GAP ANALYSIS

MISGUIDED FLAGSHIP FEATURE

CURRENT STATE
MOBILE SHOPPING APP THAT DISPLAY COMPAARISION OF CUSTOMER REVIWES

DESIRED STATE
MOBILE SHOPPING APP THAT DISPLAY SIDE BY SIDE PRODUCT COMPARISION

GAP
MISGUIDED FLAG SHIP FEATURE

REMEDIES
SHIFT BUDGET,TIME,AND RESIURSES TO DEVELOP FEATUTRE

Process

Quick Start Center