Competitor research

Customer Requirements	Customer importance rating (1 = low, 5 = high)	Percent of customer importance rating	Quick & easy finger print entry	Video surveillance	App availability	Support infinite users	Remote Key access to multiple users (<=10sec)	Battery Life (<= 3months)	Less Expensive (< $400)	Easy Hardware installation	System log notifi/history	Nest X Yale (A)	August Smart Lock Pro (B)	Lockly secure plus(C)	US
Quick Keyless Entry	5	12%	●				○	○				F	G	F	G
Highly Secured Access &Information Security	5	12%		●			○				●	P	P	F	G
Ease of everyday use	5	12%	●	●	○	○	○	○		△	○	F	F	F	G
Compatibility with iOS and Andriod	4	10%		△	●	△	△				△	G	G	G	G
Support Multiple users	4	10%				●	○					G	F	G	G
Remote Access to Guests	3	8%		○	○	○	●				△	F	F	F	G
Cost Effective	3	8%							●			G	G	F	G
Battery powered	3	8%						●				F	G	G	F
Ease of installation	3	7%								●		G	F	P	G
Activity log of people	2	5%		●	△	△		○			●	F	F	P	G
Importance rating			90	103	62	62	96	63	27	32	67				

Target Values (Technical Attributes)

	Finger print access </= 10 secs	Motion sensing cameras activate within 1 sec of activity	$0 to downlaod Apps	Infinite user support	</= 10 sec	Greater/= to 3 months	Product cost </= $350	Installed within 30 mins	Minimum 15 days of activity log
A	Y	N	Y	N	Y	Y	Y	Y	N
B	Y	N	Y	Y	N	Y	Y	Y	Y
C	Y	N	Y	N	N	Y	Y	N	N
Us	<10sec	Y	$0	Inf	Y	Y	<350	<30MINS	Y

Technical Evaluation of companies