**PRODUCT:** Air Conditioner (AC)

**1.Performance:**

General cooling efficiency.

On most models, the large area cannot provide equal room cooling.

Saves too much of energy.

**Features:**

Only ordinary functions can be achieved through a remote control.

Least compatible with any smart home control.

Bad ventilation.

Design

The designs not suitable for the small and contemporary place.

Outdoors bodies more noisy and not very pretty

**Price:**

Massive varieties across the board, however, the costlier ones in the varieties are still too expensive for middle-class house families.

Customer Experience

Tons of hassle to install;

Heavy on wallet and time-consuming in terms of maintenance.

After-sales service is miserably pathetic in most areas.

**2. Desired State**

**Performance:**

Cooling with an even temperature distribution

Saving electricity bills, energy-efficient models

Cool fast even in extreme heat conditions

**Features:**

ACs that perfectly blend up with voice assistants: Alexa, Google Assistant

Advanced air cleaning via HEPA filter and UV Sterilization

Personalizable cooling modes and hour through a smartphone app

Design

A very sleek, modern minimalist look which suits well to all homes

It uses indoor as well as outdoor units with least noise

**Value:**

Smart AC models that cost less money.

Financing services are readily available.

Environment friendly: Saves lots of money over time

Customer Experience

Customer can request a self-installation and installation.

Applications very easy to keep up with the consumption and scheduled for maintenance.

Good customer care responsive and on time.

**3.Gaps Bridging Strategy**

Energy Efficiency Upgrade

Install with inverter technology

envi-friendly refrigerant

Mobile Application systems for monitoring

Smart Capabilities

Integration with smart home systems

Fresh air filtration ensures fresher air inside

**Design Innovation:**

Design indoor and outdoor units to make it look minimalistic and contemporary

Noise Suppression: The leading-edge technology of sound suppression

Pricing

Mid-range variants with full core smart functionalities

Financing as well as saving from efficiency

Customer Experience

Self-installation guides and installation resources in the application

Cost-effective and proactive maintenance subscription plans

Customer support center is available 24/7 and has better response capabilities.