

# Shopfloor 5.0: Transcendence



Team Paper Bag

Google  
Glass

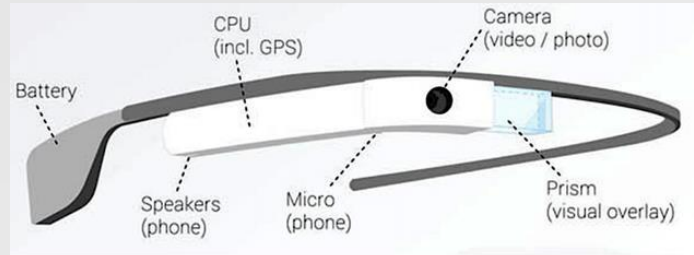
# Google Glass and Why it Failed?

## Features and Specs

Google Glass is a wearable computer featuring a head-mounted display in the form of eyeglasses.

Features:

- hands-free smartphone
- internet access
- Camera
- Maps
- Calendar
- Voice commands.



The product garnered considerable criticism, with concerns about its price, safety, and privacy.

Glass seemed to lack the "cool" factor often associated with successful technology product rollouts.

## Reason for Failure

- Aesthetically Unappealing
- No Clear Function
- Unsuitable price band
- Wrong Market targeting
- Bad or no major marketing
- Limited scope
- Limited Technological Advancement at the time of launch
- Low Battery Life
- Customer Assumptions

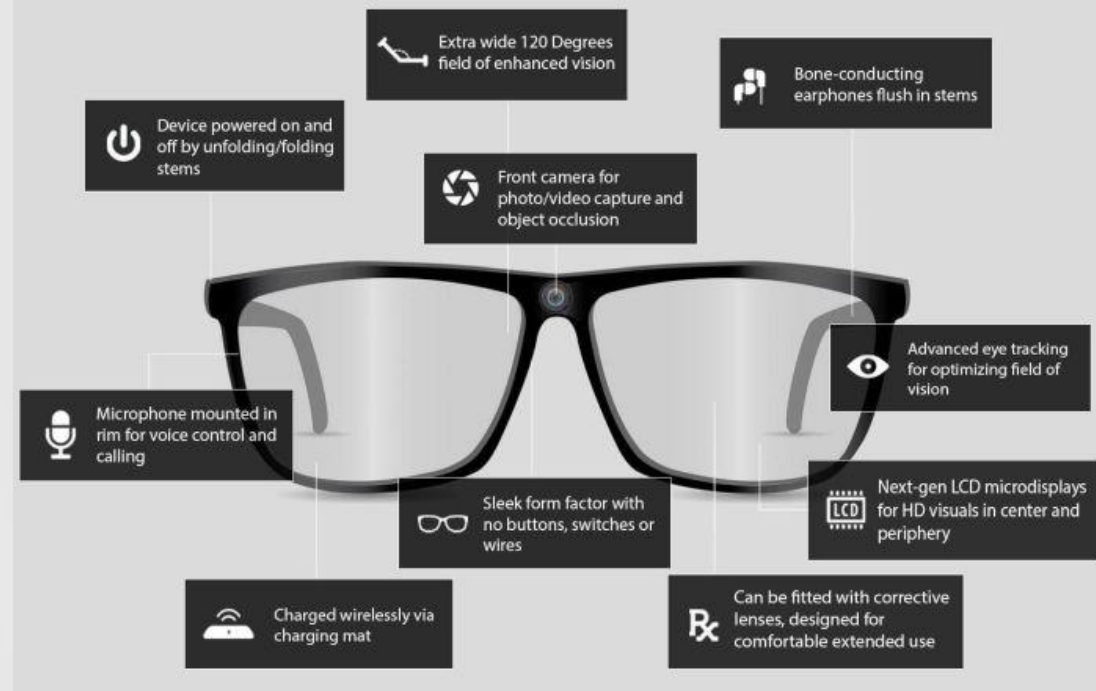
## Suggested Features and Improvements

- **Looks** : Reduce Obviousness, Make it look more like Corrective/Sun Glasses
- **Marketing** : Target the right segment and organisations which can benefit from it
- **Update Tech** : More features (mentioned ahead) to be merged with the existing
- **Price Point Revision** : Make it affordable and accordingly customisable
- **Improve Build and Longevity** : Enhance Battery Life and Product Physical Quality

# Google Glass Gamma

## Unique Selling Propositions

- **Upgrade** from Beta Version
- **Chromecast** : View and Access Anything\* on it
- **2X Lighter** : Chrome Body with Rubber Tips
- **Longer Battery Life**
- **Corrective Lenses** : Personalised + Corrective
- **Colour Variations** : In Matte Black, Deep Blue, Red
- **VR Enabled** : Immersive Simulated experience
- **Specialised** : Task Centric Variants Available



## Learnings and Improvements from Beta Model

### Connectivity

Connects with Wi-fi, Mobile Data and Open Sourced Internet

### Pricing

Basic Structure at \$499 with Add-On Features as per requirement

### Technology

No limitation : Google Lens, Maps, Assistant and AR possible

### Ergonomic

Both lenses display, photo-chromatic. UV Protect variant

### Audio

Bone-conducting earphones flush in stems.

# Segmentation, Targeting and Positioning

01

## Security

Heat Mapping through  
InfraRed sensors, ,  
Google Map assisted 3D  
Terrain Mapping

02

## Drivers + Commercial Cab Services

Get Access to maps,  
shortest routes without  
distraction of a screen,  
locations entered by  
voice command

03

## Medicine

Offsite Operation assistance.  
Give POV and follow  
instructions from more  
specialised doctors.  
This feature enables medical  
assistance in remote areas

Market to the correct  
audience - create a need  
and present solutions to  
the existing problems

Adapt a **Blue Ocean  
Strategy** while there is  
still a chance and build  
on it

**Specialised  
Applications**

Blue Ocean Strategy  
is referred to a  
market for a product  
where there is no  
competition or very  
less competition.

04

## Content Generation

POV photography,  
tutorial videos, adventure  
and nature photography  
without the limitation of  
memory, as it is all linked  
with Cloud Storage

05

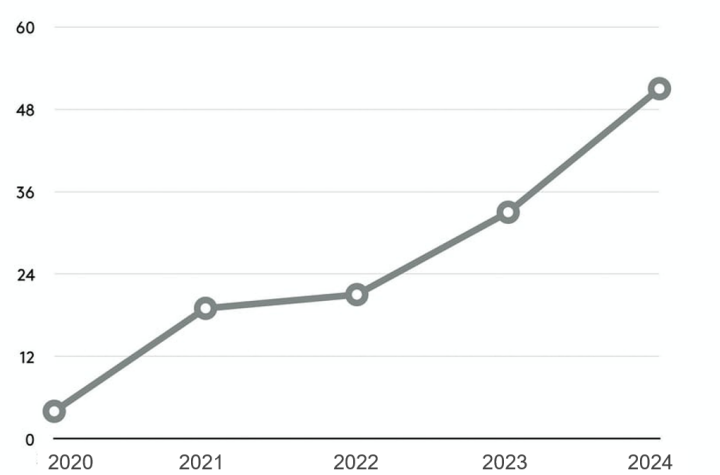
## Education

Online classes will be more  
immersive and responsive with  
audio visuals coming straight to  
the eye of the student.  
With VR, a classroom like  
atmosphere can be created for the  
students and staff.

05

## Entertainment + Gaming

OTT + VR gaming can be taken  
on a whole new comfortable  
level



Yearly Projection of Sales Units (in Millions)

# Sales Projection

- Here we have sales figure in sync with the smart watch as that is the most preferred tech wearable in the market.
- We believe that the market scope of Smart watch is more than Google glass, but the number of their sale is higher in that segment because of price and feasibility. Whereas for Google Glass Gamma, the amount of sales per segment will be comparatively lower for the introduction part.
- That is why we feel the end figure of sale will end up being the same.

## Promotion

- Promote to the **relevant audience**, and **organisations** and **tech enthusiasts**.
- Have comparative reviews of **Beta** and **Gamma** Version
- Emphasise on **Versatility**, New **Features** and **Possibilities**

Live  
Explore  
Drive  
Shoot  
Watch  
Plan  
Vibe

At the blink of an eye



Google  
Glass Gamma

# THANK YOU

We are open to questions and  
comments

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