A) The existing problem

Internet Explorer is not as efficiently designed as its competitors. With majority of users operating on Google Chrome, Mozilla Firefox and Apple’s Safari, Microsoft’s internet browser is far inferior in terms of popularity and performance. Many software installations target Internet Explorer to add their toolbars and advertisements. Resulting in a very clustered user interface and poor performance as these extra add-ons slow down its performance. Due to this problem, users decided to move on to a different browser, leaving Internet Explorer with a lasting tainted image of poor performance and annoyance.

B) The innovation

Microsoft has tried many times to shake off the negative image associated with its browser in the past. They came out with campaigns and new iterations of the software, hoping to re-capture its initial dominance in the internet browser scene. With much little effect, the many attempts to revive its browser has failed every time. With a brand new internet browser codenamed “Project Spartan” in design, Microsoft seeks a fresh start with its user base. They will likely incorporate the Microsoft name to this new browser, giving it the power of the Microsoft brand name.

C) Seize the opportunity

With the development of Windows 10, Microsoft aims to steer its users away from Internet Explorer as its primary internet browser. Hoping the launch of Windows 10 will surge its brand amongst popular browsers, utilizing this fresh start to shake off its negative image once and for all.