**GAP ANALYSIS**

**PRODUCT NAME-XYZ Smartphone**

**Camera Quality-**

- Current State: XYZ smartphone has a 12 MP rear camera with basic photo features.

- Desired State: Customers expect a 48 MP camera with advanced features such as night mode, AI enhancements, and 4K video recording, as seen in competitors.

- Gap: Lack of advanced photo features and lower resolution.

- Solution: Upgrade camera hardware and software to include more features and better resolution.

**Battery Life-**

- Current State: The XYZ smartphone offers a 3,500 mAh battery that lasts 10 hours on average with moderate use.

- Desired State: Competitors like ABC smartphone offer a 5,000 mAh battery with 15 hours of use on a single charge.

- Gap: -5 hours of battery life.

- Solution: Increase battery capacity or optimize power management features.

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**PRICE POINT-**

- Current State: XYZ smartphone uses a mid-range processor (2.0 GHz) with 4GB of RAM.

- Desired State: High-performance processors like the Snapdragon 888 with 8GB of RAM are expected in this price range.

- Gap: Slower performance compared to competitors.

- Solution: Upgrade the processor and RAM to meet customer expectations for performance.

- Current State: The smartphone is priced at 15999₹.

- Desired State: Competitors with better features are priced similarly or lower ($649 - $699).

- Gap: Perceived value is lower due to fewer features at a similar price point.

- Solution Either reduce the price or enhance the features to justify the cost.

**Processing Power-**

- Current State: XYZ smartphone uses a mid-range processor (2.0 GHz) with 4GB of RAM.

- Desired State: High-performance processors like the Snapdragon 888 with 8GB of RAM are expected in this price range.

- Gap: Slower performance compared to competitors.

- Solution: Upgrade the processor and RAM to meet customer expectations for performance.

**Display-**

- Current State: 6.1-inch LCD display with a resolution of 1080p.

- Desired State: Competitors are offering OLED displays with higher resolutions (1440p) and better color accuracy.

- Gap: Lower quality display with fewer visual improvements.

- Solution: Implement OLED technology or improve LCD color range and brightness.