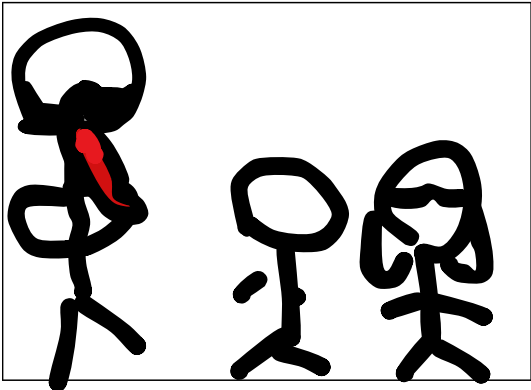


PERSONA Carlos Santos, Walmart Store Associate

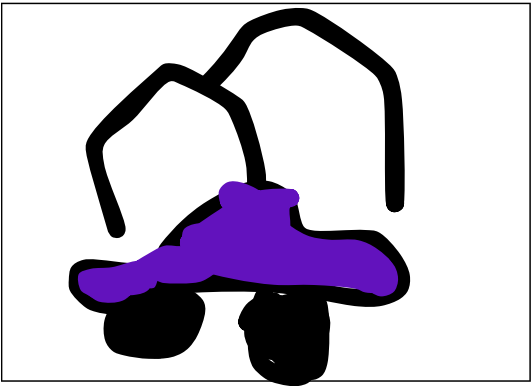
SCENARIO Put a small detachable tracker on keys



Carlos is getting ready to go to work



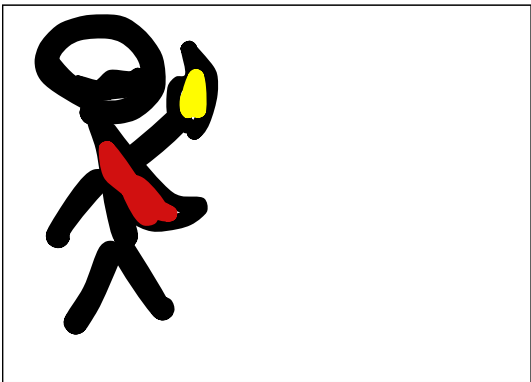
Carlos's children were playing with his keys and lost them



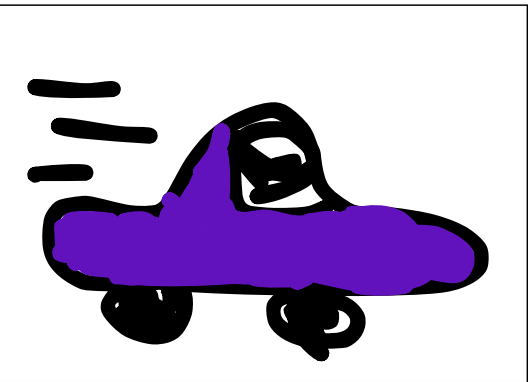
Now Carlos can't drive to work



Carlos remembers he has a chip on his key that can track



Carlos finds his key



Carlos can drive to work now



Mark is on his way to work
hoping for a good day



While stuck in traffic he realizes
that he might have left his key to
get in the buliding but decides to
keep going



As Mark walks up to the
building he then realizes he
really doesnt have his key to
get in



Mark then calls his wife back
home and ask if she sees his
key anywhere in the house



She reminds him that he has a
tracker on his phone for his key



Mark then goes on his app to
track his key and ends up
finding in his car and can now
go into work

Seanario: Make all house keys digital

DIGITAL KEYS



Chelsea is on her way home after a long day at work.



Chelsea arrives at home for some rest



She relizes that she left her key at work



On the phone with her husband telling him that they should get digital key at the neighbors house.



A few days later Chelsea is testing out the new system that they have installed.



Chelsea leaving to go to work using her digital key.