**Future Considerations**

**What features could we add in production?**

* Improve the ergonomics, aesthetics, and the interface of the app.
* This would be very important in production, but we did not put much stock into it in this setting.
* Make it smaller, cheaper, lighter, and above all, **more accurate**, maybe a more silent motor.
* Support for multiple string instruments, such as the bass guitar, ukulele, banjo, violin, cello, and so on…
  + Would need to make the slot for the peg more universal, and allow the software to select between different tunings based on the instrument
* Support for multiple string instruments, such as the bass guitar, ukulele, banjo, violin, cello, and so on…
* Possibly make it work without a phone?
  + Could sell a microphone with the tuner that would attach to the guitar and feed signals to the tuner.
  + This would make it less hands-intensive and easier to use/more portable.
  + Would need a screen/interface on the actual tuner in this case

**How do we compete with other similar products?**

First of all, nobody (to our knowledge!) has support for multiple instruments in their product. On top of this, things that would make this product competitive and successful are global attributes: aesthetics, ergonomics, ease of use, cost, and above all, accuracy and functionality.

The “roadie”©™® would be one of the Guito’s competitors

