

*My target user is a young technology-focused couple that live in an upmarket New York apartment with their hypoallergenic small dog. They care about health and the environment, and have technology weaved into all parts of their life. They drive a small high-tech electric car and have all of the latest gadgets to make their lives smarter. They are frustrated that their hand-held vacuum cleaner does not have any technological smarts and are concerned about the current health crisis. The Legato vacuum cleaner offers them higher, tech enabled performance from their vacuum cleaner with AI and digital sensor integrations, scanning the room for dust and pathogens and giving them a data driven method of cleaning their apartment so that it is a healthy environment for their small family.*

