

Understanding consumers' needs in China regarding their current home infrastructure and future home networking.

Research Objectives and Overview



- 4 cities in China were selected for qualitative research to depict China's Socio economic variances.
- Understand consumers' pain points of using electronic devices and unmet needs of their current home infrastructure.
- Explore consumers' usage and attitude towards Home Networking.
- Evaluate consumers' acceptance and preference of digital home concept.

Key Findings



- Increase of electronic devices creates end-user dissatisfaction.
- Basic home networking is in simplest form. No hub for connecting all home appliances.
- Wireless connection is important to reduce mess of wires and cabling thru-out home.
- Privacy and security concerns are biggest barrier to adoption.
- Device consolidation and control enhancement is desired.

Considerations for Service Providers

- Device proliferation creates categories of need.
- Ensure security to maintain privacy and make it a part of marketing message.

For more details on the findings from this study, and insight on what the findings mean to Service Providers, please contact your Alcatel-Lucent account executive.