



Project Background

is designing a service to help people seeking to adopt and integrate "smart home" devices

Delivery of this service requires a knowledgeable, responsive and engaging workforce

Zylter is conducting market analysis to help #### identify and compare various service delivery options

Key Smart Home Device Categories:

LIFESTYLE	Amazon Echo Wall ClockGoogle ChromecastVideo-to-device
SECURITY	 In-Home Robot Assistants August Smart Lock Cori HD Security Camera Ring Video Doorbell 2
ENERGY	 iHome Outdoor lighting control Philips Hue Lights TP-Link HS105 Smart Plug
COMMUN- ICATIONS	Google HomeAmazon Alexa Echo Plus Apple Home Pod
ENABLING INFRASTRUCTURE	 Google Assistant Connect Alexa Gadgets Toolkit Google Home Hub



Our approach for guiding Smart Home service design

Zylter Tech Scouting + Assessment Process

- O A Compelling Commercial Technology Application
- 1 Identify ##### Impact Points
- 2 Understand + Define the Sociotechnical System Use Case(s)
- 3 Design the Approach + Framework
- 4 Collect Data + Information
- 5 Conduct Analysis
- 6 Develop + Deliver Actionable Recommendations
- 7 Guide Recommendation Implementation + Execution

vision for Smart Home as a Service |

An accessible, technology-agnostic platform supported by capable and engaging staff to facilitate Smart Home solution adoption, financing and connection to verified device providers.

Market Need

The smart home will probably introduce the next technology revolution, but has not yet met its potential, as choosing devices with the right functionality and communication protocols to create an individualized smart home ecosystem is often too complicated for the casual consumer. (Embedded Computing Design, 2016)



Market analysis questions to inform service design

	Zylter Tech Scouting + Assessment Process
0	A Compelling Commercial Technology Application
1	Identify ##### Impact Points
2	Understand + Define the Sociotechnical System Use Case(s)
3	Design the Approach + Framework
4	Collect Data + Information
5	Conduct Analysis
6	Develop + Deliver Actionable Recommendations
7	Guide Recommendation Implementation + Execution

Key questions for subject-matter experts:

BUSINESS	What is your company's general role in the home device and installation space?
WORKFORCE	 What are the key knowledge, skills and abilities required for your field workers? How do you go about finding or training the people you need?
CHALLENGES	What do you see as the key issues or challenges with current home installation services (cable, security, internet, device installation, etc.)?
MARKET OPPORTUNITY	 What opportunities do you see in emergence of smart home technology? What are the key features of the service needed to address these opportunities?
MARKET SELECTION	What are the key factors you consider when looking at areas to expand to?

OZylter, Inc. 2019



1 | Smart Home IoT Service Competitive Landscape Analysis

	A C	CI-				V6-5-4	A !	Task	Kara Taranda I Olasa sakira	Competitive	Implications
	Amazon Smart Home Services	Google Home	Xfinity/Comcast	Best Buy	Atmos	Vivint (failing)	Angi Home Services	lask Rabbit	Key Trends + Observation (from comparables)	for SaySo Se Service Design	rvice Design Business Str
Hyperlink	https://www.amazon.com/b/ref=guru_ahs gf in/ref=99 acss bw in VASAHSSF 8 7s v ?ie=UTF8&node=14586916011&pf rd_m- ATVPDKIKXODER&pf rd_s=merchandised- search-		I https://www.xfinity.com/learn/home- socurity	https://www.bestbuy.com/site/services/sn art-home- services/pcmcat748300595063.c?id=pcm at748300595063	n https://atmoshome.com/.	https://www.vivint.com/.	https://www.angihomeservic es.com/	https://www.taskrabbit.com/.	Almost all major compellitions are focused on selling Smart Home systems as a new product fine of existing customers		
Summary Description	Amazon provides smart home design consultation and installation using Amazon technology and employee installes. Amazon also partness with homebuilders to install Amazon Smart Home solutions in new homes in select cities.	Google sells the Google Home hub which controls connected lot devices. Google does not offer its own to I design, installation or I services package at this time.	Enabling Smart Home management through their TV. Also developing next generation communication protocols and infrastructure for IoT devices. Services include fechnicians helping	Online and physical store sales of loi devices compatable with major loT controlling devices such as Alexa and Google Home Assistant. Geek Squad can help with home service call to install devices.	Creating (new startup has yet to ship) creating a loT control hub that pais with a large variety of loT devices automatically. Marketed as plug and play immediately. No date given on when it is expected to be ready to ship.	The key to a piece of mind	Through a collection of brands creating the world's largest digital marketplace for home services, connecting millions of homeowners across the globe with home service	The convenient & affordable way to get things done around the home			
Size (Gross Revenue)	\$1.735B (Other Sales, 2017) [Ref 7]	\$19.067B (est.) [Refs 1 & 2]	users aet their loT devices \$54.2B (Est. 2018 Cable TV) [Ref 3]	\$42.15B	\$1M Seed funding	\$889.5M	\$1.132B (2018) [Ref 2]	\$5.7M (2D18) [Ref 1]	Significant size disparity between the established leaders that are entering into Smart Home services as an enabler and the early- stage companies focussed exclusively on SM devices		Size of existing competitors p quick replication of a service proven successful by SaySo > Few barriers to entry for ma (e.g., intellectual property or
Industry	RESIDENTIAL + CONSUMER SALES	RESIDENTIAL	RESIDENTIAL COMMERCIAL	RESIDENTIAL SMALL BUSINESS	RESIDENTIAL	> Smart Home Security	RESIDENTIAL:	RESIDENTIAL: Handyman	Primary focus is toT for the home with a smaller focus on commercial or small business applications	Potential opportunity to focus on the underserved small business (8->8) space instead of or in addition to the 8->C market	relationships)
Additional Descriptive Info	> Amazon Smart Communities = Full IoT IS! Homes [4] > Amazon custom smart home design in areas where Amazon employees are available to do installation and service.	Current Product: Google Home to manage smart home devices. Former Product: Google Nest is no longer supported. Uses will need to reconfigure their current smart home with new managing device	Working to enable customers to manage their lot devices through their IV. Comcast is also working on instastructure lot communication technology with Semtech. [2]		[1] Atmos was first to market for the tech-agnostic fouch screen single point of control CES 2018 - Google & Amazon had one by holiday [2] Mui Wood = Control Panel is a device category [3] Atmos Home \$299 - not launched yet	OurTotal front Door package comes with professional installation and lets you control a doubell camera, smart lock, and garage door from anywhere using our 4.5-star Vivint Smart Home app.	Similar to Ruby Corp (Ashley Madison) Parent Company of Multiple Targeted Service Brands [1] Home Advisor acquired Angie's list \$500M+ 2017				
Key Partners	HOME SERVICES: Amazon employed technicians where available. This party vendors for installation may be available in other creaso in the home services matterplace. COMMINITY DEVELOPMENT PARTINES: Lennar Constitution [Ref. 4]	Manufactures of lot supporting Google Home copabilities. -Alam.com -Read	COMBUMER - Words with XFriely' August, Camier, Chambellian, ecobee, GE, Honeywell, Nakkest, Ulfmarler, LIXI, Lutran, Nest, Nestport ANG, Philian Neur, Darnakot, Sengled, Shekat, Nestport Econystems Looystems - And Ten	Established hardware wholesale retail formings	Luminance Brands	U.S. Miltony SmartHome Pros Employee Installes	HomeAdvisor acquired: Angle's List Homedy HomeStans Instalans Instalans Instalans Instalans MyHommer Traveaus Werkspot CraftJack mHelpDesk	Interior Designer Influences - TARGET WOMEN Bit + Co Apostment Therapy Marier Cosis Retiner/29 Acquired by IKEA 2017	Facult of the Controller manufactures are working with major of pollutions to ensure as much compatibility as possible (as well as a coss promotion). Amazor is the anyle or participity with home development of the controller of the fact fund of the key. Only affected in finited areas.	SaySo can leverage l'alespinit XI technology de trub human serre libe a poed chaice) bi develog a couclerge service le he lap consumers design o Smart Home solvison and guide hem through Install. » Features might include device identification had valued hemogan installation how to estad, will signal defection to determine placement and helps with them through connecting to the will in a security minded way.	
Key Activities	Provide consulting services to design smart home solutions. Sell Amazon products for the loT solutions. Sell and execute installation of smart home products purchased where available.	Hardware sales only through retail and online channels.	Direct hardware partnerships, with urban and enterpixe infrastructure systems Xfinity Home App, TV is the control panel for the consumer.	Set devices Provide aftersale service through Geek Squad.	Smart Home Device Control - first to market with agnostic device	Home security package and installation with human customer service	Electrical, handyman, HVAC, Carpet Cleaning, Landscaping, Pest Control, Painting, Plumbing Documentation activities, international markets	Interior Design Installation Services Mounting & Installation, Moving & Packing, Fumiture Assembly, Home Improvement, General Handyman, Heavy Liffing, Shopping, Cleaning, Parties & Events	Amazon, Best Buy and Xfinity are the companies that offer company employed or contracted technicians to help set up loll in your home. Amazon, Google, Xfinity and Atmos looking to		
Key Resources	Amazon ecosystem of products, smart home consultants and full time installation employees where available.	Own the most used search engine resulting in their products getting highlighted.	Potential to corner the communication infrastructure protocols for lot devices.	People can see the devices in the store and ask questions of live person.	> Harware Design + Development > Integration of software > Limited installation support	Humans, Hardware, First to Market	Investor networks of the Advisory Board	Social Media Influencers, Distributed Communities	Available () sodies a stalling and a vinas subsetly to control who had no maked to a control to a con- control who had no maked to a con- innovative move by Amazon to get Smart Home installation certain in the residential supply chain (rather than just retroll); similar to pre- intalla of security systems: Opportunity to partner with ALL other		
Cost Model	Solaries for consultants and installers Opportunity costs in maintaining relationships with builders for built in Arnazon Smart Home. Insurance to cover liability for any potential home damage by installers.	s. N/A	Initial and continuing engineering software for TV interface. Certifying product compatability with Xinity controller. Training technicians on how to hook up Xinity control to uses aready installed lof devices.	Purchasing and maintaining inventory of devices for direct sales. Maintaining and training staff to install and troubleshoot the Smart Home devices	Hardware COGS Manufacturing Salaries and Overhead	Subscription \$39.99/mo includes hardware kit Service pays for hardware and in- person consult in Tyr	\$29/year subscription for accountability of service & reviews	"Tasken" choose their rates 1) Register online 2) Attend into session 3) Start Tasking 15% Service fee	development and them, some property of the control		Key Question: Is there sufficies among the priority segments knowledge- and experience offering®
alue Proposition	[2] FOR CUSTOMERS Upfront pricing for entire system. Knowledge that employee installers have had background checks and are trained in the installation of these specific devices.	N/A	FOR ENTERPREE Hardware, software, knowledge guidance for directed innovation go-to-market FOR CONSUMERS One interface for IV, internet and lof suppart, if users add lof control to subscription technician will help them get setup.		One device can talk to any lot device across five different communication protocols. Expected to be completely plug and play assistant no matter what lot devices are in the house. Only controller to support app, voice, gesture, and touch interface.	Only Differentiator from ADT Pulse security is the hardware tablet pans	"When I had a problem with el a service provider, Angie stuck up for me" Those who report on Angie's List have helped me make informed, logical, educated decisions."	1) Describe Your Task 2) Choose Your Tasker 3) Gefit done	Almos is the only company to offer controler that will tak over oil protocok to make device discovery easy for endures (if they ship).	SoySo has a unique value proposition focused on knowledge, imparticulty and title-cycle stationarities to help outcomes tind the best presented solution in a crowded and growing landscape of famal frome innovations. > \$oySo is a scanding outsomer options while most competitors are seeking to explicitly limit curvolmer options (to a stagle family of devices).	
Customer Segments (or key locations)	Affluent Suburbanites in at least 8 states currently.	Tech soavy consumers who can integrate system themselves	Current and new cable customers in supported cities: Philadelphia, Chicago, San francisco, Atlanta, Baltimore, Baston, Denver, Detroit, Indianopolis, Miarrii, Minneapolis/Shaul, Osikand, Pitthsuran, Seattle. > Direct marketing to existing cable and broadboard customers.		Global sales via internet order (but only English interface to start)	USA - nationwide coverage Acting similar to Comcast	[3] New York, Houston, Chicago, Indianapolis, Boston, Atlanta, Cincinati, Los Angeles, Dallas, Pitsburgh, Winneapolis, Los	Ann Arbor, MI; Atlanta, GA; Austin, TX; Ballimare, MD; Birmingham, UK; Boston, MA; Bistol, UK; Charlotte, NC; Chicago, L; Cincinnati, OH; Cleveland, OH; Columbus, OH; Dallas, TX; Denver, CO; Celaria, MA; Columbus, CH; Columbus, CH; Columbus, CH; Chicago, CH; Chicago, Chica	Almost all services start with major metropolitan areas due to the generally early adoption and more advantageous conditions to scale the service		
Channels	Amazon.com Partner realestate developers	Web Search Retailers (BestBuy, Staples, etc.)	> Television and print advertising		Website Kickstarter	Web Search "Home Security Solution" ADT likely spending more but both	Website, Islings, search	Web search & App	Most SH service companies are looking to sell their afferings to customers within existing channels	SaySo does not have the benefit of existing channels and will need of "pick off" customers that already exist within the channels of major competitors (e.g. Amazon Prime)	
Customer Relationships	[5] Personal assistance over phone and in person.	Online store Authorized Retailers	Upgrades for current customers Human to Human - talk on phone, schedule call, appointment with technician.		None yel	On-call consult & Quote On-call come to a final decision on-call come to a final decision on-call service on-	Search littings, click to hire Real Results, Real People Background Checks Phone Support Angle's Guarantees*	Easy app management & scheduling	in general the established competition are not seeking to establish new type of customer reblicarships, but to estend the current reblicarships, but to estend the current reblicarships to Smart Home services. For almost all competition Smart Home service is only an enabler for application of their core capability within the Smart Home space (e.g., hardwere).	SaySo is proposing a new, primarily knowledge-based relationship with the	Key Question: How much are to pay a premium primarily for relationship as a concierge -l
Revenue Streams	[1] Sale of Amazon branded hardware in the solution Service fees in design consultation and home installation.	Gaagle device sales Long-term subscription fees	loT Enabling Subscriptions for broadband customers. Possible licensing of IoT devices to ride on their communications infrastructure.	> most revenue comes from sale of hardware devices > Limited revenue Geek Squad labor	Device Sales Online	Subscription customer service	Freemium > Pay subscription for human consulting & service	15% of service fee	Sale of devices is the number one activity of all of the companies involved. The installation services act almost completely as the differentiators and enables for expanded sales.	Primary revenue stream is service charges	
Additional Business Model Info	Amazon counting on consulting service to drive hardware sales. Customes more likely to purchase electronics products WIIH service option	No indication of entering the service side of the IoT market soon.			Not sue how this a different than a voice assistant through mobile or or home hub (Google, Amazon, and Apple have them)	Wiki/website a disfunctional Why does It exist? Clear need for quastance and Vivinit can't handle the customer sevice demand despite \$\$\$Mir evenues ADI seems to be higher quality service and comparable price poin [1]		Taskitchsill for good - conate protion of service electron for service protion of service (#4) Launched 2008, Angel \$25K, Seed \$1.KJ, Seed \$85K, I tola \$37.5M, funding, acquired by KEA \$117		Easting: Title by Area: **HAMEWARE** (Dright) Demonstrated ability of major competition to quickly replaced encounter includes a quickly replaced encounter includes an extension of the content of the	
References	[1] https://www.lhestreet.com/story/ [2] https://go.amazonhomesevices. [3] https://www.amazon.com/sikh= [4] https://www.amazon.com/b/ref-	/ https://www.businessinsider.com .c. 2 https://obc.syz/investor/static/p .m 3 https://support.google.com/goo 4 https://www.modistream.com/o .c. 5 https://www.wodistream.com/o .t. 6 https://www.google.com/search	/g [1] https://www.mulfichannel.com/r d [2] https://www.globenewswire.com g] [3].https://www.forbgs.com/sites/gre m/news/dudy-google-to-dominate-loc	news/comcast launches tol. titali ventu Vinews release/2018/05/03/1494427/0/ ratspeculations/2018/12/04/what-are- sal search ad. markel/52/2010/	[1] https://www.zdnet.com/article/s [2] https://www.asmag.com/showps [3] https://www.lfewie.com/best-sm [4] https://www.startengine.com/atr	n [1] https://www.adtsecurity.com/ad ad/27272.csps art-frubs-4140443 nas		[1] https://www.owler.com/company/lask .nel/skscks/charts/ANG//ang-horneservice m/fag/how-does-anges-lat-make-money/	abbit [1] https://www.wordstream.com/blog/ws/2012/01/ /finan [2] https://www.investopedia.com/tech/how-much	25/whi[1] https://reason.com/2019/04/30/labor-depa n-can-{[2] https://trends.google.com/frends/explore?d	[]] https://www.amazon.com atentaday%205-y&geanUS&c

2 | Smart Home Service Design Blueprint

SAYSO SERVICE DESIGN BLUEPRINT

USER JOURNEY															•			· ·									
JOURNEY STAGES	0 MAR					JLTATION +	ESTIMATIO		2 SOLUTION	DESIGN + VIS	UALIZATION	3 SOLUTIO	N DEVELOP	MENT + SPE	CIFICATION	4 INSTAL	LATION +	HAND-O\	√ER	5 SAYS	O SYSTEM USE		6 AFTER CA	ARE + LON	NG-TERM S	UPPORT	
	promise + need	of an awareness of sn d for Smart Home as a ans to provide desired	Service (SHaaS) su	pport, +		e expert engages din ds = provide advice r SaySa Stories.				n the blanks + turns the ide as the various systems will :	ea into a complete SH work together flawlessly. For experience is created so	fulfill the design conce formal agreement of p costed up + a compre	pt, as well as providing argment terms. At com	pletion of this phase the costs - including design	oustomer review and se entire project is		install SH hardware storner fully undenta				rendent use of the installed sy ures to address immediate an erences.		A competent smart has issues, fixes or updates t			enance contracts	for any critic
KEY USES ACTIONS	Learn about SaySa + Its value proposition				Initiale contact with SaySa to get Information	teceive an averview of the Sayto capability + user experience from Sayto Representative		tec eine a description of Sayto's capability to address your needs	Receive a description of Sayso's initial concept to address identified needs	Provide additional input to finalize the SoySo SK system design	Receive Sayso's final user- tablated Sit concept to address curlamer seeds	Receive information on hardware agitions to implement the tailored SH concept	Make final hardware decisions	Receive complete system design	Agree to terms + initiate contract		Receive in-person system orientation	input secure information into the system	Recieve vetting + troubleshooting support from the SaySa team	Ese the SaySo Smart Harne solution	Automoted System +	Design tollared reports (system-generated)	Access respondive support + resources to address routine challenged	Access in-person support for significant challenges	Access information on options to expand 1H system capability	Receive ordering of integration suppor	Provide See experies 1 Soyso, fil netw
Action Description	Section or committee section belomedian situal layler as on reconstruction Direct provider	Counterner implicitly scatemanishing fluid they their reseal help in emailine or more their adoption of smart home (DR) technology.	Use of Instructings + socio collect information situal	of mouron to Ethanic updorn.	the places, shall ereal or after residual to whishish street as shad with largin + morior soverview internation on largin copubilities.	Decetive simple, competing a prositional information on longine cospositions a lary leadures	Describe questio menis, priorities, lanks executed, constraints, siminal outcomes + minar information to guide solution design	Exceller sheightforward * occanillate information describing the SI inhabitation * ougs of conceptible social ma- outborner mends with as used withouter	Beceive an engaging a sufficiently plesialest description of English core failured 30 converged to another the plesiant sucknown that the continues convertly a solver visiting to English understanding	correspot + antiditional inputs as consisted to finalize for followed SH	Become shappillaround + accomplish information devariables for St included in + support conveys to salidens outlines remais with a cost extracte	derdission v single daziplan al hardware splane had aliana live solume to sumpore based or patedy ablastes v adeal the must pretered hardware splane.	The continues makes in final defensionalism of the deviates with the deviates to allow his object to the deviate to the solution always.	Receiver a system-design or requirementation plane, to residuale. Experiency of some identificat employments, Earylon system simiges to assistence and a supplementation of materials. Providence comparation, etc.)	Receiver * agree to absolption and * compositional in Englishmen for the sension with oil constituted handware * authorize	Easily identify it solventials in lime for the Earylia beam to install it would the outlinese through the hallored D4 system	through hom a layler	make this or after make interestion maked to consent a submittable solves	Emunica anguiging technical assistance to identify, assem, troublembool and/or aspiration learn with resuly included boylo 3H spilens	the the installed logics 24 system in execute + support outre orders + processes	Der Euryto Indentione to Sections on Installe deresting neue Sections = Section Section Section in processes with Ed dentions section Section Section Section quiters, configuration, durin + onlikely	in Loyfus interface to a develop tailored society and reports to coldens codumen- specific into needs a interest.	Enterior angaging in horses what are remarks beninning considerated in blendly, covers, travialenhood antific requisit an tour selfs midding Englis sprins tour selfs midding Englis sprins	Enceive engaging in some + inquestion besintated availables to identify aroma, broadcleshood ond/for equal architecturity existing Soylia quiters	Access connective information on oxidificated or energing handware, collecter + service options to reprove the custed longlar spilere.	Because support has a li- Septic support has support their election, purchasing receiving a relegiation of address devices an appointifies	chacture and unbisclared to on the Eaglia eagletone
KEY TOUCHPOINTS WITH SAYSO	Security Saylor advertising + summary product in		Saled + resulter information about experiences with Saylor + its value proposition	Find information should beyon through information search			Lepto provide a compating + intuitive intertwee to the potential continue to express that beneal inter-conflicted and march.	Laylo positie on immentre experienze la descrite the general solution concept	Saylo provide an immunive experience to describe the initial failured solution concept	Deough Sopla's compelling a inhalize infection does the patients continue to express their bendination on the initial Soplas Straphen similar comment.	le yla provide un instrucion esperienze la describe the resised » Ensised solution consept	Lay to provide objective subject melter experts to help continue bloodly the land options to provide the desired solution.		Enceive on engagign + investice information to their the fallowed steaps + motivate threating of the purchase		Extension in home interestion with an empaging + hadearthy Exylla installe(s)	Extensive in home information with + individual home on anguging + including Enylo representative	layle mes upod * guided present that ensures constroilly * sale hand log of relates smaller data		Southerly Interest with I	the layle product here on emberg upon senior	on of the layle product *		Provide a blendly * lumine presence of help years with shallenges			Description of the control of the co
KEY OPPORTUNITIES			networks among key outlaner groups to looked brand impage *		coloui internation to fully united and use needs, priviles + other considerations	Namedy shedow lay list sole as a substitute lay list sole as a substitute built golds: I substitute IX substitute lay list substitute sole a substitute i substitute she i increase substitute supstitute substitute supstitute	for adopting 30 technology 31 leverage emerging leach to automate step + increase automate angugament		I Promise audiente regagisteral le Re-prisone i Interdinació in the audiente 2) Berindone lasfatis note en e vore- terado palade for audiente 2) Berindone lasfatis note en e vore- terado "nell guide" for audiente Di tenhenology 3) Loverage reverging besis la audiente de lasfa i internacion audiente audiente audiente audiente de lasfa i internacion audiente audiente audiente audiente de lasfa i internacion audiente audiente de lasfa 1) Loverage reverging besis la audiente de la la audiente de la la audiente de la										Equand the sociames territorily + missionship with the Englis 24 service	Demonstrate intimate	-understanding and translatingly of scalars design had least to placeural user equation	er reenis Brough inlulive roen		laterally common to use, or challenges of minimum transpluregular design spotiales			1 Colors informal information property of property of 2 product plantages to their require articles for
CHALLENGE			Equipment is relatively rank technology I why provide tupped is needed			Effectively preced all the solered relumeation for such once requires to surfaces precess + teel fully of second.		Ellectually present all the salest information for outlands require, to continue process + leet (uty informati			Ellectively parsent of the solved information the conforme majories to conforme passes + find July informed					Breating the customer less the indulation trave a blendy, hudwardly a professional		Need to recourse continues that their information is being transited safety + is real compromised.			Drambigated spiles were or user auto-						
SYSTEMS (Technology, etc.)			Social media precesse Solly sharolide ellumoden on use Sellmonials in positive experience with Saylia Service Squelence	Online presence (selected than tenuty upp			Initialize alleviare appr front walks free-undorses the co mouthed expenience to study information remained to limited the initial cornergy.		Increase Bushellon of the exhibition * supportunized Putertial opportunity to apply VE												Initialize infestione + mediument for straigly program near Al evolution or forces + procession						
METRICS / DATA																											

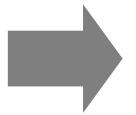
			0 MAI			1 CONS	ULTATION	+ ESTIMATI	ON	2 SOLUTION	DESIGN + VI	SUALIZATION	3 SOLUTIC	N DEVELOR	MENT + SPE	CIFICATION	4 INSTA	LLATION +	HAND-O	√ER	5 SAYS	O SYSTEM	M USE		6 AFTER C	ARE + LON	NG-TERM SI	UPPORT	
			Lean about			Initiate contact with				Receive a description of	Provide additional legal to finalize the SoySo SK system	Receive SaySa's final user-	Receive information on	Make fact bookers	Paralisa completa	Acres to terms a lollinte	Constitute a securit	. Barata irraeno	input secure	Becieve vetting -	the the Soylo	Siteblish Automoted SH System Actions + Processes	Manage SH	Design tailored	Accessinguisting	Access in-person	Access information	Par aba certarios	, Provi
	REQUIREMENTS	ATTRECTS DESCRIPTION	Receive ar conse some information about Taylo or on terminative DhaoL provides	Solvenskripe that they Siely need help to enable	provides Due of Instructions of Especial States of Instructions for confined information situat Ehand, uptions,	Description and second	The Soy to capability over a speciality of the Soy to self-active Soy	a December contribution		address identified needs	Provide femiliosis on the initial concept + additional injuries or commissi to finaler the talkows 24	oddess cutlomer seeds	hardware aptans to implement the followed SH concept a devillation is imple disciplion of hardware splines that allows the solution to surrouse travel includes to surrouse travel in your probabilities in dead to make another to their the time was another to their	Make final hardware decisions. Dor surfamer males, a Ireal determination of the devision wither hardware in include in the subdistrainty.	Section a splinn design * replanestation plan, to related Europeany of user-	Encetor + agree to shaightforward + companismous Englis Imma for the sension with oil conscioled hardware +	Souly identify + unhealule is lime for the Saylis hear to imbid + units the	Secretar a practical, use to Stendy + complete in home St colern soils.	I Provide postanosis, condentado, or other conditive information requient to convent + collection in collect	Decision engaging Sectroical assistance to lateritis, course.	Son the installed Sopto SK spilentia monute + support	Use Laylor interface to deserting new real-resided authors *	Access on intelline Soylio intelligent to viscolar the consent hardy		What are remain believed and broke to blendly, some, tools believed another report on tools with resident Looks sorters	Challenges Decision anguiging in turner's impanted institutional authorizer to	information on solid formal or emerging handware, software is service applica- to improve the opened	exposed frost selection,	The Doore In Sharehold Seather Seather Seather
eneral	Competing Branding - Messaging	ellomotion communicating Sayta's trudworthy, transitive, customer faculed souther Siz enail to the Section Size (Section Size	+		+	+	+						aptions.		(handware components, etc.) + Installation plans			with the tabored laylic spiness + th contrast					data - autoby			mining layle spaces			
eneral	Innovative + Creative Offering	Soyto combined product + service offering presents on snovotive + noveluse of energing bioth that generates outcome interest + satisfaction.	+			+			+																				
eneral	Socially Engaged + Enabled	the SoySo brand, profilers + service concept enoble + encourage brand awareness with + between was though social/steraction	+			+														+									ä
neral	Value-Added Information on Imad Name Tech	Provide practical system-agnostic into resources to describe the evolving tech, copositive, uses + appointed or cosociated with snort home technology.	+			+				+		+	+					+		+									П
neral	Precisi al Information on Sayto Copulation	A coor set of information to help the potential customer determine their needs + how toylo addresses them	+			+	+		+	+		+	+		+			+		+	+				+	+	+	+	
neral	Proclical Process to Mendly + Jaseus Customer Specific Steeds							+		+			+	+			+		+										
nenal	Allerdolle	Provides a set of service pockages + payment agricus to enable poorly groups to get 34-box of or officiable price (based on their budget + price enablish).	+				+		+	+		+	+		+	+					+			+			+		I
iral	Simplistic	Provides customes a single + intuitive understanding of the tall technology, its benefit + the volucitie service to do provides	+						+	+		+	+		+	+		+		+	+	+	+	+			+		ã
neral	Customizable * Dynamic System	Soyto software allows for the customer to easily educate + refre-system configurations / components based on evolving needs +	+						+	+		+	+					+		+							+		
СВ	bromersine System Visualization	Ability to present the proposed or actual thruston in the customer specific environment							+	+	+	+	+		+		+						+						
58	Engaging Consultation Service Experience	Provide ou domers or engaging interactions with sayso sense + the SH Nichroday that leads to a pattine perception of the brand; size, Educate, sauce.				+				+	+	+	+	+				+		+					+	+	+	+	ı
ce	Customer Effecycle Betallunship Management	Pleasant, engaging + tinovietageable interaction to internities; outcomer considerations + align toylo resources to customer needs.				+				+	+	+	+	+	+	+	+	+		+									
ce	Safetying Installation Service Experience	Provide ou domest on engaging interaction with soylo senice • the 34 technology that leads to a positive perception of the braind.															+		+	+								+	4
00	Tale + Assuring Indulation Service Experience	Provide our domers or engaging interaction with Soydo service + the 3H technology that provides the perception + reality of safety.															+	+	+	+								+	4
ice	Engaging Fraduct + Service Experience	Customer perception of effectiveness + fulfilling outcomes from using the Soyto system + services. A conductabled clear + teroph-enforcable.																+	+	+	+	+	+	+					Д
28	Sheighflorward System + Service Agreement	document that desolbes servicentified requirement, bayto sydem design to address requirements, but of material (handware components etc.) = instation plan.													+	+		+											ı
rane	Software Computability / Interoperability	Soylo software above for empire ad other, configuration, use + management of data from vide range of available fit devices	++										+	+			+					+	+			+			ı
rane		Direct inheritore posses, phone, voice, etc.) with the soylor system that clearly depicts, decides, reports status of and allows modifications to the customers, balance adultor.				+				+		+	+	+				+		+	+		+	+			+		
ane	Secure Handling of Sensitive Information	Processe, procedures + copatitities that customer sendine internation is not example with or reposed to tilk of companies by a tayto-employee or any other pessor.	+						+			+	+	+			+	+	+		+		+				+		ı
rane	Software System Reliability	The tolored SH system performs as intended consists with New erast, saves or motivactions.	4										+	+						+	+		+	+	+	+			A
dwan	Standarde Computability / Interoperability	Soyson and was a start of a water strain of a strain o											+	+			+			+			+			+	+	+	A
twan	Physical Interaction + Form Factor	Ability for the user to engage with and get desert automes from the unait home system and its specific devices											+	+				+		+	+						+		
rdwan	Radware System Selektity	the tolored till system performs as intended consist with time eros, issues or maturations.																		+	-								



STEP 3 | SHaaS User Personas + Solution Use Cases

Purpose | Provide descriptive and contextual information required for assessment and prioritizations of user groups to address

Outcome | A set of user profiles to solicit feedback required for ##### market assessment and service design.



Affluent Nester 45-64 yrs

Social Climber 25-44 yrs

Urban Dweller 25-34 yrs

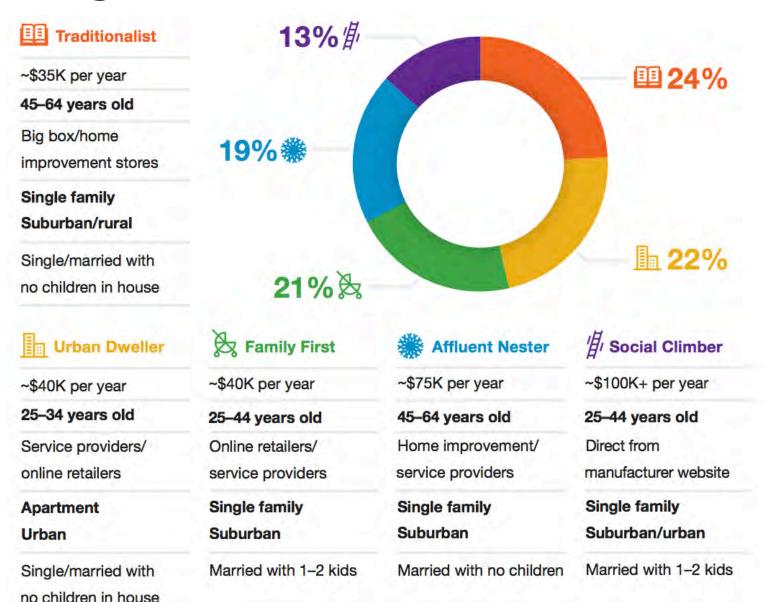
Family First 25-44 yrs

Traditionalist 45-64 yrs

Service Worker



User Segmentation for SHaaS market analysis



Affluent Nester 45-64 yrs

Social Climber 25-44 yrs

Urban Dweller 25-34 yrs

Family First 25-44 yrs

Traditionalist 45-64 yrs

Service Worker



3.1a | User Persona 1: Affluent Nester



AGE	45-64	KIDS	Not at Home	SERVICE PRESENCE	Digital Mobile
INCOME	75K	PRIMARY SHOPPING	Home Improvement	PRIMARY BRAND	Home Depot
GENERATION	Gen X	SECONDARY SHOPPING	Service Providers	SECONDARY BRAND	Apple & Google
MARRIED	Yes	TOP CONCERNS	 Value Quality Performance 	SEEK INFORMATION	 Email Online Search Social Reviews

FEELINGS	 Responsible Go-Getters Shrewd, Practical, Cynical Feel Made Mistakes with Kids & Tech
WHAT THEY BUY	 Primary: Food & Beverage Secondary: Apparel & Footwear, Personal Care, Household Care Luxury Product, travel, food, wine

Reward Loyalty Through Email Appear as industry expert, product rutorials, practical advice Like free delivery, coupons, discounts, easy returns, reviews, loyalty points
cutorials, practical advice Like free delivery, coupons, discounts, easy returns, reviews, loyalty points
returns, reviews, loyalty points
Receptive to traditional marketing
like to plan
Most Educated
Spend the Most: Make purchasing decisions for Boomers & Gen Z
Seeking to stand out, express individuality
Facebook & YouTube Primary Social Networks

Affluent Nester 45-64 yrs

Social Climber 25-44 yrs

Urban
Dweller
25-34 yrs

Family First 25-44 yrs

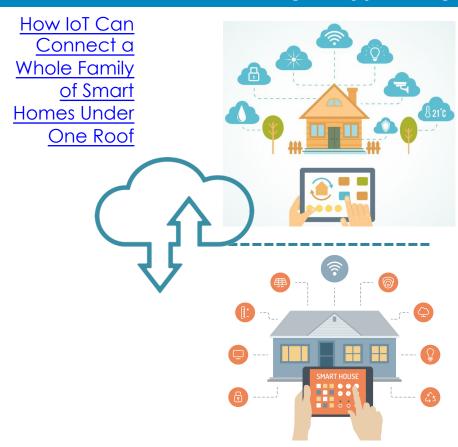
Traditionalist 45-64 yrs

Gig Service Worker

3.1b | ShaaS Use Case 1: Trustworthy + Complete

	SOLUTION	Smooth online experience that enables planning, comparison shopping, social	TRL 7 TRL 8					
	DESCRIPTION	reviews, live-communication, and video demonstrations	TRL 9					
	USER(S)	Affluent Nesters, Extended Fan	nily					
CASE	SERVICE TASKS EXECUTED	 Worker Service Tasks Serve as the expert for informative, on-demand Q&A Provide luxury offering = well dressed, timely, engaging inperson service 						
USEC	ORGANIZING STRUCTURE (BUSINESS MODEL)	Online "smart family" systems planning tools and distributed in selector, video educational co						
	OPERATING ENVIRONMENT	Larger suburban and/or remote homes, older infrastructure, me network and retrofit may be necessary						

EXAMPLE ILLUSTRATIONS (w/ hyperlink)



Affluent Nester 45-64 yrs

Social Climber 25-44 yrs

Urban Dweller 25-34 yrs

Family First 25-44 yrs

Traditionalist 45-64 yrs

Gig Service Worker

VITFR

KEY VALUE /
IMPLICATIONS FOR
#####

Complete family IoT systems planning and management, luxury product & on-demand, communicative service offering.

3.2a | User Persona 2: Social Climber



AGE	25-44	KIDS	Yes	SERVICE PRESENCE	Digital Mobile
INCOME	100K	PRIMARY SHOPPING	Direct from Manufacturer	PRIMARY BRAND	Intel
GENERATION	Millennials (Gen Y)	SECONDARY SHOPPING		SECONDARY BRAND	Apple & Google
MARRIED	Yes	TOP CONCERNS	 Quality Experience Value 	SEEK INFORMATION	 Social Reviews Physical Stores Numb to Online Ads

Affluent Nester 45-64 yrs Social Climber 25-44 yrs

> Urban Dweller 25-34 yrs

Family First 25-44 yrs

Traditionalist 45-64 vrs

Gig Service Worker

> Confident, Optimistic > Perceive selves as price conscious, frugal, deal seeking... but still make unplanned **FEELINGS** purchases > Discerning Achievers ➤ Health Conscious ➤ Worry About Data Online > Environmentally friendly, green, organic **WHAT** > Seeking authentic experiences **THEY BUY** vs. tangible products > Customizable, Services

APPROACH	 Don't care about brands Like to Plan Prefer to try before buy at store - Retailtainment Smooth omnipresent Experience Buy on Smart Phones Understand Tech & Security Concerns
ADDITIONAL NOTES	 Sheltered upbringing, perceived by other generations as entitled & pampered Instagram Primary Social Network Happiest in cities and can afford to stay

3.2b | SHaaS Use Case 2: Integrated + Seamless

SOLUTION DESCRIPTION		Smooth Mobile-to-Brick & Mortar Experience that enables planning, comparison shopping, and try-			
		before-buy	TRL 9		
	USER(S)	Social Climber and Kids			
USE CASE	SERVICE TASKS EXECUTED	 Worker Service Tasks In-store direct-from-manufacturer experience representatives Build home system in-store and plan an install date with known rep Service rep is the customer's touch-point, personalized, social service 			
	ORGANIZING STRUCTURE (BUSINESS MODEL)	Pop-up urban service center with product samples to try & compare, manufacturer representatives on-staff (Google and Apple).			
	OPERATING ENVIRONMENT	Apartment/condo & town home tenants push for amenities including, concierge, fitness center, recreational areas, pet care, curated community garden, package room, live/work/play			

EXAMPLE ILLUSTRATIONS (w/ hyperlink)

Amazon Alexa Smart Home Pop-up

Fall 2018



Pop-Up Shop
Layout Tips: How
to Design an
Unforgettable
Experience



Affluent Nester 45-64 yrs

Social Climber 25-44 yrs

Urban Dweller 25-34 yrs

Family First 25-44 yrs

Traditionalist 45-64 vrs

Gig Service Worker

KEY VALUE /
IMPLICATIONS FOR
#####

Personalized, local, social service experience from feature comparison, systems planning, try, to buy, and install.

©Zylter, Inc. 2019

3.3a | User Persona 3: Urban Dweller

48
Supreme

AGE	25-34	KIDS	No	SERVICE Presence	Digital Mobile	
INCOME	40K	PRIMARY SHOPPING	Service Providers	PRIMARY BRAND	Google & Apple	
GENERATION	Young Millennials (Incoming Gen Z)	SECONDARY SHOPPING	Online Retail	SECONDARY BRAND	Amazon	
MARRIED	No	TOP CONCERNS	 Quality Price Novelty 	SEEK INFORMATION	 Gen X Online/Brand Website Retail Store is Social Activity 	

	25-34 yrs
	Family First 25-44 yrs
	Traditionali 45-64 yrs
′,	Gig Service

Affluent Nester 45-64 yrs

Social Climber 25-44 yrs

Urban Dweller

FEELINGS	 Aspirationalists Expect an experience Want to know feedback is heard Interaction with brand important Perceive selves as sophisticated, want new
WHAT THEY BUY	 Primary: Apparel & Footwear, Personal Care, Household Care, Video Games, Unplanned Tertiary: Food & Beverage

	 Low tolerance for poor experience quality Straightforward, easy to navigate Mixed reality is cool, eager to try new things 	Family I
APPROACH	 things Don't plan spending & spend more than planned Receptive to traditional advertising Participate in online communities – seek relationships 	Traditio
ADDITIONAL NOTES	 Interest in customization, sustainability, innovation, environment-friendly, organic 	Gig Ser Worker

3.3b | SHaaS Use Case 3: Tech-Savvy Gig Help

SOLUTION DESCRIPTION		Event-based, social buzz, buy-with-friends, prestige/branded experience	TRL 7 TRL 8		
		with easy-to-upgrade and try new devices/add-ons	TRL 9		
	USER(S)	Urban Dwellers and Friends			
USE CASE	SERVICE TASKS EXECUTED	Worker Service Tasks - Experience curators - Feedback collectors & responders - Excitement stokers - Community Builders/Reps			
	ORGANIZING STRUCTURE (BUSINESS MODEL)	Pair IoT offerings with local business, social, and environmental initiatives and temporary, tech-heavy, loud, lit, popup events. Pay-now, quick delivery, self-install.			
	OPERATING ENVIRONMENT	High density, urban cores, party			

EXAMPLE ILLUSTRATIONS (w/ hyperlink)

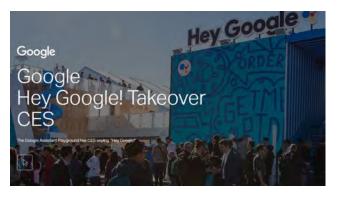
Amazon is placing 25foot Boxes in Major Cities to Get You Excited about Prime Day



Holiday 2018

Google Assistant Playground

CES, 2019



Affluent Nester 45-64 yrs

Social Climber 25-44 yrs

Urban Dweller 25-34 yrs

Family First 25-44 yrs

Traditionalist 45-64 yrs

Gig Service Worker

KEY VALUE /
IMPLICATIONS FOR
#####

Curated, event-based, branded, experiences highlight the latest technologies and encourage temporary, buy-now offering.

3.4a | User Persona 4: Family First

00
(0)00

AGE	25-44	KIDS	Yes	SERVICE Presence	Digital Mobile
INCOME	40K	PRIMARY SHOPPING	Online Retail	PRIMARY BRAND	Amazon
GENERATION	Millennials (Gen Y)	SECONDARY SHOPPING	Service Providers	SECONDARY BRAND	Apple & Google
MARRIED	Yes	TOP CONCERNS	 Quality Value Safety 	SEEK INFORMATION	 Social Reviews Physical Stores Numb to Online Ads

Affluent Nester 45-64 yrs

Social Climber 25-44 yrs

Urban Dweller 25-34 yrs

	 Perceive selves as price conscious, frugal, deal seeking but still make unplanned purchases
	Responsible Go-Getters
FEELINGS	 Most confident with screen-less "family devices" – especially if reduce screen use, must educate kids on tech
	Very weary of connected toys – Germany banned kids smart watches
	Primary: None
WHAT	Secondary: Apparel & Footwear,
THEY BUY	Personal Care, Household, Unplanned
	> Tertiary: Food & Beverage

	 Don't care about brands, Less Planned Prefer to try before buy at store - Retailtainment 		
APPROACH	Smooth omnipresent Experience, Buy on Smart Phones, Instagram Primary Social Network		
	 Gap between rich (discourage tech use for kids) and poor (more mobile as primary computer in schools) 		
ADDITIONAL NOTES	 Sheltered upbringing, perceived by other generations as entitled & pampered 		
	Moving to suburbs by necessity. Amenities in demand = access to mass transit and walkable neighborhoods in proximity to shopping and entertainment		

Family First 25-44 yrs

Traditionalist 45-64 yrs

Gig Service Worker

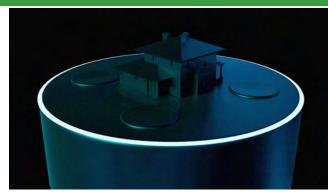
3.4b | SHaaS Use Case 4: Friendly + Trustworthy

SOLUTION DESCRIPTION		Smooth Mobile-to-Brick & Mortar Experience with, complete home system package, try-before-buy, safety priority		
	USER(S)	Family First, Kids, and Relatives		
USE CASE	SERVICE TASKS EXECUTED	 Worker Service Tasks Pick (scan QR) a home system instore and select from install date options through app Virtual service, conversational Q&A App-scheduled install from licensed, trusted, local provider 		
	ORGANIZING STRUCTURE (BUSINESS MODEL)	Grocery access and "junior box" is the primary growth driver for suburban shopping cores. End-cap complete system selector display, examples of tech to touch & engage with children.		
	OPERATING ENVIRONMENT	Live/Work/Play planned community w tiered large-family to town homes with plenty of green space, friendly neighbors, SUVs, and trendy decor		

EXAMPLE ILLUSTRATIONS (w/ hyperlink)

Amazon Alexa Housing Partnership w/ Lennar

> Spring 2019



*

63%

willing to download a retailer or loyalty app



65%

willing to use a w self-checkout to



66%

willing to log in to store wi-fi to receive info or offers



70%

willing to use handheld scanners as they shop

Why Grocery Stores are Adding IoT to the Shopping List

KEY VALUE /
IMPLICATIONS FOR
#####

Efficient, planned package selection, with timely Q&A, and scheduled install from licensed, local provider

Affluent Nester 45-64 yrs

Social Climber 25-44 yrs

Urban Dweller 25-34 yrs

Family First 25-44 yrs

Traditionalist 45-64 yrs

Gig Service Worker

3.5a | User Persona 5: Traditionalist



AGE	45-64	KIDS	Not at Home	SERVICE Presence	Physical Desktop
INCOME	35K	PRIMARY SHOPPING	Big Box	PRIMARY BRAND	Walmart & Costco
GENERATION	Gen X	SECONDARY SHOPPING	Home Improvement	SECONDARY Brand	Home Depot
MARRIED	Yes	TOP CONCERNS	 Price Price Price 	SEEK INFORMATION	 Traditional Media Don't enjoy online shopping Not engaged on social media

Affluent Nester 45-64 yrs

Social Climber 25-44 yrs

Urban Dweller 25-34 yrs

Family First 25-44 yrs

FEELINGS	 Pragmatists, frugal Not enthusiastic, conservative, consistent, complacent with the status quo
WHAT THEY BUY	Store Brands

APPROACH	Least buying power, living on tight budgetLike to plan
ADDITIONAL NOTES	Least interested in innovation, personalization, health, sustainability, environment- friendly, organic

Traditionalist 45-64 yrs

Gig Service Worker

3.5b | SHaaS Use Case: Simple + Secure Support

SOLUTION DESCRIPTION		Big-box store end cap, value- based selection, money saving, buy now and plug-in or turn on to save	TRL 7 TRL 8 TRL 9			
	USER(S)	Traditionalists				
USE CASE	SERVICE TASKS EXECUTED	Worker Service Tasks - Free offers entice/keep attention - Straightforward, honest answers - Emphasize savings/value-add				
	ORGANIZING STRUCTURE (BUSINESS MODEL)	Trained retailer/store-branded employee, offer least expensive, easy-to-self-install products don't require new infrastructure to save customers money (ex. outlet energy monitors), give-away with purchase				
	OPERATING ENVIRONMENT	Outer suburbs or rural, old infrastructure, spotty internet, target towns investing in decentralized energy/information infrastructure				

EXAMPLE ILLUSTRATIONS (w/hyperlink)

Internet of Things
America



How Co-Ops Are Bringing Solar Power to Rural America



Affluent Nester 45-64 yrs

Social Climber 25-44 yrs

Urban Dweller 25-34 yrs

Family First 25-44 yrs

Traditionalist 45-64 yrs

Gig Service Worker

Uninterested buyers need to know that their purchase will save them money, and they don't want to spend to do so.

KEY VALUE /
IMPLICATIONS FOR
#####

©Zylter, Inc. 2019

3.6a | User Persona 6: Gig Service Worker



AGE	25-34	KIDS	No	SERVICE Presence	Digital Mobile
INCOME	38K				
GENERATION	Young Millennials (Incoming Gen Z)				
MARRIED	No	TOP CONCERNS	 Insufficient Pay Healthcare Career Advancement 		

OP CERNS	1. 2. 3.	Insufficient Pay Healthcare Career Advancement		
			If seeking high market pay	quality work – offer fair

FEELINGS

- > Feel work harder for income than those in traditional jobs – must run all aspects of business alone, more weight on mistakes
- > Finding work in chosen field is challenging, multi-skilled by necessity, "just a job", don't care, lack of career path, feel stuck, lack of resources for training
- > High anxiety about money, lack of benefits, insurance, disability, sickness
- > Dependable, enthusiastic, selfdisciplined, extraverted, open to new experiences

APPROACH	 If seeking high quality work – offer fair market pay Leverage workers as creative way to add value, not cut costs, engage workers in company culture Provide project-based opportunities for incremental skill growth Why Employees Leave: Avoid last-minute, short-term, long hours, unreasonable deadlines Building a Business More likely to break rules, emotional agility, work hard
ADDITIONAL	 Primary job more likely to be Men, Hispanic, and African American Secondary job more likely to be women
NOTES	 More likely supported by partner or have housemate

Affluent Nester 45-64 yrs

Social Climber 25-44 yrs

Urban Dweller 25-34 yrs

Family First 25-44 yrs

Traditionalist 45-64 vrs

Gig Service Worker

3.6b | SHaaS Use Case 6: Flexible Gig Workforce

SOLUTION DESCRIPTION		Incentivize quality work with	TRL 7		
		market rates, provide training for clear growth path &	TRL 8		
		loyalty, offer options for benefits & raises	TRL 9		
USE CASE	USER(S)	Young Millennials (Incoming Gen Z)			
	SERVICE TASKS EXECUTED	 Worker Benefits Technical, Sales, & Business Training Discounts/Product Offers as Local Brand Reps/Influencers Benefits Package for Long-term Service & Loyalty Clear growth path with raises 			
	ORGANIZING STRUCTURE (BUSINESS MODEL)	On-demand and scheduled installs, offer preferred working hour and location options at fair market pay.			
	OPERATING ENVIRONMENT	Urban areas with less than 30min travel time (consider gas compensation) to maximize hours.			

EXAMPLE ILLUSTRATIONS (w/ hyperlink)

<u>College</u> <u>Hunks</u> <u>Hauling Junk</u>





Apple Genius Bar



Affluent Nester 45-64 yrs

Social Climber 25-44 yrs

Urban Dweller 25-34 yrs

Family First 25-44 yrs

Traditionalist 45-64 yrs

Gig Service Worker

KEY VALUE /
IMPLICATIONS FOR
#####

Community relationship builders & technical experts for trusted, quality service, installation, and long-term care of IoT systems.

©Zylter, Inc. 2019

Recommended prioritization of personas + use cases for ##### to pursue



Purpose | Prioritize use cases to guide identification of priority features for ##### planning and development

Strategic factors for prioritization of groups for ##### development

	USER GROUP	SHARE OF US MARKET	DISPOSABLE INCOME	COMFORT WITH SMART HOME TECHNOLOGY	WILLINGNESS TO OUTSOURCE SMART HOME SERVICE
	Affluent Nester	19%	HIGH	LOW	MODERATE
	45-64 yrs	1 / /0	півп	LOVV	MODERATE
3	Family First	21%	MODERATE	MODERATE	HIGH
3	25-44 yrs	Z I /0			
2	Social Climber	13%	HIGH	MODERATE	HIGH
	25-44 yrs	10/0			
4	Urban Dweller	22%	LOW	HIGH	MODERATE
	25-34 yrs	ZZ/0	LOVV	111011	MODERAIL
5	Traditionalist	24%	MODERATE	LOW	LOW
	45-64 yrs	∠ 4%			

Additional Information

Smart Home Installation: Journey



1 | FREE CONSULTATION

A smart home expert visits your home to discuss your needs and provides advice on the options available, along with examples from other ####
Stories.



2 | ESTIMATE

From this initial discussion, the entire project is costed up and a comprehensive breakdown of costs – including design, equipment and installation – is presented for your consideration.



3 | DESIGN

Once the basic framework for the smart home is established, the design team fills in the blanks and turns the idea into a reality, ensuring the various systems will work together flawlessly.



4 | VISUALIZATION

For more complex or ambitious projects, a virtual reality experience is created so you can exactly see how your project will look once it is created.



5. | PREPARATION

If the property needs to be wired, all cabling will be prepared, made off into plugs and sockets and tested.

Off-site, all equipment will be prepared for installation.



6. INSTALLATION

Once the property has been plastered and the site is dustfree, all equipment, control systems, TVs, and keypad will be installed.



7. | COMMISSIONING

+ SIGN-OFF

All systems will be programmed and thoroughly tested to ensure they are working perfectly, before the project is signed off and an engineer walks you through how the system works.



8. AFTER CARE

A competent smart home specialist will offer support and maintenance contracts for any critical issues, fixes or updates that might be necessary in future.

Source: Andrew Lucas London



Smart Home Installation: Costs

DIY

Some off-the-shelf elements – such as some wireless smart cameras or Phillips Hue smart bulbs – can be installed piecemeal and controlled by a dedicated app. However, joining these together isn't always easy to achieve and requires further knowledge of home automation.

DIFM (Do it for me)

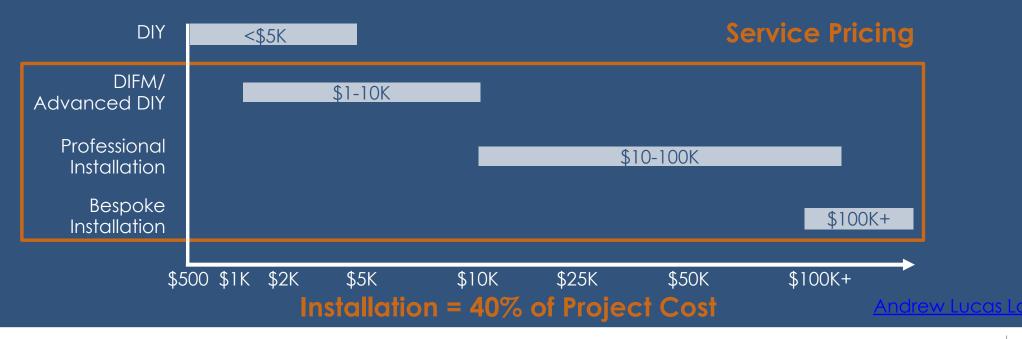
Products such as Fibaro and Qmotion shades could be installed by homeowners, but often is it is better to bring in someone with specialist knowledge to install the system for you.

PROFESSIONAL INSTALLATION

For anything ranging from a fully integrated climate control or a graded smart security system to integrated control of multiple systems, the only feasible option is to bring in a qualified installer to design and install a whole-house system.

BESPOKE INSTALLATION

For properties with unique environmental challenges or specialist technological requirements, choosing a smart home company with extensive experience in crafting unique solutions ensures an installation that remains sensitive to both the construction and interior design.







Matthew Boyer

COO & Co-Founder, Zylter Inc.

W | www.Zylter.com

E | matt@Zylter.com

M | 919.410.5175



