

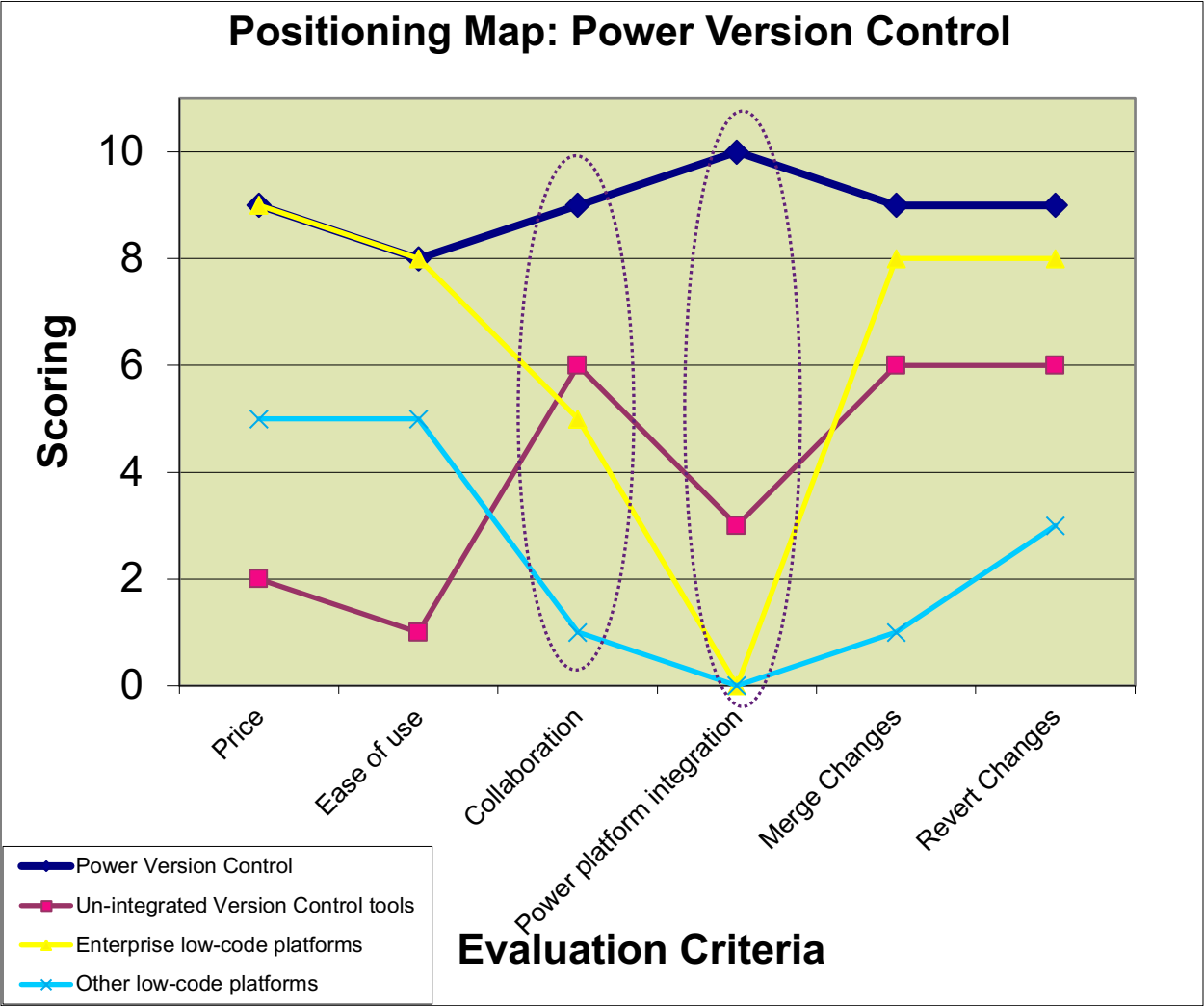
Positioning Map Examples

This document contains several examples from past students. This includes both On the Mark and Off the Mark examples. All examples are annotated with instructor's feedback.

On the Mark Example 1

Here is an example Positioning map of Power Version Control product under Microsoft Power platform product line. The main function of this product is that it allows users to work simultaneously on low-code applications, and keep track of changes over time.

Due to the nature of the competition, I am creating the positioning strategy based on the category of competitors instead of the individual competitors. Each product in the above 3 categories has similar criterion that distinguish them from each other, and from Power Version Control.



The following criteria are evaluated to create a positioning strategy:

- Price – cost of solution to customer (high cost gives high score)
- Ease of use – Ease with which the customer can version control their app
- Collaboration – Ease of collaboration for medium to large teams
- Power Platform Integration – Integrability of system with the power platform products
- Merge Changes – Combine changes of multiple users when there is a conflict
- Revert Changes – Change app back to a previous version of the app.

Position-to-own

The differentiation strategy for this product will be the ease of collaboration and the product’s strong integration with the power platform. There is a large gap in the market for version control for the power platform, as well as for tools that promote collaboration. Our product can fill in both these gaps.

Position Tagline

“Build by collaborating on the Power Platform.”

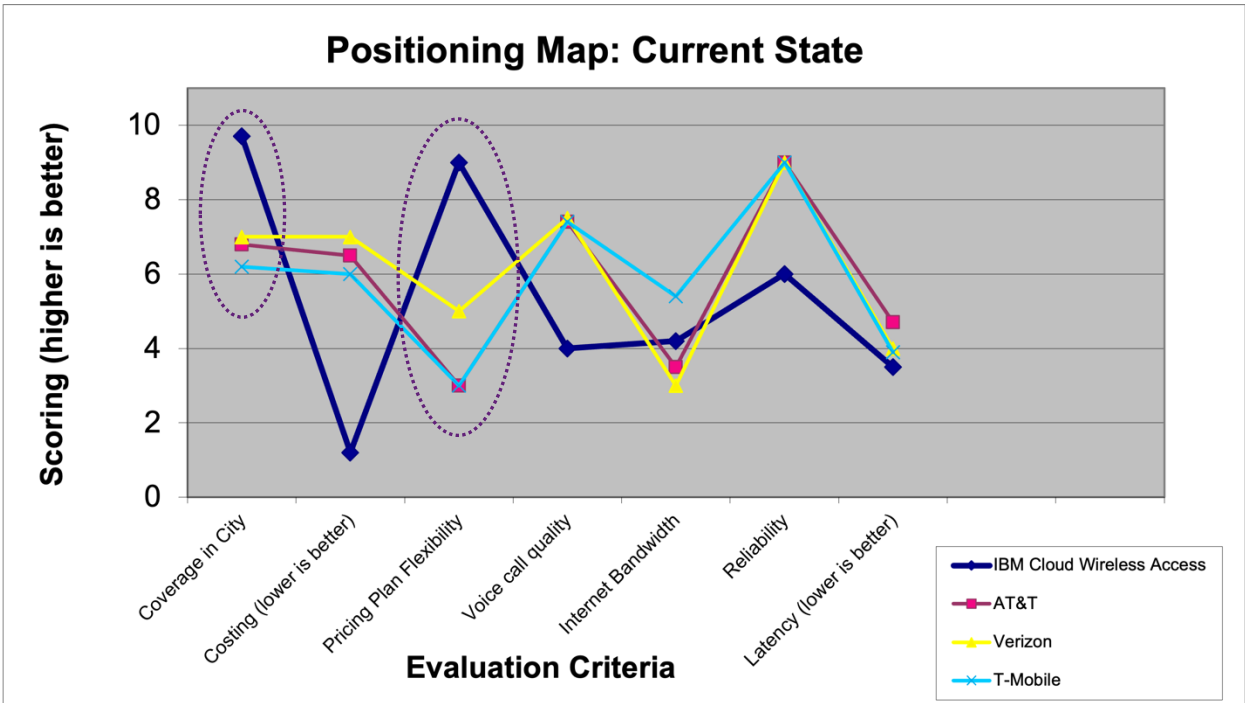
Why is this On the Mark?

Captures the positions of the new product idea, Power Version Control and its competitors on criteria that the targeted customers use to make a purchase decision.

Captures the position-to-own for the proposed product Power Version Control that matches the targeted positions on the positioning map.

On the Mark Example 2

Here is an example Positioning map of IBM Cloud Wireless Access product under Security for IBM Cloud product line. The main function of this product is that it allows smartphone users to connect to private Wi-Fi's securely and inexpensively and home users to share their network for profits.



The following criteria are evaluated to create a positioning strategy:

- Coverage in City: This factor talks about how much of the main city area is covered by the network.
- Costing: This measures the costs for the lowest plan you can get in that network
- Pricing Plan Flexibility: This factor takes into account how many options do you have to choose from
- Voice call quality: Scaled Mean opinion score (MOS) for voice quality
- Internet Bandwidth: Measures the average speed in the city
- Reliability: Data packets dropped while browsing or on call
- Latency: This factor measures the average latency by the network

Position-to-own

As evident from the positioning map, I want my product to **cover entire cities** and I want my product to have the **most flexible pricing option** amongst all the competitors. Now I would achieve that by using the model 'pay-what-you-use'. The customers would be billed after the month ends and based on their usage. This would turn out to be cheaper than all mobile carriers by a lot. Thus, the product differentiation that I would own is: **Coverage and Flexibility**.

Position Tagline

"Why pay more to get no reception? Join IBM."

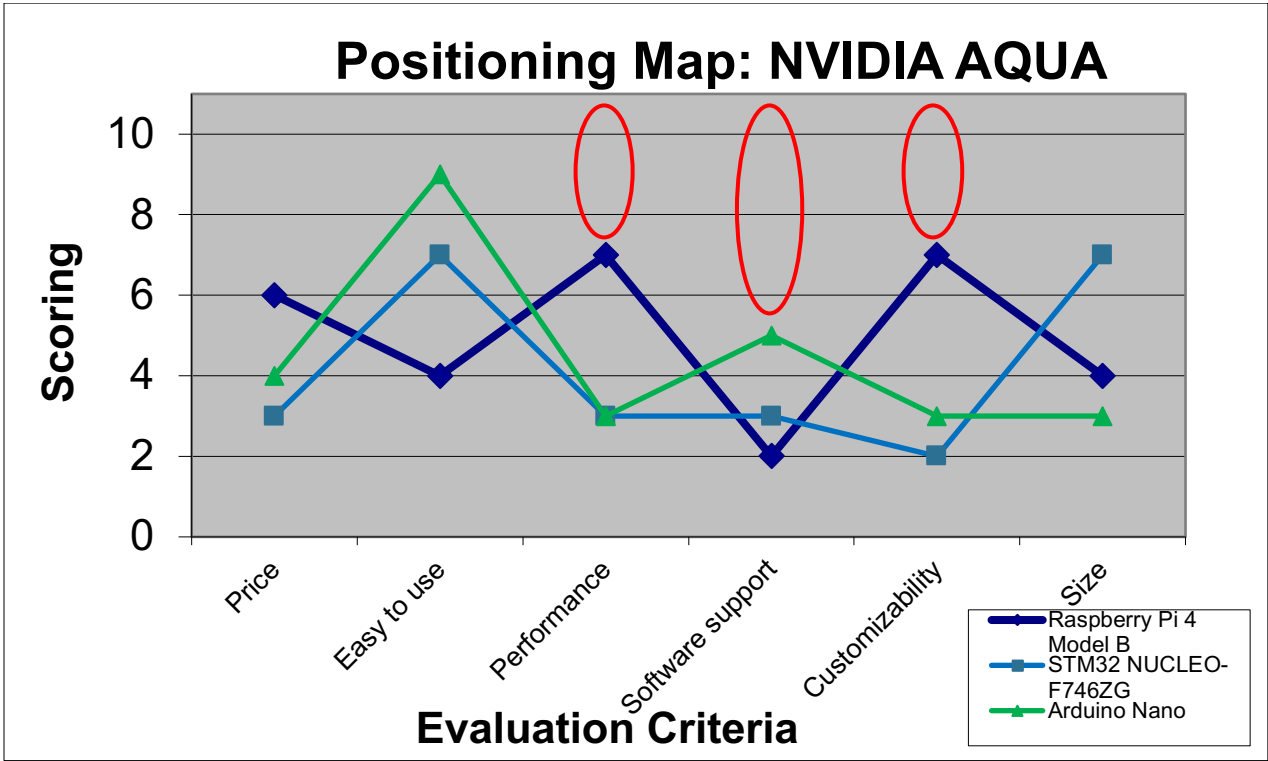
Why is this On the Mark?

Captures the position-to-own for the proposed product IBM Cloud Wireless Access that matches the targeted positions on the positioning map.

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Off the Mark Example 1

Here is an example Positioning map of NVIDIA AQUA product under NVIDIA Jetson product line. The main function of this product is that it Developed for underwater applications / autonomous machines.



Position-to-own

Positioning of NVIDIA AQUA is shown as the red ovals in the diagram below. Higher performance, more software support, and high customizability would be the differentiators for NVIDIA AQUA. Since it is targeting software developers, higher performance and customizability will be the key to attract developers/users. While extensive software supports, including toolchains, samples, and libraries, will be appealing to potential customers. Combining these three factors, it would give our product the competitive advantages that is more flexible to a variety of usage.

Position Tagline

““High performance, do anything underwater in hand.”

Why is this Off the Mark?

The ovals are showing the gaps, not the position to own for this new product idea.

The Easy to Use criteria should be explained as this can be easily misunderstood.

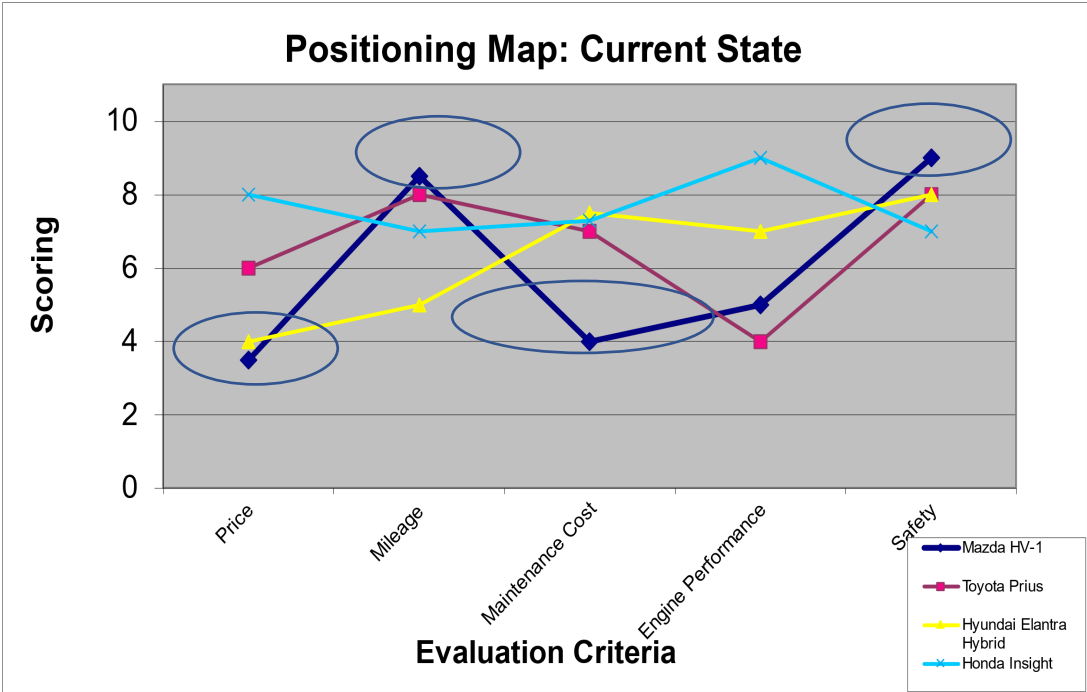
Off the Mark Example 2

Here is an example Positioning map of HV-1, a Hybrid Electric Vehicle (HEV) product under new product line named Mazda Hybrid Vehicle product line. The main function of this product is that it runs on both gasoline and electricity to provide maximum fuel efficiency to the customer through hatchback and sedan models.

Criteria that customers would use to decide to purchase and/or use across the products that are available to them:

- a. Price
- b. Mileage
- c. Maintenance cost
- d. Engine Performance
- e. Safety

The criteria are ranked on a scale of 0 to 10 (10 – high, 0 – low)



Position-to-own

As shown in figure, the economical hybrid cars market has gaps when it comes to maintenance, price, and safety. Through HV-1, Mazda will try to focus on gaps marked in figure. This will help Mazda to get a competitive advantage in this segment and customers will see this product as an option to replace existing products available in the market.

Position Tagline

“economical, eco-friendly and reliable passenger car.”

Why is this Off the Mark?

Explaining the scale from 0-10 is effective.

Student has listed three positions to own but marked 4 on the graph.