**Successful vs failed products**

Successful – Apple Watch:

The apple watch was released in 2015 and at first deemed a flop. Apple then worked hard to improve any flaws that they found. They improved reaction times and changed the fonts used. Since the Fitbit and Garmin were already around it was hard for the apple watch to sell so apple stepped up their game. They changed it from being just a luxury by removing the $17000 option. They also allowed you to use the watch without the use of an iPhone. To improve it further apple added more features such as: a GPS, water resistance and better health tracking. The apple watches then took the market by storm and sold 31 million units in 2019.

Failed – Amazon’s Fire Phone:

Amazon’s fire phone was released in 2014 after the success of Amazon’s kindle fire. The phone failed for many reasons. At the time it was released people were already quite happy with the iPhone and the Samsung so when a very expensive phone is released by Amazon no one is interested. Amazon’s fire phone is also bulky and cannot compared to the app stores on the iPhone or Samsung.

Comparison:

One similarity between the apple watch and Amazon’s fire phone is that they both can be used for communicating with other people. Another similarity is that they are devices that can be taken anywhere. Like Amazon’s fire phone the apple watch was expensive to start with but instead of keeping the price the same the pricing of the apple watch was lowered. One difference between the two devices is that when sales weren’t looking good the apple watch was adapted but the fire phone was kept the same.