

## 1. Competitive audit goal(s)

Spot competitors (direct and indirect), analyze their strengths and weaknesses in order to define if there is already room for our ideas or if we can create some.

## 2. Who are your key competitors? (Description)

Competitors in the field of Home Automation HUBs are the usual suspects: **Google, Amazon, Apple, Samsung** + an open source platform called **Home Automation**.

They benefit from their leading position, but since the field is quite new for everyone, they still have a long way to go to get to a stable position in the User Experience. A position in which controlling your home digitally is actually more comfortable than doing it with old good physical switches

## 3. What are the type and quality of competitors' products? (Description)

Each of my competitors benefit from the "Private universe effect". Each of them doesn't really charm customers with functions or User Experience, but customers that pick Google are usually those who are already immersed in the Google private Universe and have Phone, PC, watch and services in the Google realm. Same thing for Apple, Amazon or Samsung.

The only competitor who doesn't have a private universe to rely on is Home Assistant that has a huge entry barrier. To use the platform profitably, you need to be quite an expert in IT matters, I'd say you almost need to be a developer.

## 4. How do competitors position themselves in the market? (Description)

My competitors are undoubtedly leaders of their own universe, but the incoming new standard MATTER should define a standard for all the platforms so probably all the universes will merge, giving other players the room they need to bring some innovation.

## 5. How do competitors talk about themselves? (Description)



Well, the private universe doesn't allow users inside it to see what's outside, so each one of the Private Universes' dominators, talks about itself as "the one and only".

### 6. Competitors' strengths (List)

**Google Home:** It benefits from the myriad of Google services integrated with its platform.

**Apple Homekit:** It also benefits very well from the Apple ecosystem, integrating all OSs and all devices with the Homekit platform. Besides it very easy to configure and set-up

**Amazon Alexa:** It's more flexible than other big competitors. It has plenty of small customizations and useful functions that makes it *the most flexible of the non flexibles*

**Samsung SmartThings:** It has a decent UI, well designed and very open to improvements. The Windows app is expanding its abilities to allow users to control their house also from a PC.

**Home Assistant:** It is the most complete and customizable platform on the market. It also has a huge community that provides code, plugins, documentation and tutorials on how to use it.

### 7. Competitors' weaknesses (List)

**Google Home:** it's truly stiff and rigid in the User Experience. Also the Srt-up process is confusing and articulated.

**Apple Homekit:** It needs to incentivize 3rd party manufacturers to expand the compatibility of their devices to the Apple universe.



**Amazon Alexa:** The User Experience can be greatly improved since it doesn't take enough advantage of the potential of the platform. It's quite anonymous.

**Samsung SmartThings:** Also very anonymous, it gives the impression that Samsung does not believe in the expansion of its Home Automation platform. UX is decent but not good, and they are not integrating enough with the Samsung ecosystem.

**Home Assistant:** The platform needs to be made accessible to non developers. Setting up HA is a matter of experts, regular people do not have the skills nor the will to face such a hard task.

### 8. Gaps (List)

No one of the commercial platforms has a truly **customizable dashboard** that should become the hand extension of every person on it's own house.

Every individual that wants to control his/her house needs a high degree of customization of their experience because each of us have different priorities, activities and perception of reality.

None of the platforms in the audit have a sufficient degree of personalization of the control app.

### 9. Opportunities (List)

Design a highly customizable and context-aware dashboard that allows users to make their experience with Home automation really useful and personal.

