

| S.no | Product name | Year started | Year end | Reasons for failure | Used for | Things to fix product |
|------|---------------|--------------|--|---|---|--|
| 1 | Play-Doh | 1933 | 1956 | to dryness, often | creativity, muscle strength and fine motor skills. | Add Moisture |
| | | | | prolonged exposure to air, | | Knead and Mix |
| | | | | leading to a stiff and crumbly | | Practice and Play: |
| | | | | small amounts of water or glycerin-based | | |
| 2 | Google glass | 2012 | 2015 | High price privacy conference limited functionality | Augmented reality hands free information access | Address privacy conference improve functionality reduce price |
| 3 | Microsoft kin | 2010 | 2010(48 days) | Lack of apps limited functionality Coorg marketing | Social media entertainment | Develop more apps improve functionality better |
| 4 | Segway | 2001 | Still in product in but struggle financial | High price limited adoption regular tree issue | Personal transportation | Reduce price improve regularity compilers increased adoption |