

## Google Chrome

Chrome pushed for a safer, faster web through aggressive security improvements, multi-process isolation, and user trust initiatives.

2016 — Introduced HTTPS by default and site security warnings. Improved brand trust, minor compliance costs. Encouraged global web encryption adoption. Pushback from some small website owners.

2017 — Rolled out multi-process architecture and performance boosts. Engineering cost for refactor absorbed by core team.

2018 — Launched built-in ad filtering for abusive ads. Positive impact on Google's brand credibility. False positives in ad blocking initially. Improved user experience and site quality.

2019 — Login sync issues across devices. Moderate support costs for feature fixes. Integrated password manager and dark mode. High feature adoption among mobile users.