

Pebble Watch: A Crowdfunding Success with a Short Lifespan

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Contents

1. Table of Contents
2. Section One: Case Study
3. Introduction and Background
4. Contemporary Issues and Methodologies
5. Findings and Recommendations
6. Recommendations
7. Section Two: Project Management Strategies
8. Choosing the Right Project Management Approach
9. Flawed Business Objectives
10. Strategic Recommendations
11. Lean Six Sigma Approach
12. Key LSS Principles and Tools
13. Conclusion: Building a Sustainable Future
14. Final Thoughts

Section One: Case Study



The Pebble Watch story is a fascinating case study in project management, showcasing both the power of innovation and the challenges of navigating a rapidly evolving market. This report examines Pebble Watch through the lens of project management's triple constraints (scope, time, and cost) and relevant theories, analysing its rise, fall, and the valuable lessons learned.

Introduction and Background

Founded in 2012

Pebble was the brainchild of Eric Migicovsky.

Crowdfunding Success

Raised \$10.3 million on Kickstarter.

Clearly Defined Scope

Focused on a simple, functional smartwatch with an e-paper display.

Iterative Development

Used pre-orders to manage time constraints and gather feedback.

Contemporary Issues and Methodologies

Scaling Production

Lack of an established supply chain led to delays.

Shifting Market Landscape

Competition increased with the entry of giants like Apple.

Focus on Hardware

Software development lagged, affecting user experience.

User Experience (UX)

Interface wasn't as intuitive as competitors'.

Findings and Recommendations

Production Limitations

Delays eroded trust and momentum.

Market Adaptation

Focused on simplicity and long battery life.

Development Imbalance

Hardware innovation overshadowed software development.

User Experience Challenges

Intuitive interfaces and app access needed improvement.

Recommendations

Robust Production Planning

Establish a scalable and reliable supply chain.

Agile Market Strategy

Maintain a flexible approach.

Balanced Development

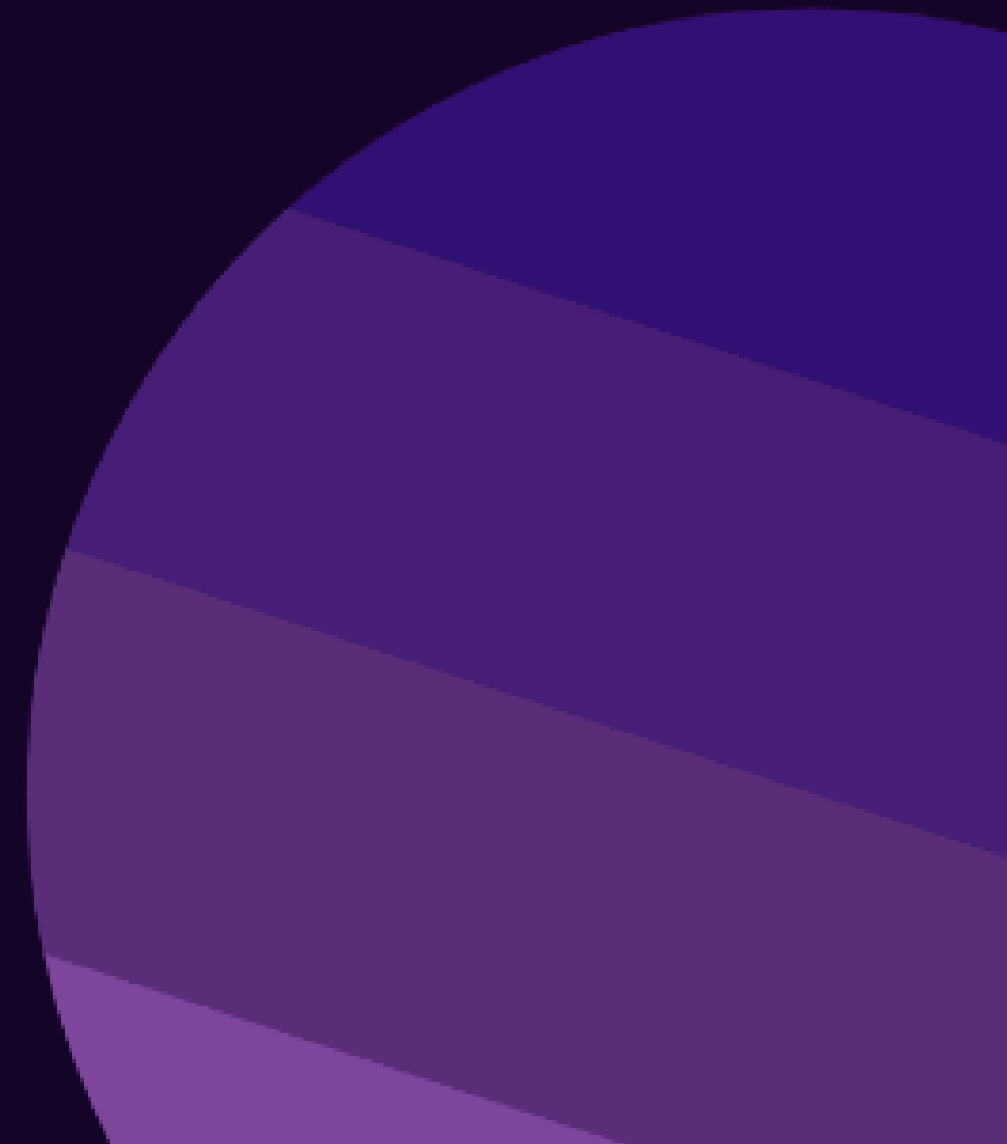
Prioritize both hardware and software.

Streamlined User Experience

Create an intuitive interface and streamline app access.

Section Two: Project Management Strategies

Exploring how strategic project management methods could have helped Pebble navigate production limitations, market changes, and user experience challenges.



Choosing the Right Project Management Approach

Agile vs. Prototyping

Agile for software projects;
Prototyping for visualizing issues.

Lean Six Sigma

Customer value focus,
minimizing waste, reducing
production time.

Strategic vs. Traditional PM

Strategic PM aligns with long-term business objectives.

Flawed Business Objectives

Traditional vs. Strategic

Strategic PM aligns projects with broader business goals.

Missing the Mark

Lack of clear target audience and value proposition.

Scope Creep

Added features without clear value.

Strategic Recommendations

Clear Audience Definition

Focus on specific user needs.

Strong Value Proposition

Communicate core benefits.

Focused Functionality

Avoid unnecessary complexity.

Lean Six Sigma Approach

Customer Focus

Understand and deliver customer needs.

Waste Reduction

Minimize delays and inefficiencies.

Continuous Improvement

Constantly refine based on feedback.

Key LSS Principles and Tools

1. Value Definition

Identify key features through user research.

2. Value Stream Mapping

Visualize and improve processes.

3. Flow Optimization

Ensure a smooth flow of materials and information.

4. Pull Production

Produce based on actual demand.

5. Continuous Improvement

Establish a culture of ongoing process review.

Conclusion: Building a Sustainable Future

Customer-Centric Approach

Develop features that resonate with users.

Waste Reduction

Eliminate unnecessary steps.

Continuous Improvement

Adapt based on feedback.

LSS Philosophy

Transform project management into a way of operating.