

Samsung Multi-Device Environment

The proliferation of on-demand products and services that can now be provided at home is changing the very concept of home. Technology has allowed for greater autonomy, enabling the delivery of basic needs, ability to work, and opportunity to socialize without people ever having to leave home. Revel sees the smart home as not just a place: it is the combination of a feeling and a group of activities.

Revel helped Samsung envision its future smart home strategy with the creation of household/customer personas, compelling smart home scenarios, and go-to-market strategies. The Revel team thoroughly analyzed more than 50 companies and 10 competitors, and ideated on hundreds of scenarios, customer experiences, and use cases to create a common vision for the Samsung connected home.



MARKETING

- ▶ Discovery and Research
- ▶ Go-to-Market Strategy

EXPERIENCE

- ▶ Persona Development
- ▶ Journey Maps and User Stories

OUTCOME & IMPACT

Revel identified three methods for Samsung to own the market and create a truly smart home: retrofitting older technology, creating a software solution to communicate with disparate devices, or leveraging the current product mix and unifying the operating systems. Empowerment used to be ownership; now, it's flexibility.



DESIGNED FUTURE STRATEGY FOR **SAMSUNG SMART HOME PLATFORM**



DEvised HUNDREDS OF CUSTOMER PERSONAS, SCENARIOS, AND USE CASES



IDENTIFIED **THREE PATHS OF ENTRY** TO SMART HOME MARKET