1. The “fixes that fail” archetype is used for a situation where a solution to a problem fixes it in the short term but does not help in the long term and also has unintended consequences as well. For ICUPhone this applies because at first it increased its budget and attention on research and development and this paid off in the short term, the company was growing and the outcome was looking good, market share and customer loyalty was growing. As the company kept trying to expand, the quality of the products went down. This was because the company was focused on making more products and expanding the product line. This represents the “fix” in “fixes that fail” This also caused the unintended side effect of having the employees feel overwhelmed with the work they had to do to keep up with customer inquiries and support. The quality of the products and of product support hurt the brand’s reputation and customer loyalty. The “fail” in “fixes that fail” is represented by the company lowering its profit and revenue which lowered its ability to innovate and come up with new products.

2.



3.

One of the relationships was between research and development and product development. It was a direct relationship because investment in research and development led to faster product development but this lower product quality. The growth of the company outshined the customer support ability to do its job. This caused increased stress to the employees and a decrease in satisfied customers. One of the problems was the property of quality. At first it was its strength but as more workload and new products were added the quality of products went down. Another was the speed of innovation. This was its main strategy and overpowered its necessity for quality. The increased focus on adding new products made a feedback loop of the faster the company launched the products the products would be low quality and have a negative reception from customers and reviewers. This could be fixed if more quality control measures were implemented and the deadlines for releasing these products were extended longer for this purpose.