

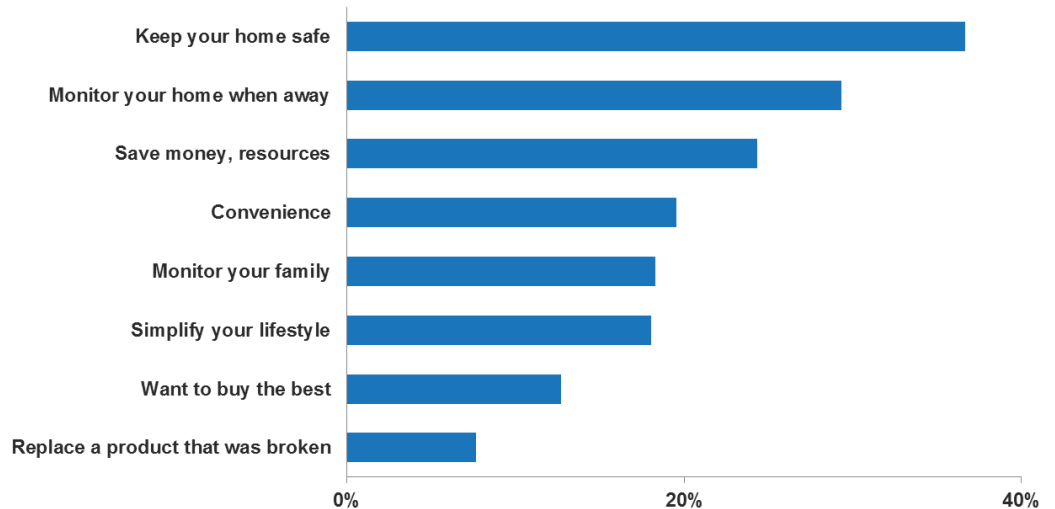
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SYNOPSIS

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.

Smart Home Devices: Main Purchase Driver

U.S. Broadband Households that Own At Least One Smart Home Device



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“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

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