



Davon and Tammy Johnson Cumming, GA

"As our kids are getting older, we'd like a way to keep an eye on them and make sure they always feel safe at home, even if we're not there."

Demographics

- Married
- Homeowners
- 39 & 42 years old
- 70k HHI (single income)
- Suburban
- 2 children (ages 8 and 9)

Behaviors

- Tammy is a stay-at-home mom
- Enjoy hiring babysitters for date nights
- Kids ride bus back and forth to school
- Grandparents visit often
- Has a family dog

Needs

- A way to feel more secure about leaving others at home with the children
- A way to let babysitters and family in the house

Pain Points

- Cost of high-end security systems
- Unsatisfied with one-size fits all security package
- Time constraints