**COMP5138 Services Science Management**

**Individual Assignment Question 1 (5% of course grade)**

(October, 2011)

Individual assignment 1 will focus on managing expectations of customers. The assignment should describe the initial responses of the media in terms of the course concepts in expectation and perception, follow by suggestions that could better improve the expectations.

The assignment should be reported in no more than 500 words and submitted via the WebCT assignment in form of Microsoft Word file format on or before 23 October, 2011.

The following article extracted from CNN.com on the announcement of the release of iPhone 4S by Apple Inc.:

*Does iPhone 4S live up to hype? Many observers seemed underwhelmed by Tuesday's Apple news. Here are five reasons why some people are calling the iPhone 4S announcement a dud:*

*Bloggers have been gossiping about the details of the fifth-generation iPhone literally since the iPhone 4 was unveiled in June 2010. In the process, they may have set some unrealistic expectations --- including hopes that the phone would "radically change," which it didn't. The iPhone 4S looks exactly like the iPhone 4. For more on the rumors that didn't come to pass, check out Gawker's "iPhone 5 Failboard."*

*Side note: Al Gore, an Apple board member, made an apparently offhand comment that fueled speculation Apple might announce not one but TWO iPhones on Tuesday. Again, high expectations.*

*Apple usually announces a new iPhone in June. This year it waited until October, amid speculation that it was having trouble getting the parts it needed to manufacture the new version of the phone. Those extra four months gave the aforementioned rumor mill a little more time to rev up.*

*"There's nothing wrong with a company coming out with an incremental improvement, but with a big news conference comes the expectation of something big," Jeff Kagan, a technology analyst, told CNNMoney's David Goldman. "This wasn't big."*

*When the iPhone 3GS debuted in 2009, critics were similarly unimpressed. Maybe that has something to do with the name. Many people expected Apple to announce a completely redesigned iPhone 5. iPhone 4S sounds much more like a facelift of a current product -- which is fair because that's what it is.*

*This is perhaps the biggest reason people aren't wowed by the iPhone 4S: It has exactly the same shell as the iPhone 4. The rumor mill wanted to see a phone with a "teardrop" shaped back and a bigger screen. No such luck.*

*All of the new features of the iPhone 4S are essentially invisible: A faster processor, better camera and a "humble virtual assistant" called Siri that operates on voice commands.*

*Source: Sutter, J.D. (2011). Five reasons people are calling the iPhone 4S a dud, October 5, 2011, CNN.com [Online] Available at: http://edition.cnn.com/2011/10/05/tech/mobile/iphone-4s-dud/ index.html? (Accessed on 5 October, 2011).*