

SMART GLASSES

Product Name: VisionX Smart Glasses

Product Type: AI-powered smart sunglasses with AR integration

Target Users: Tech-savvy professionals, travelers, fitness enthusiasts, and urban commuters

Key Features: Augmented reality (AR) display, voice assistant integration, UV protection, real-time navigation, music control, and hands-free notifications.

1. Demographic Information

NAME-J.Pavanika

FATHER NAME-J.Viswanadhan

LOCATION-chittoor

2. Goals and Objectives

Provide a seamless, hands-free digital experience through smart sunglasses.

Enhance convenience for navigation, communication, and entertainment.

Offer UV protection while integrating high-tech features

Improve safety and accessibility for outdoor activities and urban mobility.

Reduce smartphone dependency with real-time notifications and voice assistance.

3. Psychographic Information

Personality Traits: Innovative, adventurous, tech-savvy, early adopter

Values: Efficiency, style, functionality, and cutting-edge technology

Interests: Fitness, cycling, travel, smart gadgets, and AR/VR technologies

Motivations: Staying connected while being active, experiencing new technology, and enhancing daily efficiency.

4. Behavior and Preferences

Prefers sleek, stylish, and functional wearables with a minimalist design.

Uses multiple smart devices and values seamless integration (smartphones, smartwatches)

Spends time outdoors for commuting, sports, or leisure activities.

Engages with brands that offer high-quality tech and innovative designs. Prefers voice commands and gesture control over traditional interfaces.

5. User Journey

1. Awareness: Learns about VisionX through social media, tech blogs, or influencers.

2. Consideration: Compares features with other smart glasses and wearables.

3. Decision: Purchases VisionX based on its AR features, sleek design, and hands-free control.

4. Usage: Integrates VisionX into daily life for navigation, communication, and entertainment.

5. Loyalty: Appreciates the convenience and upgrades to newer models.

6. Challenges and Pain Points

1. High cost of smart glasses compared to regular sunglasses.
2. Battery life limitations for extended use.
3. Comfort and fit issues for long wear.
4. Privacy concerns regarding built-in cameras and data security.
5. Limited compatibility with all smartphone brands and operating systems.
6. Potential distractions while using AR features in high-traffic areas.
7. Learning curve for new users unfamiliar with AR and smart controls.