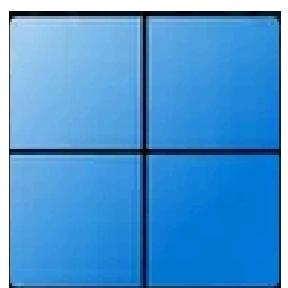




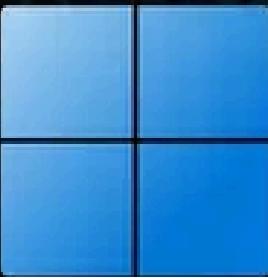
Microsoft Windows 11

-Product Teardown



Windows 11

-Aaditya Thacker



Overview :

- Microsoft Windows 11 is the latest version of Microsoft's operating system.
- launched in October 2021.
- 400 million monthly active devices

Market Share in % :

Windows : 71.1%
OS X : 10.08%
Linux : 4.275
Chrome OS : 1.83%

Windows 11 Share :

Windows 10 : 52.94%
Windows 11 : 43.72%
Windows 7 : 2.4%
Windows XP : 0.38%
Windows 8.1 : 0.28%
Windows 8 : 0.23%

Competitors



chromeOS



Linux™

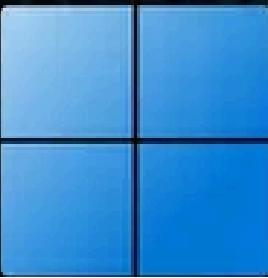


Mac™ OS

Chrome OS

Linux OS

Mac OS



Overview :

Features:

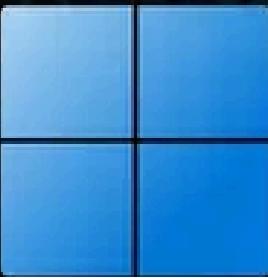
- Revamped UI (centered Start menu, Fluent Design)
- Snap Layouts and Snap Groups
- Microsoft Teams integration
- Widgets, Virtual Desktops
- Android app support (via Amazon Appstore)
- Gaming enhancements (Auto HDR, DirectStorage)

Target Audience:

- Consumers, students, professionals, gamers, and enterprise users.

USP & Value Proposition:

- Familiarity + Simplicity.
- Best for gaming purposes.
- High flexibility and multitasking for productivity users.



User Persona :



Ravi

- Age - 21
- Gamer + engineering student.
- Needs Performance + Discord/Xbox tie-ins

Pain points -

- Faces problems while streaming.
- OS not compatible for cybersecurity purposes



Amita

- Age - 35
- company worker + Freelancer.
- Needs Microsoft teams and mails and designing tools

Pain points -

- Needs integration between all Microsoft apps
- AI for task optimization and reminders.
- Microsoft Store doesn't work most of the time.

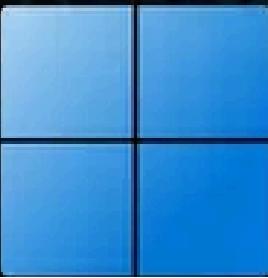


Ganshyam

- Age - 53
- Retired bank employee.
- Needs for tax submission and watching movies, needs familiarity and simplicity

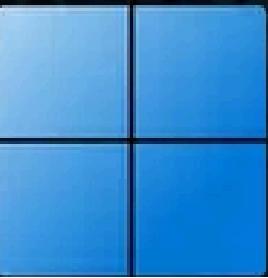
Pain points -

- Scared of getting scammed online.
- Too complex UI.
- Only needs basic functions like Excel and Chrome.



SWOT:

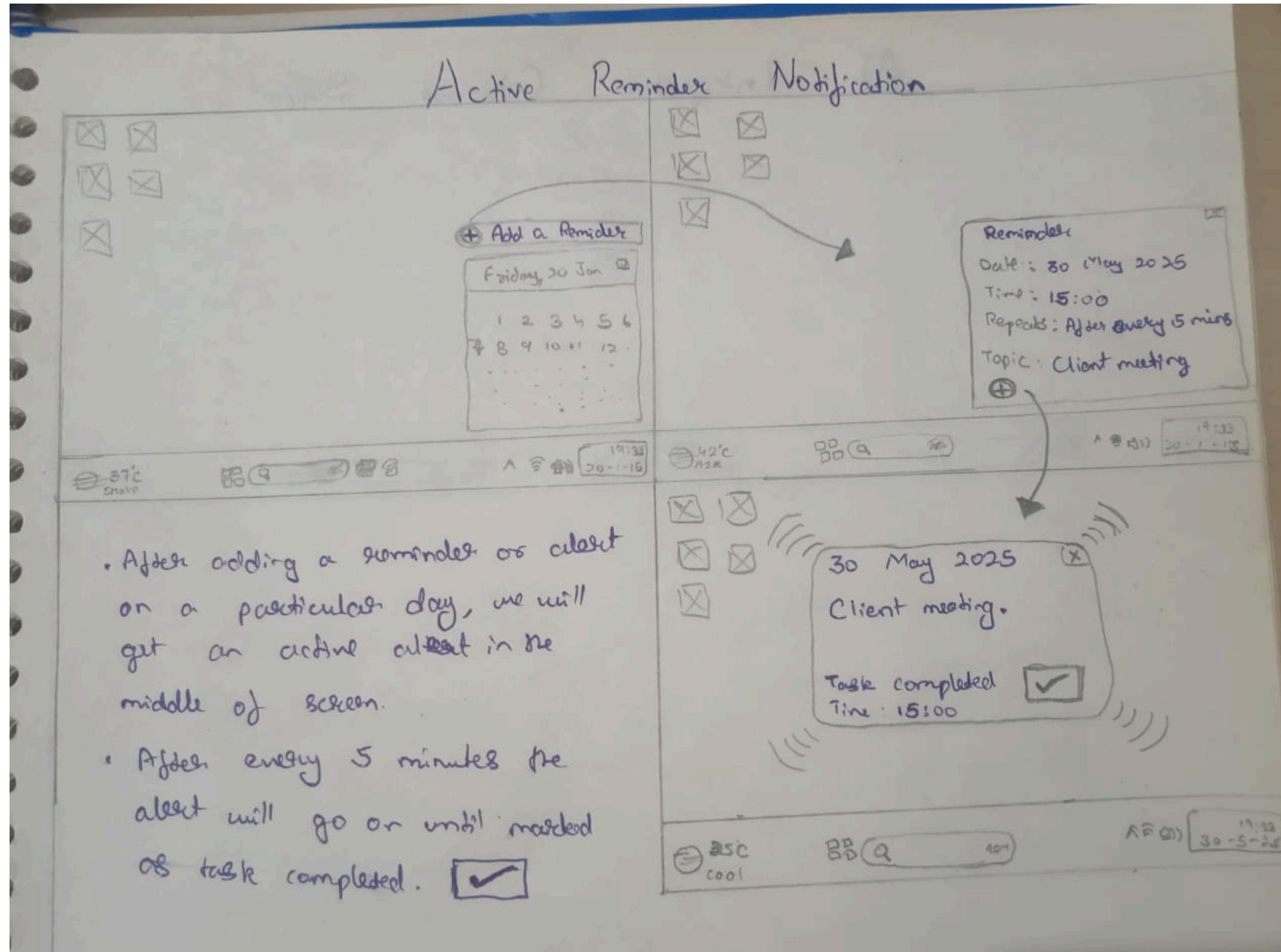
Strengths	Weaknesses
Strong brand & legacy	High system requirements
Productivity & gaming features	Confusing UI elements
Ecosystem with Office, Teams	Limited Android app support
Seamless updates	Mixed reviews on stability
Opportunities	Threats
Expand app ecosystem	Rise of ChromeOS for education
Deeper AI integration	EU/US antitrust scrutiny
Remote/hybrid work tools	



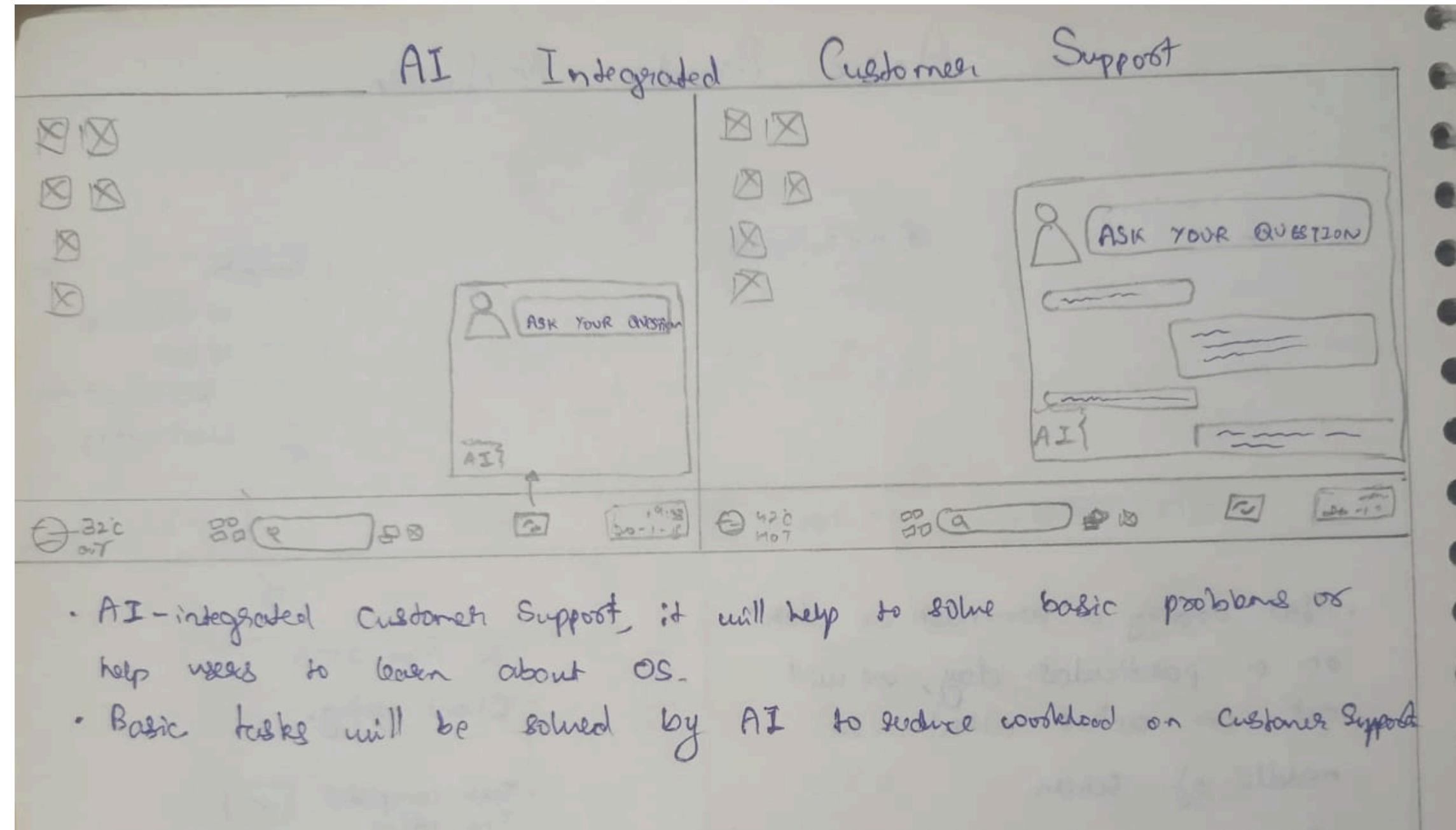
Proposed solutions:

- Unified settings design.
- AI-powered personalization.
- Active Reminder notification.
- Push PWA (Progressive Web App) support for Android apps.
- AI-integrated customer support for basic problems.
- Enhancement of Microsoft Store.
- An EAS mode: A special mode for old-aged people who need only basic functions to work like Chrome, VLC, and photos, etc

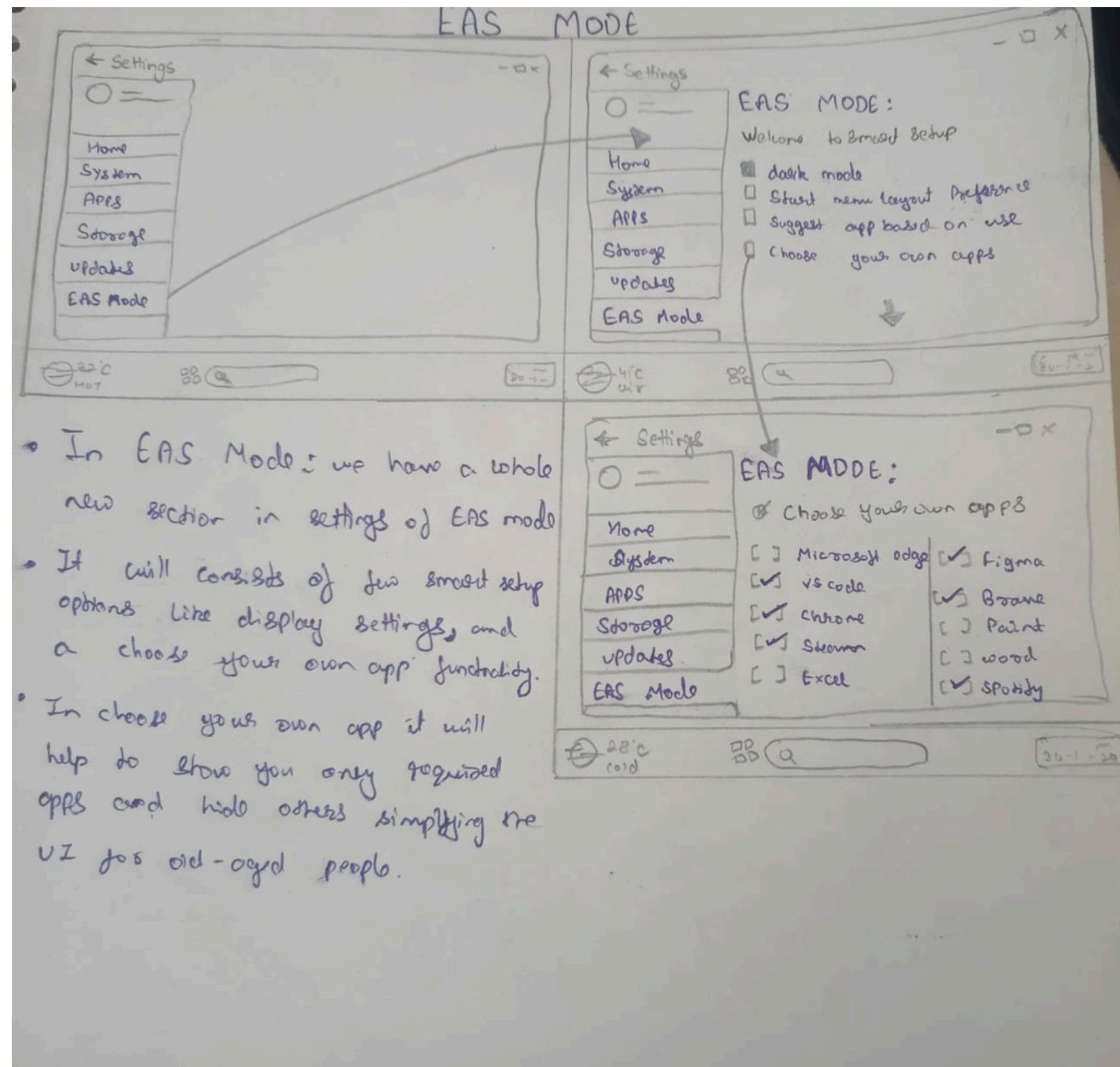
Active Reminder notification:



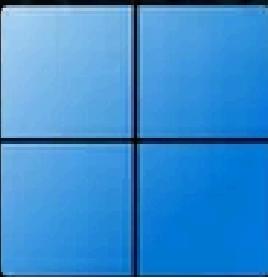
AI Integrated Customer Support:



EAS Mode:

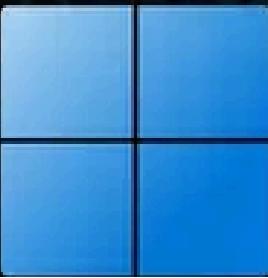


- In EAS Mode, we have a whole new section in settings of EAS mode
- It will consist of few smart setup options like display settings, and a choose your own app functionality.
- In choose your own app it will help to show you only required apps and hide others simplifying the UI for old-aged people.



RICE Prioritization :

<u>Features</u>	<u>Reach</u>	<u>Impact</u>	<u>Confidence</u>	<u>Efforts</u>	<u>RICE score</u>
Unified settings design.	8	9	8	9	64
AI-powered personalization.	8	8	7	10	45
Active Reminder notification.	9	8	9	7	93
Push PWA support.	7	7	8	7	56
AI-integrated customer support	8	8	9	8	72
Enhancement of Microsoft Store.	7	7	8	8	49
An EAS mode.	8	9	9	9	72



Metrices:

- North Star Metric: #Monthly Active Devices using Core OS Features

KPIs :

#Total installs / Upgrade to Windows 11

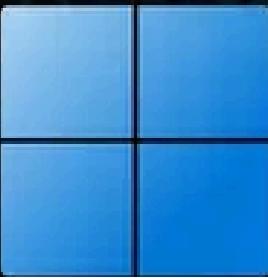
%of users sticking with Windows 11 after upgrade

#DAU/MAU

For EAS Mode: #avg session time & completion rate for tasks in EAS mode

For Active Reminder: #no. of reminders created per active user per week.

#Increase in market share % in desktop OS (vs. macOS, Linux, ChromeOS)



Guesstimates:

Market size:

Total Windows 11 users:

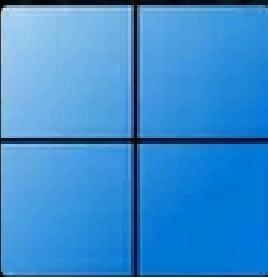
- Only considering desktops and laptop operating systems, not mobile/tablets.

Assumptions:

- Total no. of desktops and laptops in the world = ~2 billion
- Out of all the devices = 70% of Windows users
- Out of all the Windows users = 44% Windows 11 user

Guesstimate:

- Total Windows users: $2B * 70\% = 1.4 \text{ billion}$
- Total Windows 11 Users: $1.4B * 44\% = 616 \text{ million}$



Guesstimates:

User adoption:

Current Active User:

- 616 million market size.
- Current active users: $616M * 80\% = \sim 492.8 M$

After Windows 10 support ends:

- Windows 10 support will end in October 2025.
- Expecting a sudden Shift of ~50-55% of users from Windows 10 to Windows 11 in a year.
- Total Windows 11 users till next October 2026: ~55% Window 10 Active users + ~492.8M
- Windows 10 Active users: $1.4B * 55\% = 770 \text{ million}$

Total User Adoption till Oct 2026: $\sim 770 + 492.8 = \sim 1.262 \text{ billions}$

*Thank
You*