# Customer Segments

## Primary customers are homeowners who enjoy access to timely information.

## Value

# Value Propositions

Provide a remotely customizable and personalizable information kiosk based on a MagicMirror Raspberry Pi device.

Device will provide RSS feeds for news, weather, sports and anything else customer desires.

Can add or change modules as customer desires

# Channels

## Direct sales from website

# Customer Relationships

## Provide updated modules based on customer interests and pop culture

## Provide various themes based on customer interests such as sports

# Revenue Streams

## Subscription based model that applies updates to underlying Raspberry Pi

## Add-on features such as voice-assistant input, presence detection using PIR or similar sensors, integration into Home Assistant

# Key Resources

## Support staff with computer and programming skills such as Debian Linux, working with AWS, Balena cloud or Azure

# Key Activities

## Promotion of devices and add-ons

## Customer feedback for the development and marketing of new modules

# Key Partnerships

## Parts provider for hardware, modules such as Adafruit

## Customer or special interest groups that are willing to provide feedback

# Cost Structure

## Initial hardware outlay for Raspberry Pi equipment, 1920x1080 LCD monitor, one way glass

## Software development cost to create and maintain Docker images, cloud infrastructure

## Marketing of devices