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Business potential at a glance

Home WiFi Layout and Equipment Planner

NETGEAR · Free customer offering · 10/24/2026

01 Customer task

Help homeowners position WiFi equipment and compare wired and wireless layouts, with an editable plan and quantities rather than a coverage promise.

02 Business value

Free planning could support hardware referrals, but neither approved commissions nor attributable sales are established.

03 Target market and access

Start with US homeowners and German-language users in Germany and Austria through search-led examples. Existing publisher reach is unknown.

04 Advantage over alternatives

Prepared home scenes, equipment reuse and consistent exports are a proposed convenience advantage, not a demonstrated competitive lead.

05 Key assumption

The business needs successive new households whose eligible purchases cover specialist upkeep; occasional use by each household is not the main obstacle.

06 Recommendation

Proceed with a small public demonstration, not a claim of proven high affiliate potential. Keep ordinary shop links until valid programme terms apply.

Market, competition and position

Target audience and route to customers

Homeowners in the USA, Germany and Austria planning a move, WiFi upgrade or layout change. First channel: organic search to English US and German DE/AT examples, with a homepage tile. Placement content fits the documented task. Useful indexable pages and competitive visibility are prerequisites; publisher traffic, homeowner reach and actual buyers are unknown.

Usage and ongoing value

Assumptions and evidence in the online details

Households plan at moves, layout changes or upgrades; actual return frequency is unknown. Successive new households can reuse the planner and generate eligible referrals; a steady inflow is unproven.

Relevant alternatives

Alternative	Why switch — or stay?
NETGEAR Yagna planner and Pro WiFi Design Services	NETGEAR already advertises proposals and bills of materials. A prepared home workflow could be simpler, but homeowner eligibility and comparative usability are untested.
UniFi Design Center	Free floor-plan/device planning is a strong substitute. Orbi-specific reuse and a simpler home scene are possible switch reasons, not proven feature gaps.
Manual placement guidance and moving existing equipment	Manufacturer guidance may solve the problem without new software or equipment. An editable comparison is the proposed convenience benefit, not a guaranteed better WiFi result.
NetSpot predictive planning	Documented predictive and multi-floor planning serves more detailed work. The proposed app trades that depth for an illustrative, immediately editable household plan.

Strengths, weaknesses, opportunities and threats

Strength

The brief provides precise interaction and honesty rules plus researched product sources, giving the demonstration a concrete starting scope.

Weakness / internal effort

No independent publisher audience or approved referral access is documented; specialist catalogue upkeep remains additional work.

External opportunity

Households must reconcile placement, existing equipment and cabling; reusable home examples could make this task easier.

External threat

Free planners and purchases outside attribution can satisfy the need without producing commission for this publisher.

Business model and economics

Free customer offering · Twelve-month planning horizon

Additional package cost: 0 USD

Development and twelve months of hosting: no additional package cost under the current terms. Social media can be ordered separately at no additional cost under the current terms; not included.

This assessment plans delivery. App creation starts only after your separate development order.

approved attributed hardware orders / year · monetary values in USD

Inputs and derivation

Input	Low / base / high	Why this input?
Annual volume	0 / 25 / 100	0 without access; base 2/month plus 1/year; high 2/week over 50 weeks. Conditional targets, not demand evidence.
Value / unit	0 / 3.2 / 21.6	Conditional US basket × restricted/favourable listed rate; no approved SKU rate. No hardware revenue counted.
Extra / unit	0 / 0 / 0	No additional services; platform and netted effort are already included.
Extra annual costs/effort	300 / 600 / 1,200	6/12/24 specialist hours annually × $50/hour.

Planning assumptions, not a sales or profit forecast. Included and already netted work is not added again.

Year-one result

Scenario	After package and own costs
Cautious	-1,200 USD
Base	-520 USD
Favourable	1,860 USD

Cautious: low benefit, high costs. Favourable: high benefit, low costs.

At base assumptions, the modelled benefit does not yet cover costs. Increase benefit per use or reduce own effort; this case does not justify a broad rollout.

Break-even under base assumptions

188 approved attributed hardware orders per year

Annual volume × (value − extra cost per unit) − package costs − own costs. Assumptions are not measured demand.

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Your prepared next step

Commissioned app development implements these briefs. The app performs the planned specialist work.

Recommendation

Build the bounded homeowner demonstration; keep affiliate expansion conditional.

Implementation package 1

Develop the prepared home scenes with port-feasible wired and wireless alternatives. Apartment, townhouse and two-floor scenes; editable assumptions; apply/undo; port and cable counts; consistent local exports.

Benefit: Useful plans must account for existing equipment and the Orbi units' limited Ethernet ports.

Implementation package 2

Prepare English and German example pages and the requested homepage tile. US English and DE/AT German examples under an independent demonstration brand; clear illustrative-model boundary; no paid acquisition.

Benefit: Search fits the placement task, but the independent publisher has no demonstrated homeowner audience.

These are the two priority work packages. Further briefs and adjustment rules are in the online details.

Original questions: answers and consequences

A1

Partly supported

Placement help addresses a documented task. Demand for this particular homeowner app is not established.

A2

Open

No evidence establishes that people finish the plan and act on its recommendations.

Selection: 2 priority questions out of 7 original questions are shown here. All questions, findings and uncertainties remain available online.

Research findings do not establish demand. The next phase starts only with your separate decision. Full reasoning and sources remain in the online details.