



Joe & Allie Hughes Atlanta, GA

“We love our new house! We just finished remodeling the kitchen, and we want to make sure everything’s ok while we’re traveling for the holidays.”

Demographics

- Married
- New homeowners
- 29 and 30 years old
- 120k HHI
- Urban
- No children

Behaviors

- Online shoppers
- Value seekers
- Heavy Social Media users
- No experience with security systems
- Watch how-to videos for DIY projects
- Currently paying off student loans

Needs

- Understanding of price & value
- Mobile optimized experience
- Phone app
- Online reviews
- Privacy options

Pain Points

- Websites that do not work well on mobile
- Overpriced products