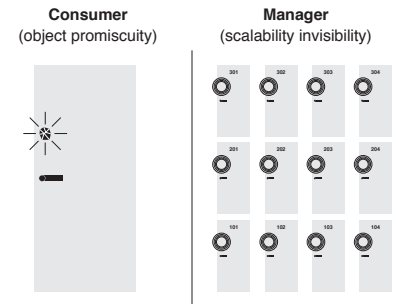


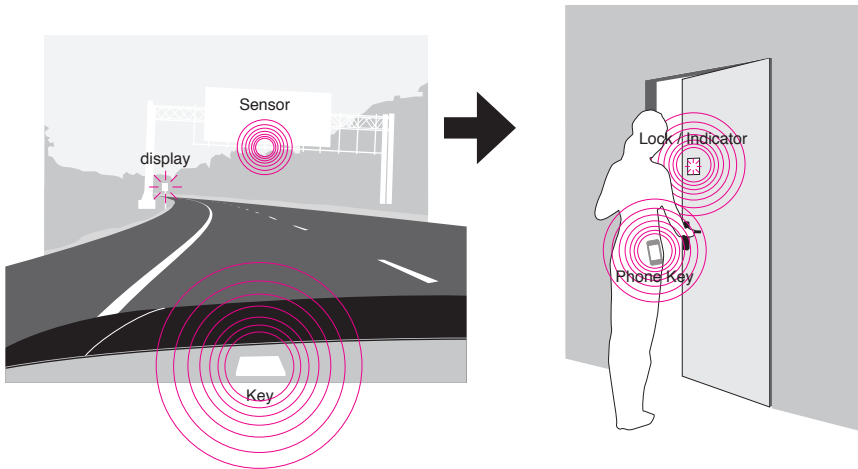
How will the hardware present itself in a consumer scenario versus a management one?



Businesses are trying to eliminate the physical house key. Their core question: "Why are we still caring these pieces of steel in our pocket?"

There are two components to the keyless entry business: the key and the lock. Which one is "\_\_\_\_\_?"

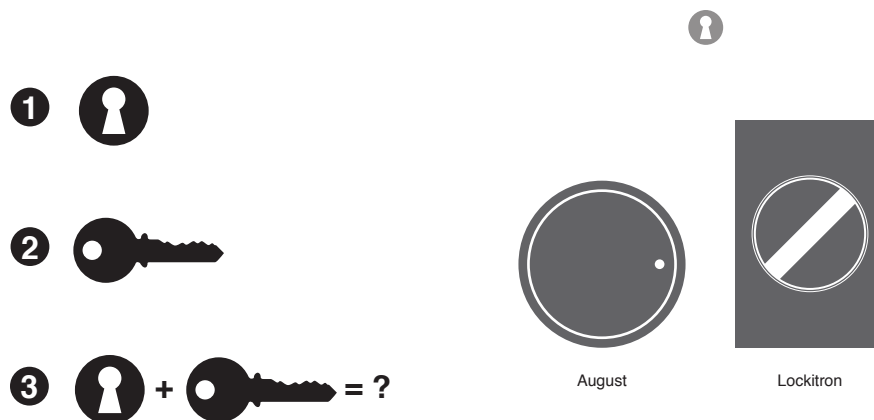
Unlike competitors selling a consumer product (non-invasive door lock hardware), "\_\_\_\_\_" is targeting multi-family residential building managers. The first story is one about novel hardware; the latter story is about infrastructure. One is promiscuous; the other is invisible. The consumer story is excitement about advancement; the "\_\_\_\_\_" one is dense, dependable standardization.



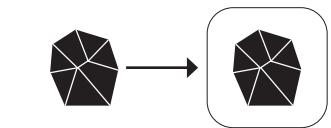
Ubiquitous solutions are like infrastructure. Users depend on it being there and it is. They don't need to seek it out or modify their behavior. Passive roadway toll systems operate this way: the key is hidden in the dashboard, the sensor is not visible and the only interface is the feedback from the payment status display.

"\_\_\_\_\_" is more interested in building an ecosystem and less the novelty of keyless entry. The core motivation is a world where one downloads the "\_\_\_\_\_" app and can begin accessing physical locations/space. With "\_\_\_\_\_", doors open effortlessly.

"\_\_\_\_\_" is doing something tough: selling keyless door infrastructure to businesses (property owners / building managers) but marketing an "EZ Pass" mobile application to tenants. The tenant and manager have two different value perceptions. How can the brand be uniform while relevant to each stakeholder?



promiscuous product application icon strategy



competitor iOS application icon conclusions



There are three basic methods to represent the brand: the key, the lock, and the ecosystem (what the key + lock do).

Most competitors, like Lockitron and August, emphasize their hardware and have light branding. Their hardware is designed to be visible (colorful and sleek) and naturally becomes the brand. Both companies focus on representing the hardware while the software is more in the background, almost as an afterthought.

The physical hardware is also the iconography for the mobile application. A physical object as an app icon impresses that the user will be able to remotely interact with this physical object in some way. The disadvantage of this is that the user will not know exactly what the app will do. And unfortunately (fortunately), "\_\_\_\_\_" does not have the luxury of a physical object becoming the brand.