

# Task#01 – Product Failure Analysis

S.NO	PRODUCT NAME	YEAR STARTED	YEAR END	REASON FOR FAILURE	USED FOR	THINGS TO FIX THE PRODUCT
1)	RELIANCE SIM	2002	2016	PHYSICAL DAMAGE TO THE SIM	COMMUNICATION	IMPROVE NETWORK QUALITY
				SOFTWARE GLITCHES	(NETWORK)	FIX GLITCHES
				NETWORK ISSUES		IMPROVED CUSTOMER SERVICE
2)	SEGWAY	1999	2020	TOO EXPENSIVE	TRANSPORTATION	UNDERSTANDING USER NEEDS
				IMPRACTICAL FOR MOST PEOPLE		FOCUSING ON NICHE MARKET INITIALLY
				SUFFER FROM REGULAR ISSUES		PRIORTISE AFFORDABILITY & ACCESSIBILITY
3)	YAHOO	1994	2017	FAIL TO MAINTAIN GLOBAL RELEVANCE	SEARCH ENGINE /	FOCUS ON NICHE SERVICES
				INCONSISTENT STRATEGIES	E-MAIL	IMPROVE USER EXPERIENCE
				LATE REALIZATION OF INNOVATION		STRATEGIC PARTNERSHIPS
						INNOVATION AND TECHNOLOGY