Design Strategy

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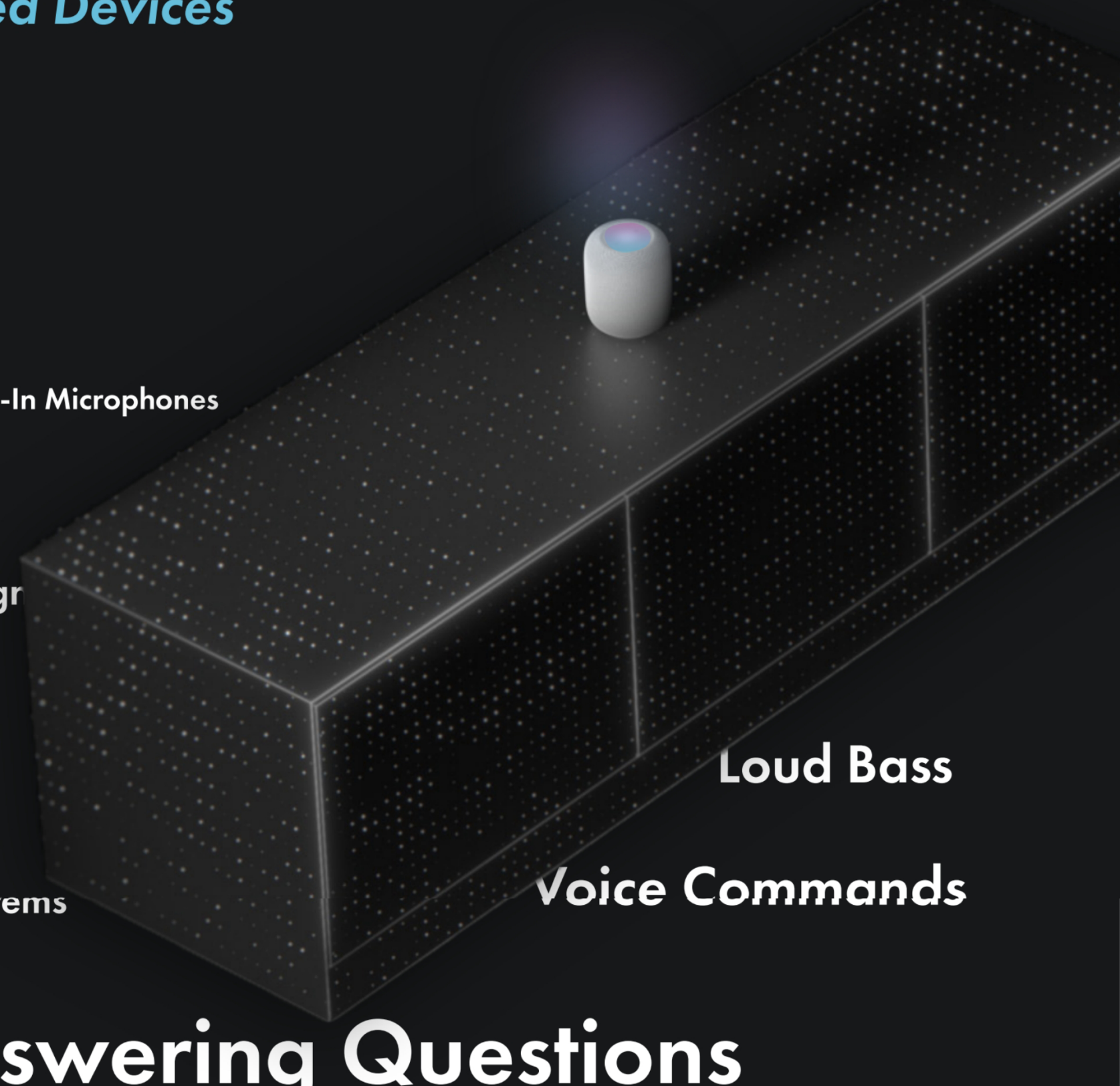
Introduction

Wireless, Voice-Activated Devices

Features



Music

Built-In Microphones

Smart Home Devices

Sleek Design

Light

Weather Updates

Loud Bass

Security Systems

Voice Commands

Thermostats

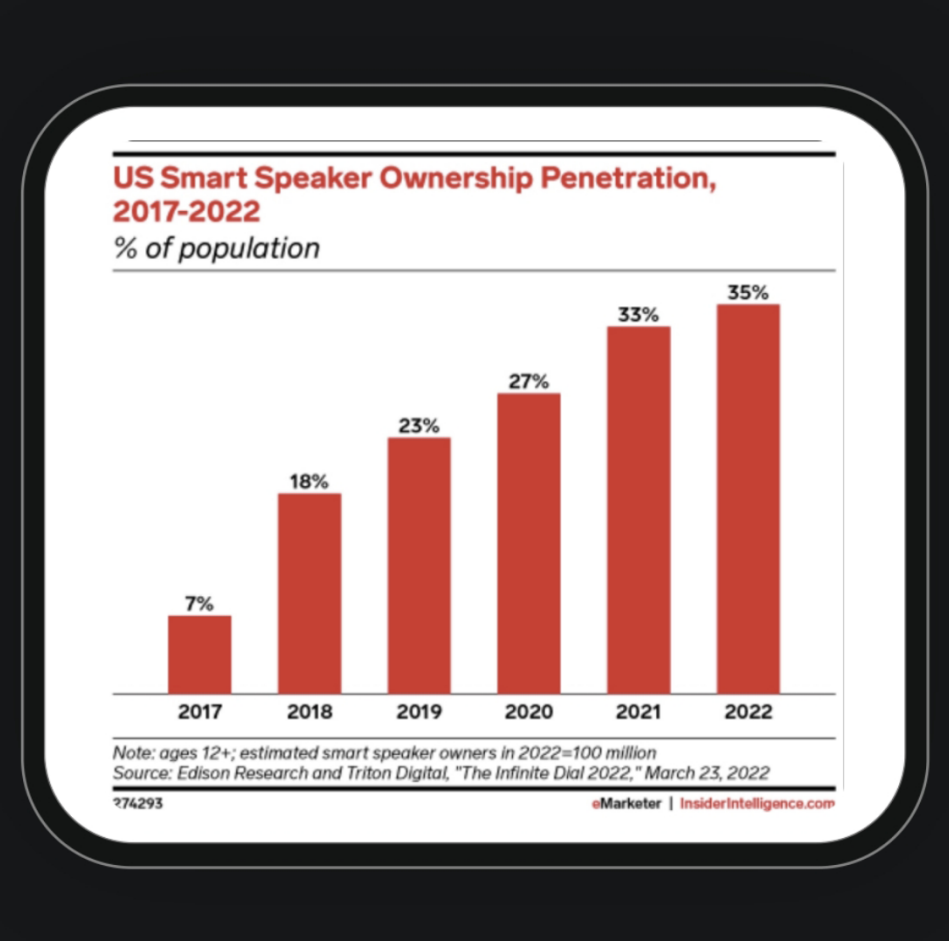
Answering Questions

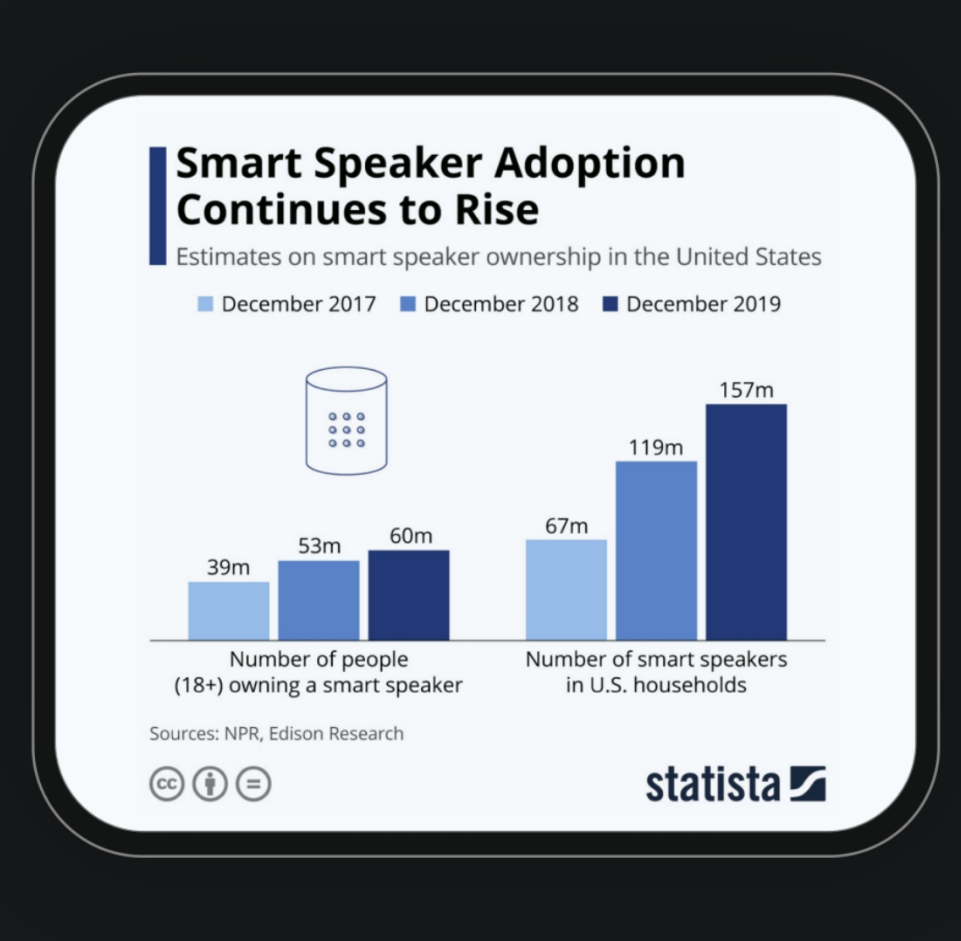
High Quality Build

Conversations

Set Alarms

Industry Overview





Annual Growth: **25.60%** ↗

Segment Growth

$10.8 Billion to **$100 Billion**

currrent *(2032, projected)*

Introduction

Apple HomePod $399

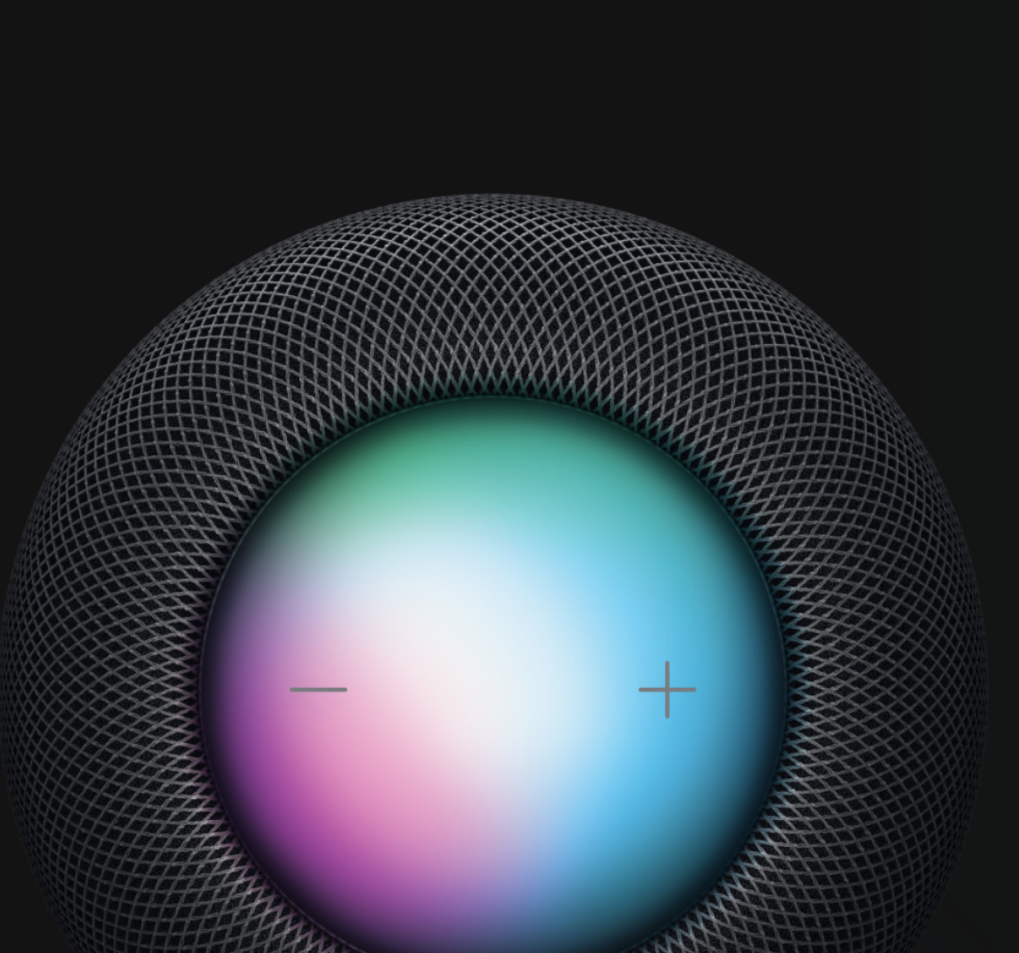
Amp up everything you hear.

HomePod is a powerhouse of a speaker. Apple-engineered audio technology and advanced software deliver high-fidelity sound throughout the room.

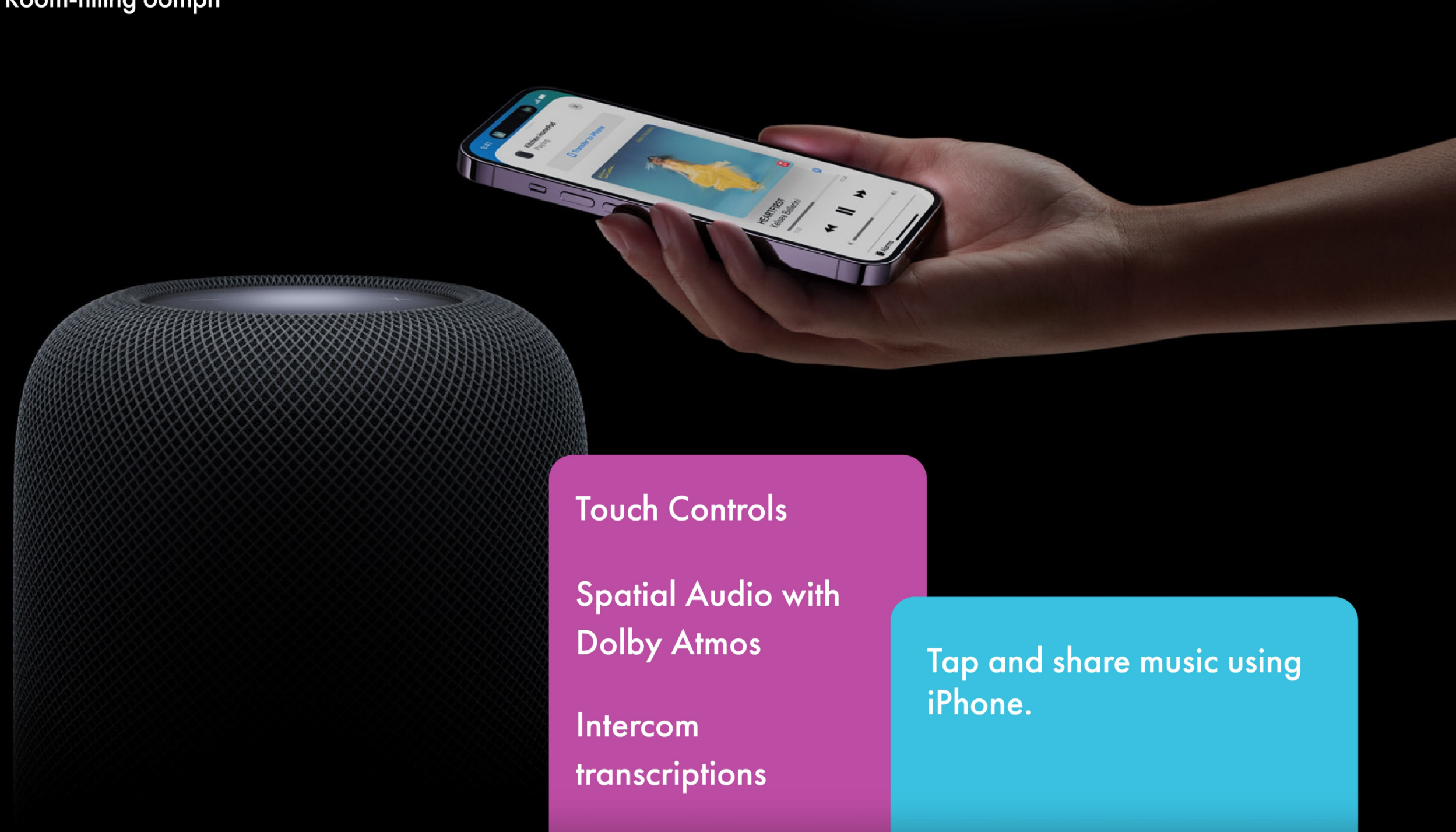
Temperature & Humidity

Siri Integration

Privacy



Room-filling oomph



Touch Controls

Spatial Audio with Dolby Atmos

Intercom transcriptions

Tap and share music using iPhone.

Competitors

Bose Smart Speaker 500

$479

Touch Screen

Bluetooth

Bose Music App

Dolby Atmos Sound

Sono ERA 300

$559

Adaptive EQ

Touch Screen

Bluetooth

Multi Room Listening

Business Challenges

Limited Features Than Competitors

High Product Prices

Poor Compatibility With non-Apple Devices

S.W.O.T **Product Pricing** **Core Competencies** **Value Proposition**

S.W.O.T

Strengths

Apple ecosystem

Loyal customer base

Strong brand reputation

Weakness

Limited Compatibility With Non-Apple Devices

Limited Features And Customization Options

Lack Of New Product Innovations

Opportunities

Integrate With Third Party Devices

Developing New & Innovative Features

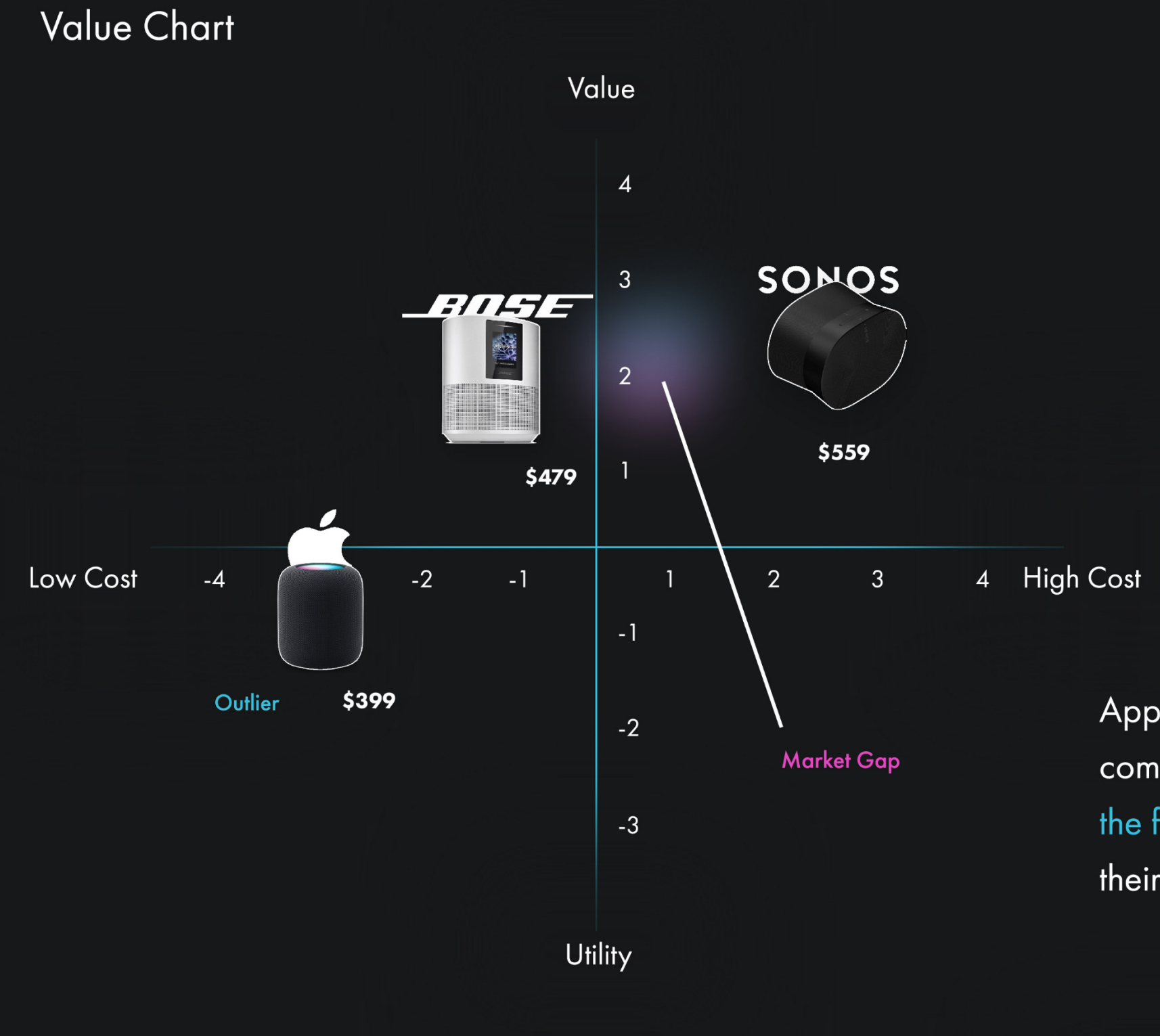
Threats

Saturation In The Smart Speaker Market

Rapid Advancements In Technology Might Outpace Homepod's Features

Product Pricing

Value Chart



Apple does costs less than its competitors but fails to provide the feature set that will attract their target audience.

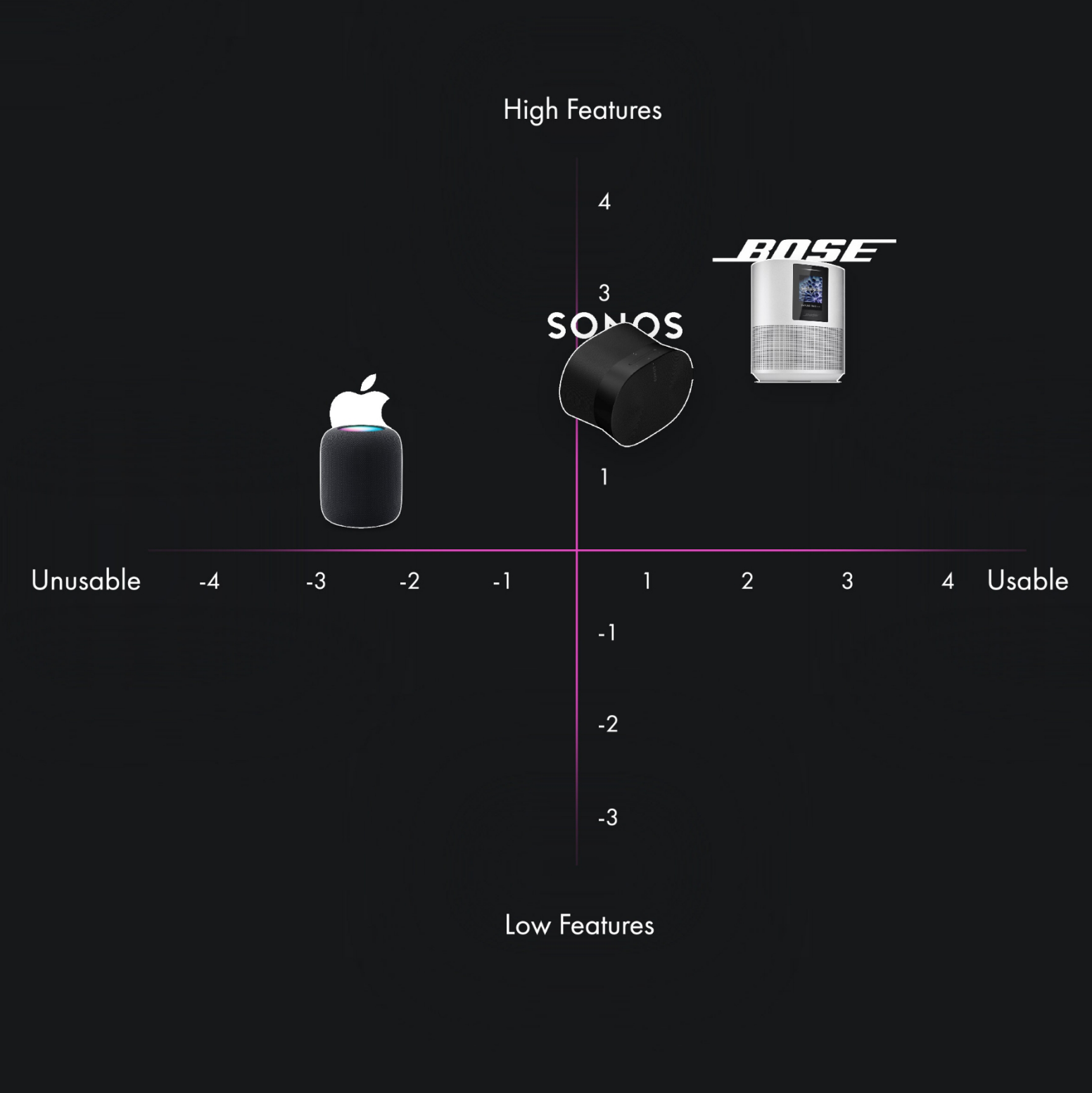
Feature Analysis

Apple struggles with providing unique features.

Limited to Apple Products

No physical buttons, makes it hard to control the speaker and have to totally rely on Siri.

Poor integration within apple ecosystem and loads of technical problems. Doesn't look like a finished product from Apple.



Core Competencies

Innovation
Organized

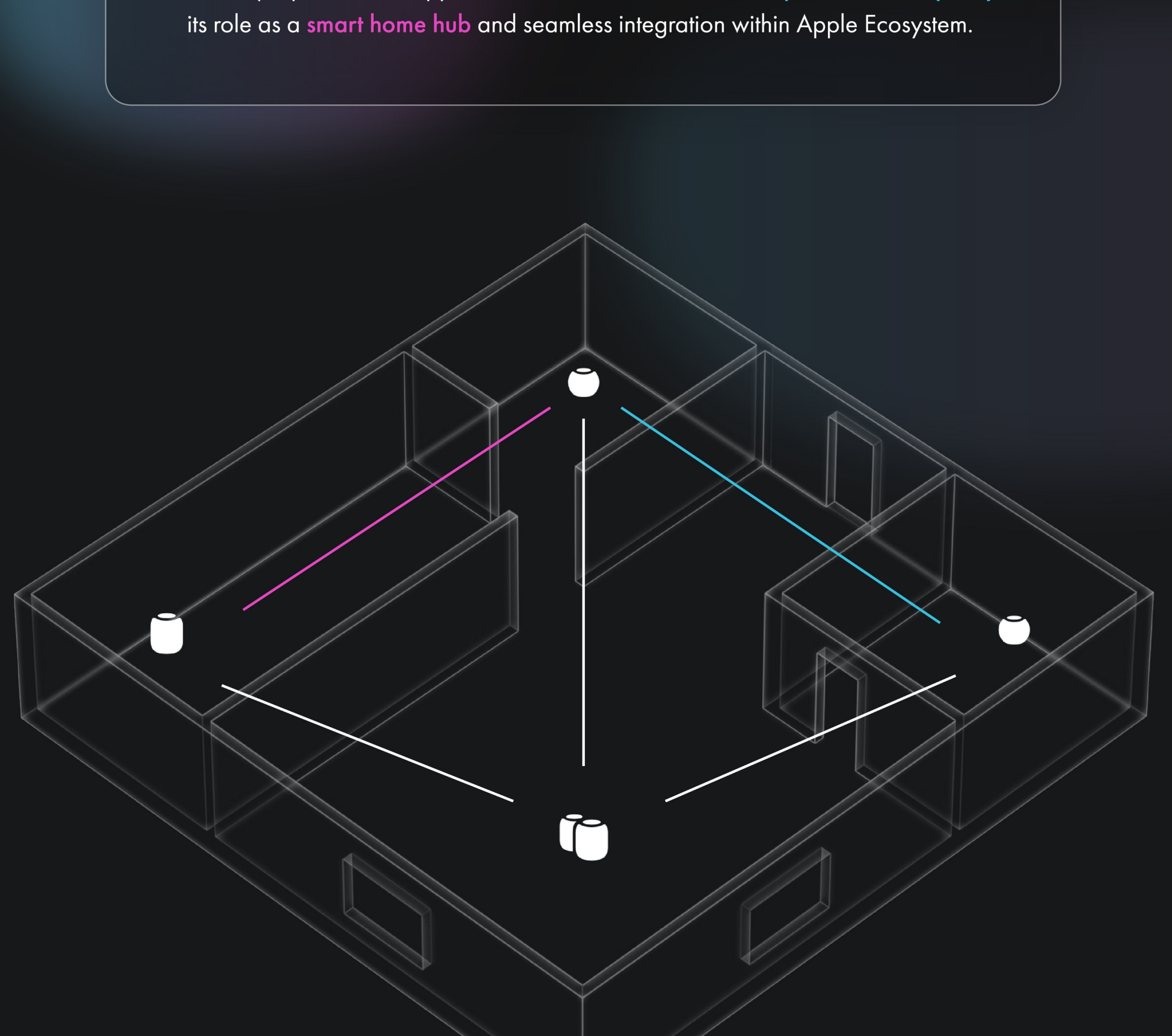
Design
Value

Brand Legacy
Inimitable

Apple Ecosystem
Rare

Value Proposition

The value proposition for Apple's HomePod focuses on its **exceptional audio quality**, its role as a **smart home hub** and seamless integration within Apple Ecosystem.



Strategy

1 Competitive Pricing And Providing Unique Features

Coming Up With A Lite Version With Only Essential Features And An Affordable Price.

Dedicated App

2 Non-Apple Device Compatibility

Leveraging Ecosystem Potential

Open Compatibility With Other Brand Devices.

3 New Design And Fresh Look

Improved Accessiblility

Improved Design With Enhanced Audio Quality

Physical-Tangible Buttons, Rather Than Just Relying On Siri For All Functions.

Thank You.