

FLOP TO PHOENIX PRODUCT CHALLENGE

ARCHISMAN BASAK

AGENDA

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PRODUCT CURRENT JOBS TO BE DONE, REAL PERSONA, ASSUMPTIONS

PRODUCT CUSTOMER JOURNEY FAILURE REASONS

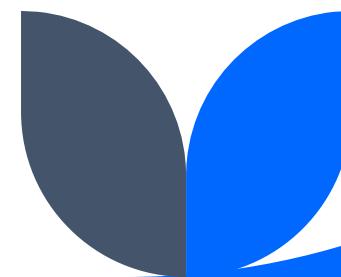
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PRODUCT INTRODUCTION

Google Glass, or simply **Glass**, is a discontinued brand of smart glasses developed by Google's X Development (formerly Google X), with a mission of producing a ubiquitous computer.

Google Glass displays information to the wearer using a head-up display. Wearers communicate with the Internet via natural language voice commands.

Google started selling a prototype of Google Glass to qualified "Glass Explorers" in the US on June 27, 2012, for a limited period for \$1,500,(with distribution of those purchases beginning on April 16, 2013),before it became available to the public on April 15, 2014.

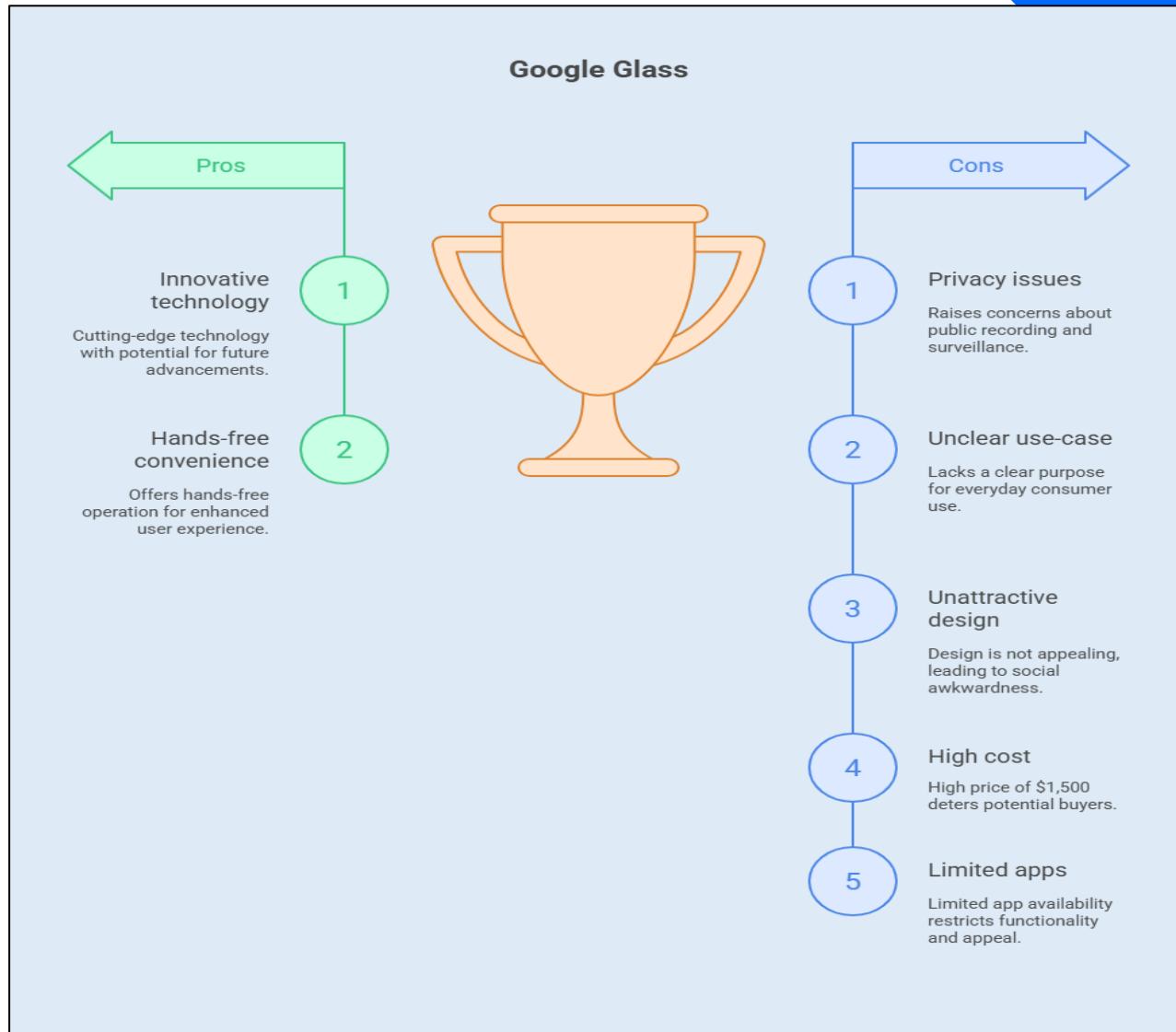


WHAT IS THE PRODUCT & WHY FAILED

Google Glass was a wearable smart-glasses product introduced by Google in 2013. It featured a head-mounted display with camera, voice commands, and AR overlays, meant to provide real-time info and "hands-free" access to digital life.

Why it failed:

1. Privacy concerns (people feared being recorded in public).
2. Lack of clear use-case for everyday consumers.
3. Unattractive design and social awkwardness.
4. Battery life, high price (\$1,500), and limited apps added to the downfall



PRODUCT JOBS TO BE DONE, REAL PERSONA, ASSUMPTIONS

INTENDED JOBS TO BE DONE

The actual job for **Google Glass** to be done is to get and work on real-time access to information, for a hands-free way to access navigation, notifications, and capture moments so that it can stay productive and informed without using my phone or any other communication devices.

REAL USER PERSONA

Google Glass targeted for early adopters, tech enthusiasts, and consumers. But real high-fit personas were:

1. Field professionals (surgeons, warehouse managers, factory inspectors)
2. Security and logistics personnel
3. AR-guided technicians (aviation, automotive, etc.)

ASSUMPTIONS MADE

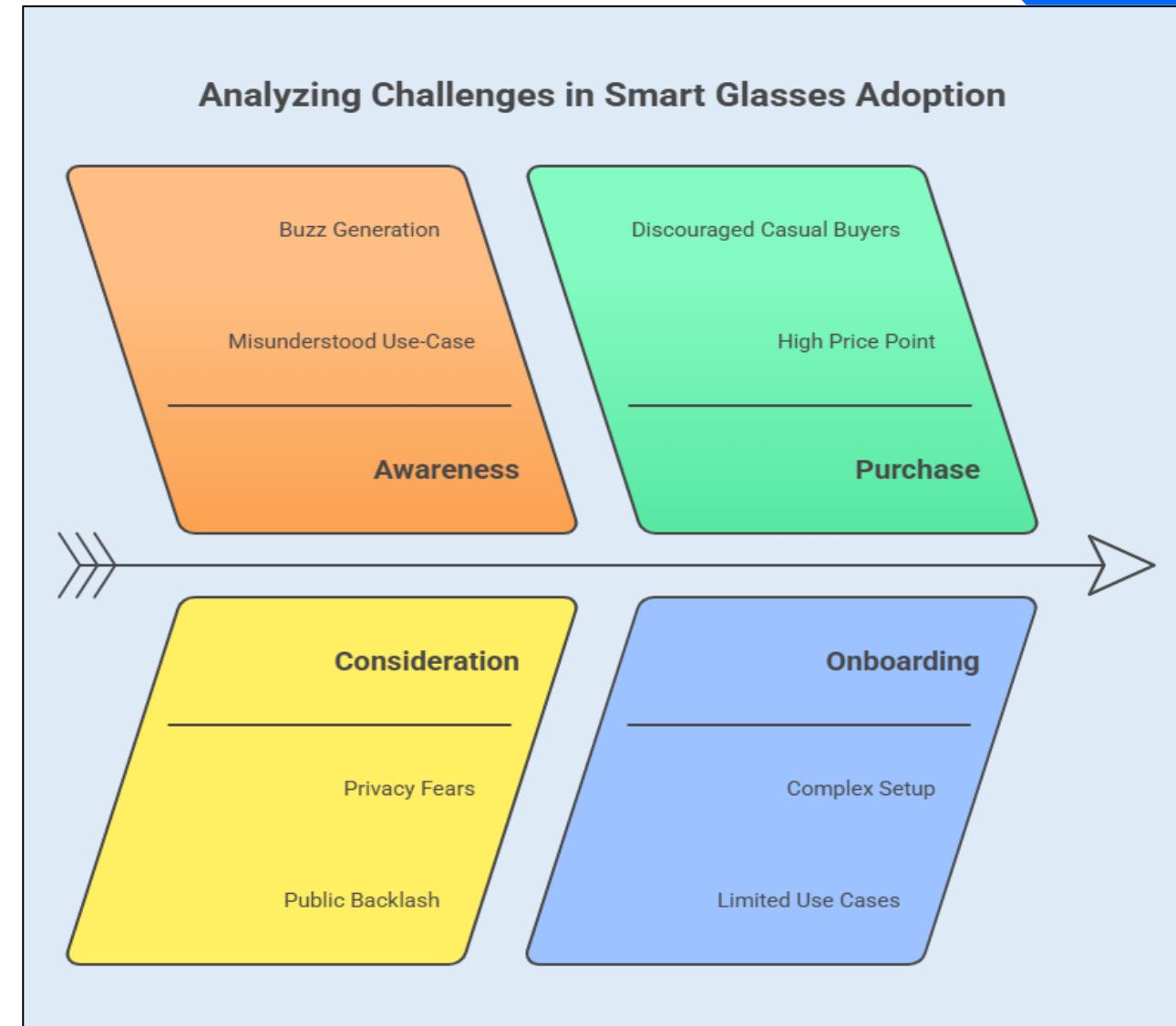
Google Glass made majorly two key assumptions:

1. People would feel comfortable wearing a camera-enabled smart device in public.
2. Consumers wanted to replace or supplement phones with smart glasses for general use.

PRODUCT CUSTOMER JOURNEY FAILURE REASONS

Google Glass failed primarily due to a combination of high price, privacy concerns, and a lack of clear value proposition for everyday users. The device's futuristic design also faced social acceptance challenges.

Stage	Issue
Awareness	Buzz generated, but misunderstood use-case
Consideration	Public backlash over privacy fears ("Glassholes")
Purchase	\$1,500 price point discouraged casual buyers
Onboarding	Complex setup, few compelling use cases
Retention	Social discomfort + limited software led to low daily utility



USER RESEARCH TO SAVE PRODUCT

Google Glass can be saved if it would observe users in its natural environment and test the hands-free implementation when needed and make use of its users for real time uses.

Impact: Google could've refined the core value proposition: fewer features, more situational use with redesigned UX, initially targeted enterprise/healthcare.

If Google had deeply invested in contextual user research, they could have:

1. Avoided public backlash through empathetic testing.
2. Found better product-market fit in industrial domains early.
3. Redesigned the product to align with real human behavior, needs, and social norms.



PRODUCT USER PERSONA INTERVIEW

Name: Ramesh, 38 - Aircraft Maintenance Technician, Bengaluru Airport

Quote: "I often need both my hands while referencing schematics or instruction videos. Pulling out a tablet or asking a colleague slows me down."

Pain Points:

1. Losing time switching between tools and manuals.
2. Difficulty accessing real-time checklists while wearing gloves.

Excitement about Google Glass:

1. Hands-free instruction feed.
2. Voice-command navigation through maintenance manuals.

Concerns:

1. Battery life
2. Compatibility with safety helmet



JOBS TO BE DONE USING PERSONA CREATION

Jobs to Be Done (JTBD):

1. "When I'm performing technical repairs in tight spaces, I want to access instructions hands-free so I can finish the task quickly and safely."
2. "When I'm multitasking between machines, I want to receive alerts in real-time so I can reduce downtime without having to stop."

Persona Creation:

Name: Ramesh Nair, **Age:** 38

Occupation: Aircraft Maintenance Technician

Location: Bengaluru, India

Goals:

1. Improve repair time and safety
2. Minimize errors in part replacement

Frustrations:

1. Manual referencing
2. Lack of on-demand visual assistance

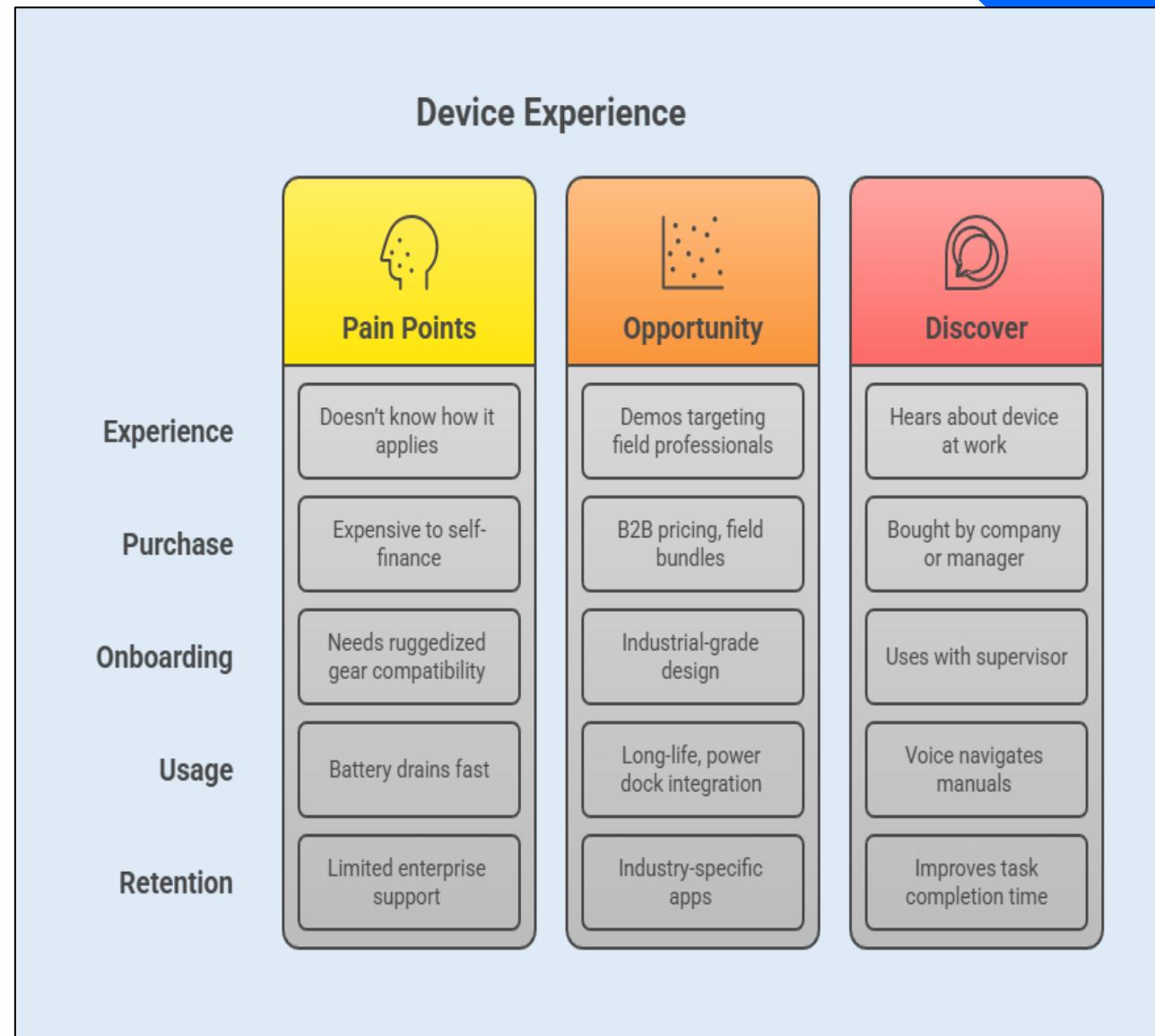
Tech Usage: Familiar with smart devices, tablet-based manuals

Environment: Noisy, requires protective gear, gloves, precision

CUSTOMER JOURNEY PROFILING

Customer Journey Map helps us gauges the interactions a customer has with a company, product, or service, from initial awareness to post-purchase thoughts, and emotions a customer experiences at each touchpoints helping in gaining smooth business experiences.

Stage	Experience	Pain Points	Opportunity
Discover	Hears about device at work event	Doesn't know how it applies to him	Demos targeting field professionals
Purchase	Bought by company or manager	Expensive to self-finance	B2B pricing, field bundles
Onboarding	Uses with supervisor	Needs ruggedized gear compatibility	Industrial-grade design
Usage	Voice navigates manuals	Battery drains fast	Long-life, power dock integration
Retention	Improves task completion time	Limited enterprise support	Industry-specific apps



TURNAROUND PIVOT STRATEGIES

Summary

1. Google Glass failed in consumer space due to privacy, unclear value, and social rejection.
2. It assumed consumers wanted hands-free AR for daily life.
3. Its real persona was field professionals, not consumers.
4. Pivoting to industrial use cases saved it from extinction (Google Glass Enterprise Edition).
5. If it had been user-tested with target field workers early, much of the backlash could've been avoided.

