall panel and is not compatible with multi-way switches. The device integrates with Amazon Alexa, Google Assistant, and the Smartlife app, allowing remote light control, scheduling, and automation (including sunrise/sunset syncing). The Smartlife app also supports multiple devices within the same ecosystem, enabling shared household access.

POSITIVE COMMENTS

Voice of the Customer	Restated Customer Need
"This smart light switch is a game-changer for any home looking to upgrade its lighting system. Designed for single-pole configurations and requiring a neutral wire, it seamlessly integrates with your existing setup. The 2.4GHz Wi-Fi connectivity allows easy compatibility with Alexa and Google Home, letting you control your lights with simple voice commands. I use the Smart Life app and it offers schedule settings, enabling you to automate your lighting according to your routine. With no hub required, installation is straightforward. It's a reliable, modern solution for enhancing convenience and energy efficiency in your home."	1. Quick/easy setup (explicit) 2. Works with existing home devices (explicit) 3. Highly competitive price point(latent)
"This is one of the maybe 3-4 actually different switches. Most are just different brands on the same switch. These worked well and easy swap out for my old switch. App works fine but does forget your password sometimes. Noted phone didn't initially pick up that it was a password in app so didn't save"	1. Similar to existing projects (explicit) 2. Easy to replace (explicit) 3. The switch works consistently(latent)
"Works as it should. Easy to install. Works with all the smart devices you may have."	1. Works as advertised (explicit) 2. Easy to install (explicit) 3. Integrates well in the existing ecosystem(latent)
##### Negative Comments	

Voice of the Customer	Restated Customer Need
"Unstable performance. Low quality WiFi reception or transmission. Constantly losing network connection. It was hard to setup, switch requires to remove cover plate for scanning of the barcode. I tried 3 switches before giving up on this company."	1. Weak connection (explicit)

Voice of the Customer	Restated Customer Need
	2. Delayed reaction (latent)
	3. Tricky to set up (explicit)
"In addition to the functionality issues, the overall build quality of the switches feels cheap and flimsy. I expected a more durable and reliable product, especially considering the price point. The frustration of dealing with frequent outages overshadows any potential benefits the JUNLIT Smart Light Switch might offer."	1. Cheap plastic (explicit)
	2. Frustration with quality to price difference (explicit)
	3. Disappointment with product (latent)

Search #2

Keywords: "motion sensor light"

Search Results Link: [Amazon](#)

Selected Products

1. [Motion Sensor Ceiling Light](#)



- Price: \$14.99
- Vendor: Amazon
- Description: With Motion sensor provides automatic, energy-efficient light when it detects motion within 3 to 6 feet. Turns off after 5 minutes if no further motion is detected. LED brightness of 650 lumens is equivalent to a 40W incandescent bulb but uses only 7W of energy. A low profile design offers a discreet lighting solution for closets, attics, hallways and basements. Energy-efficient integrated LED light provides long-lasting performance, with a cool white 4000K color temperature. Traditional, 6-inch, round, LED ceiling light has a fresh white finish with a white frosted shade that easily coordinates with your decor.

POSITIVE COMMENTS

Voice of the Customer	Restated Customer Need
"The motion detection works really well and the brightness is perfect for the half bathroom I installed it in. What really made this great is that it stays on for about five minutes. Other lights went off too quick, and I was so sick of installing another pull chain on the light fixture. This was a great solution. I am going to order another and put it in the other half bath."	1. Reliable motion detection that activates the light effectively. (explicit)
	2. Brightness suitable for small spaces like a half bathroom. (explicit)
	3. Longer auto-off timer to avoid frequent reactivation or using pull chains. (explicit)
"Detects motion and turns on as soon as I open the door to the hall stair way which is nice. It stays on for longer than most motion sensing lights (5 minutes after it has stopped sensing motion) its up to personal preference if that is a good amount of time or not. For me its a fair bit longer than I need. Cant speak to longevity as yet, but it works better than some of the "unknown brands" I have found on Amazon."	1. Quick activation upon detecting motion (e.g., when opening a door). (explicit)
	2. Customizable or appropriate auto-off duration for user preference. (latent)
	3. Reliable performance compared to lower-quality or unknown brands. (explicit)
"Nice and bright, auto-on when door is opened, stays on long enough to decide what to wear."	1. Right illumination for clear visibility. (explicit)

Voice of the Customer	Restated Customer Need
	2. Automatic activation when entering a space. (explicit)
	3. Stays on long enough to complete simple tasks comfortably. (explicit)
NEGATIVE COMMENTS	
Voice of the Customer	Restated Customer Need
"These have so much potential, but about half don't work. Either they won't take a change or they just stayed on all the time. I do have three that work exactly as promised. They charge and light to motion and change light temperatures with a push of a button. Too bad so many failed. The three that worked are lighting my stairway. I would buy more but..."	1. Consistent product quality and reliability across units. (explicit)
	2. Rechargeable functionality that works as expected. (explicit)
	3. Responsive motion detection and adjustable light settings. (explicit)
"These lights are not ideal for closets. You don't want 5-minute duration. It should set to 1-minute and stay on if there is motion. I use it for laundry room which is fine and use different brand for closets."	1. Shorter auto-off duration for small spaces like closets. (explicit)
	2. Ability to stay on with continued motion detection. (explicit)
	3. Different use cases may require different lighting solutions (closet vs. laundry room). (latent)
"Beautiful light, install under the outdoor soffit, lights quite brightly, motion detection works very well... but in broad daylight in the sun it turns on anyway and the timer is not adjustable. For the price it is still a good buy."	1. Bright, attractive lighting suitable for outdoor installation. (explicit)
	2. Effective motion detection functionality. (explicit)
	3. Daylight sensor and adjustable timer to prevent unnecessary activation. (latent)

Search #3

3. [Under Cabinet Motion Sensor Lights](#)



- Price: \$9.99
- Vendor: Amazon
- Description: This indoor motion sensor light automatically turns on when it detects movement within 10ft and turns off after 20 seconds of no motion, perfect for dark spaces. It features three adjustable color temperatures (warm, neutral, cool) and stepless dimming from 50% to 100% brightness to suit any setting. Powered by a long-lasting rechargeable battery, it can run up to 45 days on auto mode and is USB-C compatible. Easy to install with no tools required, it offers customizable, eye-friendly lighting for closets, cabinets, and more.

POSITIVE COMMENTS

Voice of the Customer	Restated Customer Need
"They work great especially the auto movement action. I've had these for about a year and it seems they don't hold the charge as long as the once did. Even so well worth the money!"	1. Multiple lighting settings for versatile use. (explicit) 2. Long-lasting battery life that maintains charge over time. (explicit) 3. Good value for the price paid. (explicit)
"I really like the multiple settings. I use it for added light over my desk and for floor guides when walking through dark rooms at night. I was surprised by how much just one can really light up an area. They charge quickly. When on constantly when working the charge lasts about 10 hours. These will also be nice to have in the event of a power outage."	1. Quick activation upon detecting motion (e.g., when opening a door). (explicit) 2. Reliable backup lighting during power outages. (latent) 3. Quick charging and reasonably long battery life for continuous use. (explicit)

Voice of the Customer	Restated Customer Need
"We don't have a small light over the sink or oven so the only option in our kitchen is the big light, these have been a total game changer and make my life so much easier. I've kept it on the lowest setting which is perfect lighting for what I need, and they've stayed charged for the last week just fine. They're discreetly tucked under my cabinets and not noticeable until they turn on when entering the room, the motion detection is a great feature to preserve the battery and works well. Overall very pleased with this purchase, especially for such a good value."	1. Compact, discreet lighting that fits well in small or limited spaces. (explicit)
	2. A Reliable motion detection that conserves battery and works effectively. (explicit)
	3. Long-lasting charge that holds up over a weekly. (explicit)

NEGATIVE COMMENTS

Voice of the Customer	Restated Customer Need
"DO NOT buy these. They do not stay charged for even a day. Regardless of the setting you use them on if it's auto detection or to stay on all the time they do not last. It's pointless as much as you have to charge them. However, the most concerning piece... when charging one of these lights, it actually started to melt within the charging port. This had nothing to do with my home or the outlet it was plugged into. This was 100% the light. This could have caught my house on fire extremely dangerous product. Do not buy."	1. Long-lasting battery life that holds charge for at least a full day. (explicit)
	2. Safe and reliable charging without risk of overheating or melting. (explicit)
	3. Consistent performance in all settings. (explicit)
"I bought a 2 pack originally to use in a new freezer that had no light. The lights worked and I bought a total of 4 more lights. On the 2nd purchase, one out of 2 lights did not work properly. I wanted to put them into closets, but the lights would not work on sensor mode. The only way they would work is if they were plugged into the charger and used in always on mode. This isn't what I was looking for as these closets are somewhere I go into infrequently. I liked the lights that functioned properly but when you buy 6 and 2 don't work- that doesn't make me happy. I am buying another kind this time because I don't want to buy an item where 1 out of 2 lights don't function. Sad."	1. Consistent product reliability with all units functioning as expected. (explicit)
	2. Effective motion sensor mode for infrequently used spaces like closets. (explicit)
	3. Reliable quality when buying 2-pack of product. (latent)
"One of the two lights received was defective. The light didn't turn on after charging."	1. Reliable product quality with no defective units on arrival. (explicit)
	2. Lights that function properly after charging. (explicit)
	3. Clear troubleshooting support or warranty for defective products. (latent)

Search #4

Keywords: "Indoor motion sensing lighting"**Search Results Link:** [Lowes](#)

Selected Products

4. [Utilitech Multi-Use 7-in Rechargeable USB plug-in LED Under Cabinet Light Bar Motion Sensing Light](#)



- Price: \$22
- Vendor: Lowes
- Description: Discover the brilliance of the Utilitech 7-inch Rechargeable LED Multi-Use Light. Powered by a rechargeable battery, this wireless wall light can be added anywhere light is needed, no hardwiring required. Add this sleek and modern multi-use light in your hallway, living room, or bedroom. Easily detach the light off the magnetic plate to recharge and to use as an on-the-go task light or emergency power outage light. With the adjustable brightness and color temperature settings, you can use this versatile fixture as a night light with a warm glow or as a bright white reading light. The light can be on continuously or set on motion-sensing mode for a hands-free lighting experience, making it ideal for busy households. The motion sensor has a built-in light sensor that only turns on when it is dark and detects motion. With its long-lasting rechargeable battery, this light last up to 23 days on eight 20-second activations per day when fully charged.

POSITIVE COMMENTS

Voice of the Customer	Restated Customer Need
"This is such a helpful light! The selector slide on the bottom has 3 positions: ON, OFF, & AUTO. On the "AUTO" setting, the light is triggered by its built in motion sensor and stays on for just over 20 seconds. If you choose the "On" setting, you can use it as a flashlight. It has 5 different light hues that you can select by touching the power button. It comes with a 3M double sided adhesive that you can apply to the round magnetic mount. The magnet is strong enough to hold the light vertically or horizontally. It also comes with a 4' USB C cable. I mounted it in our closet doorway behind the folding doors. The light triggers once my hand reaches in. Twenty seconds is plenty of time for me to select a shirt at 5AM without turning on the overhead and light and waking my beloved. No more fumbling for my cell or watch flashlight. Best of all, since it turns itself "ON" & "OFF", I have two free hands to complete tasks with. Hurray!!!"	1. Quick/easy setup (explicit)
	2. Can be placed anywhere (implicit)
	3. hands free (explicit)
"I use my LED rechargeable light between my kitchen and the dining room. I have it set as a night light. When I walk in the area at night it comes on perfectly. If I need to go anywhere else in the house it removes from the wall under the cabinet easily. I can switch to different light settings quickly as needed. The USB charging is a big advantage over other lights of this type. The unit is about 7 inches tall and puts out much more light than I was expecting. I would highly recomend this light to anyone needing versitle night light."	1. Portability (explicit)
	2. User friendly controls (implicit)
	3. Rechargeable is better than changing the batteries (explicit)
"This LED light has some neat features! It has 5 different shades of white from warm white to cool white that is nice and bright but can be dimmed based on what level of brightness you need. It also has a feature where it is motion activated so would be great as a night light that can be installed anywhere or as an emergency light as long as you make sure it is charged up from time to time. This light came with easy to follow instructions, a power cord, a base that the light magnetically attaches to and an adhesive pad. It was fully charged within 3 hours and works great! Some things to note: I don't think it would fare well if dropped so it should be handled with care. It doesn't come with the plug portion to charge it so you'll need to make sure you have a 5V1A block charger on hand."	1. Adjustable lighting (explicit)
	2. Reliable (latent)

Voice of the Customer	Restated Customer Need
	3. Versatile [detachable] (explicit)
NEGATIVE COMMENTS	
Voice of the Customer	Restated Customer Need
"This light has potential but lacks quality control as far as production and design. First, the negatives were the poorly thought out way of hanging this light, a 3M double piece of tape, and a cheaply made plastic mount with 2 tiny magnets. When I opened mine, the magnet on the light had already fallen off, so without gluing it back on, there was no other way to hang it. The magnet not being secured properly is a very real hazard to be swallowed by a child. The good points are I like the motion sensor it works very well, the ability to change the color tone makes it good for use in many situations and being rechargeable and the use of USB C is nice. I cannot recommend this product to friends and family it is just too much of a hazard to children."	1. Product could use stronger, more durable structure (explicit) 2. Safety concerns with sizing of components (explicit) 3. Potential damaging of the product during transportation (latent)
"Does automatically switch on when it detects a movement, and will shut off after a minute. It does illuminate the area needed. I have this in the A/C closet because the lighting is bad, and I figured that a flashlight there that came on automatically would be nice. However, it does not hold a charge a long time. After a week, the unit was dead and needed to be recharged again. I tried this for three weeks and after about 7 days the unit is dead. Then it needs to be recharged. I have another light that uses AA batteries and it has stayed active for over a year. Disappointed."	1. Needs to hold charge for long periods (explicit) 2. Needs to be more convenient than market competitors (explicit) 3. Can be used in abstract areas (implicit)
"I have had this up in a small closet that does not have a light for about 2 weeks. First the actual light itself is great. Second, the small magnetic unit that it is supposed to cling to fall off the wall inside that 2 weeks. Third, every time I pick up the light to use it I end up changing the setting. It has 5 light settings. So using this as a "wand" just annoys me. I will figure out something to keep it attached to the wall. The small magnetic strip keeps the light on the mount, just the mount doesn't stay on the wall. Now when I get it to stay on the wall, the light is bright enough to see inside this small closet. So, not horrible, just not great."	1. Can be practical enough to replace existing lights (implicit) 2. Device settings should not change unwillingly (explicit) 3. All device components should have a long usability life-cycle (implicit)

Search #5

Keywords: "motion activated lights"

Search Results Link: [Amazon](#)

Selected Products

5. [MAZ-TEK Plug in Motion Sensor](#)



- Price: \$12.99
- Vendor: Amazon
- Description: This motion sensor provides an automatic light with an adjustable range from 0-25 lumens when activity is detected within 25 feet and will automatically shut off after 20 seconds of inactivity. It simply needs an ac outlet so no install is necessary making it perfect for high traffic areas in the house such as the kitchen, staircases, or the garage. The light is also very efficient consuming a maximum power of 0.5W making it cost less than 20 cents a year to use.

POSITIVE COMMENTS

Voice of the Customer	Restated Customer Need
"Great price, works as described. Love the dimmable feature and the ability to use it if motion is detected, instead of on constantly. I'm someone who likes it pitch dark, so I appreciate that feature very much. Great for use when traveling."	1. Features work as expected. (explicit) 2. Convenient enough to travel with. (explicit) 3. Adjustable brightness is a desirable feature. (latent)
"Works reliably and stays on for about 20s after passing by. I like the ability to adjust brightness and color is warm. Wattmeter shows 0.5W idle power consumption, could be lower but not too bad. Good price."	1. Price is fair. (explicit) 2. Lower power consumption while idle. (latent) 3. Performs reliably. (explicit)
"Finally! A light that is adjustable from 0-100.	
Sometimes when you travel the sink is in the bedroom area. You would want the light to be really faint. This is the perfect light."	1. Adjustable brightness preferred. (explicit) 2. Works well in many situations. (latent) 3. More customizable compared to similar products. (latent)

NEGATIVE COMMENTS

Voice of the Customer	Restated Customer Need
"My review at purchased would have been a 5. But after 6 months, both of them have failed to turn on. The odds of 1 failing is one thing, but both of them quit working. This suggests a serious quality defect. So, I'm out \$12 and on the search to replace them. Too bad, because the adjustable settings were spot on and very handy"	1. Consistent product quality and reliability. (explicit) 2. Longer product lifespan. (explicit) 3. Higher quality product. (latent)
"Great until it wasn't... We were completely happy with the product functioning as advertised until multiple stopped working around 6 months of use. They were all set to "auto" and were not frequently turned on. I've had some LED night lights for 5+ years going strong. This is such a disappointment... it's not like you can replace the bulb. Another piece of plastic for the trash heap."	1. Ability to replace faulty parts. (latent) 2. Consistent product quality. (explicit) 3. Low life span compared to similar products. (explicit)
"Supposedly these units have an auto mode detect motion and turn on the light as you walk by. Well worth the price premium for the motion detection feature, I thought. But only one of the two units worked, and only at a fraction of the distance and angle claimed. So I requested replacements...which were shipped promptly. Unfortunately the motion detection feature did not work on either of them. So not only am I extremely disappointed with product quality, but also with the hassle of having to travel to UPS to send all these back. The light itself is adjustable in intensity, and at maximum intensity quite bright...or you can make it dim, which is nice. If you do not mind keeping them in the "on" mode rather than motion sensing mode, they are just fine. But giving you are paying a premium for the motion detection feature that does not work, I can't recommend anyone buying this."	1. Features that work as advertised. (explicit) 2. Motion sensing mode that works properly. (explicit) 3. Price is comparable to the quality of the product. (latent)