Management Assignment- Week1-

Contributed by Sudipta Majumdar, SOBE

The Amazon Kindle provides an excellent example of identifying and addressing gaps in existing markets. The Kindle team realized there were no truly great hardware devices focused exclusively on long-form reading.

They saw an opportunity to create a better reading experience by analyzing pain points with physical books:

Books can be heavy and bulky during travel
Finding new books means physically going to stores
Paying for individual books adds up to the cost
To solve these user problems, Amazon designed the Kindle e-reader hardware to be extremely portable while giving on-demand access to Amazon's massive ebook library.
Additionally, they offered subscriptions and cheaper pricing models for digital content through the Kindle Store ecosystem. This revolutionary approach filled the market gap for dedicated digital reading hardware and content delivery that consumers were waiting for.

The runaway success of Kindle highlights the opportunities to understand pain points with current solutions and address them with innovative new products.

With respect to the above example, how do you visualize the future Amazon Kindle.