

What is the Google Glass 2 “Product”?

Glass Enterprise Edition 2 helps businesses further improve the efficiency of their employees. As our customers have adopted Glass, we’ve received valuable feedback that directly informed the improvements in Glass Enterprise Edition 2.

Link:-

<https://www.blog.google/products/hardware/glass-enterprise-edition-2/>

Five Levels of Product

Core Benefits	Targeted towards industries ranging from health to automobile providing customer solution for performance enhancement improving safety of workers Example:- Digital work instruction
Product Features(Basic Product)	<ul style="list-style-type: none">• Voice Recognition• Camera• Video Streaming• Light Weight wearable structure
Expected Product	<ul style="list-style-type: none">• Long Battery Life• Portability• Affordability
Augmented Product	<ul style="list-style-type: none">• Customizable business solution• customizable cost depending on features• Allows workers to stream clear "Point of View" video from expert remote assistant over wifi
Potential Product	<ul style="list-style-type: none">• It is an open source platform where we can add new features as per future innovations• Body movement recognition• Holographic Screen

Competitors

1. Meta Pro

- Higher price (2985\$)
- Holographic HD screen
- Hand gesture recognition

2. Vuzix Smart Glasses

- Price 999\$
- First commercially available smart glass
- Android bases providing compatibility with other apps

3. Optivent ORA-S AR

- 949\$

New Product Adoption Curve

- In this curve the Chasm between Early Adopters and Early Majority is Reduced by Google Glass 2 by mainly targeting the factories and warehouses. Thus reducing the Target Market. Hence it can convince early majority which is 34%.

How will this “product” be perceived by the TM?

Factors	Works?	Reason
Relative Advantage	Yes	Workers have noticed error reduction.eg. GE's mechanics do not use assembly engine manual but use the glass enterprise edition
Compatibility	Yes	Wearing it makes work more efficient and comfortable , In work setting this can be clipped onto industry frames like safety goggles.
Complexity	Yes	It easy to use and learn as :- Use of Voice commands to activate right application at any time
Trialability	Yes	Limited Target market
Observability	Yes	Improved design and long term wear comfort

Degree of Change Behaviour and Learning needed by Consumers

Basis of Comparison	Continuous Innovation	Dynamically Continuous Innovation	Discontinuous Innovation
Succed	Yes	No	Yes
	Because previously target margin was large but now it is only upto factories and warehouses		There is only less education required for understanding the glasses which would increase ease of work and the workers would have easy hands and need no care datasheets anymore
		-33.33%	
Fail	No	Yes	No
		Because now the entire industry will have to adopt new product and have to gel with it which would somehow decrease productivity	
	33.33%		33.33%

This “product” will succeed?

- 66.67% Succeeded in Degree of Change Behaviour and Learning needed by Consumers

Conclusion

- Since, the Google Glass Edition 2 offers less complexity, moderate price, option of customization according to business needs, compatibility with other software platforms like android (open source platform) and mainly the focused Target Market(Business Enterprises). This Product will **succeed**.