



Create Products

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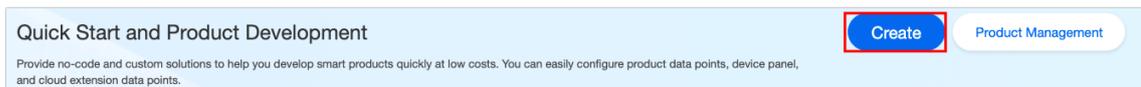
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This topic describes how to create a smart product on the Tuya IoT Platform.

1 Procedure

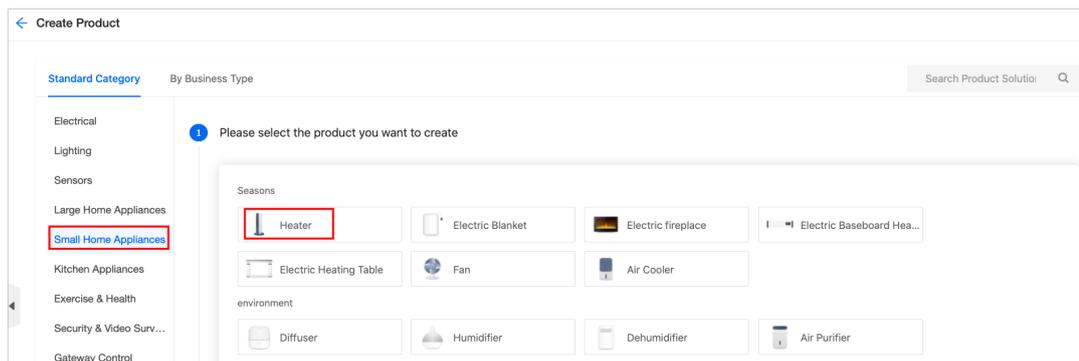
1.1 Step 1: Select a category

1. Log in to the [Tuya IoT Platform](#).
2. On the homepage, click **Create**.

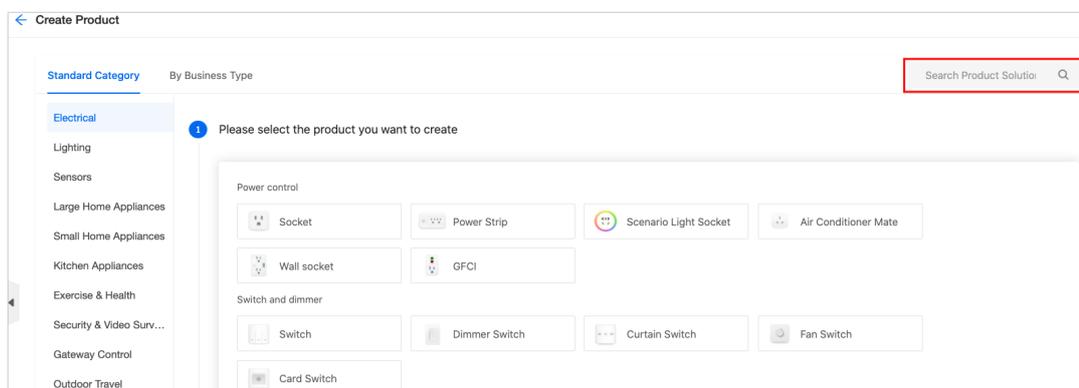


3. You can select categories with the following two methods.

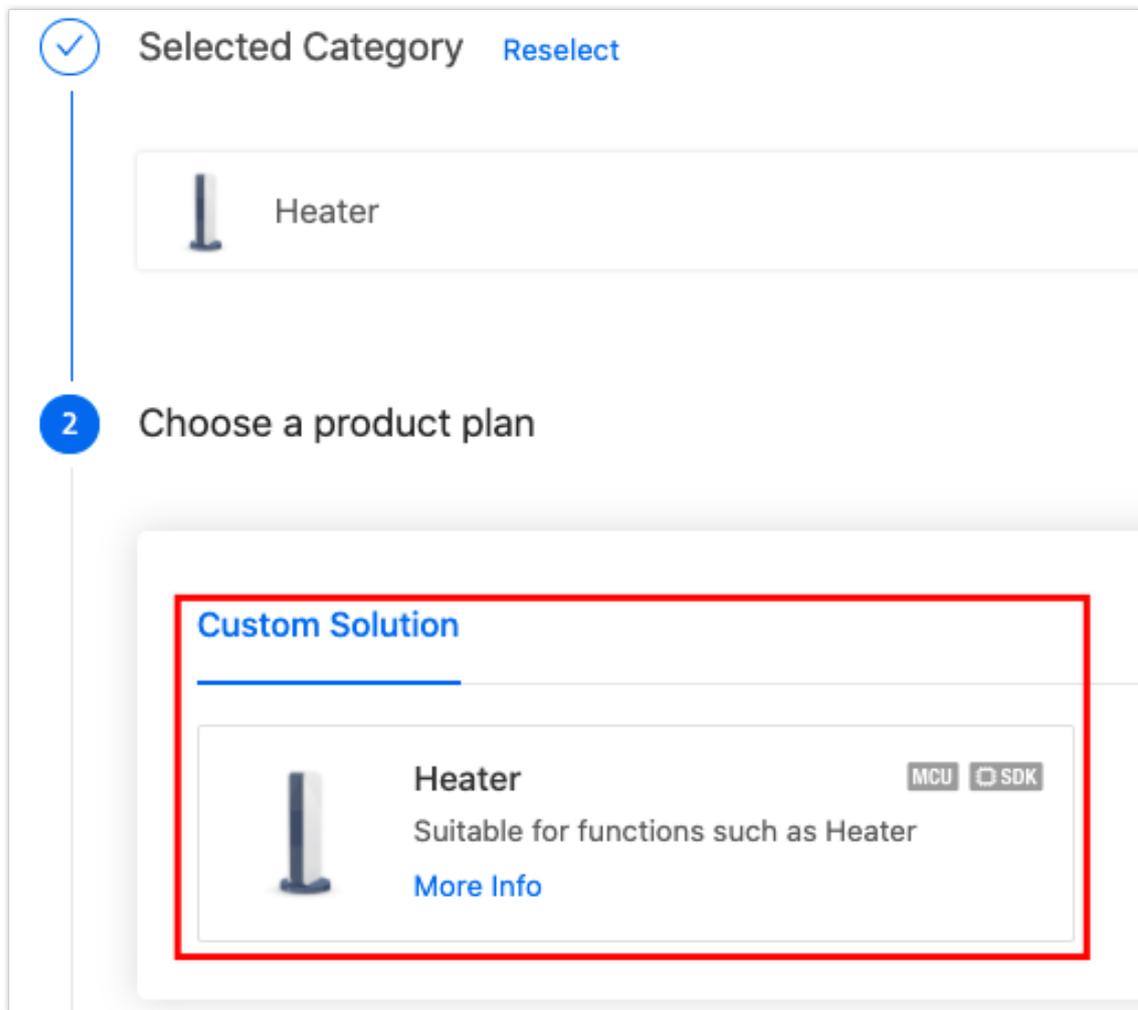
- Method 1: Select your desired category. For example, click **Small Home Appliances** and select **Heater**.



- Method 2: If you are not sure which category a product belongs to, you can click the search icon in the top right corner on the Create Product page, and enter a category name in the search box.



4. Select the development solution of the product, such as a **Custom Solution**. For more information, see [Step 2: Select development mode](#).



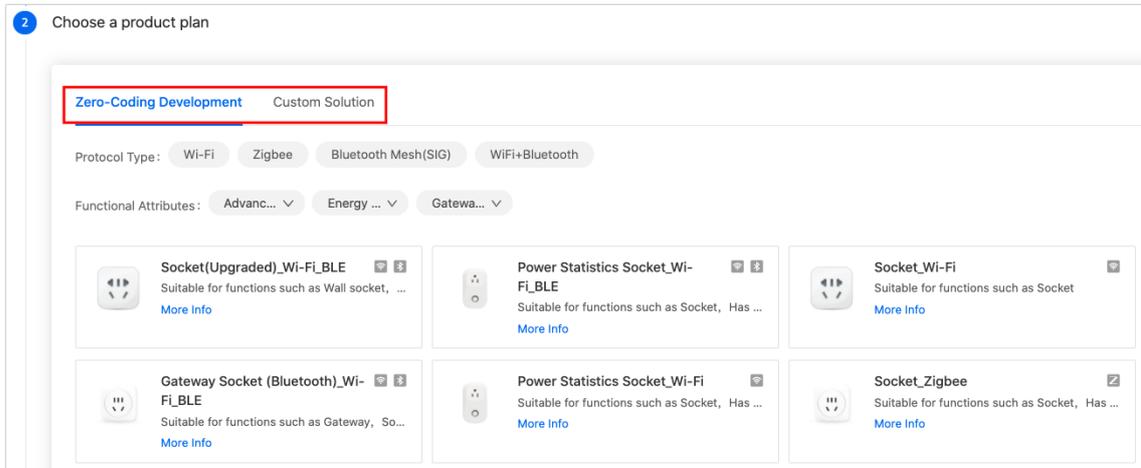
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5. Complete your product information. For more information, see [Step 3: Complete basic information about the product](#).

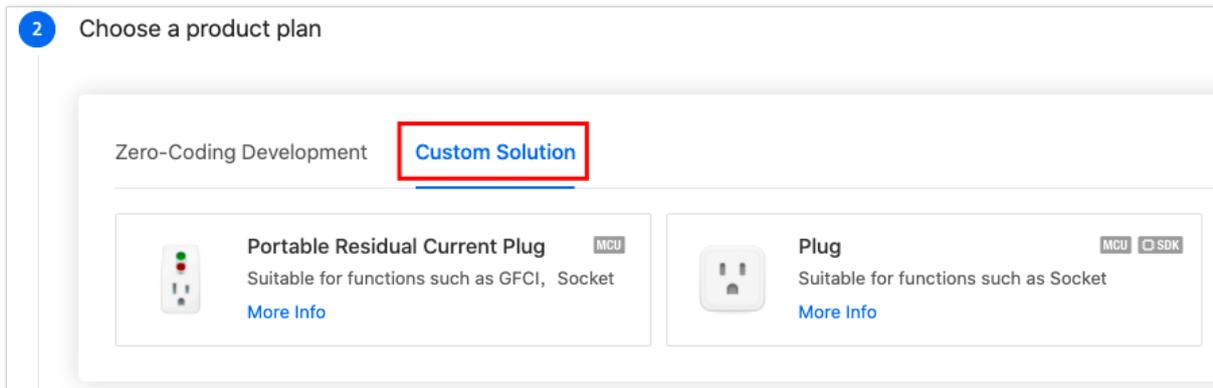
1.2 Step 2: Select development mode

At present, Tuya provides **Zero-Coding Development** and **Custom Solution**. You can select the solution as you want.

- **Zero-Coding Development:** You only need to create a product and purchase related network modules to complete the development of smart products. This solution only applies to some categories of products, such as sockets and lights.



- **Custom Solution:** You need to implement product application logic by yourself, and use MCU SDK or module SDK to connect and manage the device and the cloud. This is a more flexible development method.



Note: If you use the **Custom Solution** to develop gateway devices, you must select the uplink and downlink protocols.

The uplink protocol serves the communication between the gateway device and the cloud. That is the **Protocol Type**. **Wi-Fi** is selected by default.

The downlink protocol serves the communication between the gateway device and its subordinate device. That is the **Agreement Type**.

1.3 Step 3: Complete basic information about the product

Enter the following information.

- Product name (required): You can customize a product name. For example,

XXX (brand) + XXX (product) + XXX (module model).

- Product model (optional): You can enter a product model to distinguish different products. For example, XXX (AE1123).
- Protocol type: Select the protocol type according to your product. If a category does not provide your required protocol, you can submit an online technical ticket to contact us.
- Power consumption type: **Standard Power Consumption** is selected by default.

Note: Make sure that you have selected the desired protocol, which determines the network module we deliver to you.

3 Improve product information

* Product Name: Brand + product name, will be displayed on the user App interface

Product Model: Please enter your product model number, separated by

* Protocol Type: WiFi+Bluetooth Wi-Fi Zigbee BLE Other

WiFi+Bluetooth networking mode, recommended with APP3.17.6 or above

* Power Consumption Type: Standard Power Consumption

2 Next

After you create a product, you can create functions for this product, including standard functions, custom functions, and cloud functions. For more information, see [Function Definition](#).