CASE STUDY 05 / FOUNDER VENTURE / DIGITAL PLATFORM

Making Smart-Home Technology Understandable and Actionable

Consumer smart-home technology

THE BUSINESS CHALLENGE

Consumers could buy individual devices but struggled to choose compatible technology, create useful routines or understand integration and security risks.

THE WORK PERFORMED

01 Business and use-case strategy. Defined practical decision journeys for remote caregiving, family automation, security, cottages and rental-property management.

02 Technology and product assessment. Researched and organized approximately 200 products around needs, interoperability, controls and security considerations.

03 Selection experience design. Designed a use-case-led way for visitors to identify relevant devices, platforms and integrated routines.

04 Content and knowledge development. Authored books, guides and detailed scenario explanations to support informed technology choices.

05 Website and software integration. Built an e-commerce-enabled WordPress site, integrating roughly 15 modules and custom development.

06 Commercial and operational setup. Connected affiliate purchase pathways and consulting services; configured and operated the site.

THE RESULT

A live product-selection and education platform was developed around approximately 200 products, practical guides and affiliate pathways. The caregiving and property-management examples are use cases, not independently measured customer results.

200
products curated

WHAT THIS EXPERIENCE PROVES

Demonstrates product strategy, technical integration, content development and digital-commerce execution around practical customer needs.

BEFORE / TRANSFORMATION / AFTER

BEFORE	TRANSFORMATION	AFTER
People encountered disconnected products and unclear choices.	Built a use-case-led information and product-selection platform.	Visitors could explore integrated solutions for caregiving, family life, security and property management.

SELECTED CAPABILITIES

Business ideation | Website development | Product selection | Content strategy | Affiliate commerce | WordPress integration | Digital operations

Experience: Tracey DeLeeuw | Experience and venture descriptions reflect the founder interview. No additional client outcomes are implied.

Could your organization benefit from similar work? team@greenteaming.ca | LinkedIn: Green Teaming