Gap Analysis : Smartwatch

Key components of a gap analysis of a product

* Current state:

1.Features:

* In our present generation the screen size is

normally like from1-4 inch LCD display

* Present the watches battery life is also mostly 2 days
* We have basic health tracking (heart rate, steps ,water percentage ,Blood oxygen , etc.)
* And we did not have GPS or NFC
* It has only water resistance of (IP67)
* And it consists of limited app compatibility

2.Market Positions :

* Competition in mid range in the market till now
* The users have fear about wrong information about given by the watch during exercise time and wrong calculations about blood count and steps and Etc

3. Customer feedback :

* Customer was happy about the new technology smart watch like small screen ,easy to carry ,fitness friendly ,etc
* And also afraid about false information given by the watch in fitness apps
* Desired State :
* the user demands the increase the screen size to 1.6 inch Amoled display
* battery life Is to increase to 7 days
* Advanced health tracking (ECG,spO2,aluminium body )
* Increasing the new features like GPS and NFC for payments
* Using the premium material for making the watch like stainless steel or aluminum body
* Increasing the 5ATM water resistance
* Compatibility with third party apps like Spotify and strava
* And increase the demand in the market by increasing these new features
* And motivating the users by giving the correct information and guidance
* Gap identification
* Small size ,outdated display technology
* Insufficient battery for long usage
* Missing advanced tracking features
* Lack of location and payment features
* Not premium material
* Inadequate for swimmers
* Poor app integration
* Giving wrong information to the users
* Action plan :
* Upgrading to a larger AMOLED display for better visuals and battery efficiency
* Implementing a power saving mode to optimize battery design to extend the battery life more than the 7 days
* Adding the more advanced sensors like ECG,SpO2, for sleep monitoring to attract health conscious users
* Integrating the GPS for activity tracking and NFC for contactless payments
* Using the premium materials like stainless steel or aluminum to give the product a high end feel
* Improving the water resistance to 5 ATM for specially for the swimmers for the under water tracking
* Contract with third party developers to expand compatibility with popular fitness and productivity apps
* Benefits of closing the Gaps
* Improve the customer loyalty
* Improving the new features
* Giving more demand to the product in the market