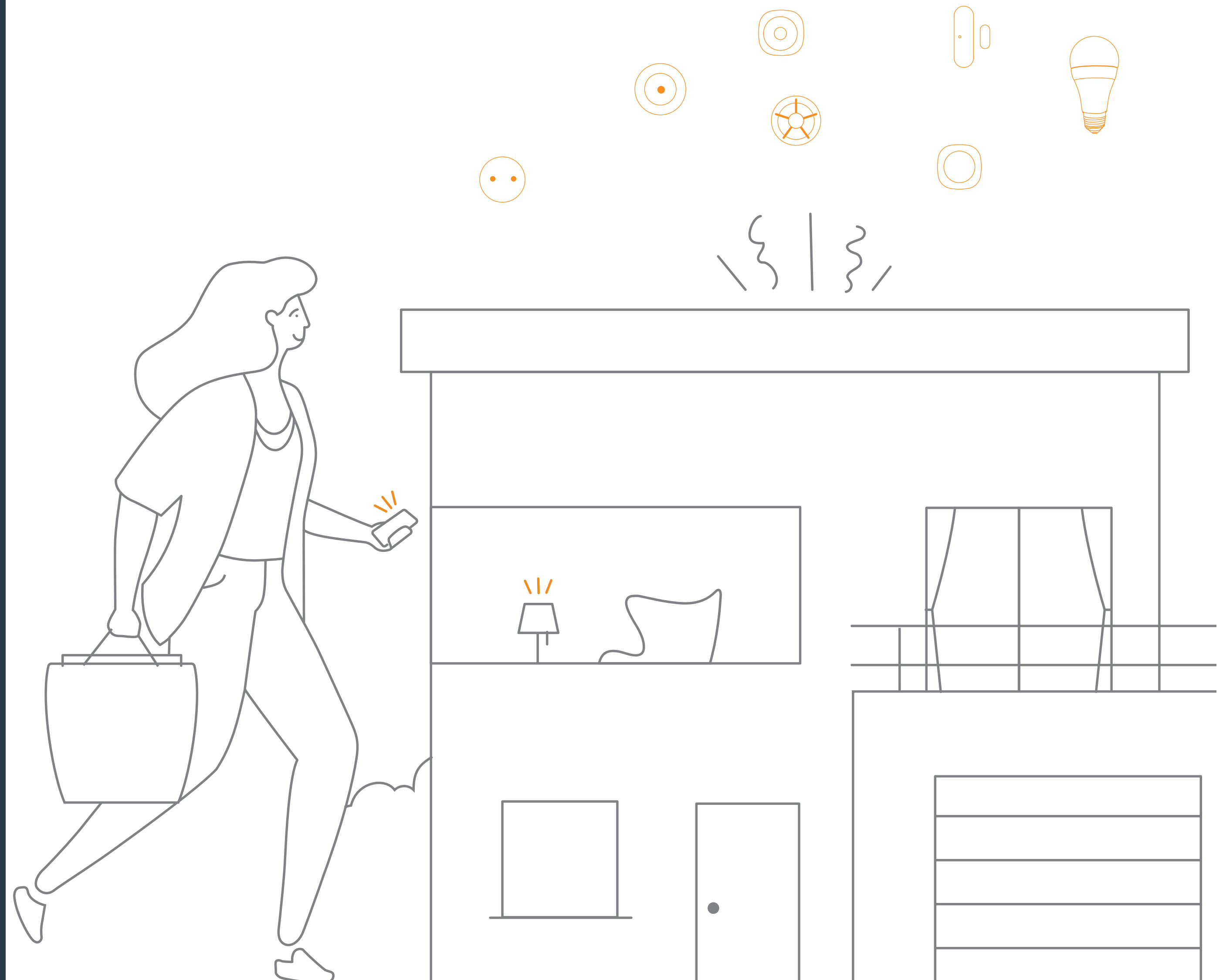


Smart home - pains & potentials

How to create winning smart home experiences - and grow business?

Klaus Schroeder

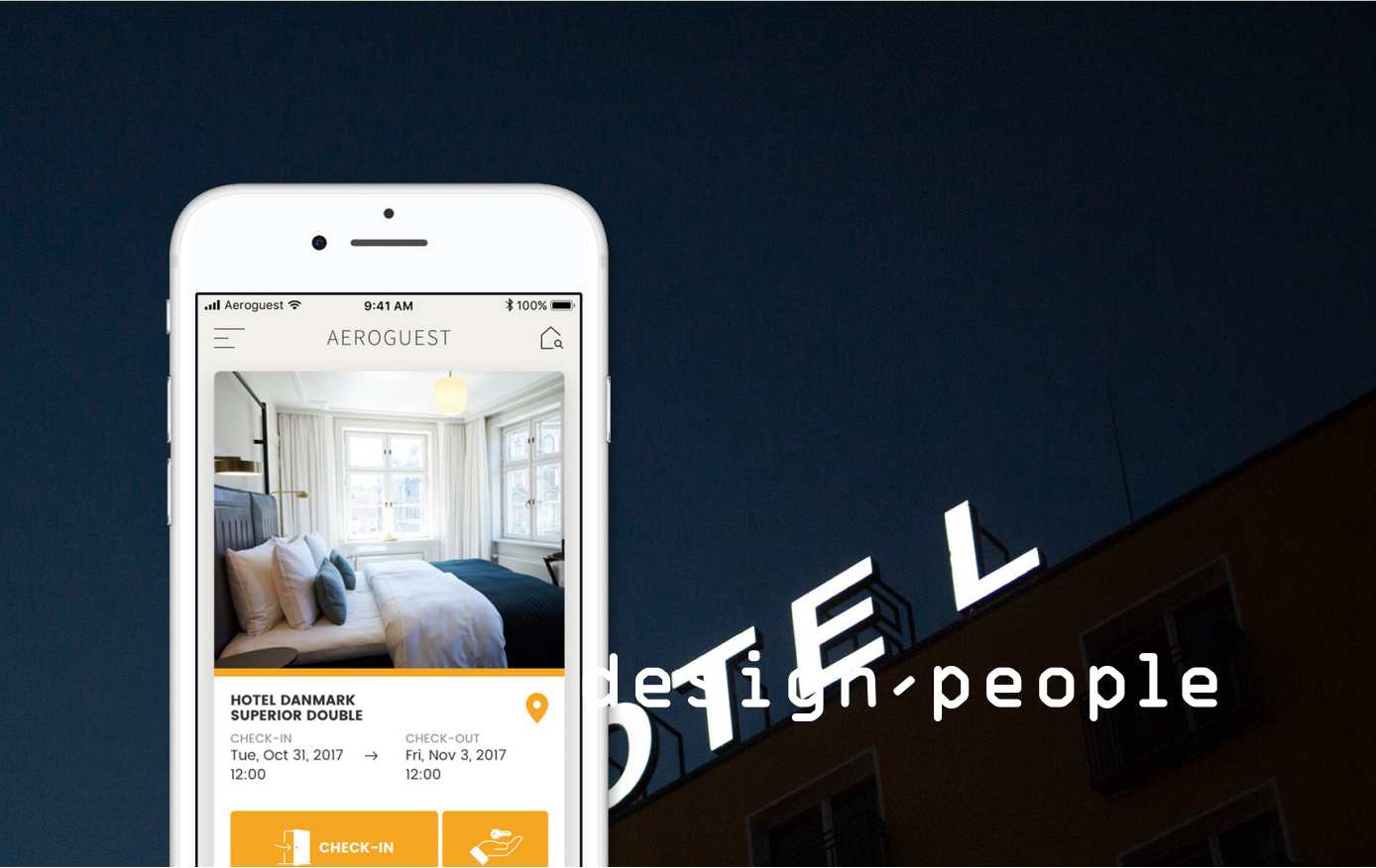
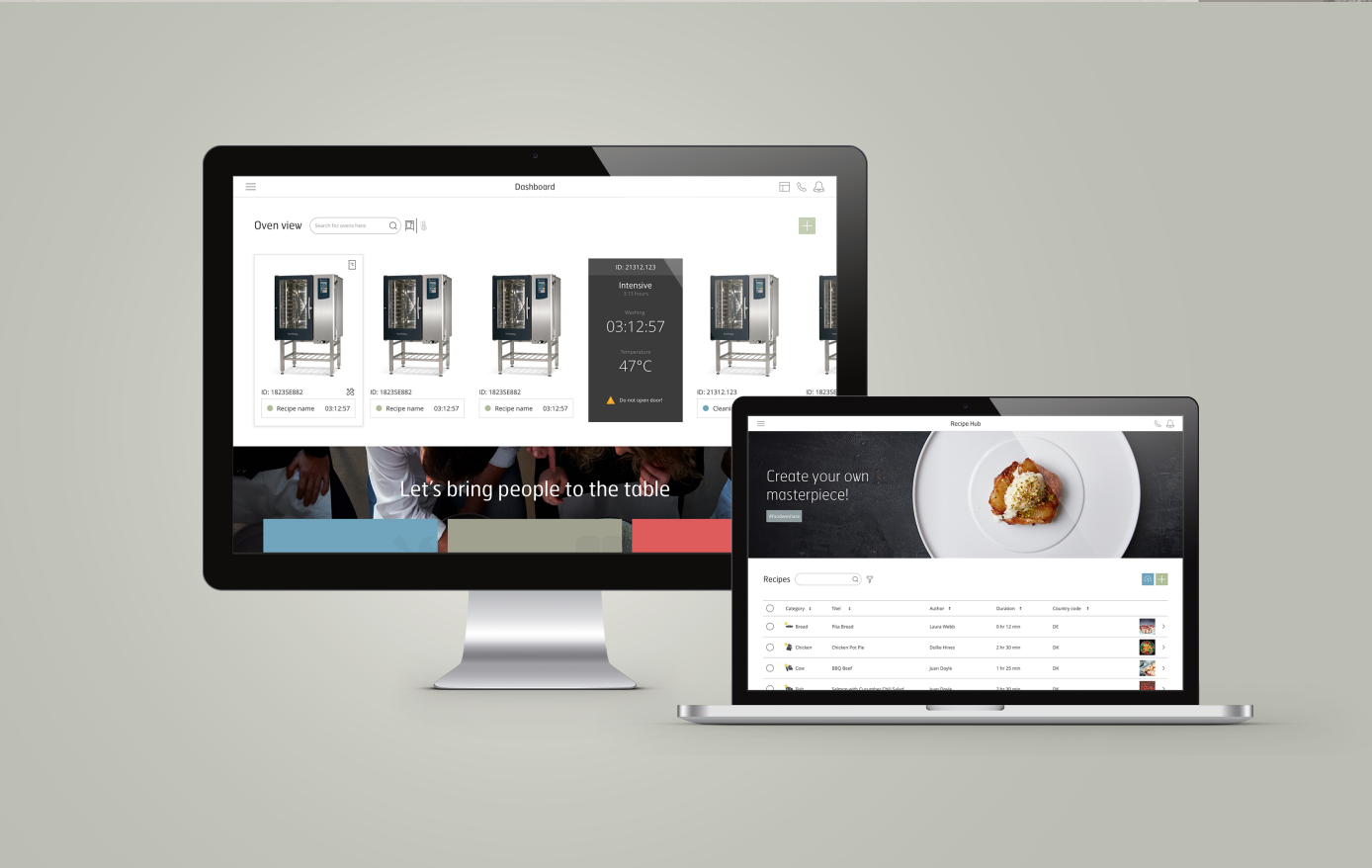
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Smart home - pains & potentials

How to create
winning smart home
experiences -
and grow business?

design.people

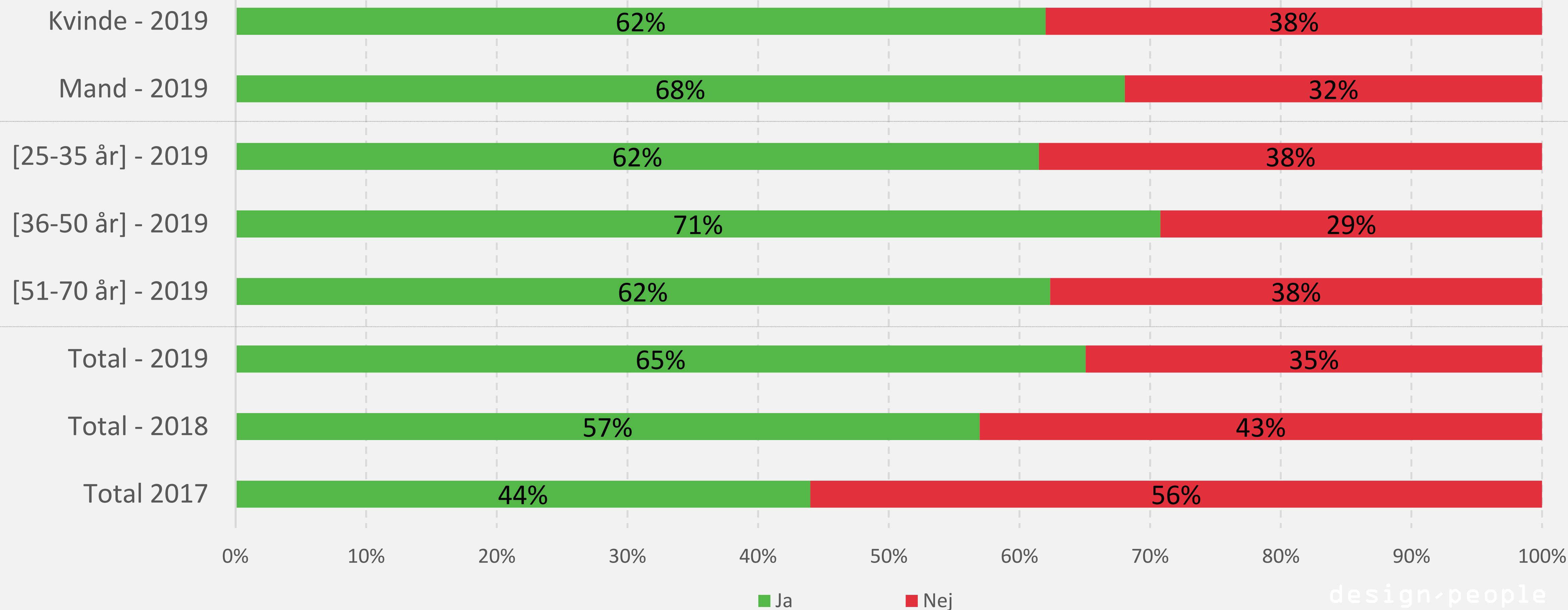




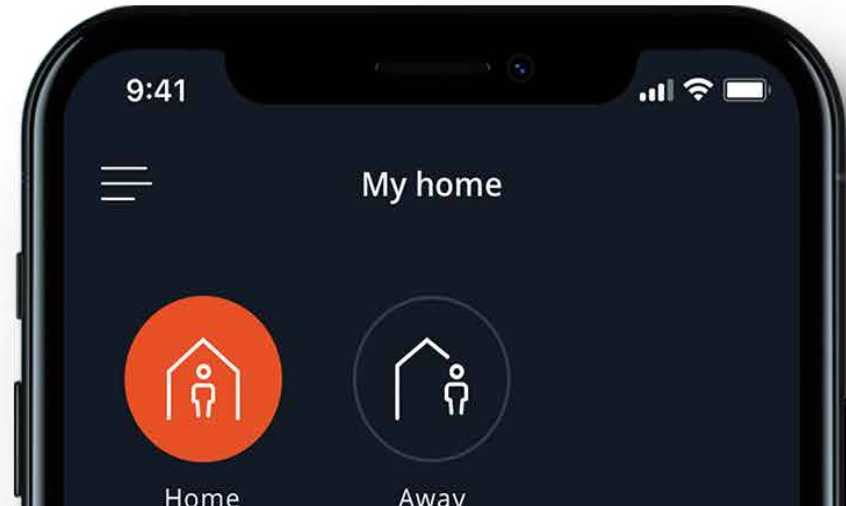
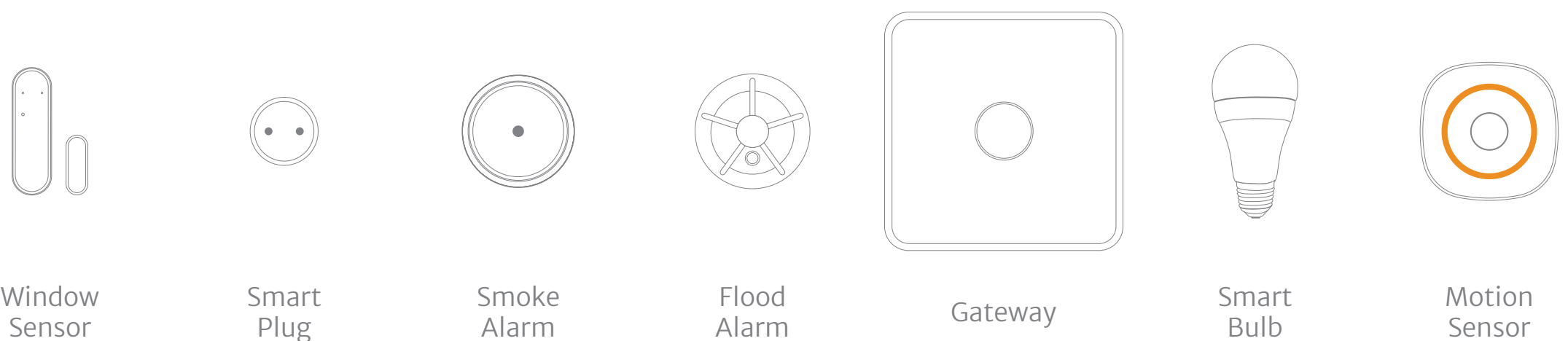
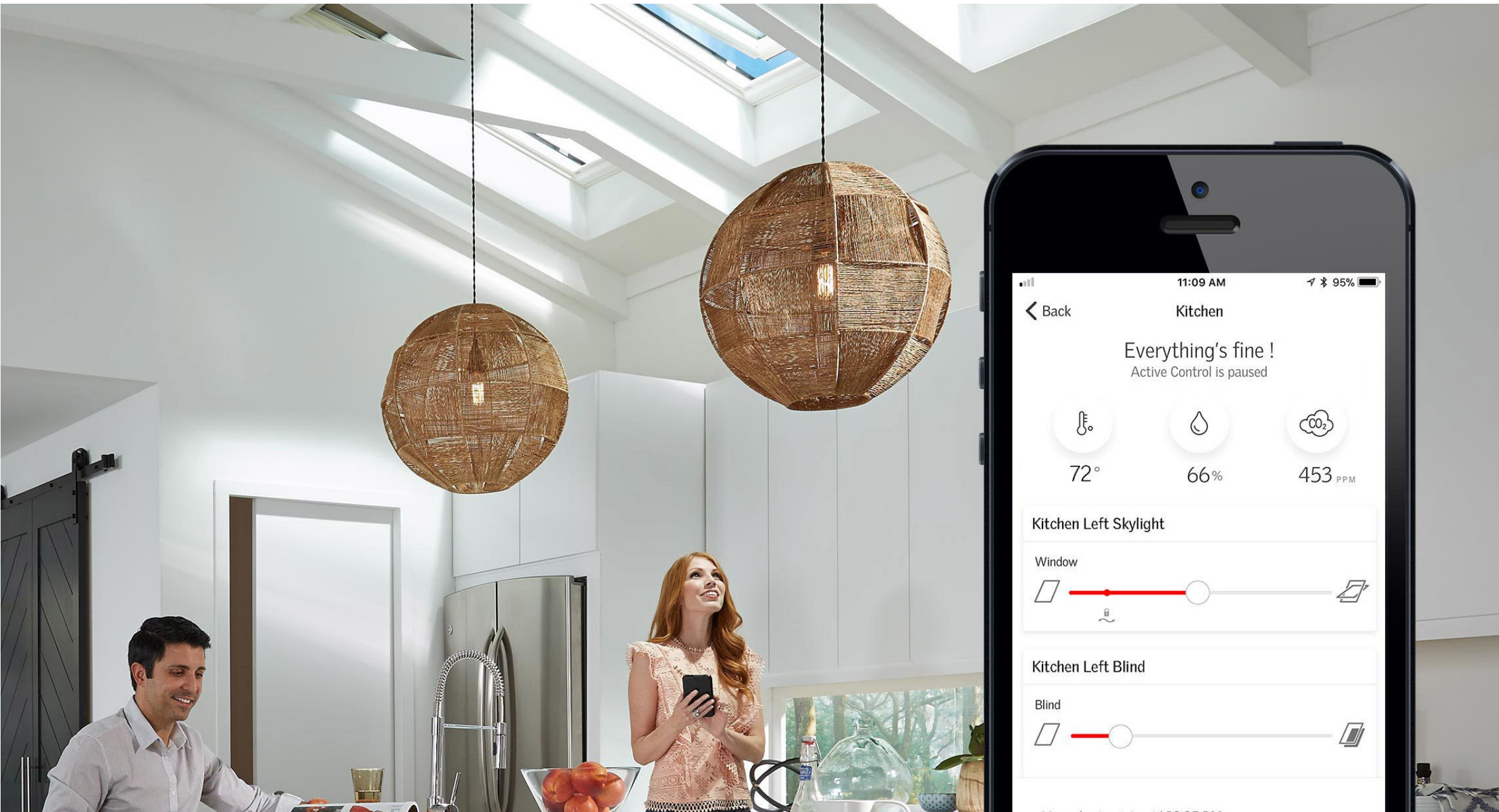


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Consumers know "Smart" - but they don't want to pay



Base: Hårde hvidevarer købere, n 2018=935, n 2019=986. Spørgsmålet er kun stillet i 2018 og 2019.



The Danfoss logo is rendered in a red, stylized script font. It is positioned centrally over a background of two Danfoss smart heating controls. The control on the left is a white rectangular unit with a digital display showing '20.3'. The control on the right is a black rectangular unit with a digital display showing '13:35' and a sun icon with the text 'Midlertidig komfort' below it.

Danfoss

**MAINSTREAMING
SMART HEATING**

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reddot design award
winner 2008



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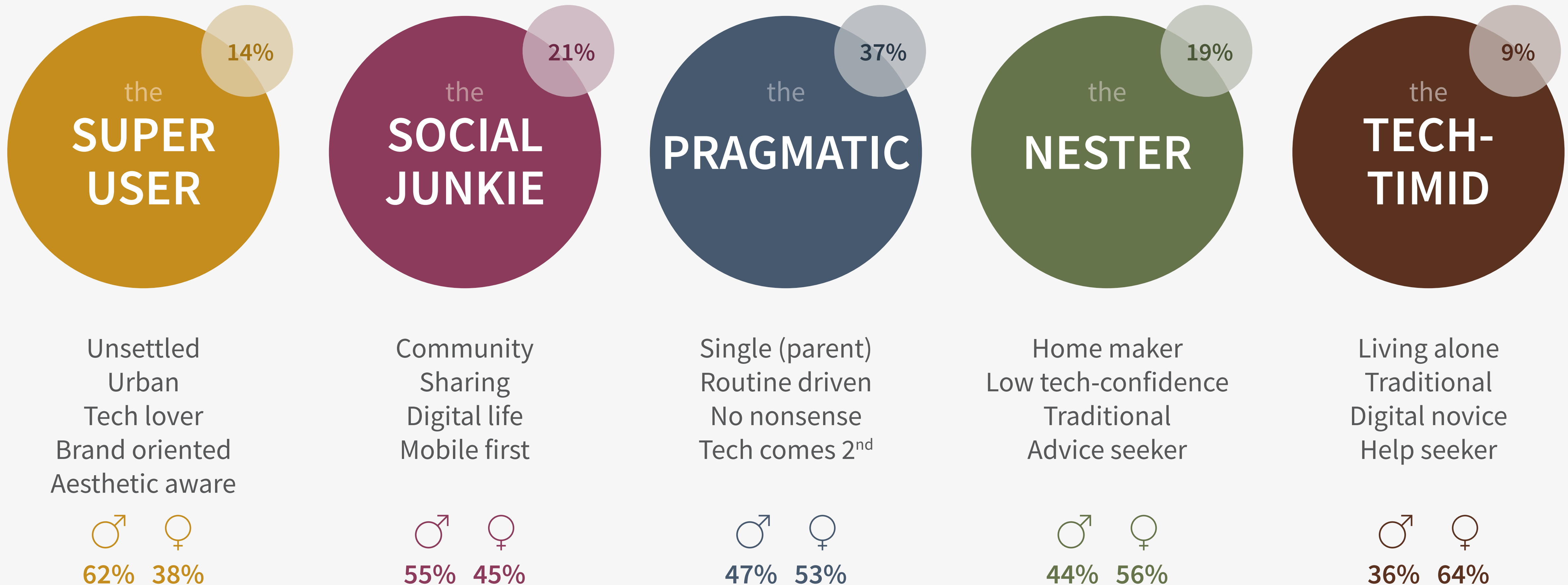
design,people



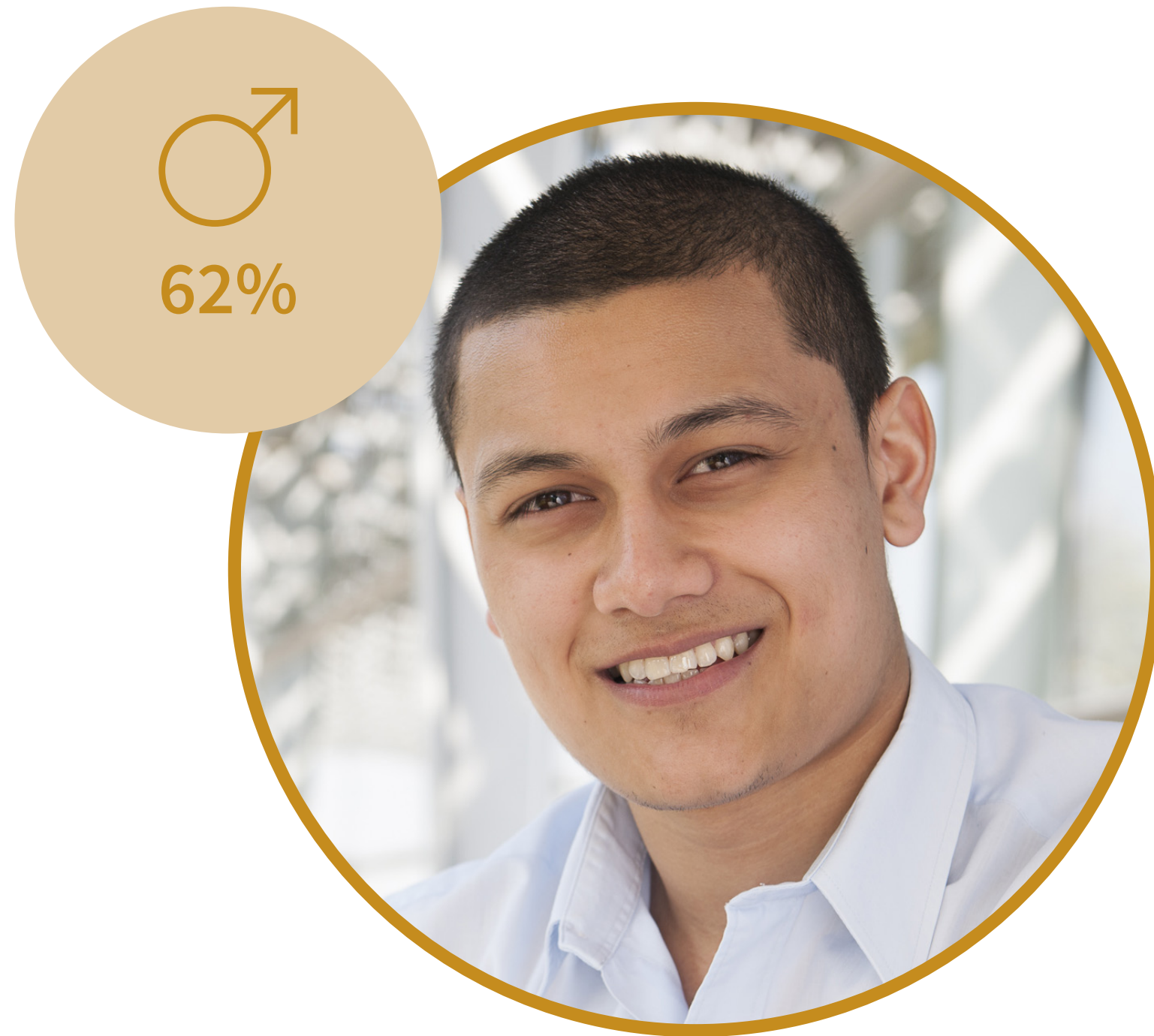
Tech-user Navigator

European Smart home user profiles

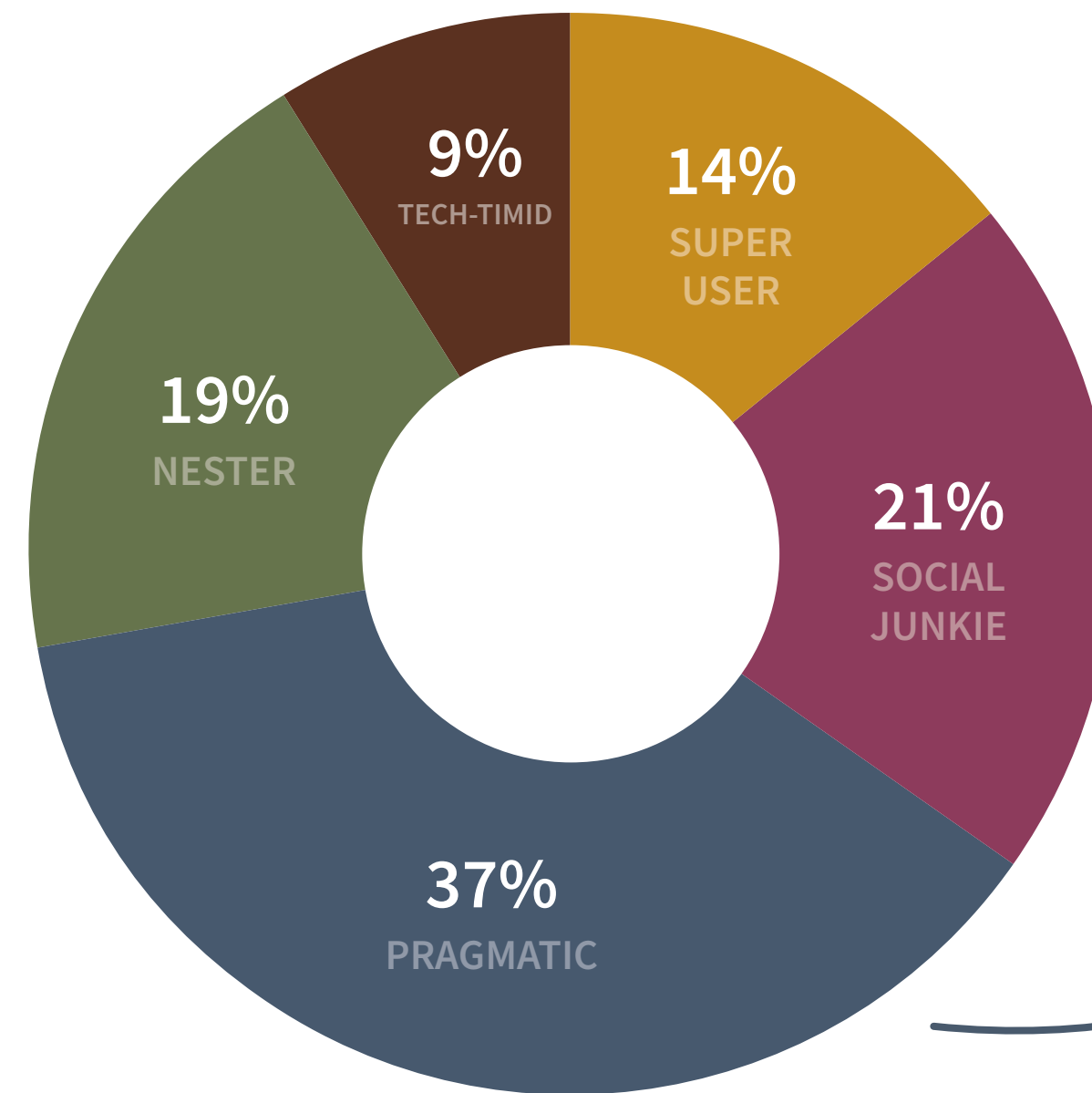
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"Super User"



Tech-user Navigator segments



"Pragmatic"

How to reach Johanna - the "pragmatic" consumer



single (parent)

routine driven

no nonsense

tech comes 2nd

THE PRAGMATIC



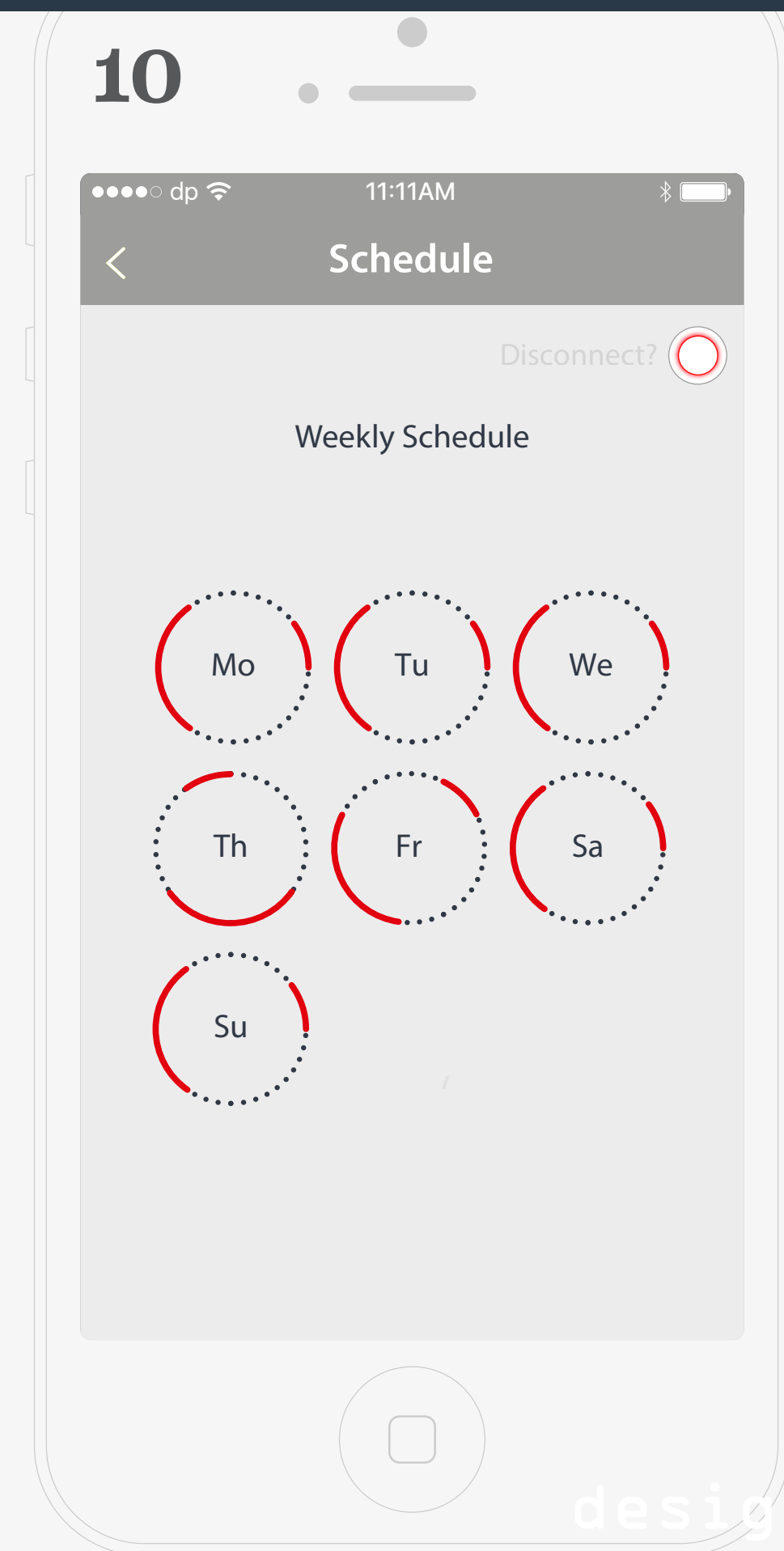
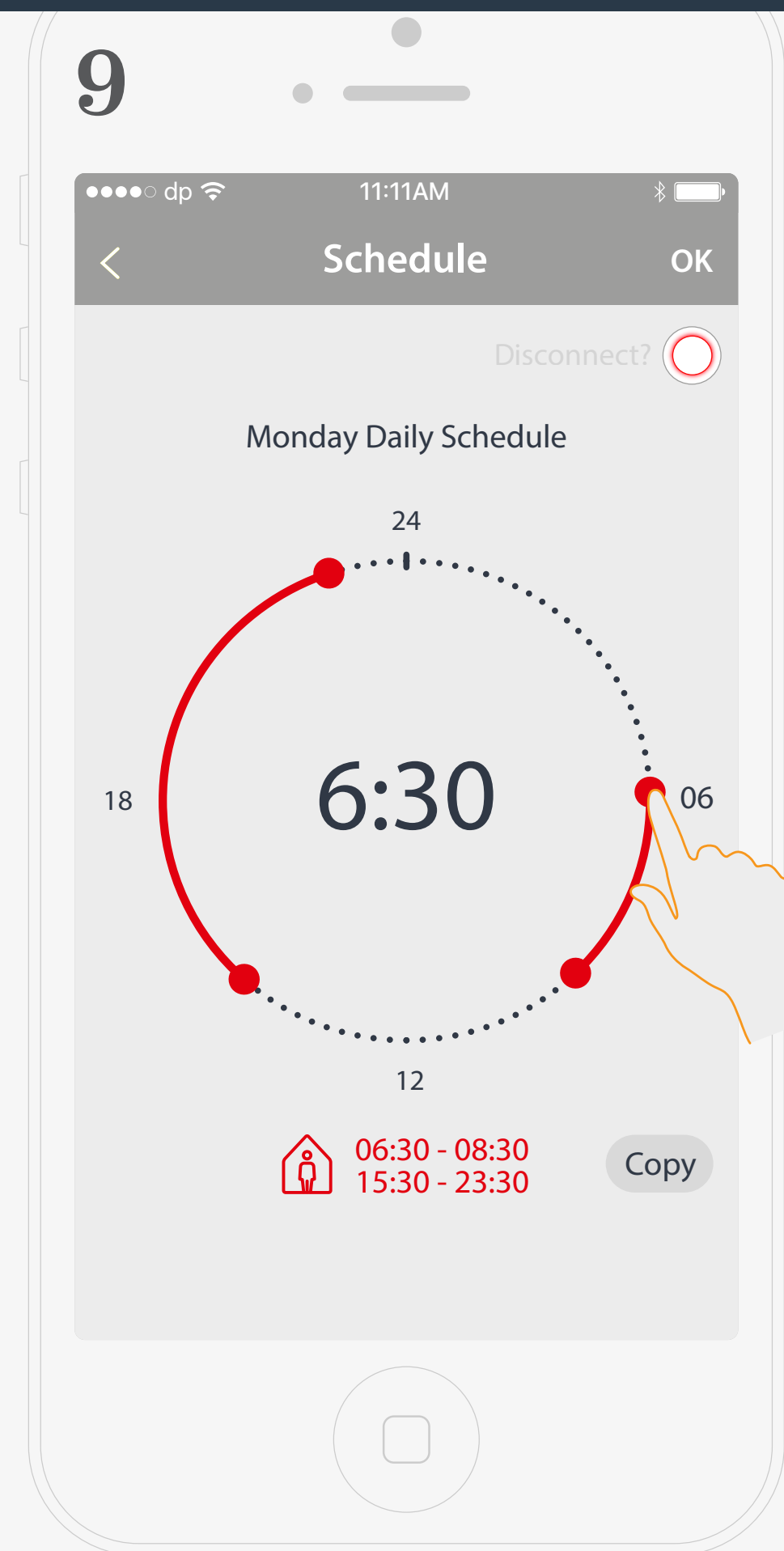
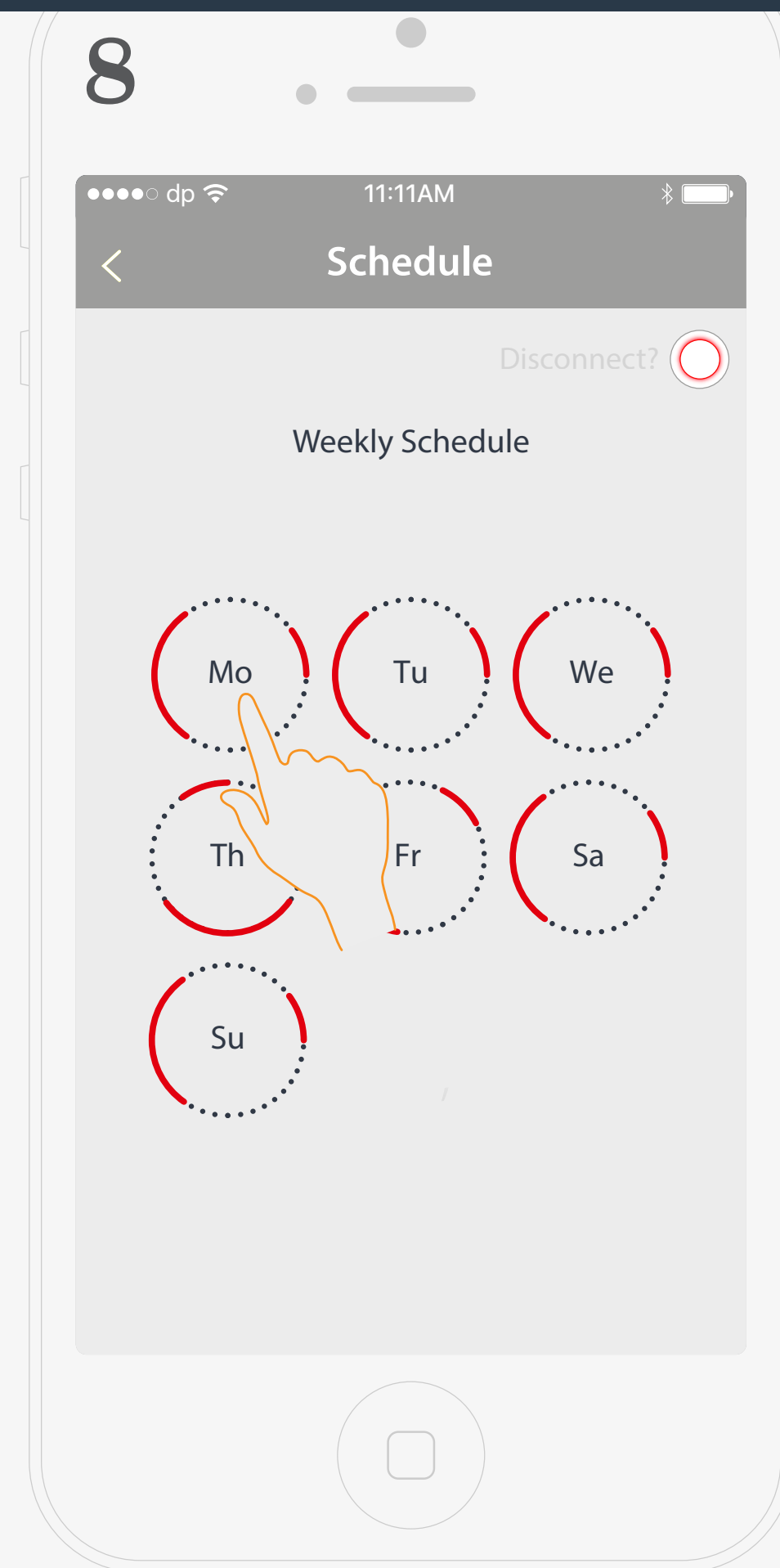
53%



47%

design>people

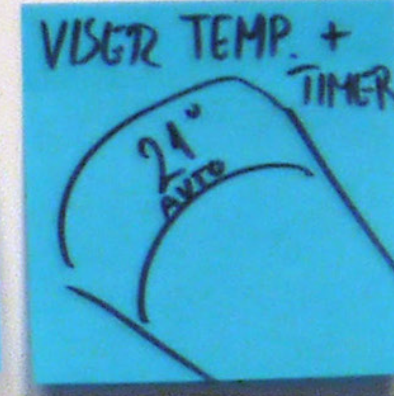
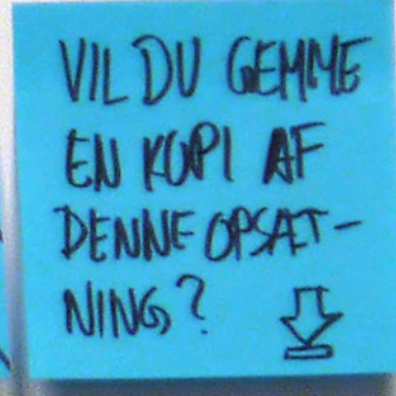
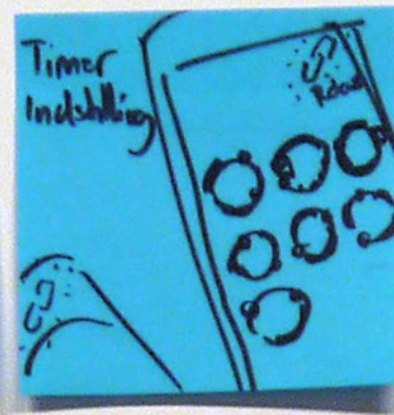
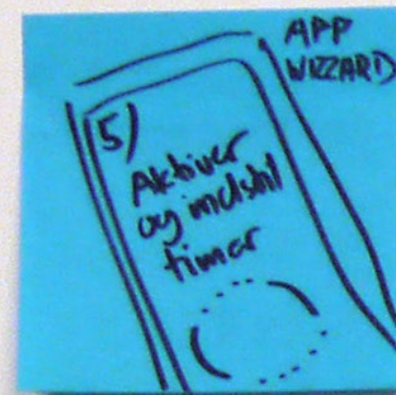
Smart / Energy saving heating made easy



Purchase - Installation - 1. time use - everyday use

APP
FIRST TIME USE
"LIVE CONNECT"

TIMER
SETUP



ALTERNATIVT
① Tryk på termostaten
② Tryk på termostaten

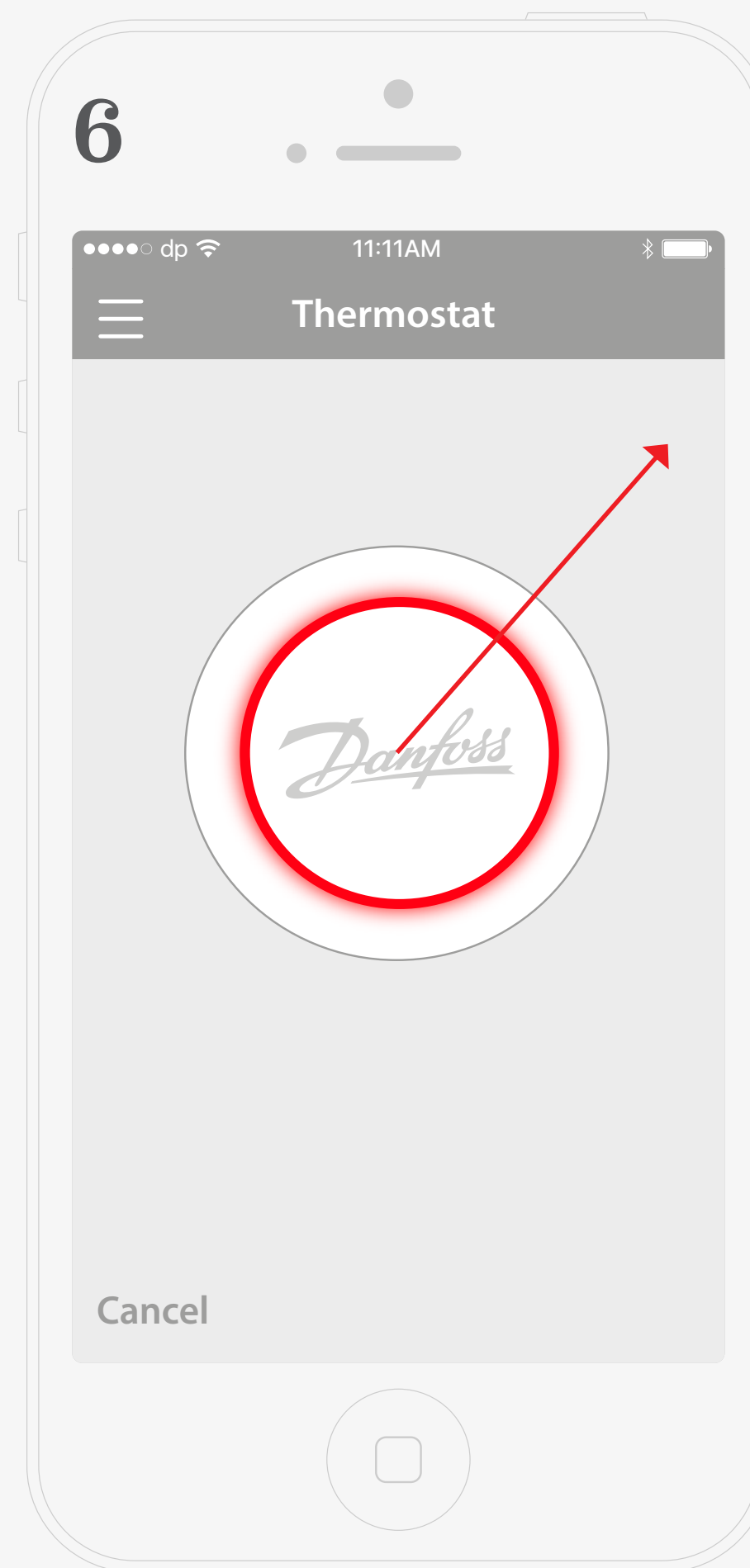
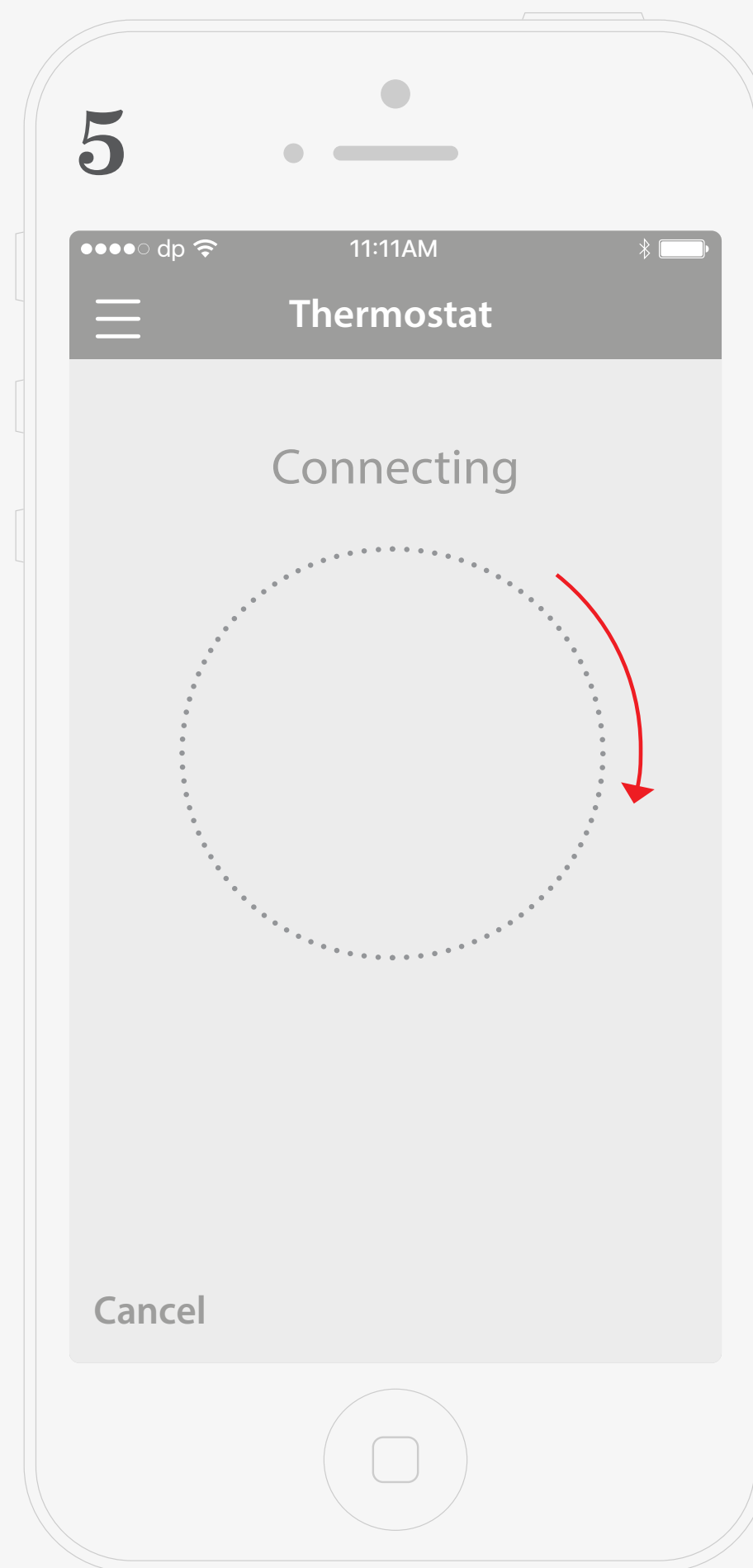
PAIRING
SKAL UDFØRES
HVER GANG

ESTIMERET
BESPARELSE
34%

GEM
PRESET
APPLY
PRESET

INDSTILLINGER
SKAL OVERFØRES
FOR HVERT
PRODUKT

Seamless connection & signature design element



Testing, testing, testing - with target users



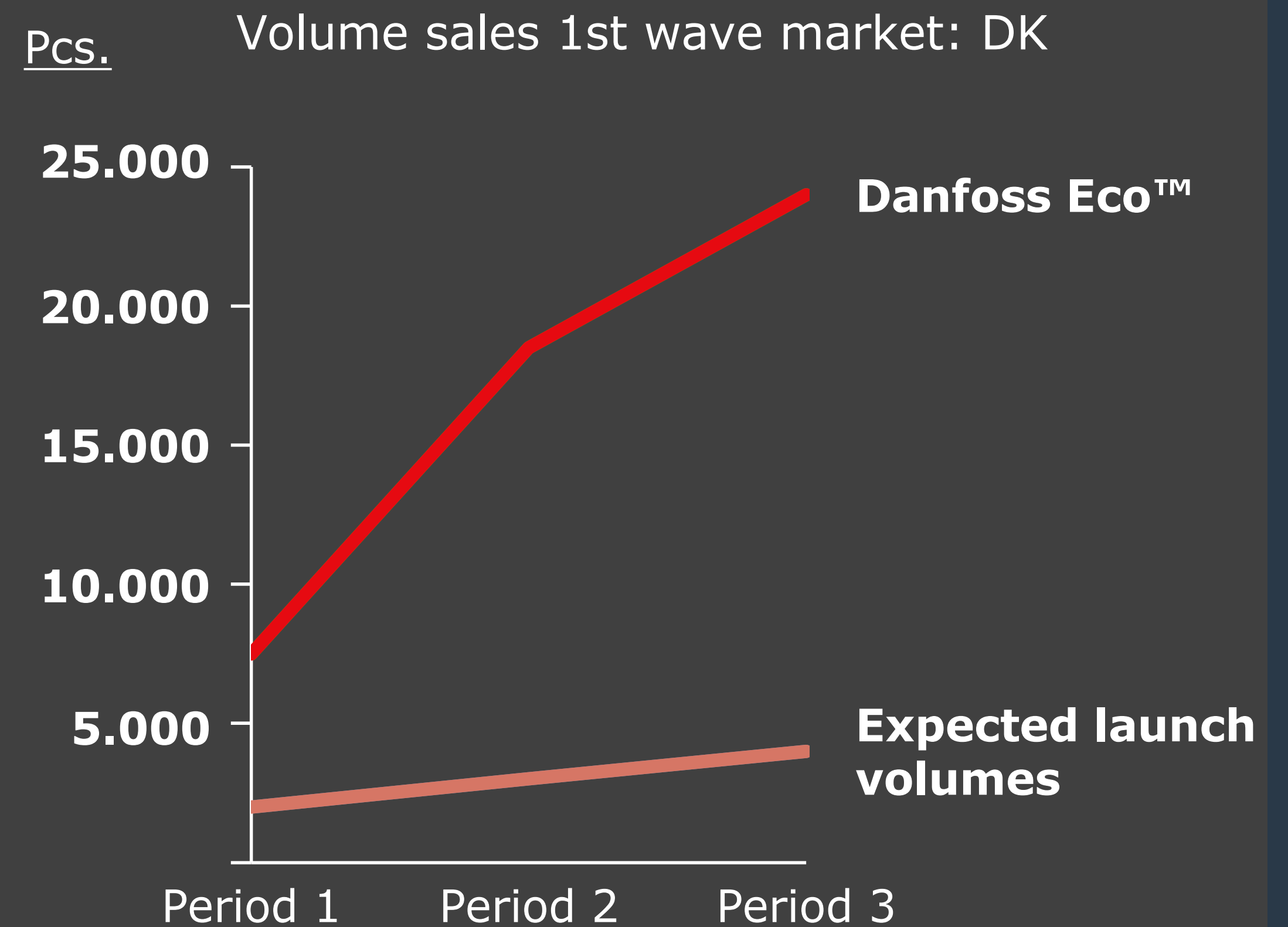
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Available in your local DIY store



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OVERWHELMINGLY POSITIVE MARKET ACCEPTANCE OF DANFOSS ECO



Source: Danfoss

A SMART HEATING BESTSELLER

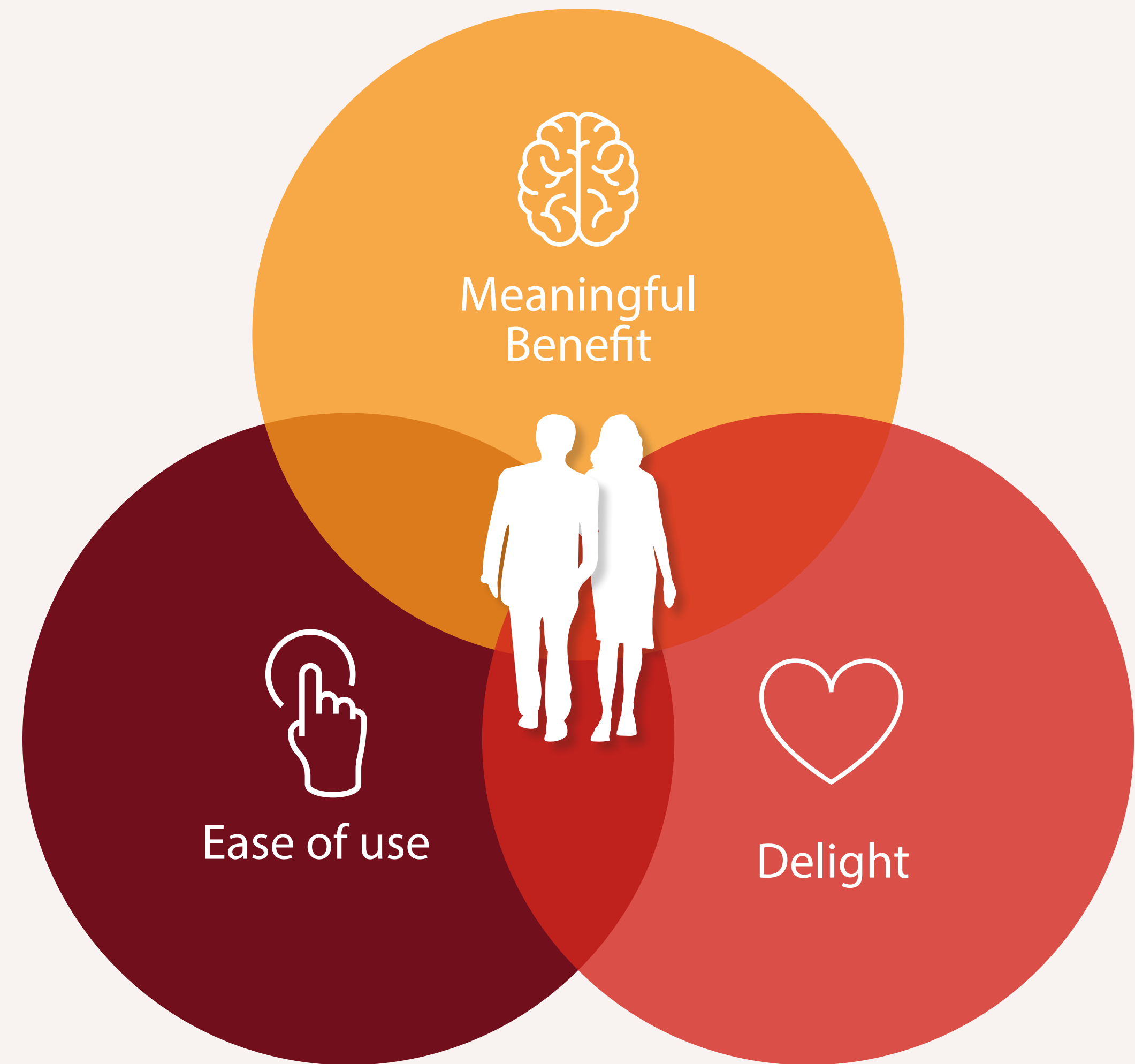


reddot award 2018
winner



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INGREDIENTS OF A WINNING SMART HOME EXPERIENCE - AND BUSINESS



Smarter homes for all - key take aways

Include female consumers - and consider all users in the house hold

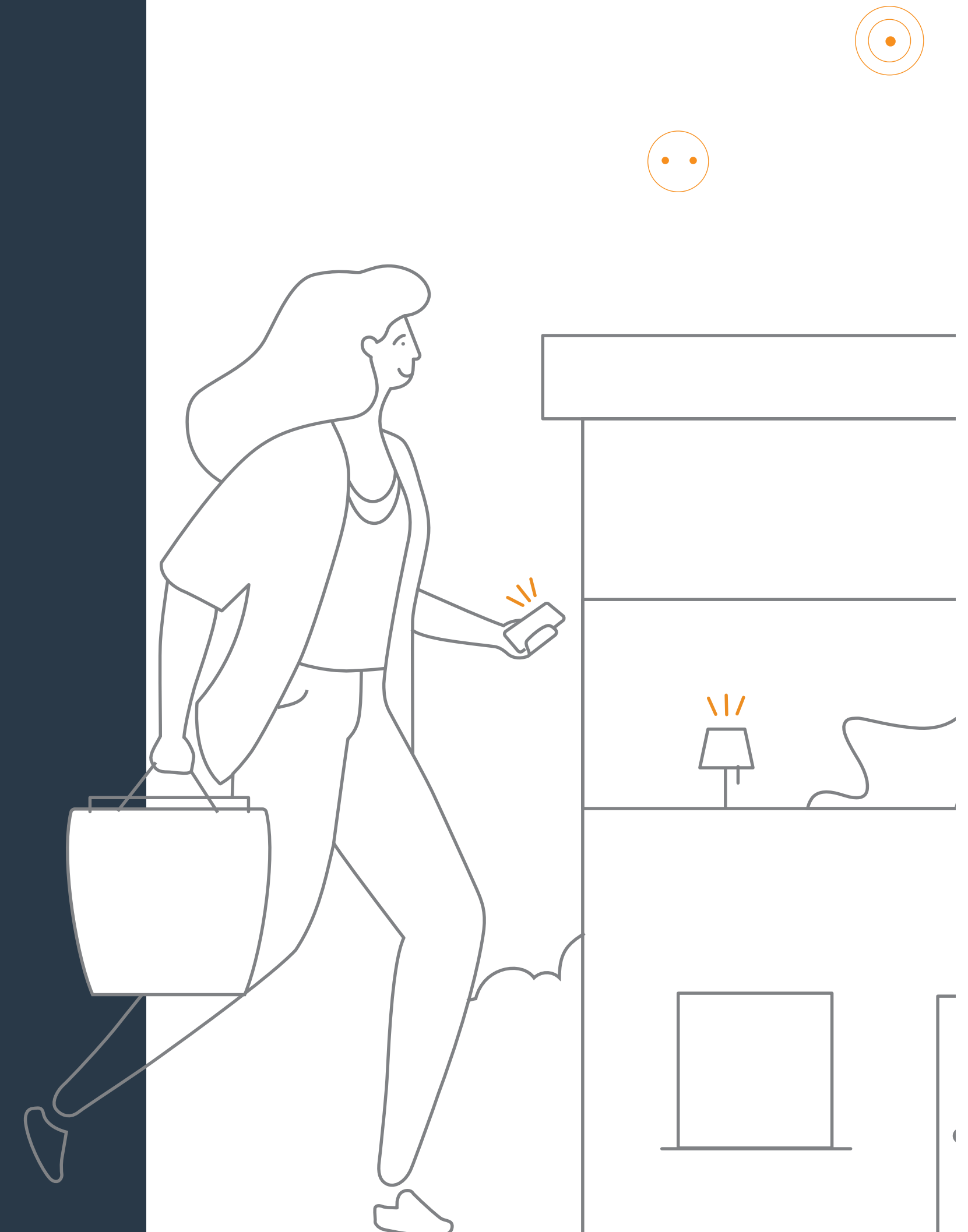
Create clear & sticky Smart home benefits - and communicate daily life wins

Make it super easy to buy, install and operate

Handle security and user data trustworthy

Be open to 3rd party and voice compatible

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Meet design-people at booth 54 and friday on the IOT bicykel tour



FRIDAY MORNING BIKE TOUR OF THE WORLD'S SMALLEST BIG CITY – IOT IN PRACTICE

21-06-2019



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