

1. Plan Overview

GestureLink Home Solutions™ is a company that makes home solutions for various smart home devices as well as televisions, lights, heaters, and thermostats. The company has released its model named Gestura™ to challenge the field of smart home control. Some of the strategies being considered are a low purchase price, easy setup, and intuitive control.

1.1 Mission

Our mission is to make home living easy even for those who have disabilities that would otherwise limit their control. Our company's values believe that everyone should equally be able to use any device. To achieve this vision, we must safely implement our products. We do rigorous testing to ensure that our products can be used by everyone and to keep our employees safe.

1.2 Objectives

One of our objectives is that we aim to enhance the user experience by streamlining the product design and incorporating user feedback to ensure intuitiveness and ease of use. Another objective is the importance of safety. We plan to implement comprehensive safety protocols, regular training sessions, and monitoring systems to minimize workplace accidents. This fosters a culture of safety and well-being among employees and ensures that our products are high quality.

1.3 Keys to Success

Guaranteeing the success of our line of products relies on several critical factors, including battery longevity, compatibility, accuracy, security, and user-friendliness. Battery longevity is essential to make our devices portable and easy to use. Compatibility with various smart home devices is crucial. Our devices allow users to control many devices with a single controller. Accurate gesture recognition is fundamental. Our standard is that the device will be accurate up to 10 feet away from the camera. Security measures, such as parental controls protect users from unintentional or malicious actions. Additionally, a user-friendly interface with easy navigation and clear feedback is essential. These factors ensure that our products are usable by anybody.

1.4 Competitive Advantage

The competitive advantage of our product is the novel method of wirelessly controlling devices with gestures that allow users to control them easily and intuitively. Other products on the market typically use voice commands; while this is a helpful solution to those who can use these products, this leaves a gap for those who cannot use these methods, such as those with hearing difficulties.

1.5 Target Market

Our target market is directed towards young homeowners who want to enhance their smart home experience or commercial businesses that want to add another accessibility solution to their environment. This demographic also spans those who live in urban areas or suburban neighborhoods where smart home technology is increasingly popular. Our company can only cover a national location as we cannot guarantee compatibility with other products overseas.

1.6 Basic Strategies

Due to the low cost of the current voice command systems, the biggest priority should be keeping a low budget on the production costs of our products. The marketing strategy is to show the customer how intuitive this kind of control can be; this strategy can be done with online video advertising or potential partnerships with infomercial companies. In the future, the company plans to expand by going beyond smart home control and potentially using gesture control for other fields that can benefit from using it, such as the medical field.