

# Case Study and Report

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**Case Study : Consumer Electronics – Smart Home Devices  
Adoption**

# Objective

To evaluate consumer awareness, usage, and adoption barriers for smart home devices (voice assistants, smart plugs, cameras)



- 3,000 consumers across US, UK, and India.
- Online survey
  - ethnographic video of 30 households.

# Approach

- Respondents verified via proof of purchase or device usage.
- Duplicate checks using IP/email.
- Random 15% re-validation.

# Quality Control

- Security and privacy were top barriers to adoption.
- Younger households (25–34 yrs) were most receptive.
- Client reworked messaging to focus on security + convenience to drive adoption.

# Outcome

# Get in Touch

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