Critical Thinking, Design Thinking, Leadership and Teamwork

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| **AMAZON FIRE PHONE GAP ANALYSIS** |

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| Product Feature | Current  State | GAP | Future State | Action Plan |
| Product Strategy | Fire Phone had gimmicky features (e.g., Dynamic Perspective) | Misalignment with core customer needs and expectations | Focus on meaningful innovation: battery life, camera, privacy, etc. | Conduct user research to identify real pain points - Prioritize features based on usage data |
| Pricing | Launched at $199 (on contract) | Premium pricing without trust | Budget/mid-range pricing for mass adoption | Launch tiered models (Lite, Pro) |
| Ecosystem | commercialized, Amazon-centric | Users felt pushed into shopping | Utility-focused ecosystem with optional Amazon perks | Redesign UX to prioritize user needs - Limit aggressive Amazon integrations |
| App Support | No Google Play, limited apps | Poor app availability | Wide app support (Play Store or solid alternative) | - Negotiate Google Play access OR - Incentivize developer partnership |
| Market Understanding | Built around internal goals | Misread real-world smartphone usage | Research-driven design strateg | Continuous market research - Create feedback loops with early users |