**Product: Instacart**

**PART - 1**

**1. Explorers**

* **Use of Instacart:** Explorers are the type of people who love to try out the latest technology, so they’d probably use Instacart regularly to make their lives easier. They’d likely be drawn to its time-saving features, like being able to shop from multiple stores in one order or scheduling deliveries for when it's most convenient. These users would probably also be enthusiastic about new features and are likely to recommend Instacart to their friends and family.
* **User Perspective:** “I really enjoy using Instacart because it lets me shop from different stores at once, and the delivery timing is so convenient. It saves me a ton of time, and I’m always excited to see what new features they come up with.”

**2. Laggards**

* **Use of Instacart:** Laggards tend to be slower to adopt new technology, so they might only use Instacart when absolutely necessary. For example, if they’re too busy to get to the store, they might reluctantly use the service. However, they could be hesitant about trusting someone else to pick their groceries or might feel uneasy about the delivery fees. They’re more likely to be concerned about potential issues with their order, like incorrect substitutions or delivery delays.
* **User Perspective:** “I only use Instacart when I don’t have time to get to the store myself, but I’m still not totally comfortable with it. I like picking my own groceries, and I’m not always sure the delivery will be as accurate as I want.”

**3. Pioneers**

* **Use of Instacart:** Pioneers are curious about new tech but also tend to have concerns about things like privacy and reliability. They might enjoy the convenience Instacart offers, but they’d still approach it cautiously. While they might be early to try features like contactless delivery or scheduling, they could have reservations about sharing personal data or whether the service consistently delivers high-quality results.
* **User Perspective:** “Instacart is convenient, and I like how innovative it is, but I do have some concerns. I worry about things like data security and whether the groceries will always arrive in good shape.”

**PART - 2**

**Pitfall of Google Glass**

A significant pitfall of Google Glass was the **privacy concerns** it raised among the public. The device’s ability to discreetly record videos and take photos made many people uncomfortable, leading to fears of being filmed without consent. This led to negative social interactions, as people were often wary or even hostile toward those wearing the device. These privacy issues played a major role in the product's failure to gain widespread acceptance​.

**Design Choices for Instacart to Avoid This Pitfall**

For a service like **Instacart**, while privacy isn't as socially visible as it was with Google Glass, it's still a critical concern—especially when it comes to **user data privacy**. Instacart has successfully avoided this pitfall by implementing strong **data encryption** protocols and offering users clear privacy policies that outline how their data is being used. Unlike Google Glass, where the privacy issue was about being recorded, Instacart focuses on keeping personal and payment data secure.

**Additional Design Choices:**

1. **Transparency in Data Handling**: Instacart ensures that customers understand how their data will be used, making sure they feel comfortable sharing sensitive information such as addresses and shopping preferences.
2. **User Control Over Delivery Preferences**: Instacart gives users control over the delivery process, from substitutions to scheduling, which helps build trust and comfort with the service.

By making privacy a priority through transparency and control, Instacart avoids the kind of backlash that Google Glass faced due to concerns over privacy and surveillance.

# Weekly Product Review

*Student must fill in all fields to receive full credit*

## **Industry Overview**

|  |  |
| --- | --- |
| **Product Name** | Garmin Forerunner 945 |
| **Company Name** | Garmin Ltd. |
| **Company Size** | Large (10,000+ employees) |
| **Industry** | Fitness Wearables |
| **Competitor 1** | Polar Vantage V2 |
| **Competitor 2** | Suunto 9 Peak |
| **Porter’s 5 forces** | **Threat of New Entrants:** Low  **Bargaining Power of Suppliers:** Low  **Bargaining Power of Customers:** High  **Threat of Substitutes:** High  **Industry Rivalry:** High |

## **Product Positioning**

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| --- | --- |
| **Value Proposition** | The Garmin Forerunner 945 offers advanced fitness and health tracking features tailored to serious athletes and fitness enthusiasts. It provides detailed performance metrics, GPS tracking, and heart rate monitoring, making it a comprehensive training tool. |
| **Target Audience** | Competitive athletes, marathon runners, triathletes, and fitness enthusiasts looking for detailed performance data. |
| **Revenue Streams** | Direct sales of the device, subscriptions to premium features, and accessories (e.g., straps, sensors). |
| **Product Life Cycle Curve** |  |
| **Phase of PLC** | What phase is this product in and why? The Forerunner 945 is in the **Maturity Phase**. Garmin has been expanding its features over the years and is now catering to a loyal and established user base. The product is being refined, but no major groundbreaking features have been added in recent releases. |
| **Company Actions** | Has there been any recent announcement about the product? A new promotion, a partnership, a new feature release? Explain if this action is appropriate given the product lifecycle Garmin recently introduced a software update with enhanced sleep tracking and heart rate monitoring features, which is consistent with the product’s lifecycle in the maturity phase. These incremental improvements help retain current users and attract new customers by staying competitive in the market. |

## **Product Features**

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| --- | --- |
| **Identify 10 product features**   * **Number all features** * **Star the features needed for a MVP** | 1. **Advanced GPS Tracking (MVP)**\* 2. **VO2 Max and Training Load Monitoring (MVP)**\* 3. **Heart Rate Monitoring (MVP)**\* 4. **Performance Analytics (MVP)**\* 5. Music Storage and Streaming (Spotify integration) 6. Contactless Payments (Garmin Pay) 7. Pulse Ox Sensor for Oxygen Saturation Monitoring 8. **Full-Color Mapping and Navigation (MVP)**\* 9. Daily Workout Recommendations 10. **Battery Life of up to 2 Weeks in Smartwatch Mode (MVP)**\* |
| **Choose a feature that matches with a specific audience. What is the User Story for that feature?** | As a marathon runner, I need accurate GPS tracking and performance analytics to monitor my pace and ensure that I’m training effectively for race day. |
| **Choose a feature that differentiates this product from the competition.** | The full-color mapping and navigation set the Garmin Forerunner 945 apart from competitors, offering athletes detailed course maps during long-distance events or outdoor training. |
| **Choose a feature that is “nice to have”. If this feature did not exist, what would be the impact to the product lifecycle?** | Music storage and streaming are convenient, but if this feature didn’t exist, users could still carry their phones for music. Its absence would not significantly impact the product's life cycle, as the core audience focuses on fitness metrics. |
| **Does this product have multiple SKU’s? Does it make sense given the product category, market size, and company position to have multiple SKU’s?** | Garmin offers multiple versions of its Forerunner series, including different levels like the Forerunner 45, 245, and 945. This makes sense as it allows Garmin to cater to a broad market, from casual runners to professional athletes. |

## **Product Review & Recommendation**

## Product Review

Read some reviews of the product. Based on these reviews, what are the key areas of improvement that the company should focus on when developing the next generation of this product?

|  |  |  |
| --- | --- | --- |
|  | **Customer Feedback** | **Product Recommendation** |
| 1 | Improve the form factor by making the watch slimmer and lighter for better comfort during long runs or events. | Focus on creating a more lightweight design in future iterations to enhance comfort without sacrificing durability or battery life. |
| 2 | Enhance compatibility and syncing with third-party apps to avoid user frustration during data transfers. | Work on improving software integration and syncing with popular third-party apps like Strava and MyFitnessPal to enhance the overall user experience. |
| 3 | Lower the price or offer more affordable accessories to make the product more accessible to a wider audience. | Offer more pricing flexibility, perhaps introducing payment plans or bundles with accessories, to make the product more attractive to a broader audience. |