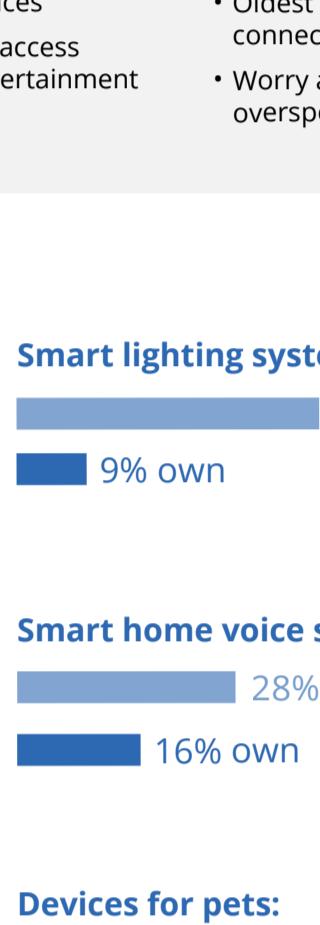


Connected tech is taking center stage, but consumers still hesitate to fully adopt.

The connected tech ecosystem is shifting quickly. Mobile phones, tablets, smart appliances and other connected products are getting renewed attention. People don't just want to stay connected, they need to stay connected. But even though people look, our research reveals many struggle to make a purchase, leaving connected tech adoption rates lower than what they could be.

The Gap:

There's a gap between the number of consumers who say they want to buy a certain product and the share of consumers who actually own the product.



The Five Connected Consumer Types:

Technophiles

- Loves all consumer innovations
- Youngest segment of connected consumers
- Most comfortable with connected tech

Home Protectors

- Get comfort from connected control
- Want home to be a safe, stress-free sanctuary
- High rate of personal well-being

Utilitarians

- Prioritize practical convenience
- Like intuitive tech
- Want access to support if something goes wrong

Leisure Seekers

- Enjoy digital entertainment
- Appreciate convenience of streaming services
- Like devices to access their digital entertainment ecosystem

Technophobes

- Engage infrequently with connected tech
- Oldest segment of connected consumers
- Worry about overspending



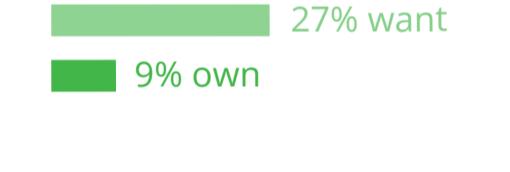
Smart Home

- WANT
- OWN

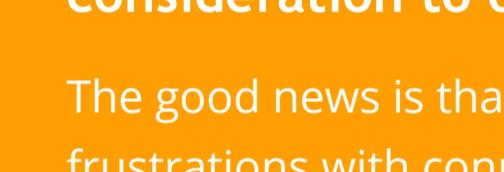
Robotic vacuums:



Smart lighting systems:



WiFi home cameras:



Smart thermostats:



Smart home voice speakers:



WiFi security cameras:



Smart sprinkler systems:



Devices for pets:



Smart Car

- WANT
- OWN

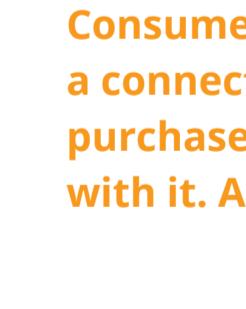
Bluetooth door locks:



Care diagnostic apps:



Technophiles, Home Protectors, and Utilitarians like these products. They want to automate daily tasks and ease of use in their homes.



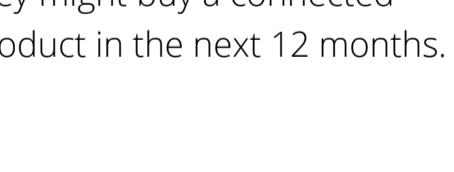
Entertainment & Convenience

- WANT
- OWN

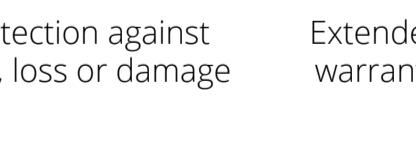
Action cameras:



Wearable health devices:



Virtual reality systems:



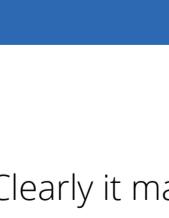
Leisure Seekers and Technophiles like these products. They want to experience the latest technology for fun.

Moving consumers from consideration to ownership

The good news is that consumer frustrations with connected technology are decreasing. This is because there's a bigger emphasis on customer experience and support.



To help consumers feel more comfortable adopting new technology, companies have to solve these frustrations:



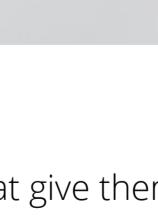
Excessively long repair times



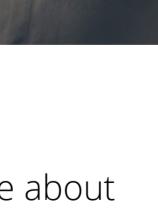
Fear of expensive item breaking



Disappointing performance



Inadequate self-help resources



Unsure of how to dispose old item

What they're looking for is peace of mind, convenience and a sense of empowerment in the connected world. **Are you meeting those needs?**

Consumers are more likely to buy a connected product if they can purchase support services along with it. According to our research: