# Weekly Product Review

*Student must fill in all fields to receive full credit*

## **Industry Overview**

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| **Product Name** | *Wipro Next Touch Smart Switchboard* |
| **Company Name** | Wipro |
| **Company Size** | *Large (200,000+ employees globally)* |
| **Industry** | *Smart Home Devices* |
| **Competitor 1** | *Hogar Controls Touch Switchboard* |
| **Competitor 2** | *Schneider Electric Smart Touch Switch* |
| **Porter’s 5 forces** | **Threat of New Entrants**: Moderate  **Bargaining Power of Suppliers**: Moderate  **Bargaining Power of Buyers**: High  **Threat of Substitutes**: Moderate  **Competitive Rivalry**: High |

## **Product Positioning**

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| **Value Proposition** | The Wipro Next Touch Smart Switchboard offers users a sleek, touch-enabled interface to control home lighting and appliances. It operates on Wi-Fi and is compatible with voice assistants, offering both functionality and modern aesthetics for seamless smart home integration. |
| **Target Audience** | Homeowners, interior designers, and tech enthusiasts seeking to automate and modernize their home environment. |
| **Revenue Streams** | Direct sales through retail and online channels, service subscriptions for advanced home automation integrations, and partnerships with homebuilders. |
| **Product Life Cycle Curve** | DRAW the product life cycle curve (must draw to receive full credit)  *May not be a bell curve – consider different shapes for fads, breakthroughs* |
| **Phase of PLC** | The product is in the growth stage, with increasing adoption of smart home technologies fueling its expansion into new markets. |
| **Company Actions** | Wipro has expanded its smart home portfolio with additional integrations for smart assistants (Alexa, Google Home) and partnerships with home automation providers to enhance ecosystem connectivity. |

## **Product Features**

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| **Identify 10 product features**   * **Number all features** * **Star the features needed for a MVP** | **Wi-Fi Connectivity** (MVP feature)  **Touch-based operation** (MVP feature)  **Voice assistant compatibility** (MVP feature)  **Energy monitoring**  **Scene setting options** (MVP feature)  **Overload protection**  **App-based control** (MVP feature)  **Customizable buttons**  **Modern design** (MVP feature)  **Easy installation**What does this app allow you to do as a user? |
| **Choose a feature that matches with a specific audience. What is the User Story for that feature?** | A homeowner who frequently entertains guests can use the scene setting option to create pre-configured lighting atmospheres for different events with the touch of a button, improving the experience for their visitors. |
| **Choose a feature that differentiates this product from the competition.** | The energy monitoring feature allows users to track and optimize their electricity usage, distinguishing Wipro's switchboard from competitors that focus solely on control without offering consumption insights. |
| **Choose a feature that is “nice to have”. If this feature did not exist, what would be the impact to the product lifecycle?** | Customizable buttons are a "nice to have" feature. If omitted, the product would still perform its core function, but losing this feature may reduce the appeal for users seeking a highly personalized experience. |
| **Does this product have multiple SKU’s? Does it make sense given the product category, market size, and company position to have multiple SKU’s?** | Yes, Wipro offers various configurations of its smart switchboards with different button layouts and functionalities (e.g., some include dimmers or fan controls). Given the wide array of use cases and market demand for customization in smart home products, offering multiple SKUs is logical and allows Wipro to cater to a broader customer base. |

## **Product Review & Recommendation**

## Product Review

Read some reviews of the product. Based on these reviews, what are the key areas of improvement that the company should focus on when developing the next generation of this product?

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|  | **Customer Feedback** | **Product Recommendation** |
| 1 | **Enhance installation ease**: Customers suggest that clearer instructions or an easier installation process would improve the overall experience. | **Simplify installation instructions for DIY users** Customer reviews indicate that clearer instructions or simpler installation could attract a broader audience, including those who prefer DIY setups. |
| 2 | **Improve app interface**: While functional, some users feel the app could be more user-friendly. | **Improve app interface usability** The app could be made more intuitive, improving the experience for users who rely on mobile control for their smart home devices. |
| 3 | **Expand voice assistant options**: Some reviews mention that they would appreciate more voice assistant compatibility beyond the current popular options. | **Consider adding support for additional voice assistants** Adding compatibility for additional voice assistants beyond Alexa and Google Home could appeal to a wider market. |