

TASK-1

Business Model Canvas

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Designed via [AltexSoft BMC Tool](#)

Key Partnerships - 1.IoT Device Manufacturers. - 2.AI Based Technology Providers. - 3.App Developers. - 4.Home Security Camera Providers. - 5.Voice Assistant Technology Providers. - 6.Cloud Service Providers.	Key Activities - 1.Development of mobile app for user control. - 2.Combining the Smart devices with AI technology. - 3.AI should constantly watch and analyze the data from the smart devices and should automatically provide alerts when needed. - 4.Data privacy and security is needed. - 5.Controlling the smart devices with our voice and continuous AI training.	Value Propositions - 1.The integration between AI and IoT make it easier to automate a household. - 2.Real time background monitoring along with instant alerts which helps in improving security by immediately notifying about the threats. - 3..Voice assistants that enables hands free control for smart devices. - 3.Remote access and control using mobile app. - 4.Improving home security using advanced AI technology.	Customer Relationships - 1.Create some tutorial videos to make the customer know about the product. - 2.Mobile application based AI support. - 3.24/7 customer support by chatbots along with customer service. - 3.Regularly updating features and optimizing the performance.	Customer Segments - 1.Company offices. - 2.Politicians and celebrities. - 3.Succesful Entrepreneurs. - 3.For families who need or value security and convenience. - 4.Elderly people who need a easier way to control their homes.
	Key Resources - 1.Cloud Servers for storing the data. - 2.Mobile app and website. - 3.set of rules and regulations for AI for real-time monitoring and security alerts. - 4.Hardware tools like cameras, voice assistants, sensors etc. - 5.Data analytical tools for better performance.			
Cost Structure - 1.Hardware devices costs. - 2.Salaries for the developers, designers, manufacturers, AI engineers. - 3.Customer support and maintenanace. - 4.Integration of AI and IoT systems. - 5.For promoting products or services.			Revenue Streams - 1.One-time hardware sales. - 2.Subcription is required for AI automation services. - 3.Premium features like advanced automation, security etc. - 4.In app purchase or service upgrades like additional devices.	

TASK-2

Welcome to a Smarter Home Experience.

Where technology meets lifestyle
for a smarter tomorrow.



50+

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Your Home.

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Since 2007 We
Started to Innovate

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Transform Your Living Space with Smart Home System



A home automation system will monitor or control home attributes such as lighting, climate, entertainment systems, and appliances. It may also include home security such as access control and alarm systems.

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Security



32.8 kWh
Power usage today

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The Benefits of Partnering with Smazy

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01.

Smart Home Solutions

Simplify your life with intelligent home management.

02.

Smart Home Automation

Experience seamless control of your home at your fingertips.

03.

Easy Control and Accessibility

Manage your home effortlessly from anywhere anytime.

04.

Enhanced Home Security

Enjoy peace of mind with proactive security features.

05.

Seamless Device Integration

Control all your devices effortlessly from one platform.

06.

Support and Updates

Stay connected and secure with continuous support and regular updates.

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4.8 ★★★★★ (320 reviews) [Buy](#)



Smart Abode Smart Lamp \$142.99

4.8 ★★★★★ (320 reviews) [Buy](#)



Smart Abode Lock \$379.99

4.8 ★★★★★ (320 reviews) [Buy](#)

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Dinesh Gorly
Homeowner



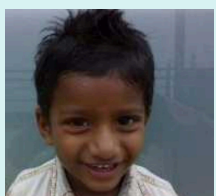
I feel securable and safe in my smart home these smart devices. Me and my family are spending a joyfull and luxurious time in my smart home. I thank the Smart Abode for providing these smart and advanced AI devices.



Raghav Karthik
Homeowner



The smart home system is user friendly and convenient. However, it could improve in connectivity, voice recognition and adding more customization options.



Prem Kumar
Homeowner



The smart home system is fantastic. The devices are working flawlessly and it makes our life so advanced and easier. My highly recommended product.

Smart Abode

Contact

Ph.No:555 333 222

Email:smartadobe@gmail.com

Twitter:smartabode

Facebook:smartabode

Instagram:smartabode



Company

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TASK-3

Background

Customer Persona:

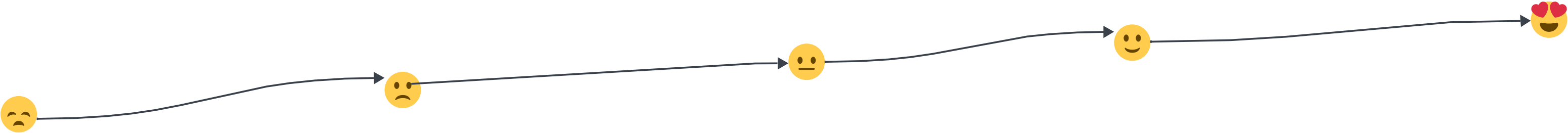
Name:Shisti.Shesha Sai
Age:35

Scenerio:

*Problem:sai went to a long trip with his family and he received a news from his neighbour that robbery has taken place in their area. After listening to this news he worried ans wasn't sure about home security.

*Solution:

so,here we brought our product name "SMARTABODE".It has ai based automation with lot Devices with mobile app control and voice-controlled AI assistant.

	Awareness	Consideration	Purchase	Onboarding	Retention
User actions	Seen an advertisement while scorlling social media.	Browses the website of that product to know about it.	Then decides to buy the product and checkout.	First create an account,then connect with the mobile app	We get an E-mail with a discount coupon for next step of purchase
Touchpoints	Social media ads, blogs, pamphlets, word-of-mouth.	Through website for detail information,demo videos,video tutotials.	By browsing into the website,by selecting the products option.	Onboarding guide on the mobile app, email tutorial.	Lack of ongoing engagement (or) insufficient participation.
Emotions					
Customer needs	We need to understand the benefits of home automation and security features.	Easy to use compare with existing devices.	Easy to install, clear price details, warranty and guaranty details.	Smooth installation of the app and easy to use it.	Where customers can share their feedbacks and experiences.