As adoption of smart home products pushes forward, the market must cross the chasm and move to consumer segments that need validation that the product performs well prior to purchase. Given that Net Promoter Scores for most smart product categories are low, the industry must act aggressively to address the issues with the user experience. This research quantifies the existing issues and opportunities for different smart product categories.

“The user experience is key as the market moves past early adopters. Understanding how consumers evaluate individual use cases in the smart home highlights issues that must be addressed by the industry. This research quantifies the current user experience in the smart home.”

— Tom Kerber, Director of Research, IoT Strategy, Parks Associates
Smart Home Devices: User Experience

TABLE OF CONTENTS

• Tech Affinity Breakout Within Smart Home Adopter Groups (Q3/14)
• Smart Devices: Familiarity, Perceived Value and Affordability (Q4/16)

Smart Home Purchase Drivers
• Smart Home Devices: Main Purchase Driver (Q2/17)
• Main Purchase Driver by Smart Home Device (Q2/17)
• Smart Home Devices: Purchase Intention (Q2/17)
• Demographic Profile of Smart Home Device High Intenders (Q2/17)
• Importance of Brand Factors to Purchase Decision (Q2/17)
• Importance of Recommendation Sources to Purchase Decision (Q2/17)
• Importance of Security Company as Recommendation Source by Security System Ownership (Q2/17)

Smart Home Device Usage
• Smart Home Devices: Use Trend (Q2/17)
• Smart Home Devices: Remote Access Frequency (Q2/17)
• Smart Home Devices: Remote Access Frequency, Cont. (Q2/17)
• Net Promoter Score: Smart Home Devices (Q2/17)

Smart Home Control Methods and Preferences
• Smart Home Device Control Methods (Q2/17)
• Smart Home Devices: Control Methods (Q2/17)
• Smart Home Devices: Control Methods, Cont. (Q2/17)
• Home Control App Utilization by Security System Ownership (Q2/17)
• Preferred Device to Serve as Primary Smart Home Controller (Q2/17)

Smart Home Platforms
• Familiarity with Smart Home Platforms (Q2/17)
• Platforms Used to Control Smart Home Devices (Q2/17)
• Smart Home Devices: Platforms Used (Q2/17)
• Smart Home Devices: Platforms Used, Cont. (Q2/17)
• Overall Platform Importance (Q2/17)
• Platform Importance by Familiarity with Platform (Q2/17)
• Importance of Platform Capabilities (Q2/17)
Smart Home Devices: User Experience

Smart Thermostat Deep Dive
- Smart Thermostat: Net Promoter Score by Usage Frequency (Q2/17)
- Smart Thermostat: Net Promoter Score by Control Methods (Q2/17)
- Smart Thermostat User Experience (Q2/17)
- Ratings for Sleep Comfort

Smart Door Lock Deep Dive
- Smart Door Lock: Net Promoter Score by Usage Frequency (Q2/17)
- Smart Door Lock User Experience (Q2/17)
- Smart Door Lock: User Experience by Usage Frequency (Q2/17)
- Ratings for the Ability to Lock/unlock the Door

Smart Lighting Deep Dive
- Smart Light Bulbs/Lighting Control Systems: Location (Q2/17)
- Smart Lighting Devices: Net Promoter Score by Usage Frequency (Q2/17)
- Smart Light Bulbs/Lighting Control Systems: User Experience (Q2/17)
- Important User Experiences by Usage Frequency (Q2/17)
- Ratings for the Ability to Change the Color of the Lights and the Ability to Turn Lights on/off through the App

Network Camera: Device Dive
- Network Cameras: Video Storage (Q2/17)
- Network Cameras: Monthly Video Storage Fees (Q2/17)
- Network Camera: Net Promoter Score by Home Size (Q2/17)
- Network Camera: Net Promoter Score by Security System Ownership (Q2/17)
- Network Camera: User Experience (Q2/17)
- Ratings for the Ability to view Real-time Video through the App and Picture Quality

The Security System User Experience
- Home Security System Ownership (Q2/17)
- Professional Security Service User Experience (Q2/17)
Smart Home Devices: User Experience

TABLE OF CONTENTS

- Intention to Make Changes to Security System or Services (Q2/17)
- Professional Monitoring Company Preference Among Intenders (Q2/17)
- Important Professional Security Company Attributes (Q2/17)
- Security System Attributes Among Security System Intenders (Q2/17)
- Smart Home Device Interaction Preferences (Q2/17)
- Security System Expansion Plans (Q2/17)
- Value in Connecting Device to a Monitoring Station (Q2/17)
- Consumer Willingness to Pay to Connect Smart Devices to a Monitoring Station (Q2/17)

Number of Slides: 86
Published by Parks Associates

© 2017 Parks Associates | Addison, Texas 75001

All rights reserved. No part of this book may be reproduced, in any form or by any means, without permission in writing from the publisher.

Printed in the United States of America.

Disclaimer

Parks Associates has made every reasonable effort to ensure that all information in this report is correct. We assume no responsibility for any inadvertent errors.